



BROWN-FORMAN

Est. 1870

Brown-Forman is the largest American-owned global spirits company and among the Top 10 largest global spirits companies by value*.



Global headquarters
Louisville, KY



Office and production facilities
in 70+ cities worldwide



Lawson E. Whiting
President and CEO



Campbell P. Brown
Chair, Board of Directors



BUSINESS*



\$4.178B
Net sales



14.4 million 9L cases of
Jack Daniel's sold in F24



Continued premiumization
of our global portfolio



GEOGRAPHY

Top Global Markets F24

United States 45%

Developed International 28%

Travel Retail 4%

Emerging 21%



PEOPLE



Brown-Forman is an **independent, family-controlled, and publicly traded company**, founded more than 150 years ago.



~5,400
Employees
Worldwide



Named a **"World's Most Ethical Companies"** honoree for three consecutive years.



PORTFOLIO



Global leader in
American Whiskey with
**four of the top 10
brands** in the category.



**World's Most Valuable
Spirit Brand**, according
to Interbrand (2023).



*(IWSR), F24