

# BEVERAGE AUTHORITY

June 2008 ~ Volume 7, Issue 6

manage. serve. profit.

©Liquid Enterprises 2008

## THE BIG PICTURE

### Driving Incremental Beverage Sales



For most in the restaurant business, the bar plays a disproportionately large role in overall profitability.

Beverage sales in casual and tablecloth restaurants nationally average around 25% of gross revenue and account for over 50% of average net profits. While developing a beverage program that consistently operates at that level of profitability is challenging, it becomes much less daunting when you have a better idea what makes your clientele order certain products and pass on others. Get a handle on that and you're well onto your way to success.

At the end of last year Next Level Marketing conducted consumer research that delved into the question of what most influences people when deciding what to order. Working in conjunction with Cheers magazine, we surveyed more than 1200 people, all of whom were at least 21 years old, and had visited

*continued on page 4*

## SPOTLIGHT ON COCKTAILS

### Secrets to Making Sensational Sidecars

From Main Street to Wall Street, Americans are rediscovering the unsurpassed character of brandy. The birth of this mega-trend came from exploring brandy's creative range and its limitless mixability.

Brandy is unique within the spirit world. While most types of liquors such as vodka, gin, and whiskeys are distilled using cereal grains, brandy is made from grapes. It imbues cocktails with an alluring bouquet and exuberant, fruit-induced flavor. Add a modifier or two and you've got the makings of something spectacular. The epitome of all brandy drinks is the venerable Sidecar.

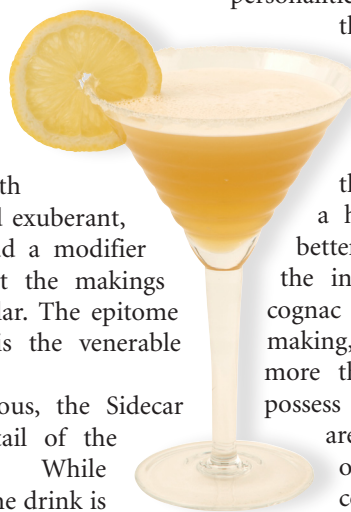
Smooth and delicious, the Sidecar is a classic cocktail of the 20th century. While uncomplicated, the drink is

highly versatile. To that point, here are the secrets to crafting crowd-pleasing Sidecars.

- **Brandy Selection** — Brandies come in a wide variety of styles. They are made in every wine-producing nation and have as many different looks and personalities as the United Nations. One thing is certain: The better the brandy, the better the Sidecar.

The upper echelon of the category is reserved for the brandies of Cognac. It is also a highly mixable spirit, and no better cocktail exists for promoting the incomparable characteristics of cognac than the Sidecar. For drink making, selecting a VS cognac is more than adequate. They typically possess vivacious personalities that are tempered when mixed. As one progresses higher up the cognac designations, the more

*continued on page 5*



#### Safeguarding Your Profits . . . 2

Staying Off the Witness Stand

#### "One More Thing . . ." . . . . . 2

The John Ramirez School of Management

#### Beverage Management . . . . . 3

Start Flipping Those Bottles

#### Improving Your Business. . . . 4

Iced Teas Perched at the Top of America's Hit Parade



#### PRODUCT PROFILE by Robert Plotkin

### Boru Vodka

Ireland has a rich and highly distinguished distilling history. Irish whiskeys have quietly become the fastest growing, barrel-aged spirit in America. They're accessible, highly aromatic, and loaded with palate pleasing flavors. Those character traits also best describe *Boru Vodka*, a satiny smooth, thoroughly appealing spirit with an Irish heritage.

The brand has been phenomenally well received in

America, the reasons for which are immediately evident once the vodka is alone in a glass. The elegant, classically structured spirit has crystalline clarity and a featherweight, lushly textured body. Within minutes its prominent bouquet fully develops, releasing waves of alluring floral and zesty citrus notes. The brand's wafting aromatics alone qualify it as a top-notch contender.

On the palate, Boru has everything that one could hope for in a vodka. Its initial entry generates little heat and fills the mouth with puckery, grainy sweetness.

*continued on page 3*

## Staying Off the Witness Stand

I recently sat in on a deposition of a bar owner in liquor liability civil case. At issue was whether the defendant's bartender had acted negligently when serving alcohol to the defendant who subsequently caused an accident that resulted in injuries to innocent third parties.

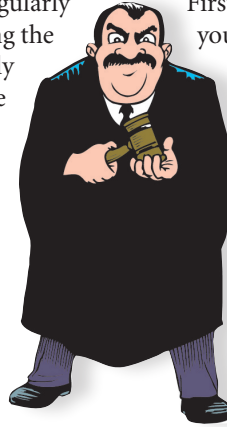
The plaintiff's attorney grilled the restaurateur about his drink pricing, portioning, and happy hour promotions. Even his staff's uniforms came into question. When the lawyer finished his interrogation into the service of alcohol in the crowded, under-staffed bar, the owner admitted that the bartender would have no way of knowing whether the plaintiff had been over-served alcohol, an admission that completely undermined the bar's defensive strategy.

