

BOURBON VERSUS WHISKY

Maker's Mark

SETTING THE RECORD STRAIGHT.

OR ON ICE, IF YOU PREFER.

All bourbon is whisky. Not all whisky is bourbon.

Wait, what?

BOURBON LAWS VS WHISKY

To life, liberty and the pursuit of bourbon!

IN AMERICA

Seriously. This is the actual law.

MADE IN AMERICA Must be made in America

"The distillate must possess the taste, aroma and characteristics generally attributed to whisky"

51% THE GRAIN MIXTURE MUST BE AT LEAST 51% CORN

"WHISKY" IS A SPIRIT DISTILLED FROM GRAIN AND/OR OTHER DISTILLATES

MUST BE STORED IN NEW, CHARRED OAK CONTAINERS

MUST BE STORED IN OAK CONTAINERS

160° MUST BE DISTILLED TO NO MORE THAN 160 PROOF (80% ALCOHOL BY VOLUME) MAX

MUST BE DISTILLED TO NO MORE THAN 190 PROOF (95% ALCOHOL BY VOLUME) MAX

190°

125° BARREL ENTRY PROOF NO MORE THAN 125 (62.5% ALCOHOL BY VOLUME) MAX

BOTTLED AT NO LESS THAN 80 PROOF (40% ALCOHOL BY VOLUME) MIN

80°



LABELING LAWS FOR BOURBON & WHISKY

Don't worry. No lawyers required.

WHILE THE LAWS STATE THAT BOURBON (OR ANY WHISKY)

must touch oak, it doesn't actually specify for how long.

IF IT'S LESS THAN 4 YEARS, THE AGE MUST BE LABELED.

Aging a day might make it whisky, but it doesn't make it good.

"Straight"

NO ADDED FLAVORS, COLORING OR BLENDS OF DIFFERENT WHISKY TYPES

AGED IN OAK FOR AT LEAST 2 YEARS

SIMPLY A SPELLING PREFERENCE TYPICALLY FROM COUNTRY OF ORIGIN

TO "E" OR NOT TO "E," that is the question.

THE SPELLING OF **Maker's Mark** WHISKY IS TO HONOR THE SAMUELS' SCOTTISH HERITAGE.

WHISKEY (PLURAL WHISKEYS)

GENERALLY UNITED STATES, IRELAND

WHISKY (PLURAL WHISKIES)

GENERALLY SCOTLAND, CANADA, JAPAN

"WHY DO ALL THESE WHISKY STYLES TASTE SO DIFFERENT? BECAUSE OF HOW THE DISTILLER REACTED TO HIS LOCATION AND ECONOMY."

- DAVE BROOM, AUTHOR OF "THE WORLD ATLAS OF WHISKY"

"BOURBON WHISKY IS A DISTINCTIVE PRODUCT OF THE UNITED STATES."

- 88TH CONGRESS OF THE UNITED STATES, 1964

BOURBON WHISKY... must conform to the highest standards.

NOT ALL WHISKY IS CREATED EQUAL - FLAVOR

Whisky flavor guide

BOURBON WHISKY'S GENERAL FLAVOR PROFILE

vanilla, oak and caramel notes

CORN

SWEETNESS

BARLEY

SHORTBREAD/BISCUIT NUTTY FLAVOR

RYE

BOLDNESS AND SPICY FLAVOR

WHEAT

PRONOUNCED CARAMEL AND VANILLA FLAVOR, SOFTER

MAKER'S MASHBILL

FANCY DISTILLER LINGO FOR "RECIPE"

70% CORN

PROVIDES THE STARCH IN THE RECIPE

16% WHEAT

THE SOFT RED WINTER WHEAT ALLOWS THE BOURBON TO SIT ON THE FORWARD PALATE OF THE TONGUE

14% BARLEY

BREAKS DOWN STARCHES INTO SUGARS

CHARRED BARREL AGING

WHERE THE MAGIC HAPPENS.

