



# Maker's Mark®

## CAMPAIGN SUPERSTAR: REDDIT'S INNAGURAL MAKER'S DERBY

**Upvoted: Maker's Mark gambles, and wins, with a Derby-themed reddit campaign via /r/advertising**

Much Horse Very Fast: Doe-Anderson and Maker's Mark take over reddit with Derby campaign



For the line-up:

- No woman, No rye
- Last But Not Yeast
- Man o'Hattan
- Wax Daddy
- Beast of Bourbon
- IMONAHORSE
- Mr. rEDdit
- Distill My Heart
- Much Horse Very Fast
- Prancerise

And they're in the gate for the first Maker's Mark® reddit® Derby...

And here they come down the stretch...

By an antenna, it's...

...but there is still time to pour a Mint Snoolep.

**Maker's Mark**  
It is what it isn't.®

MADE WITH CARE. SIP WITH CARE.™  
Bourbon 45%alc/v, Maker's Mark Distillery, Loretto, KY

Much Horse Very Fast and Distill My Heart are bottleneck and bottleneck.

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Distill My Heart owned by georgehimself  
Happy Derby, reddit!

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