



Maker's
S^{IV} Mark[®]

AMBASSADOR HOLIDAY HOSTING GUIDE

To keep spirits bright this 2024 holiday season.



Maker's
S^{IV} Mark

✧ *Wishing you and yours
a Happy Holidays
and many Happy Hours.* ✧



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BOURBON HOT CHOCOLATE

Let the crowd enjoy a warm cocktail
ahead of the holiday party





EASY
HOT CHOCOLATE

Ingredients

Yields approx. 2 L or 16 serves

Classic Maker's Mark®

1065 ml whole milk

355 ml heavy cream

6 tsp powdered sugar

2 Tbsp Barry extra brut cacao powder

1 tsp ground cinnamon

1 tsp vanilla extract

1 1/2 tsp espresso powder

24 oz best quality grocery store chocolate,
Ghirardelli or Better, **70%** cacao

Garnish with whipped cream,
chocolate curls and pinch of Maldon salt

MEXICAN
HOT CHOCOLATE

SMALL
Batch Ingredients

Yields approx. 2 L or 16 serves



Maker's Mark® Holiday Blend***

1065 ml whole milk

355 ml heavy cream

6 tsp powdered sugar

2 Tbsp Barry extra brut cacao powder

1 tsp ground cinnamon

1 tsp vanilla extract

1 tsp Ancho chili powder

1/2 - 1 tsp ground cayenne

1 1/2 tsp espresso powder

8 oz Callebaut Ruby Cacao Pistoles

8 oz Callebaut Barry **58%** Dark Pistoles

8 oz Callebaut Barry **64 %** Bittersweet Pistoles

Garnish with whipped cream, chocolate curls and
cinnamon ancho chili powder, pinch of Maldon salt

***Maker's Mark® Holiday Blend: 1.5 parts Maker's Mark® Cask Strength,
.5 parts Tempus Fugit Creme de Moka Coffee Liqueur, .5 parts Ruby Port.



MEXICAN
HOT CHOCOLATE

LARGE
Batch Ingredients

Yields approx. 8 L or 64 serves

Maker's Mark® Holiday Blend***

4500 ml whole milk

1450 ml heavy cream

24 tsp powdered sugar (1 1/2 cups)

8 Tbsp Barry extra brut cacao powder

4 tsp ground cinnamon

4 tsp vanilla extract

4 tsp Ancho chili powder

2- 2 1/2 teaspoon ground cayenne

6 tsp espresso powder

32 oz Callebaut Ruby Cacao Pistoles

32 oz Callebaut Barry 58% Dark Pistoles

32 oz Callebaut Barry 64 % Bittersweet Pistoles

***Maker's Mark® Holiday Blend: 1.5 parts Maker's Mark® Cask Strength,
.5 parts Tempus Fugit Creme de Moka Coffee Liqueur, .5 parts Ruby Port.

BOURBON HOT CHOCOLATE

HOW TO

STEP 1

In a medium saucepan over medium heat, whisk together the whole milk, heavy cream, powdered sugar, spices and espresso powder until small bubbles appear around the edges. Do not allow the mixture to boil.

STEP 2

Remove saucepan from the heat and stir in the chopped chocolate until melted, returning the sauce to low heat if needed for the chocolate to melt completely.

BOURBON HOT CHOCOLATE

HOW TO

STEP 3

Serve warm, add your preferred Maker's Mark® (Holiday Blend, 101, or Classic).



STEP 4

Top with whipped cream and dusted with Spice Mix, chocolate curls, Maldon salt.





HOLIDAY PUNCH

Deliciously refreshing
and an impressive festive display



HOLIDAY PUNCH

Ingredients

Yields approx. 2L or 16 serves



1 Maker's Mark® Cask Strength 750 ml bottle

8 cinnamon sticks

4 lemons, zest and juice

2 oranges, zest and juice

1 /2 small very ripe pineapple, peeled, cored, and cut into 1-inch cubes

2 cup sugar

6 whole cloves

20 coriander seeds

2 whole star anise

2 cup double brewed Blood Orange Vanilla Rooibos Tea

4 cups boiling water

1 Ruby Port 750 ml bottle

375 ml Velvet Falernum

12 oz Pomegranate Molasses

1 Blanc d Blanc 750 ml chilled champagne bottle

HOLIDAY PUNCH

HOW TO

STEP 1

Add the lemon zest and juice, orange zest and juice, pineapple, sugar, cinnamon sticks and spices to a large mixing bowl (one with a spout is ideal.) Muddle the sugar and fruit together.



STEP 2

Add the Rooibos tea and boiling water and stir until the sugar is dissolved.