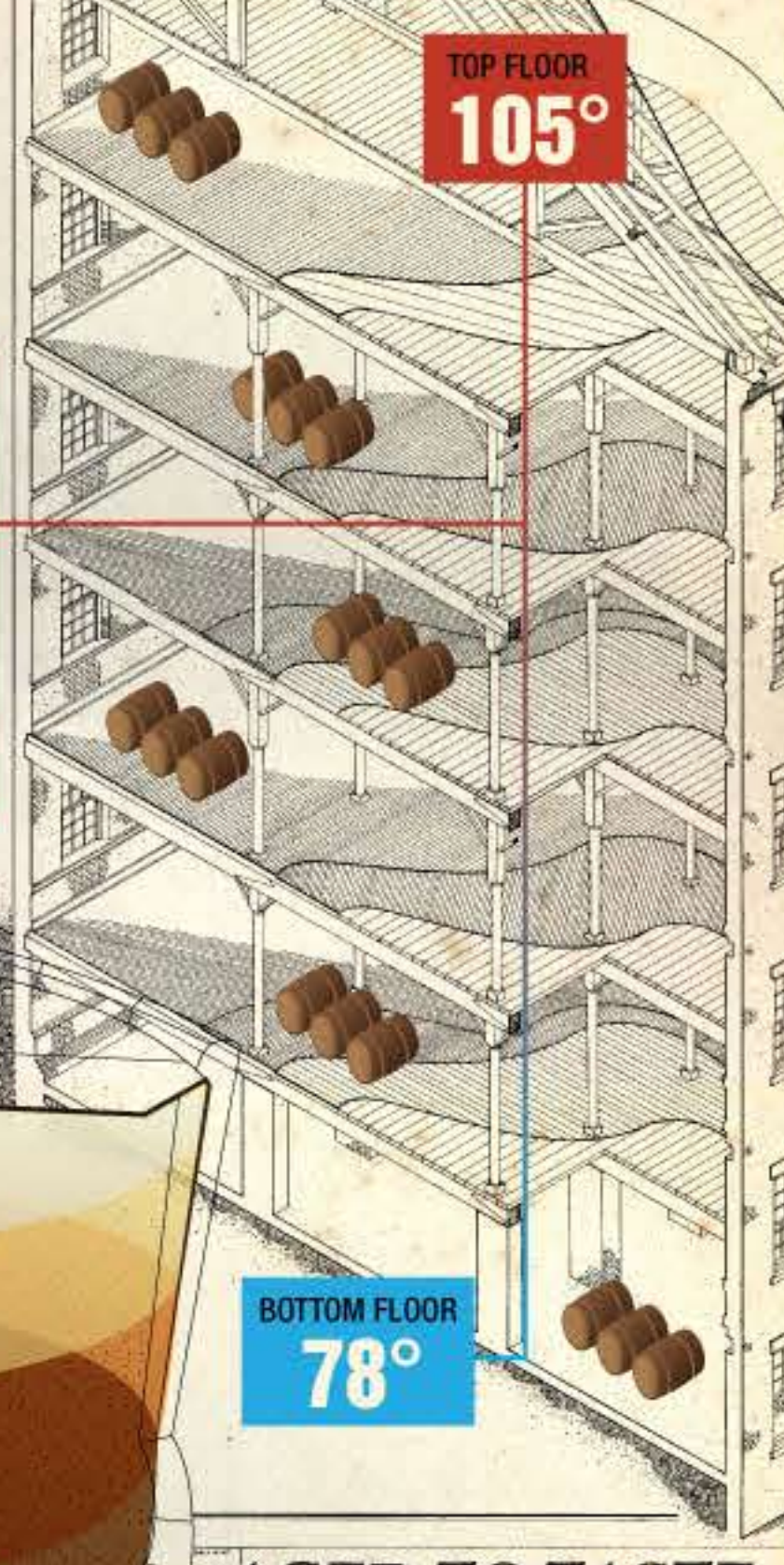
40-70%

of the flavor profile comes from the wood

BARREL LOCATION IN WAREHOUSE

CONTROLS AGING SPEED

- WARMER BARRELS EXPAND AND FLUCTUATE MORE
- DURING THE SUMMER, TOP LEVELS AGE FASTER BECAUSE HEAT RISES
- TO OUR KNOWLEDGE, MAKER'S MARK® IS THE ONLY WHISKY IN THE WORLD THAT HAND ROTATES BARRELS THROUGHOUT THE WAREHOUSES, ENSURING FLAVOR CONSISTENCY.



