

EXHIBIT B

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)			
TTB ID 13263001000168						
1. REP. ID. NO. (If any) 1165	CT 101	OR 22				
PART I - APPLICATION						
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) DSP-KY-230 DSP-KY-14		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported		8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) JIM BEAM BRANDS CO. 526 HAPPY HOLLOW ROAD CLERMONT KY 40110 JAMES B. BEAM DISTILLING CO. (Used on label)		
4. SERIAL NUMBER (Required) 130208		5. TYPE OF PRODUCT (Required) <input type="checkbox"/> WINE <input checked="" type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE				
6. BRAND NAME (Required) JIM BEAM			8a. MAILING ADDRESS, IF DIFFERENT			
7. FANCIFUL NAME (If any)						
9. EMAIL ADDRESS jennifer.alexander@beamsuntory.com		10. GRAPE VARIETAL(S) (If any)	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))		
12. NET CONTENTS 1.75 LITERS		13. ALCOHOL CONTENT 40	14. WINE APPELLATION IF ON LABEL	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL		
15. WINE VINTAGE DATE IF ON LABEL		16. PHONE NUMBER (502) 215-2120	17. FAX NUMBER (502) 215-2199	b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.)		
				c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)		
				d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____		
19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENT MAY OR MAY NOT BE BLOWN OR BRANDED INTO THE CONTAINER. REFUND LANGUAGE MAY OR MAY NOT APPEAR ON THE PACKAGE.						
PART II - APPLICANT'S CERTIFICATION						
Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.						
20. DATE OF APPLICATION 09/20/2013	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)			22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Jennifer Alexander		
PART III - TTB CERTIFICATE						

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

<p>23. DATE ISSUED 10/30/2013</p>	<p>24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Sarah L. Johnson</i></p>
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FOR TTB USE ONLY	
<p>QUALIFICATIONS EACH CONTAINER MUST BE CODED TO INDICATE ACTUAL PLACE OF BOTTLING. TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.</p> <p>STATUS THE STATUS IS APPROVED.</p> <p>CLASS/TYPE DESCRIPTION STRAIGHT BOURBON WHISKY</p>	<p>EXPIRATION DATE (if any)</p>

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 8.37 inches W X 4.81 inches H

Note: The image below has been reduced to fit the page. See actual dimensions above.

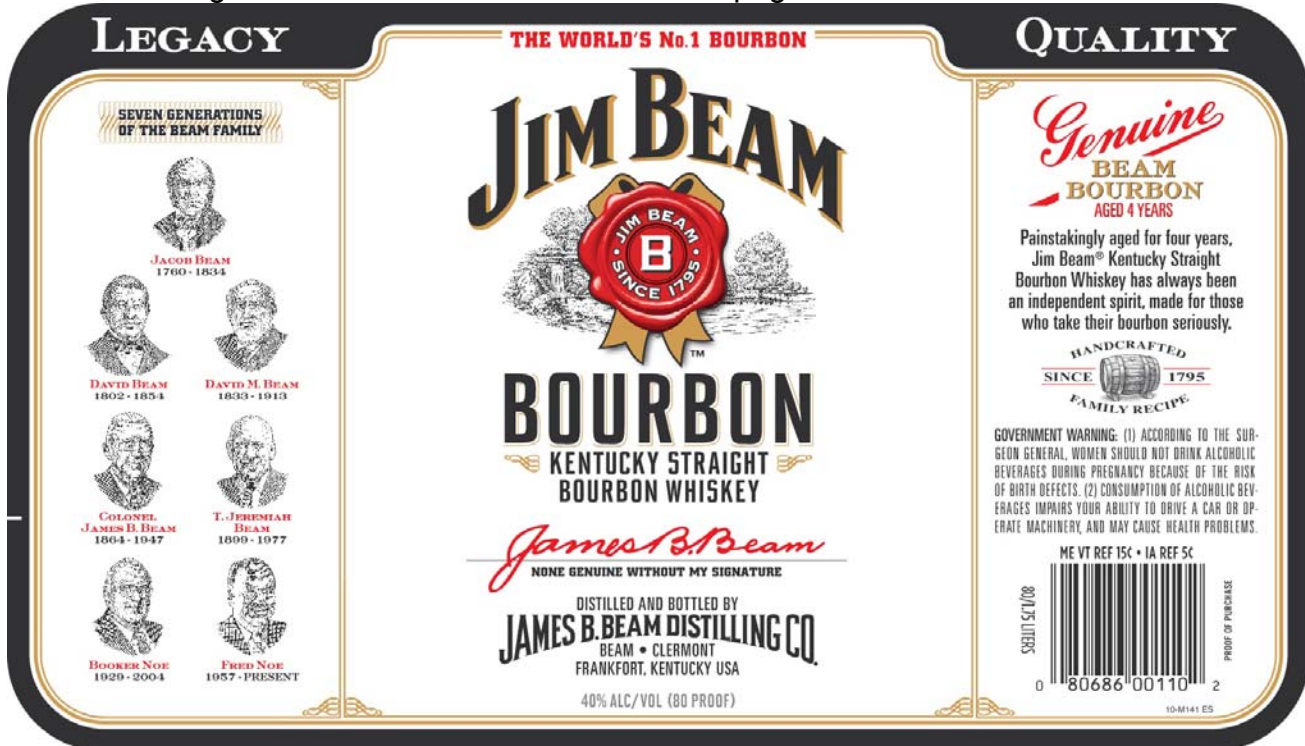


Image Type:

