



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

Date: October 09, 2014

Label Certificate Number: 886678

**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-1.75L
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 35% ALC/VOL
Tested Alc. Content : N/A% ALC/VOL
TTB Number : 14223001000015**

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.

APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.

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

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



TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

TEXAS ALCOHOLIC BEVERAGE COMMISSION

JACK DANIEL'S[®]



ORIGINAL RECIPE

Tennessee
FIRE

FINELY CRAFTED
CINNAMON LIQUEUR
BLENDED WITH JACK DANIEL'S
TENNESSEE WHISKEY

35% ALC. BY VOL. (70 PROOF)
CARAMEL COLORED

10028167



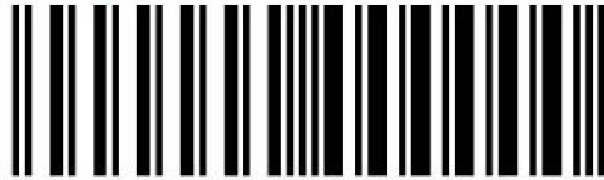
TEXAS ALCOHOLIC BEVERAGE COMMISSION

**PRODUCED & BOTTLED BY
JACK DANIEL DISTILLERY
LYNCHBURG, TENNESSEE**

**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.**

100mL

10028168



80% FPO



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JACKDANIELS.COM