

WINNIPEG WHISKY FESTIVAL AT HOME – HOST BIOGRAPHY

Rob Samuels

8th Generation Whisky Maker & Chief Distillery Officer, Maker's Mark Distillery

The Samuels family has been producing whisky in Kentucky for over 200 years, and today, Rob Samuels is continuing the family legacy as an eighth generation whisky maker and Chief Distillery Officer of Maker's Mark®. In his role, Rob has dedicated himself to upholding the traditions of craft and quality established by his grandparents who founded the brand.

Growing up in Kentucky, Rob always had a passion for Maker's Mark, even at a young age. He learned about the business firsthand from his grandparents, Bill, Sr., and Margie, and has spent time working every job at the distillery; from operating the grain and roller mill, to hand-dipping the bottles. This wealth of intimate experience has given him a unique, holistic understanding of the distinctive craft and heritage that is the Maker's Mark legacy.

In 2010, Rob took over the company reigns from his father, Bill Samuels, Jr., current Chairman Emeritus, and was appointed to the position of Chief Operating Officer of Maker's Mark. As COO, and eventually CDO, Rob has stewarded growth, ensuring that as Maker's Mark expands, it remains true to the purposefully inefficient ways and quality standards of its founders.

Prior to his work at the distillery, Rob earned his Bachelor of Arts degree in Applied Sciences from the University of South Carolina. Upon graduation, he played a pivotal role at four companies spanning across Texas, Ohio, and Florida over the course of 10 years before he returned to Kentucky as Director of Global Brand Development for Maker's Mark.

Outside of his leadership at Maker's Mark, Rob serves on the board of directors for The Kentucky Distillers Association. His philanthropic work includes extensive community involvement and substantial fundraising efforts for The Healing Place, The Kentucky Derby Museum, University of Louisville Academic Center of Excellence, and University of Kentucky Center for Academic and Tutorial Services. In his spare time, Rob enjoys running, playing tennis, and practicing yoga.



Maker's
Mark

EVENT:

The Mark of the Maker

Tuesday, March 2 – 7PM CST



WINNIPEG
WHISKY
festival