



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texas Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR MALT BEVERAGES

Date: September 08, 2021

Label Certificate Number: 1131423

**Pursuant to the application of : SAZERAC COMPANY INC.
Holder of permit/license number : S1124919**

**Brand : SOUTHERN COMFORT ORIGINAL
Class : MALT LIQUOR - MALT BEVERAGE GREATER THAN 4.0% ALC/WT
Style : OTHER
Size(s) : 4 FL OZ-31 GAL
Container Type : BOTTLE
Container Material : PLASTIC
Stated Alc. Content : 21% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 20092001000031**

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 to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

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 label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

**Product Registration
Excise Tax and Marketing Practices Division
Product.Registration@tabc.texas.gov**

**c/o SAZERAC COMPANY INC.
2001 E 4TH ST
OWENSBORO, KY 42303-0147**



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**

Texans Helping Businesses & Protecting Communities



M.W. HERON

21% ALC/VOL



NEW ORLEANS

1.7 FL. OZ.

MALT BEVERAGE WITH NATURAL WHISKEY FLAVORS, CARAMEL COLOR AND OAK EXTRACT
PRODUCED BY SAZERAC CO., NEW ORLEANS, LA USA

We love to hear from our customers! • 1-866-729-3722
www.southerncomfort.com • info@southerncomfort.com



ME 5¢

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.

C.00000