



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

PRODUCT REGISTRATION CERTIFICATE FOR DISTILLED SPIRITS

Date: September 21, 2021

Label Certificate Number: 1132707

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
Size(s) : 25ML-1.75 L
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 35% ALC/VOL
Tested Alc. Content : N/A% ALC/VOL
TTB Number : 21216001000611

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 BROWN-FORMAN BEVERAGES WORLDWIDE
PO BOX 1080
LOUISVILLE, KY 40201-1080



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**

Texas Helping Businesses & Protecting Communities

JACK DANIEL'S
OLD No. 7

MADE WITH
ORIGINAL

Proprietary recipe created
by Jack Daniel Distillery, the
Oldest Registered Distillery
in the United States.

WARM FINISH
• REAL CINNAMON

CRAFTED WITH
**HIGHEST QUALITY
INGREDIENTS**
FOR A
DELICIOUS EXPERIENCE

Jack Daniel's Tennessee Fire is best enjoyed with
friends as a chilled shot or mixed in a cocktail.

110049325

CARAMEL COLORED

JACK DANIEL'S

CINNAMON SPICE

**Tennessee
FIRE™**

ORIGINAL RECIPE

CINNAMON LIQUEUR
BLENDED WITH JACK DANIEL'S
TENNESSEE WHISKEY

35% Alc/Vol 70 PROOF 1L

JACK DANIEL DISTILLERY

QUALITY & CRAFTSMANSHIP

**THE DISTINCT TASTE OF
JACK DANIEL'S
TENNESSEE WHISKEY
AND THE
WARMTH OF CINNAMON**

Jack Daniel's Tennessee Fire
combines the bold
character of Jack with
a warm cinnamon
finish. Together they
create an intense yet
smooth taste that's perfect
to enjoy at a gathering with friends.

**EVERY DAY WE MAKE IT
WE'LL MAKE IT
THE BEST WE CAN**



**PRODUCED AND BOTTLED BY
JACK DANIEL DISTILLERY
LYNCHBURG, TENNESSEE, USA**

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.

1A REF 5¢ ME/VT REF 15¢
RESPONSIBILITY.org

80% FPO

000000 000000

JACKDANIELS.COM