



180 VARICK STREET
SUITE 1514

NEW YORK NEW YORK
10014

TELEPHONE
212 625 3670

WEB
www.hirstpacific.com

HIRST PACIFIC LTD REDESIGNS HERRADURA TEQUILA BOTTLE FOR BROWN-FORMAN

NEW YORK, NY (September 27, 2010) - Brown-Forman, a diversified producer of fine quality wine and spirits, announced today the launch of its newly designed Herradura Tequila bottle that captures the essence and heritage of the brand name. In 2009, Brown-Forman hired Hirst Pacific Ltd to assist in redesigning the bottle.

The mission for Kenneth Hirst, president of Hirst Pacific Ltd, was to work in conjunction with the Brown-Forman design team to develop a new Herradura bottle that would unify Herradura's global markets, replacing the round bottle in Mexico and the square bottle in the USA.

The clear glass form is an elegantly tapered square shape with an extended neck, which ties to the authenticity of traditional Mexican glass making. Colored ribbons draped over a bold black cap distinguish the collection of aged tequilas. The bottle is easy to hold and pour and is particularly efficient when filling a small shot glass.

Herradura means horseshoe in Spanish and was a symbol of good luck for the founder, Feliciano Romo. Since the previous label incorporated a horseshoe element, Hirst wanted to make it the symbol of the brand and the focal point of the bottle. The label is simply a metallic horseshoe embossed with the brand name and embedded into the front panel of the glass that frames the emblem. The brand's iconic symbol makes the package easily recognizable.

Additionally, the bottle is subtly detailed with decorative elements that are found around Casa Herradura linking the package to its provenance.

Herradura has over 140 years of heritage and tequila making tradition. The new bottle was designed to reflect the high quality and authenticity of the product. The bottle is a balance of Herradura's distinct Mexican heritage while being premium and contemporary.

The final design exudes distinction, yet remains friendly and approachable. It maintains its link to Mexican tradition and serves as a worthy vessel for one of the finest quality tequilas on the market.

Brown-Forman Herradura Tequilas include: Silver, Reposado and Anejo. Herradura Tequila is now available in stores throughout the United States and Mexico. Grab a bottle to experience the new Herradura Tequila design by Kenneth Hirst.