TO REDUCE BITTERNESS, MOST BARREL STAVES ARE SEASONED FOR AN AVERAGE OF 3 MONTHS.

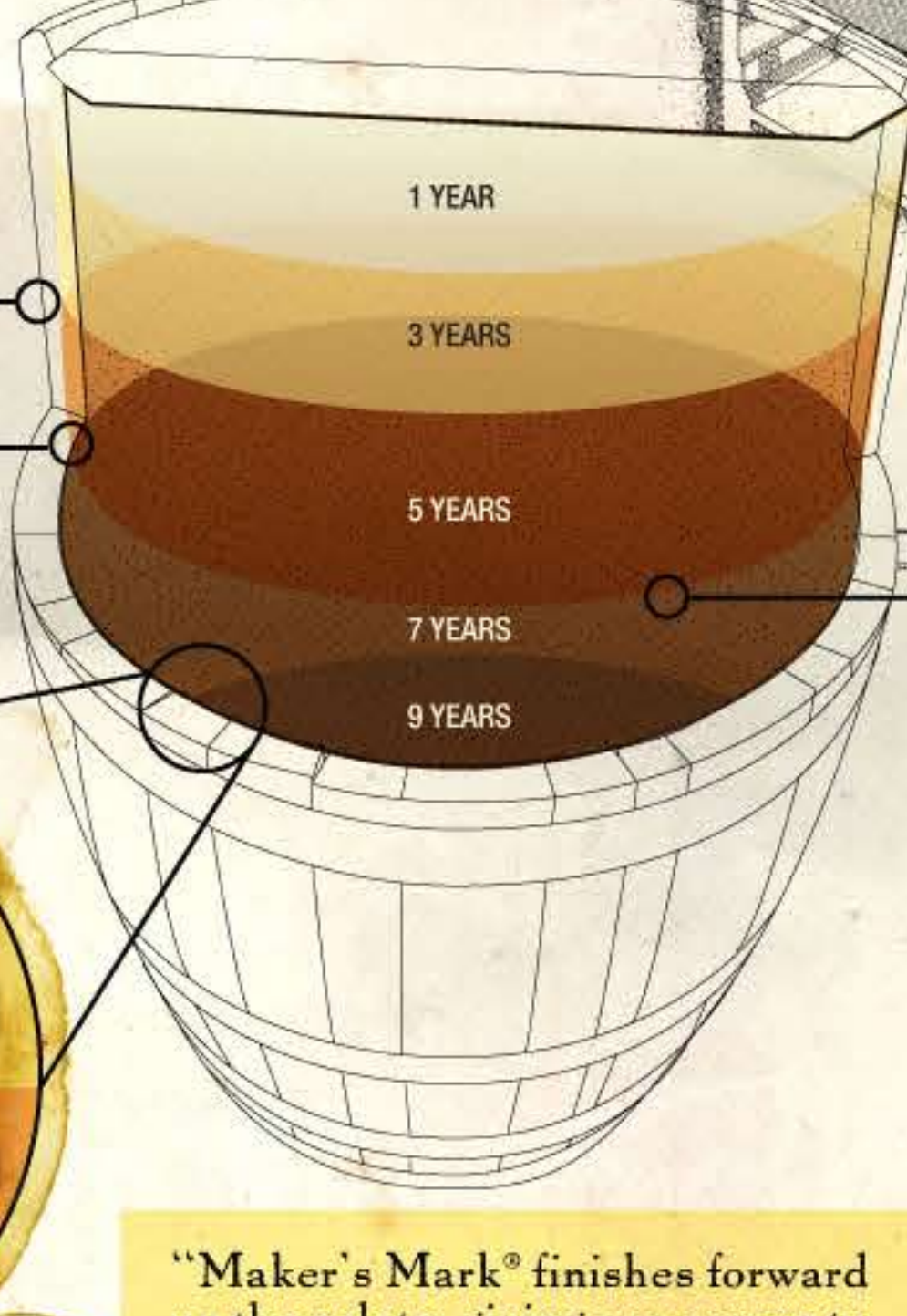
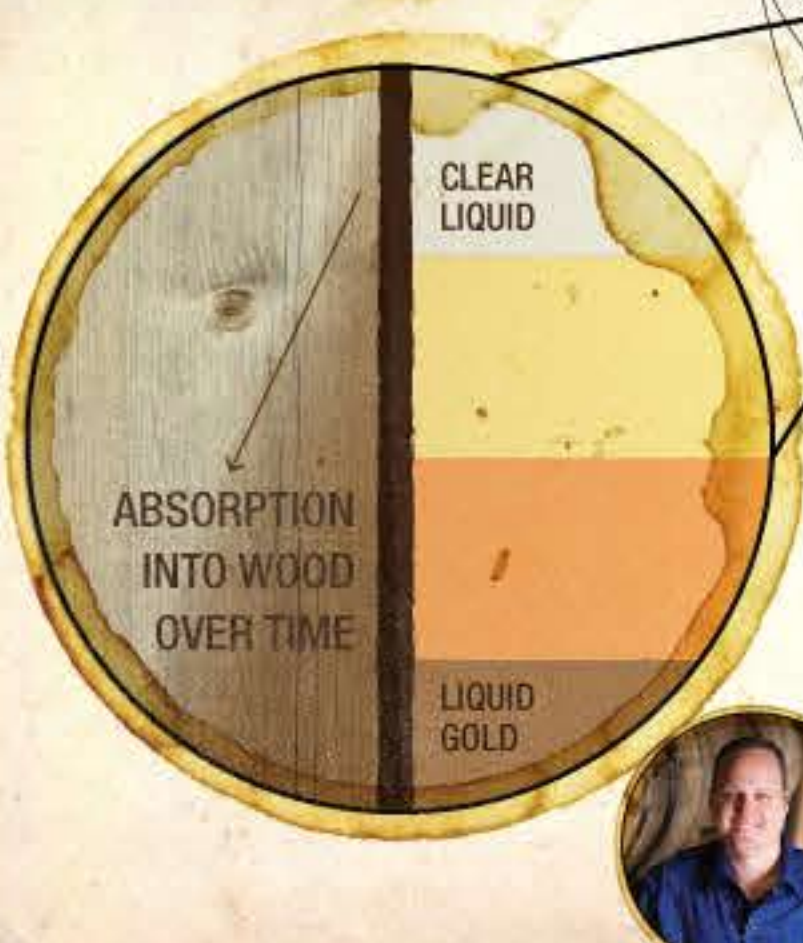
MAKER'S MARK® STAVES ARE SEASONED 9-12 MONTHS, AT LEAST ONE SUMMER.

