



BROWN-FORMAN

# RESPONSIBLE TASTING GUIDE

*At Brown-Forman, responsibility is woven into who we are, which is why we launched our responsibility campaign, Pause. By elevating responsibility, we raise awareness, empower our employees, and ultimately, do our part to cultivate a responsible drinking culture. We know that when we take a second and pause, we will create a safer environment for our employees, partners, and communities. Whether at home, in the store, or at one of our Homeplaces, the following guide will provide ways to continue cultivating a responsible and inclusive culture.*

## TASTE RESPONSIBLY

We encourage you to integrate these practices where legal, applicable, and appropriate.

- + Ensure all guests are over the age of 21
- + Servers should pour tasting amounts to not exceed ½ oz
- + Provide water
- + Provide food when legal or possible
- + Offer alcohol-free options
- + Respect those who choose not to drink
- + Use inviting and inclusive language such as, “If you’d like a taste,” “If you’d like a low ABV option,” etc.
- + Encourage those who would like to taste to “pause and enjoy” or “pause and savor”
- + Highlight the flavor notes and smells in deference to guests who opt out of tasting, yet still want to participate
- + Focus on making memorable moments with the people around you
- + Have water, food, and alcohol-free options in-screen or in photos
- + When needed, offer guests have safe ride home



**PAUSE**



# PAUSE AND ENJOY AN ALCOHOL-FREE DRINK

*Alcohol-free beverages can be just as fun and delicious as their alcoholic counterparts. Explore these recipes to mix up your next drink.*

## FO'FASHIONED

---

### INGREDIENTS

- 2 oz dark ginger ale
- ½ tsp sugar
- ½ orange wheel
- Cherry

### DIRECTIONS

Muddle orange wheel and sugar in base of cocktail shaker. Add ginger ale and ice to the shaker. Gently roll the contents of the shaker to mix ingredients.

Transfer to rocks or old fashioned glass. Garnish with cherry.

## HIVE BALL

---

### INGREDIENTS

- 1 ½ oz hibiscus tea
- ¾ oz honey syrup
- ½ oz fresh grapefruit juice
- ½ oz fresh lemon juice
- 1 peel of grapefruit

### DIRECTIONS

In a cocktail shaker, add the peel of grapefruit, honey syrup, fresh grapefruit juice, fresh lemon juice, and hibiscus tea.

Shake vigorously and strain into an ice-filled Collins glass, top with soda. Garnish with a fresh horse's neck grapefruit peel.

## KOMBUCHA MULE

---

### INGREDIENTS

- 3 oz pineapple ginger kombucha
- ½ oz lime juice
- ½ oz simple syrup
- 1 oz club soda
- Fresh ginger

### DIRECTIONS

Add pineapple ginger kombucha, lime juice, and simple syrup to an ice-filled cocktail shaker. Shake vigorously until chilled.

Transfer to mule glass and top with club soda. Garnish with fresh ginger.

## FREE-A-RITA

---

### INGREDIENTS

- 2 oz aloe vera juice
- 1½ oz lime juice
- ½ oz agave nectar
- ½ oz lemon-lime soda
- Lime wedge

### DIRECTIONS

Add aloe vera juice, lime juice, and agave nectar to an ice-filled shaker. Shake vigorously until chilled. Top with lemon-lime soda.

Transfer to old fashioned or margarita glass. Garnish with lime wedge.