

## FOR TTB USE ONLY

## TTB ID

13049001000024

DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
**APPLICATION FOR AND  
CERTIFICATION/EXEMPTION OF LABEL/BOTTLE  
APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

## 1. REP. ID. NO. (If any)

CT

OR

649

43

## PART I - APPLICATION

2. PLANT  
REGISTRY/BASIC  
PERMIT/BREWER'S NO.  
(Required)DSP-TN-4  
DSP-KY-4143. SOURCE OF  
PRODUCT (Required) Domestic Imported8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY,  
BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR  
TRADENAME IF USED ON LABEL (Required)JACK DANIEL DISTILLERY, LEM MOTLOW PROPRIETOR, BROWN-FORMAN  
CORPORATION  
280 LYNCHBURG HWY4. SERIAL NUMBER  
(Required)

130007

5. TYPE OF PRODUCT  
(Required) WINE DISTILLED SPIRITS MALT BEVERAGE

LYNCHBURG TN 37352

JACK DANIEL DISTILLERY (Used on label)

## 6. BRAND NAME (Required)

JACK DANIEL'S

## 8a. MAILING ADDRESS, IF DIFFERENT

## 7. FANCIFUL NAME (If any)

WINTER JACK

## 9. EMAIL ADDRESS

DENISE\_DILLARD@B-  
F.COM10. GRAPE VARIETAL(S)  
(If any)

## 11. FORMULA

1165841

18. TYPE OF APPLICATION  
(Check applicable box(es))

- a.  CERTIFICATE OF LABEL APPROVAL
- b.  CERTIFICATE OF EXEMPTION FROM LABEL  
APPROVAL  
"For sale in \_\_\_\_\_ only" (Fill in State abbreviation.)
- c.  DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL  
BOTTLE CAPACITY BEFORE CLOSURE \_\_\_\_\_  
(Fill in amount)
- d.  RESUBMISSION AFTER REJECTION  
TTB ID. NO. \_\_\_\_\_

## 12. NET CONTENTS

750 MILLILITERS

## 13. ALCOHOL CONTENT

15

14. WINE APPELLATION  
IF ON LABEL15. WINE VINTAGE DATE  
IF ON LABEL

## 16. PHONE NUMBER

(502) 774-7324

## 17. FAX NUMBER

(502) 774-7188

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

STATE DEPOSIT REFUND RECYCLE INFORMATION MAY BE ADDED CHANGED AND/OR DELETED. NET CONTENTS IS BLOWN INTO BOTTLE. FULL BODY SHRINKBAND AND NECK SHRINKBAND.

## PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF  
APPLICATION

02/18/2013

## 21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

(Application was e-filed)

22. PRINT NAME OF APPLICANT OR  
AUTHORIZED AGENT

MARY DILLARD

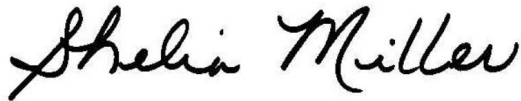
**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

**23. DATE ISSUED**

04/24/2013

**24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**



**FOR TTB USE ONLY**

**QUALIFICATIONS**

EACH CONTAINER MUST BE CODED TO INDICATE ACTUAL PLACE OF BOTTLING.  
TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

**STATUS**

THE STATUS IS APPROVED.

**CLASS/TYPE DESCRIPTION**

OTHER SPECIALTIES & PROPRIETARIES

**EXPIRATION DATE (if any)**

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

**Brand (front)**

**Actual Dimensions: 11.84 inches W X 13.64 inches H**

**Note: The image below has been reduced to fit the page. See actual dimensions above.**



JACK DANIEL'S  
IS A  
MADE  
APPLE  
JACK DANIEL'S  
TENNESSEE  
THE  
IT IS  
ORIGINAL  
FROM  
LYNCHBURG  
TENNESSEE  
WHEAT  
AND  
HEAVENLY  
TENNESSEE  
IS ENJOYED

Image Type:

Other

Actual Dimensions: 05.18 inches W X 02.35 inches H



00000000

---

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE