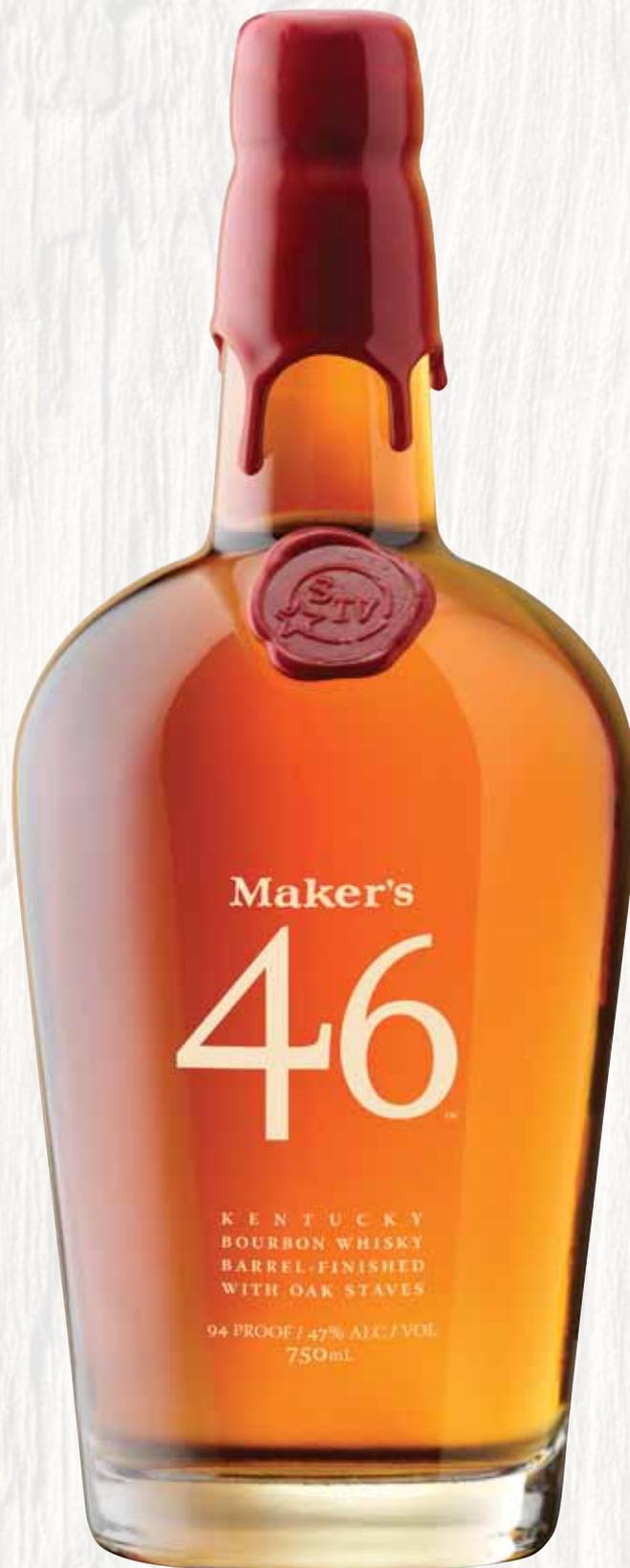


Maker's 46

OWNED BY ILLINOIS-BASED FORTUNE Brands, Maker's Mark (www.makersmark.com) is a handcrafted, small-batch bourbon whiskey. In 1980, their Loretto, Kentucky-based distillery was designated a National Historic Landmark, becoming the first distillery in America to be recognized as a national treasure. Maker's Mark is the oldest operating bourbon distillery in the world, and bottling is currently maintained at roughly 1,000,000 cases per year.

Maker's Mark recently introduced their very first new bourbon in 52 years. Maker's 46 is a handcrafted, full-bodied bourbon whiskey that starts off as original Maker's Mark, but is then transformed into Maker's 46. Fully matured Maker's Mark is emptied from the barrel so that 10 seared French oak staves can be affixed to the sides. Then, Maker's Mark, which is made with red winter wheat for a smooth taste, is put back in the barrel and aged for several more months, which allows the natural caramel, vanilla, and spice flavors released by the staves to enhance the end product.

The creation of Maker's 46 was a collaborative effort



between President Bill Samuels, Maker's Mark Master Distiller Kevin Smith, and Barrel Maker and "Wood Chef" Brad Boswell of Independent Stave Company.

Boswell decided to try a searing technique on French oak staves that had never been used before to make bourbon.

He seared the staves just enough so that the caramel and vanilla flavors from it were released and only a small amount of tannin, which adds bitterness, came out of the wood. The name Maker's 46 comes from the profile number Boswell assigned to this winning "wood recipe."

Initial reactions from bourbon experts to Maker's 46 have been positive, including those from John Hansell, Publisher and Editor of *Malt Advocate*, Charles K. Cowdery, Editor-in-Chief of *The Bourbon Country Reader*, and Jose Garces, Owner of Garces Restaurant Group and Food Network Iron Chef.

Only 25,000 cases of Maker's 46 will be shipped by the distillery in 2010. The new Kentucky straight bourbon whiskey will be sold in 750ml bottles and retail for approximately \$10 more than Maker's Mark. ●