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Brown-Forman invests $65 million to expand Casa Herradura distillery and boost sustainability in Jalisco

New facilities include advanced wastewater treatment, expanded warehouses, and agricultural upgrades, supporting jobs and environmental goals in Mexico

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Brown-Forman, a major player in the global wine and spirits industry, has invested more than $65 million in expanding its Casa Herradura distillery in Jalisco, Mexico. The company inaugurated several new projects at the site, including a state-of-the-art wastewater treatment plant, expanded aging warehouses, technological upgrades, and improvements to agricultural operations. The event took place at the distillery with the presence of Jalisco Governor Pablo Lemus, Brown-Forman President and CEO Lawson Whiting, local and state officials, industry representatives, and company executives.

Governor Lemus emphasized the importance of creating a favorable environment for investment in Jalisco, stating that the state aims to be a leading destination for business in Mexico. Lawson Whiting highlighted Brown-Forman’s confidence in the future of tequila and the potential of Jalisco as a region. He noted that the new facilities represent a significant commitment to both innovation and tradition.

The new wastewater treatment plant required an investment of $32 million and is designed to process up to 1,200 cubic meters of vinazas (distillation byproducts) per day. The facility is part of Brown-Forman’s global sustainability strategy, aiming to reuse up to 80% of treated water for industrial processes and irrigation. This initiative supports the company’s goal to reduce water consumption per unit of production by 15% by 2030. The plant is considered one of the most significant environmental milestones in Mexico’s tequila industry.

Francisco Baeza, General Manager of Casa Herradura, stated that this investment reflects Brown-Forman’s long-term vision for growth and its commitment to economic development in Jalisco. He pointed out that the expansion will create jobs and new opportunities for the local community.

In addition to the wastewater plant, Brown-Forman opened new aging warehouses with an investment of $25 million to increase Casa Herradura’s production capacity. Another $5 million was allocated to boost distillation capacity, while $3.6 million went toward improving agricultural practices with a focus on efficiency and sustainability.

Brown-Forman’s latest investments reinforce its commitment to Mexico and strengthen its position in one of its key global markets. The company continues to pursue its vision of being a house of premium brands known for quality, tradition, and responsibility.

Casa Herradura remains one of Brown-Forman’s most important assets, recognized for maintaining traditional production methods while advancing sustainable innovation within the tequila sector.

Founded more than 150 years ago, Brown-Forman owns well-known brands such as Jack Daniel’s, El Jimador, Tequila Herradura, Antiguo de Herradura, New Mix, Benriach, Chambord, The GlenDronach, and Woodford Reserve. The company employs about 5,200 people worldwide and sells its products in over 170 countries. In Mexico, Brown-Forman has been certified as a Great Place to Work for four consecutive years as of 2023. The company also promotes responsible alcohol consumption through various global and local initiatives.