

**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) May 22, 2018

**CONSTELLATION BRANDS, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-08495**  
(Commission  
File Number)

**16-0716709**  
(IRS Employer  
Identification No.)

**207 High Point Drive, Building 100, Victor, NY 14564**  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code **(585) 678-7100**

**Not Applicable**

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

#### **Item 7.01 Regulation FD Disclosure.**

On May 22, 2018, Constellation Brands, Inc. (“Constellation” or the “Company”) issued a news release, a copy of which release is furnished herewith as Exhibit 99.1 and is incorporated herein by reference, announcing a change in the Company’s senior management personnel.

References to Constellation’s website and/or other social media sites or platforms in the release do not incorporate by reference the information on such websites, social media sites or platforms into this Current Report on Form 8-K, and Constellation disclaims any such incorporation by reference. The information in the news release attached as Exhibit 99.1 is incorporated by reference into this Item 7.01 in satisfaction of the public disclosure requirements of Regulation FD. This information is “furnished” and not “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, and is not otherwise subject to the liabilities of that section. Such information may be incorporated by reference in another filing under the Securities Exchange Act of 1934 or the Securities Act of 1933 only if and to the extent such subsequent filing specifically references the information incorporated by reference herein.

#### **Item 8.01 Other Events.**

On May 22, 2018, the Company announced that the Company’s Board of Directors appointed James A. Sabia, Jr., age 57, to the position of Executive Vice President, Chief Marketing Officer of the Company. Mr. Sabia joined the Company in August 2007 as Vice President, Marketing for the Company’s spirits business. Since then, he has served in roles of increasing responsibility with the Company. Since 2009, he has served as the Chief Marketing Officer of the Company’s Beer Division. From 2009 to June 7, 2013, Mr. Sabia was employed by Crown Imports LLC (“Crown”), of which the Company owned a 50% interest and was the Company’s beer business during that period. Effective June 7, 2013, the Company acquired the remaining 50% of Crown, which became a wholly-owned indirect subsidiary of the Company on that date. Prior to joining the Company, Mr. Sabia was with Molson Coors Brewing Company for 17 years.

#### **Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

The following exhibit is furnished as part of this Current Report on Form 8-K:

<u>Exhibit No.</u>	<u>Description</u>
99.1	News Release of Constellation Brands, Inc. dated May 22, 2018.

#### **INDEX TO EXHIBITS**

<b><u>Exhibit No.</u></b>	<b><u>Description</u></b>
(99)	ADDITIONAL EXHIBITS
(99.1)	<a href="#"><u>News Release of Constellation Brands, Inc. dated May 22, 2018.</u></a>

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## SIGNATURES

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.

Date: May 22, 2018

CONSTELLATION BRANDS, INC.

By: /s/ David Klein  
David Klein  
Executive Vice President and  
Chief Financial Officer



Constellation Brands

PRESS *release*

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## Constellation Brands Promotes Jim Sabia to Newly Created Role of Chief Marketing Officer

*New role will serve as a member of the company's Executive Management Committee*

**VICTOR, N.Y., May 22, 2018** – Constellation Brands, Inc. (NYSE: STZ and STZ.B), a leading beverage alcohol company, announced today that it has promoted Jim Sabia to the newly created role of Executive Vice President and Chief Marketing Officer, Constellation Brands. In this new role, Sabia will serve as the marketing lead for the company's Beer and Wine & Spirits Divisions, responsible for all aspects of marketing across Constellation's entire beverage alcohol portfolio. Sabia will serve as a member of the company's Executive Management Committee and report directly to Bill Newlands, President and Chief Operating Officer.

"Our company's core mission is to build brands consumers love and Jim has been a driving force behind the success of our beer brands over the years," said Newlands. "It is critically important that the voice of the consumer and brand-building principles have strong representation on our executive leadership team. In this new role, Jim will help ensure that consumer perspective and marketing strategy remain front and center at Constellation Brands across our entire beverage alcohol portfolio."

Sabia joined Constellation Brands in 2007 as Vice President, Marketing for the company's spirits business. He was promoted to Chief Marketing Officer of Constellation's beer division in 2009. Since then, growth trends for the company's beer portfolio have significantly outpaced the U.S. beer market and high-end beer segment. In addition, the company has built a portfolio of high-performing brands including Corona Extra, the #1 imported beer in the U.S. for more than 20 years, and Modelo Especial, the #2 imported beer and one of the fastest growing beer brands in the U.S. over the past several years.

"I'm extremely excited and grateful for this opportunity," said Sabia. "The #1 job of marketing is to generate consumer demand and Constellation Brands has one of the most powerful beverage alcohol portfolios in the industry to work with, including iconic brands across beer, wine and spirits. Our brands continue to have significant growth potential and we're only scratching the surface. I look forward to working with our executive leadership and marketing teams to further accelerate growth in the years ahead."

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Victor, NY | Chicago | San Antonio | San Francisco

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### About Constellation Brands

Constellation Brands (NYSE: STZ and STZ.B), a Fortune 500® company, is a leading international producer and marketer of beer, wine and spirits with operations in the U.S., Mexico, New Zealand, Italy and Canada. Constellation is the No. 3 beer company in the U.S. with high-end, iconic imported brands such as Corona Extra, Corona Light, Modelo Especial, Modelo Negra and Pacifico. The company's beer portfolio also includes Ballast Point, one of the most awarded craft brewers in the U.S., and Funky Buddha Brewery. In addition, Constellation is the world leader in premium wine, selling great brands that people love, including Robert Mondavi, Clos du Bois, Kim Crawford, Meiomi, Mark West, Black Box, Ruffino and The Prisoner. The company's premium spirits brands include SVEDKA Vodka, Casa Noble Tequila and High West Whiskey.

Based in Victor, N.Y., the company believes that industry leadership involves a commitment to brand building, our trade partners, the environment, our investors and to consumers around the world who choose our products when celebrating big moments or enjoying quiet ones. Founded in 1945, Constellation has grown to become a significant player in the beverage alcohol industry with more than 100 brands in its portfolio; about 40 wineries, breweries and distilleries; and approximately 10,000 talented employees. We express our company vision: *to elevate life with every glass raised.*

To learn more, follow us on Twitter [@cbrands](https://twitter.com/cbrands) and visit [www.cbrands.com](http://www.cbrands.com).

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#### MEDIA CONTACTS

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#### INVESTOR RELATIONS CONTACTS

Patty Yahn-Urlaub 585-678-7483 | Bob Czudak 585-678-7170

### Jim Sabia



Executive Vice President and  
Chief Marketing Officer