AMERICAN WHITE OAK

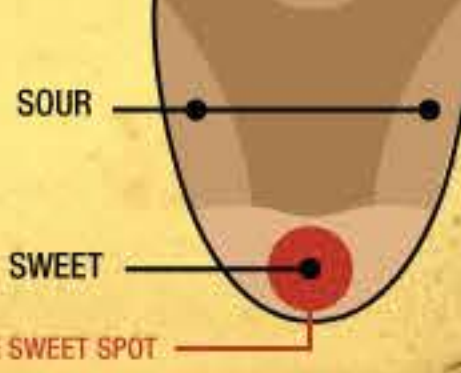
- VANILLA
- OAKY FLAVOR
- TANNINS (BITTER)

CHAR

- CARAMELIZED SUGARS
- SMOKEY



AGED TO TASTE, NOT TIME IT TAKES APPROXIMATELY 5.75 - 7 YEARS TO BECOME **Maker's Mark**



"Maker's Mark® finishes forward on the palate, giving you access to a whole range of notes you might not get otherwise."

- Greg Davis, Maker's Mark Master Distiller

Crack the wax and grab a glass to celebrate your new bourbon whisky knowledge!

Thirsty for more?

Head on over to **MakersMark.com** to whet your appetite!

brought to you by

Maker's Mark

SOURCES: <http://www.ttb.gov/spihs/bam/chapter4.pdf>, <http://www.makersmark.com/sections/3-our-story>, <http://www.thekick.com/whiskey-vs-whisky-whats-the-difference>, <http://www.whiskyadvocateblog.com/2010/06/11/guest-blog-chuck-cowdery-on-those-confusing-bourbon-regulations>

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DEVELOPED BY **Doe-Anderson** **NEWSOURCING**

WE MAKE OUR BOURBON CAREFULLY. PLEASE ENJOY IT THAT WAY.

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