### Edgar Filing: McCallum Mark I - Form 4

McCallum I Form 4 July 31, 201										
FORM	ЛЛ	STATES	SECU	RITIES A	AND EX	(CHAN(	GE COMMISSION	-	PPROVA	L
Check the	nis box	<b>DITIE</b>		shington	Number: Expires:	3235-( January	y 31,			
if no lon subject t Section Form 4	MENT OF	F CHAN	NGES IN SECUI	Estimated burden hor	Expires: 2005 Estimated average burden hours per response 0.5					
Form 5 obligatio may cor <i>See</i> Instr 1(b).	ons Section 17(	(a) of the I	Public U		ding Co	mpany A	hange Act of 1934, Act of 1935 or Section f 1940	on		
(Print or Type	Responses)									
1. Name and Address of Reporting Person <u>*</u> McCallum Mark I			2. Issuer Name <b>and</b> Ticker or Trading Symbol				5. Relationship o Issuer	5. Relationship of Reporting Person(s) to Issuer		
		-	N FORM	IAN CC	RP [BFA	(Check all applicable)				
(Last) 850 DIXIE	3. Date of Earliest Transaction (Month/Day/Year) 07/27/2017			below)	Officer (give title Other (specify below)					
(Street)			<ul><li>4. If Amendment, Date Original</li><li>Filed(Month/Day/Year)</li></ul>			6. Individual or Applicable Line)	_X_ Form filed by One Reporting Person			
LOUISVIL	LE, KY 40210						Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivativ	e Securitie	es Acquired, Disposed	of, or Beneficia	lly Owned	l
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	3. Transactio Code (Instr. 8)	Dispose	d (A) or d of (D)	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature Indirect Beneficial Ownershij (Instr. 4)	1
				Code V						
Reminder: Re	port on a separate line	e for each cla	ass of sec	urities bene	Pers infor requ	ons who mation co ired to res lays a cur	ly or indirectly. respond to the colle ontained in this form spond unless the for rrently valid OMB co	n are not rm	SEC 1474 (9-02)	

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amoun
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securiti
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)		(Instr. 8) Acquired or Dispo (D) (Instr. 3, and 5)		posed of 3, 4,				
				Code	V	(A) (	(D)	Date Exercisable	Expiration Date	Title	Amo or Num of Sh
Stock Appreciation Right (1)	\$ 50.63	07/27/2017		А		25,330		05/01/2020	04/30/2027	Class B Common	25,3

### **Reporting Owners**

Reporting Owner Name / Address	Relationships							
1 0	Director	10% Owner	Officer	Other				
McCallum Mark I 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			EVP/Pres. Jack Daniel's Brands					
Signatures								

Michael E. Carr, Jr., Attorney in Fact for Mark I. 07/31/2017 **McCallum** \*\*Signature of Reporting Person

Date

## **Explanation of Responses:**

If the form is filed by more than one reporting person, see Instruction 4(b)(v). \*

- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) No money was paid to or received by the reporting person for these SSARs.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.