



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
DISTILLED SPIRITS**

Date: January 15, 2014

Label Certificate Number: 861582

**Pursuant to the application of : BROWN-FORMAN BEVERAGES WORLDWIDE
Holder of permit/license number : S202090**

**Brand : JACK DANIEL'S TENNESSEE FIRE
Class : OTHER SPECIALTIES & PROPRIETARIES
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 50ML
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 35% ALC/VOL
Tested Alc. Content : NA
TTB Number : 13337001000252**

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

**Label Approval Section
Tax Division
Label.Approval@tabc.state.tx.us**

**c/o BROWN-FORMAN BEVERAGES WORLDWIDE
PO BOX 1080
LOUISVILLE, KY 40201-1080**



TEXAS ALCOHOLIC BEVERAGE COMMISSION

JACK DANIEL'S
CHARACTER

LYNCHBURG, TENN

RED HOT
CINNAMON

INTENSE FINISH

EXCEPTIONALLY
SMOOTH

HIGHEST QUALITY

JACK DANIEL'S

ORIGINAL RECIPE
Tennessee
FIRE
FINELY CRAFTED
CINNAMON LIQUEUR
BLENDED WITH JACK DANIEL'S
TENNESSEE WHISKEY
35% ALC. BY VOL. (70 PROOF)

QUALITY & CRAFTSMANSHIP

PRODUCED & BOTTLED BY
JACK DANIEL DISTILLERY
LYNCHBURG, TENNESSEE

10026702
CARAMEL COLORED

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.