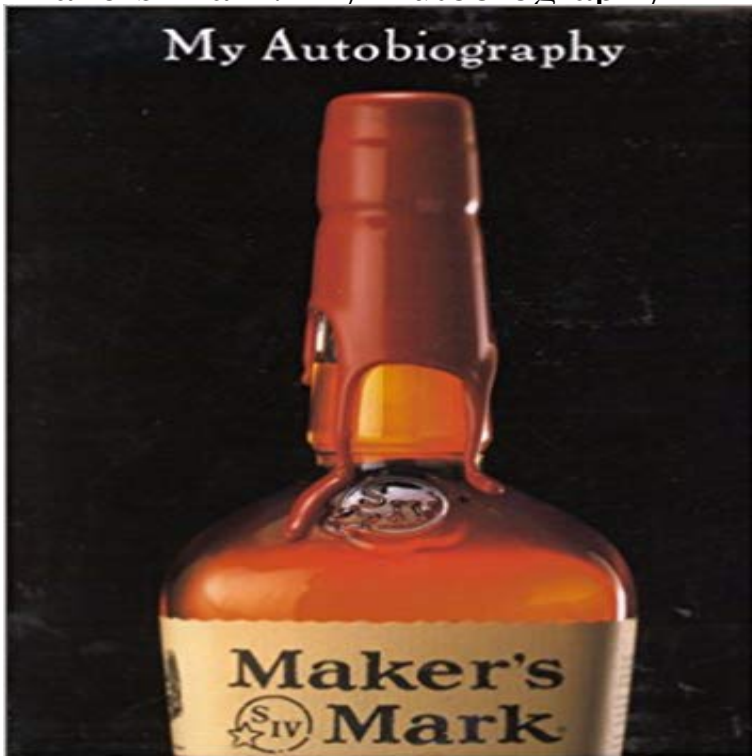


Makers Mark: My Autobiography



My Autobiography is the fascinating life story of the worlds premier bourbon brand, Makers Mark. From its proud but humble beginnings in Happy Hollow, Kentucky, the brand has grown to near cult status around the world, avidly sought after by spirits connoisseurs who crave its smooth, complex, and unique taste, and who appreciate the master craftsmanship of a product made the old-fashioned way -- by hand. Readers are taken on a guided tour of Makers Marks pristine, old-fashioned Kentucky distillery, where bourbon is still made by hand. The book also describes what bourbon is, how it is made, what differentiates excellent bourbon from average bourbon, and why Makers Mark has become the premium bourbon of choice internationally. It also looks back at the brands advertising history, and highlights the truly hilarious and offbeat approach that Bill Samuels, Jr., who is the author of this book as well as the colorful marketing genius who ran the company from 1975 until 2011, took in order to reach new customers. Inside youll find a bit of history, some great stories (including who created the bottles distinctive red wax seal), beautiful full-color photographs of the loveliest little distillery in America, a primer on how to taste and enjoy bourbon, and even some great food and drink recipes, including the one most requested all year round: how to make the worlds best Mint Julep. Makers Mark is located in Loretto, Kentucky, in the heart of bourbon country. Come visit!

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