

BROWN FORMAN CORP

FORM 8-K (Unscheduled Material Events)

Filed 9/6/2000 For Period Ending 9/30/2000

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

**UNITED STATES
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): September 6, 2000 (August 31, 2000)

Brown-Forman Corporation
(Exact name of registrant as specified in its charter)

Delaware	1-123	61-0243150
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

850 Dixie Highway, Louisville, Kentucky 40210
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (502) 585-1100

Item 5.

On August 31, 2000, the Corporation purchased 61,992 shares of Class B Common Stock in a private transaction. A copy of the press release issued in connection with this development is filed herewith as Exhibit 99.1, and incorporated by reference herein.

On September 5, 2000, the Corporation announced certain executive promotions within its beverage organization. A copy of the press release issued in connection with this development is filed herewith as Exhibit 99.2, and incorporated by reference herein.

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)

Date: September 6, 2000

*By: /s/ Michael B. Crutcher
Michael B. Crutcher
Senior Vice President,
General Counsel, and Secretary*

FOR IMMEDIATE RELEASE

BROWN-FORMAN PURCHASES CLASS B COMMON STOCK

LOUISVILLE, KY, August 31, 2000 -- Brown-Forman Corporation announced today that it has acquired 61,992 shares of Class B Common Stock from an estate. The purchase price of the shares was \$50.91 per share, the average of the closing prices of the stock on August 28 and 29.

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.

FOR IMMEDIATE RELEASE

BROWN-FORMAN PROMOTES THREE EXECUTIVES IN BEVERAGE ORGANIZATION

Michael V. Cheek Named President of Global Spirits Group

Louisville, KY, September 5, 2000 -- Brown-Forman Beverages Worldwide President and Chief Executive Officer William M. Street announced today the promotion of three executives within the beverage organization. Michael V. Cheek has been appointed to the new position of president of Brown-Forman's Global Spirits Group, and he has also been named executive vice president of Brown-Forman Beverages Worldwide (BFBW); James L. Bareuther has been appointed president of the North American Group, succeeding Cheek in that position; and Thomas P. Burnet, president of the company's Wine Group, also has been named executive vice president of BFBW.

As president of the Global Spirits Group, Cheek will lead all of Brown-Forman's spirits sales and territorial marketing efforts around the world. Cheek joined Brown-Forman in 1992 and was appointed president of the company's North American Group in 1994. In this position, he has led the company's strong growth in the U.S. spirits market. Cheek will report to BFBW President and CEO William M. Street.

Bareuther joined Brown-Forman in 1994 and most recently served as executive vice president of marketing and sales for the North American Group's Spirits Brands Company, which handles Brown-Forman's major spirits brands, including Jack Daniel's and Southern Comfort. As president of the North American Group, Bareuther will be responsible for all of the company's spirits brands in North America as well as in Australia and New Zealand. Bareuther reports to Cheek.

Burnet, leader of Brown-Forman's fast-growing wine business since February of this year, was named executive vice president of BFBW to reflect his important contribution to the company's strategic direction. Burnet, who joined Brown-Forman in 1990, reports to Street.

Brown-Forman Beverages Worldwide is a division of Brown-Forman Corporation, Louisville, KY. It produces and markets more than 30 brands of premium wines and spirits, including Jack Daniel's, Canadian Mist, Southern Comfort, Finlandia Vodka, Korbel California Champagnes, Fetzer Vineyards California wines, and Bolla Italian wines.

End of Filing

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