

MANY SPIRITS, ONE BROWN-FORMAN STRATEGIC FRAMEWORK

Embedding D&I across all that we do in our daily work.



COLLEAGUES

Attract, hire, grow, and retain a diverse workforce that is reflective of the consumers and communities we serve



CULTURE

Create an inclusive culture that enables our people to bring their best selves to work



CONSUMERS

Build ever stronger brands, able to attract & retain a broad and diverse consumer base from all backgrounds and walks of life



COMMUNITIES

Be a good neighbor, within our communities where we live and work, and within our industry