

BROWN FORMAN CORP

FORM 8-K (Unscheduled Material Events)

Filed 2/21/2001 For Period Ending 2/21/2000

Address	850 DIXIE HWY LOUISVILLE, Kentucky 40210
Telephone	502-585-1100
CIK	0000014693
Industry	Beverages (Alcoholic)
Sector	Consumer/Non-Cyclical
Fiscal Year	04/30

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Form 8-K

Current Report Pursuant to Section 13 or 15(d) of
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):

February 21, 2001

Brown-Forman Corporation

(Exact name of registrant as specified in its charter)

Delaware	1-123	61-0243150
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(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)
850 Dixie Highway, Louisville, Kentucky	40210	
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(Address of principal executive offices)	(Zip Code)	
Registrant's telephone number, including area code:	(502) 582-1601	

Item 9.

On February 21, 2001, the Corporation purchased thirteen thousand, three hundred fifty-eight (13,358) shares of Class B Common Stock in a private transaction. A copy of the press release issued in connection with this transaction is filed herewith as Exhibit 99.1, and incorporated by reference herein.

On February 23, 2000, William M. Street, President of Brown-Forman Corporation, will participate in the CAGNY Conference in Naples, Florida, where he will present information about the Corporation's global brand-building activities, with a particular emphasis on Jack Daniel's Tennessee Whiskey. As detailed in the media advisory filed herewith as Exhibit 99.2, and incorporated by reference herein, a live webcast of this event is being furnished via the Corporation's website, and the text and slides of Mr. Street's speech will also be available on the website for review following the live webcast.

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Brown-Forman Corporation
(Registrant)

February 21, 2001

(Date)

/s/ Michael B. Crutcher

*Michael B. Crutcher, Senior
Vice President, General Counsel and Secretary*

Exhibit 99.1

FOR IMMEDIATE RELEASE

BROWN-FORMAN PURCHASES CLASS B COMMON STOCK

LOUISVILLE, KY, February 21, 2001 -- Brown-Forman Corporation announced today that it has acquired 13,358 shares of Class B Common Stock from an estate. The purchase price of the shares was \$68.05 per share, the closing price of the stock on February 20, 2001.

Brown-Forman Corporation is a diversified producer and marketer of fine quality consumer products, including Jack Daniel's, Canadian Mist, Southern Comfort, Fetzer and Bolla Wines, Korbel California Champagnes, Lenox, Dansk, and Gorham tableware and giftware, and Hartmann Luggage.

MEDIA ADVISORY

BROWN-FORMAN ANALYST PRESENTATION AVAILABLE ON WEBSITE

LOUISVILLE, KY, February 21, 2001 - Brown-Forman Corporation is participating in the CAGNY Conference in Naples, Florida on Friday, February 23. Brown-Forman President William M. Street is presenting information about the company's global brand-building activities, with particular emphasis on Jack Daniel's Tennessee Whiskey.

A live webcast of this event is being furnished via the company's website. Those interested should go to WWW.BROWN-FORMAN.COM. Click first on "Investor Information" and then also on Brown-Forman Presentation at CAGNY Conference. Mr. Street's presentation is scheduled to begin at 9:30 a.m. (EST) on February 23.

The text and slides of Mr. Street's speech will also be available for review following the live webcast. To access, go to WWW.BROWN-FORMAN.COM, click first on "Corporate News" and then on "Presentations." Please allow several minutes for the file to load.

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End of Filing

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