Alum takes center stage at Kentucky Derby

May 7, 2025



Marshall Farrer (MBA ’98) welcomed jockey Junior Alvarado to the Winner's Circle at Churchill Downs on May 3 following the 151st running of the Kentucky Derby. Alvarado rode 3-year-old colt Sovereignty to victory in the race.

Farrer is executive vice president and chief strategic growth officer for Brown-Forman, the family-owned publicly-traded wine and spirits manufacturer

whose brands include Jack Daniel’s, Old Forester and Woodford Reserve, which has served as Presenting Sponsor of the Derby since 2018. Farrer, a descendant of Brown-Forman founder George Garvin Brown, presented the winning team with a custom bottle of Woodford Reserve bourbon with Sovereignty's name engraved on the bottle.