



aker's Mark[®]

WISKY STRAIGHT BOURBON
WISKY
HANDMADE

d, aged and bottled by the
aker's Mark Distillery, Inc.
Farm, Loretto, Ky. USA
10ml. 45% alc./vol.



Maker's Mark[®]

The Original Special
Recipe Bourbon



The Story:

Just over 50 years ago, Kentucky distiller Bill Samuels, Sr., founder of Maker's Mark, set out to make a better tasting bourbon whisky. What he discovered was that if you used winter wheat in the mash instead of the traditional distiller's rye, your bourbon whisky was smoother, less bitter—and that has made all the difference.

Today that whisky is called Maker's Mark. Since the first bottle sold in 1958, each bottle is still hand-dipped with a red wax seal; still bears the name coined by Bill Samuel's wife, and is still hand made and hand tested by people, not machines.

Maker's Mark continues to handcraft its bourbon in exactly the same way as Bill Samuels, Sr. did beginning in 1958 – using a special recipe and a personal touch that is distinctive to Maker's Mark—the original handmade bourbon.

What people are talking about:

- Each bottle is made using the original hand-crafted processes started 50 years ago.
- The recipe for Maker's Mark is truly distinctive – combining corn, malted barley and winter wheat, instead of the traditional corn, malted barley and rye.
- Maker's Mark is the only distillery to rotate its barrels during aging to ensure the consistent maturation of the whisky in each barrel.
- Maker's Mark is bottled to taste, not age, typically around 6 years of aging.
- Every bottle is hand dipped in the signature red wax; no two bottles are alike.

Leadership:

- *Adams* Fast Track Growth Awards, 2004
- *Impact* Hot Brands, 2004
- *Impact* Hot Brands, 2007
- “Established Growth Brand”, *Cheers*, 2005
- *Whisky Magazine's* Visitor Attraction of the Year, 2008

Basic Brand Facts & Taste Expectations:

The use of the wheat in Maker's Mark results in a gentler, softer and more pleasing bourbon whisky. A whisky with so little bite, and so little bitterness, you can hold it on your tongue at 90 proof!

- Color: Bright, deep, amber
- Aroma: Caramel, banana, and charcoal prevail in the nose
- Body: Medium to Full-Bodied
- Taste: Leather, fruit, honeywood and vanilla blend together
- Finish: Smooth and subtle

More Information:

www.makersmark.com



*Bill Samuels, Jr. President,
Maker's Mark*



*Every bottle of Maker's Mark
is hand-dipped in red wax, the
way it's been since the beginning*