Liquor liability litigation is a thriving industry. As society continues tightening restrictions on the consumption of alcohol, on-premise operators would be well advised to reevaluate their policies from a risk/reward perspective. Many long accepted pouring practices are now viewed not only as irresponsible, but fraught with liability.

For example, the time has come to prohibit the service of "doubles." Where is it written that a bar is compelled to honor a patron's request for a double? Any way you look at it, they are more than twice as potent as a regularly portioned drink. Compounding the problem is that people typically consume doubles at the same rate as regularly prepared drinks, which increases the rate at which the alcohol is absorbed into the person's bloodstream.

When a guest does order a double, the bartender need only respond that house policy now prohibits serving doubles, and then inquire if the person would care for a regularly prepared drink.

Should you decide to continue the practice, be wary of people who are looking to consume that much alcohol that quickly. An alarm should go off in the back of your head when this request is made, as the likelihood of experiencing a problem with the person in question hovers in the probable range.



Equally outdated is the practice of allowing bartenders and servers a post-shift drink; or, allowing employees to drink at the bar when they're off-duty. Both "old school" holdovers are loaded with liability.

First, removing this "perk" can prevent your bartenders from over-pouring, undercharging, or simply giving away free drinks to co-workers—all of which are temptations when serving friends and coworkers. Prohibiting post-shift drinks is also a positive move, as it reduces the possibility of employees becoming intoxicated at work or of leaving your business location under the influence.

Serving pitchers of draft beer is also a practice laden with liability.

The concern is that a bartender or server is typically not in a position to intervene and prevent one person in a group from consuming most or all of the beer in the pitcher. The lack of any viable portioning controls creates a sizeable window of vulnerability.

Another problematic area involves how bartenders portion spirits at your bar. In the United States, free pouring remains

*continued on page 5*

**"ONE MORE THING. . ." by Robert Plotkin**

### *The John Ramirez School Of Management*

Recently, at a speaking engagement I was asked who was the best manager I had ever worked for and why. I don't recall having ever been asked that question, and it took an uncomfortably long time for me to conjure a response. Like most of us who've spent years working behind bars, I think that I was mismanaged more often than not. After a few awkward moments a name floated to the surface and I blurted it out: John Ramirez.

John was the bar manager at El Torito Bar & Grill back when the Tucson restaurant opened its doors in 1980. The place was busy from the opening bell with people queued out the door most nights. Margaritas and strawberry Daiquiris were the drinks of choice, and typically we'd have five or six blenders

whirling simultaneously throughout much of the night. For years the lounge was the place to be seen.

John was a hands-on manager who had a great feel for the business. Moments after the last guests were herded out and the front doors locked, he would crank up the Doors on the stereo, marking the end of another night. We did whatever he asked without much hesitation, largely because saying no didn't seem like a plausible option. He was far too fair and even-tempered. If it was my turn to clean out the top-loading cooler, so be it.

But there's a more compelling reason that I hold John Ramirez in such

high regard. Just before leaving for the night, I would hand him my timecard and he'd look directly into my eyes and thank me for a job well done. It never sounded routine or disingenuous, and I grew to greatly appreciate the sentiment.

**"John was a hands-on manager who had a great feel for the business."**

An insignificant gesture to some, but I remember vividly just how motivating it was to me.

Now more than a quarter of a century later, when I leave work at night I make a point to say thanks to the people with whom I work. Their response is usually a perfunctory "no problem," or "yeah sure." Yet every once in a while, someone's eyes will show that they sincerely appreciated the comment. ♦

# Start Flipping Those Bottles

What are people looking for from a bar, club, or cocktail lounge experience? For most it's connectivity—the pervasive feeling of belonging and being at ease. Ultimately guests are searching for a place with which to identify, a place they can call their own. Creating that type of connection is greatly facilitated by injecting their experience with liberal amounts of panache.

In this context, panache is a magical and often unexpected spark of electricity that turns an ordinary night into something extraordinary. That's what gets people talking about your place the next day around the water cooler. If you've checked your pockets and desk drawers for a healthy measure of panache yet seem to be coming up empty handed, worry not; ample amounts of kinetic, crowd-pleasing pizzazz are close at hand.

Teaching your staff the secrets of flair bartending is like tapping into an unknown reservoir of excitement, grace, and dazzling dexterity. Flair bartending is a time-proven means of wowing guests, building repeat business, and driving sales to new heights.