HOLIDAY PUNCH

HOW TO

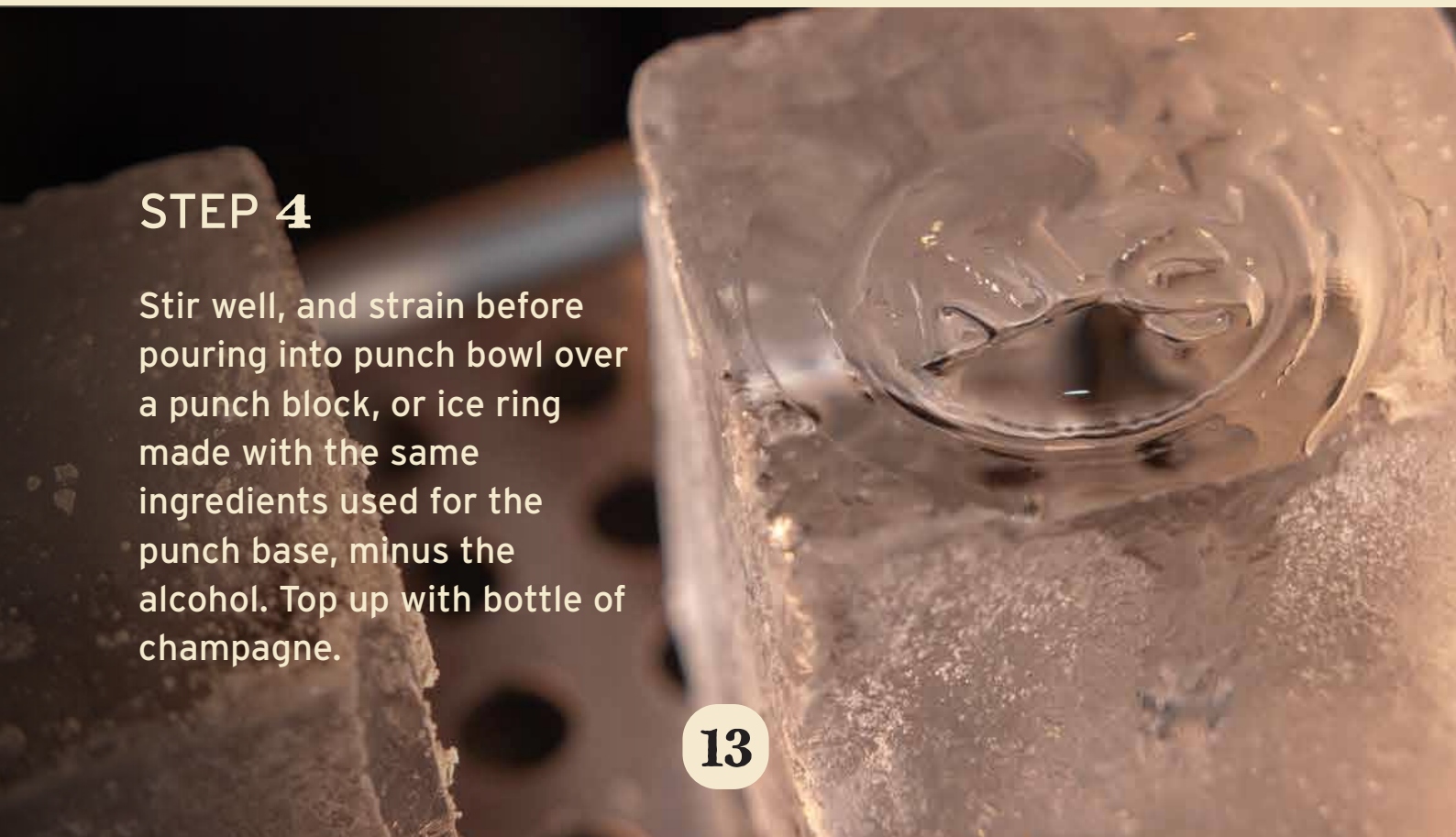
STEP 3

Add the Maker's Mark® Cask Strength, Ruby Port and Velvet Falernum and mix together. Allow to rest in the fridge 12-24 hours.



STEP 4

Stir well, and strain before pouring into punch bowl over a punch block, or ice ring made with the same ingredients used for the punch base, minus the alcohol. Top up with bottle of champagne.



HOLIDAY PUNCH

HOW TO

STEP 5

Pour about 1/2 cup into a glass with ice. You can garnish with a lemon peel, rosemary sprig, Pineapple chunks and a grating of fresh nutmeg if you like.



Maker's S^{IV} Mark[®]

BOURBON TASTING & PAIRINGS

Your guide to bourbon tasting
with your loved ones this season



BOURBON

HOW TO TASTE

STEP 1

Take a look at the color. Although Maker's is aged to taste and not time, bourbon gets most of its color in the first year.



STEP 2

Nose the glass with your mouth open. Move your nose around the rim from the top to the bottom of the glass. You'll pick up different notes on the nose along the way.



BOURBON

HOW TO TASTE

STEP 3

Take a small sip and use your tongue to coat it around your mouth. Swallow and breathe out to release the alcohol vapors.



STEP 4

Wait about a minute to allow your palate to wake up. Then, your next sip should allow you to taste the full bourbon flavor.



Maker's Mark® Classic & Sugar Cookie

The sugar cookie highlights the vanilla
and confectioners sugar notes
of our classic bourbon



Maker's Mark® 46 & Gingerbread Cookie

The spice of a gingerbread cookie
brings out the baking spice flavor
the French Oak staves added to Maker's 46



Maker's Mark® Cask Strength & Fruit Linzer Torte Cookie

This tender vanilla almond cookie with fruit fillings highlights the front-of-palate fruit and yeast notes of our bourbon bottled at barrel proof





HAPPY HOLIDAYS

We make our bourbon carefully.
Please enjoy it that way.

 **Maker's Mark®**