Neck

Actual Dimensions: 3.18 inches W X 1.75 inches H



TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU		
TTB ID 13261001000349			APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL		
			(See Instructions and Paperwork Reduction Act Notice on Back)		
1. REP. ID. NO. (If any) 1165	CT 101	OR 22			

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) DSP-KY-230 DSP-KY-14		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported	8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) JIM BEAM BRANDS CO. 526 HAPPY HOLLOW ROAD CLERMONT KY 40110 JAMES B. BEAM DISTILLING CO. (Used on label)		
4. SERIAL NUMBER (Required) 130200	5. TYPE OF PRODUCT (Required) <input type="checkbox"/> WINE <input checked="" type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE				
6. BRAND NAME (Required) JIM BEAM		8a. MAILING ADDRESS, IF DIFFERENT			
7. FANCIFUL NAME (If any)					

9. EMAIL ADDRESS jennifer.alexander@beamsuntory.com	10. GRAPE VARIETAL(S) (If any)	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))		
12. NET CONTENTS 1 LITER 750 MILLILITERS	13. ALCOHOL CONTENT 40	14. WINE APPELLATION IF ON LABEL	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL		
15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER (502) 215-2120	17. FAX NUMBER (502) 215-2199	b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.)		
			c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)		
			d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____		

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

NET CONTENT MAY OR MAY NOT BE BLOWN OR BRANDED INTO THE CONTAINER. REFUND LANGUAGE MAY OR MAY NOT APPEAR ON THE PACKAGE. JPEG JMB518121B05 FILED AS NECK: THE FOLLOWING MAY OR MAY NOT APPEAR ON CLOSURE AND MAY OR MAY NOT BE REPEATED ON CLOSURE IN ANY OR MULTIPLE LOCATION(S): 1) JIM BEAM; 2) SINCE 1795; 3)B; 4) BEAM ROSETTE;

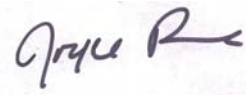
PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION 09/18/2013	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Jennifer Alexander
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PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED 10/28/2013	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
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FOR TTB USE ONLY

<p>QUALIFICATIONS TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable. EACH CONTAINER MUST BE CODED TO INDICATE ACTUAL PLACE OF BOTTLING.</p> <p>STATUS THE STATUS IS APPROVED.</p> <p>CLASS/TYPE DESCRIPTION STRAIGHT BOURBON WHISKY</p>	<p>EXPIRATION DATE (If any)</p>
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AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 6.50 inches W X 4.56 inches H

Note: The image below has been reduced to fit the page. See actual dimensions above.

LEGACY **THE WORLD'S No.1 BOURBON** **QUALITY**

SEVEN GENERATIONS OF THE BEAM FAMILY

JACOB BEAM
1770-1834

DAVID BEAM
1802-1854

DAVID M. BEAM
1833-1913

COLONEL JAMES B. BEAM
1864-1947

T. JEREMIAH BEAM
1899-1977

BOOKER NOE
1929-2004

FRED NOE
1957-PRESENT

JIM BEAM

BEAM FORMULA
A STANDARD SINCE 1795

BOURBON

KENTUCKY STRAIGHT BOURBON WHISKEY

James B. Beam

NONE GENUINE WITHOUT MY SIGNATURE

DISTILLED AND BOTTLED BY
JAMES B. BEAM DISTILLING CO.
BEAM • CLERMONT
FRANKFORT, KENTUCKY USA

40% ALC/VOL (80 PROOF)

Genuine
BEAM BOURBON
AGED 4 YEARS

Painstakingly aged for four years, Jim Beam Kentucky Straight Bourbon Whiskey has always been an independent spirit, made for those who take their bourbon seriously.

HANDCRAFTED
SINCE 1795
FAMILY RECIPE

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.

0 80686 00140 9

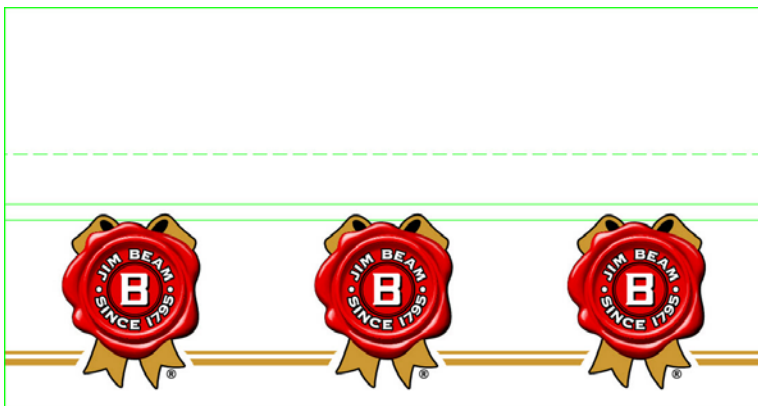
PROOF OF PURCHASE

10-M425

Image Type:

Neck

Actual Dimensions: 3.70 inches W X 1.96 inches H



TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE