



TIPS ON TRIPS



A Sip Of History

(NAPSA)—Every year, millions of visitors from within the U.S. and around the world visit iconic landmarks such as The White House, Mount Rushmore, Grand Canyon and Yosemite National Park.

But who would have ever thought a bourbon distillery could be an extremely popular tourist destination? Well, the proof is in the Maker's Mark bourbon, which many consider to be the finest.

Declared a National Historic Landmark in 1980, Maker's Mark Distillery, located in Loretto, Ky., is just an hour's drive from Louisville. Visitors to the site often feel as though they've taken a step into the past.

Although it is the nation's smallest distillery, Maker's Mark offers a "spirited" experience—regardless of whether or not you've developed a taste for American sippin' whiskey. The site is set among towering trees, a meandering stream and dry stone walls, with restored buildings that give the look and feel of the original Burks Mill Distillery and grist-mill, circa 1805.

Maker's Mark is created in the hand-made tradition passed down through seven generations. One thing that didn't quite make it through the years was the family's original recipe. After being handed down for 170 years, that recipe was burned in a dramatic ceremony that also consumed some drapes and—very nearly—the entire family homestead.

That was in 1953, when Bill Samuels, Sr. decided to develop a new formula for making bourbon, based on locally grown corn, malted barley and red winter wheat, as opposed to the traditional rye—in the process coming up with his own historic creation.



Nearly 200 years of history can be seen at one of Kentucky's finest distilleries.

It would take the next six years, during which his bourbon was aged in new American oak barrels, before he knew if his new recipe would work. In the process, he brought back the art of crafting whiskey in small batches with natural spring water, as opposed to other distillers who evolved into mass producing whiskey in a factory-like setting with city water.

During that time, Mrs. Samuels came up with a name for the new blend, as well as the label and bottle design. To this day, Mrs. Samuels is the only woman who has ever designed a bourbon bottle. As a collector of fine English pewter, it occurred to her that makers only put their mark on their finest pieces—hence, Maker's Mark. To this day, Mr. Samuels is known for revolutionizing bourbon from a rough and tumble drink into a spirit of good taste.

Besides taking a tour of the distillery, visitors can stroll the grounds and see a premier collection of Kentucky folk art and a beautifully manicured arboretum, or even dip their own souvenir bottle in Maker's Mark's signature red wax.

To learn more, call (502) 865-2099 or visit the Web site at www.makersmark.com.