



BROWN-FORMAN

CREATING A RESPONSIBLE DRINKING CULTURE

*At Brown-Forman, responsibility is woven through who we are. We are an empowered group of people who know that when we take a second and **pause**, we will make the best decisions for ourselves, for the company, and for our communities.*

THE PAUSE CAMPAIGN - ELEVATING RESPONSIBILITY

The Pause campaign is all about encouraging and empowering Brown-Forman team members and partners to make positive personal decisions around alcohol.



SPIRIT - SUPPORTING OUR CHOICES NOT TO DRINK

The SPIRIT Employee Resource Group supports Brown-Forman's commitment to creating an environment where all employees feel welcome as contributing members of the organization, regardless of their own choice of whether or not to drink.



CHAMBORD AND ALTERISTIC - BYSTANDER INTERVENTION TRAINING

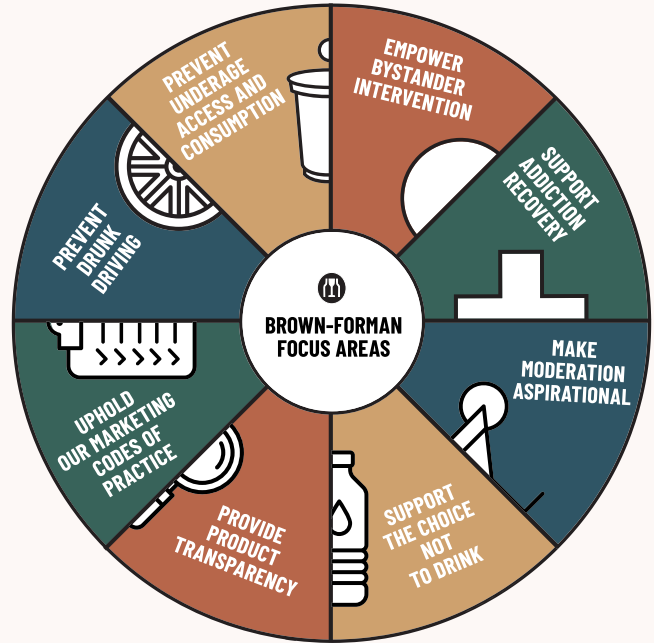
In 2018, Chambord announced its partnership with Alteristic, a national organization dedicated to reducing power-based personal violence, to provide a series of bystander intervention training workshops for the bartending community.





OUR FOCUS AREAS

At Brown-Forman, we are actively creating a responsible drinking culture. Our focus areas help us define what alcohol responsibility means to us. They guide our thinking, programs, and partnerships.



SUPPORT ADDICTION RECOVERY

It is important for us to address, educate, and destigmatize addiction recovery. We support several organizations that provide recovery services in our communities.



THE HEALING PLACE



PREVENT DRUNK DRIVING

We partner with Uber, Lyft, the Washington Regional Alcohol Program, and taxi services to provide access to sober rides across the country and world. We also support the HERO Campaign, a nonprofit that focuses on promoting the use of sober designated drivers.



COLLECTIVE IMPACT

We actively work with our peers in the industry to collectively promote alcohol responsibility. We are a founding member of Responsibility.org in the United States, and hold active memberships with several industry organizations around the world.



RESPONSIBILITY.ORG

