



This week's guest on Spirits of Whisk(e)y is Denny Potter, General Manager & Master Distiller at Maker's Mark Distillery in Loretto, Kentucky. Among the American national spirit's more revered brands, Maker's Mark Straight Bourbon Whisky—yes, no "e"—enjoys a large and dedicated following. Listen and learn as Denny shares memories of a life in whiskey (and rum!), tells the remarkable origin story of Maker's signature bottle and label design, and discusses the challenges of maintaining the delicate balance of honoring tradition and driving innovation in whiskey making. Plus Chef Louise Leonard pairs Maker's Mark with a simple dessert of various cheeses, including Gruyère, Camembert, and Roquefort, and perfectly ripe pears with homemade pecan sage brittle.

GENERAL MANAGER & MASTER DISTILLER Kentucky native and all-around bourbon expert Denny Potter has proudly served as Maker's Mark's Master Distiller since 2018, where he has been instrumental in maintaining and preserving the way Maker's Mark handcrafts its bourbon. A highly-skilled craftsman and icon of the Kentucky bourbon scene, Denny's recent return to Maker's Mark was a homecoming. He previously spent seven years with the brand as Assistant Master Distiller, from 2003 to 2010. Prior to his current role, Denny successfully helmed operations at multiple established distilleries. Now, with over 20 years of spirits leadership expertise, Denny currently spends most of his time in the Maker's Mark Distillery, monitoring grain selection, the milling, cooking, fermentation and distillation processes to ensure the



consistency of the finished whisky. Additionally, he works closely with the rest of the Maker's Mark team throughout the distillery to maintain the brand's ongoing commitment to sustainable best practices. Denny was born in Louisville, Kentucky before settling and growing up in Madison, Indiana. He earned an undergraduate degree and a Masters of Business Administration from Indiana University. When Denny isn't in Loretto at the distillery, he enjoys following local college athletics and traveling to St. Croix USVI where he resided for 3 years. He now resides in Bardstown, Kentucky with his wife Angie, and their two children.

Words from Weezy: Makers' 2020 110

I feel very fortunate to ring in the new year with a taste of this exceptional whiskey. The pronounced vanilla and caramel notes has me thinking this would be a great whiskey to sip while enjoying a simple dessert of various cheeses like gruyere, camembert and Roquefort with perfectly ripe pears and a homemade pecan sage brittle.

Links to Whiskey Chronicles References:

<https://www.thespiritsbusiness.com/2014/10/johnnie-walker-a-brand-history>

<https://blog.thewhiskyexchange.com/2020/10/long-stride-history-johnnie-walker-dr-nick-morgan>

<https://1000logos.net/bushmills-logo/>

<https://www.theatlantic.com/business/archive/2015/05/women-making-whiskey-an-800-year-history/393260>

<https://www.kentucky.com/lexgoeat/bourbon/article44509929.html>

<https://thebourbonbabe.com/2017/06/12/makers-mark>

Scroll down to the next page to see Maker's Mark 2020 Limited Release Press Release

Maker's Mark®

Wood Finishing Series

MAKER'S MARK® UNVEILS 2020 LIMITED EDITION BOTTLING OF WOOD FINISHING SERIES *Distillery Continues its Innovative Exploration of Natural Flavor Enhancement Through Wood*

Loretto, Ky. (August 18, 2020) – Maker's Mark® today announced the launch of the **Maker's Mark 2020 Limited Release**, the second nationally available limited release bourbon in its Wood Finishing Series. Following the success of last year's award-winning Stave Profile RC6 release, which amplified fruit flavors inspired by the proprietary Maker's Mark yeast strain, this year's release showcases the distillery's pursuit of enhanced vanilla and caramel notes that have defined its classic expression for more than fifty years.



The Maker's Mark 2020 Limited Release joins the Wood Finishing Series as the distillery celebrates the 10th anniversary of Maker's Mark 46®, the first innovation utilizing its pioneering stave finishing technique to draw out and highlight distinctive characteristics inherent to Maker's Mark Bourbon.

“Since the introduction of Maker's Mark 46, wood staves have become our tool of choice for unlocking and amplifying natural flavors already present in our classic Maker's Mark – always purposefully and with a specific taste vision in mind,” says Jane Bowie, Director of Innovation at Maker's Mark. “Where Maker's Mark 46 was about creating a ‘bolder’ Maker's, and the 2019 release was all about boosting the notes of baking spice and fruit, our 2020 Limited Release has been a quest to amp up those rich vanilla and buttery-caramel flavors that typically stem from our unique approach to seasoning our barrel wood outside for a full year.”

This year's limited offering differs from its 2019 predecessor by utilizing two stave styles – one drawing on vanilla, the other on caramel – that when married together yield a rich Maker's Mark reminiscent of butter pecan. The multi-stave approach was the result of more than twelve months of experimentation with Maker's Mark barrel producer Independent Stave Company. The first stave in the 2020 Limited

Release, SE4, is made from Virgin French Oak, convection cooked at medium heat with a short toast period and responsible for much of the caramel flavor. The second stave, PR5, is made from Virgin American Oak and convection cooked at low heat very slowly over time to bring out vanilla.

Like existing Wood Finishing Series offerings Maker's Mark 46 and Maker's Mark Private Selection®, the 2020 Limited Release was purposefully crafted by finishing fully-matured, cask strength Maker's Mark in secondary barrels containing the proprietary wood staves. The barrels were then rested in the Maker's Mark limestone bourbon cellar where the cask strength bourbon interacts with the staves, before being mingled together to develop the expression's unique flavor.

Bottled at 110.8 proof, each 750mL bottle of the Maker's Mark 2020 Limited Release will retail for a suggested \$59.99 and will be available nationwide beginning in September, while supplies last.

¹*Maker's Mark 2019 Limited Release: Stave Profile RC6 was awarded a Double Gold Medal at the 2019 San Francisco World Spirits Competition.*

About Maker's Mark® Bourbon

In 1953, in Loretto, Kentucky, Bill Samuels, Sr., fulfilled his dream to create a handmade and delicious bourbon. He decided to make his whisky in small batches, using soft red winter wheat to enhance the softness and sweetness. He then rotated each barrel by hand for consistency, and finally, aged each barrel to taste. Bill Samuels, Sr., transformed bourbon from a "commodity" into a premium handmade spirit, and today Maker's Mark® continues to make its bourbon the same way. In recent years, Maker's Mark has introduced thoughtful, super-premium innovations to its portfolio including Maker's Mark 46™ Maker's Mark® Cask Strength, and Maker's Mark Private Select®, the brand's first-ever custom barrel program. In 1980, the Maker's Mark distillery became the first distillery in America to be designated a National Historic Landmark and has also been decreed as the "world's oldest operating bourbon whiskey distillery" by Guinness World Records. It remains one of the Commonwealth of Kentucky's most popular tourist destinations, attracting hundreds of thousands of visitors annually. For more information, visit makersmark.com.

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

Maker's Mark®, Maker's Mark® Cask Strength and Maker's Mark 46™ Bourbon Whisky, 45-57% Alc./Vol.

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