If by flair bartending you're thinking about the time consuming, liquor wasting circus routines featured in the film *Cocktail*, well, forget it. Those kinds of side show performances best belong at sponsored events, and competitions, not behind working bars.

On the contrary, flair bartending is really about the admirable ability to flip a few bottles, toss a mixing set now and again, and conclusively demonstrate to the clientele a complete mastery of all things behind the bar.

Perhaps no one better illustrates the point than master mixologist and flair guru Scott Young. Watching this tall, intelligent young man work a bar affords a rare glimpse into just how graceful and exciting the profession can be. His occasional bursts of flair are well timed and invariably draw smiles of appreciation from guests throughout the lounge. They seem captivated by his abilities to defy gravity, all the while keeping in time with the music and not missing a beat preparing a drink order.

"I don't think there's any question that flair bartending gives guests a reason to stay longer, spend more money, tip better, and leave talking about what a great experience they had," says Young, President of [extremebartending.com](http://extremebartending.com). While Young is an accomplished performance bartender and winner of numerous international events, he spends the bulk of his time as a consultant,



teaching the art and science of working flair bartending.

"It's the ability to create and serve drinks in a stylish and interesting way. Working flair doesn't have to be complicated, or risky to look good," contends Young.

"It involves tossing, spinning, flipping of glasses, bottles, shaker tins, garnishes, straws, napkins, strainers, ice and ice scoops, that sort of thing. A good flair

bartender should be able to do something cool and captivating with every object behind the bar."

We work in an extremely competitive market, where the margin of success is often razor thin and always determined by the consumer. They vote with their dollars and today they're spending their time and money at places that give them the best all-around experience.

If you're looking to hedge your chances of success, consider arming your bartending staff with a dynamic new set of skills. Working flair is easily learned and has an immediate impact. Do it before those competitors catch wind of it. ♦

---

## PRODUCT PROFILE *continued from page 1*

The finish is long, clean and delectable with notes of malt and cocoa. To those searching for a vodka with loads of personality and absolutely no bite, burn, or harsh edges; Boru is an inspired choice.

Its greatness is the result of the distiller's technical skill and a dedication to unsurpassed quality. Boru Vodka is distilled five times from select grain and naturally soft spring water. After distillation, the vodka undergoes rigorous filtration to achieve essential purity; a process that includes slowly filtering it through ten feet of Atlantic oak charcoal.

In 2007, Boru Vodka competed at the prestigious San Francisco World Spirit Competition. Over the two-day event, its attributes were scrutinized by the judges in horizontal tastings and assessed in relation to the other world-class entries.

After the scores were tabulated, the vodka was presented with a coveted gold medal.

Fans of Boru have three more reasons for raising their glass. Light and lively **Boru Craazberry Vodka** is distilled with the natural flavors of cranberry and raspberry. It's endowed with the engaging aroma of sun-ripened raspberries with a hint of fresh cranberry. The vodka's palate is a seamless blend of the two featured flavors, both of which last long into the finish.

**Boru Orange Vodka** has an oily, medium-weight body, an orange blossom bouquet, and an orange-tangerine palate. The unexpected burst of tangerine lends the vodka depth and prevents it from being a one-dimensional expression. This orange-flavored wonder is deserving of its celebrity status, an opinion validated by the gold medal it received from the

International Wine & Spirits Competition in London.

The incomparable range also includes **Boru Citrus Vodka**. It fills the mouth with fresh, zesty lemon and lime flavors with tantalizing notes of grapefruit and tangerine. The flavor package is surgically balanced and fully integrated on the palate. The finish is warm and pleasing.

Curious about the brand name? Brian Boru was the first High King of Ireland. He and his army defeated the Norse invaders at the Battle of Clontarf in 1014 A.D., one of the most celebrated events in Irish history. His name still evokes reverence and national pride.

Nearly a millennium later the brand he inspired, Boru Vodka, is solidifying its own international reputation. ♦

# Iced Teas Perched At The Top of America's Hit Parade

The first World's Fair in the United States was held in St. Louis in 1904. One of the exhibitors was a tea plantation owner named Richard Blechynden. He had intended to serve fair goers samples of his hot tea, but an unexpected heat wave spoiled his plans. In an effort to salvage his investment, he offered the parched throngs glasses of brewed tea served with ice. It became an immediate hit and sparked a new phenomenon.

Fast forward nearly a century and ice cold, freshly brewed tea is still an American favorite. In this health conscious, carb-counting age, drinking iced tea makes perfect sense. Medical studies indicate that tea contains antioxidants that may significantly lower the risk of heart disease and some types of cancer. Tea is also lower in caffeine than coffee, something a growing number of Americans consider important. An 8-ounce cup of tea contains about 60% less caffeine than a typical cup of coffee. Green teas rarely contain caffeine.

Black teas are the most popular type of tea in the Western world. They're rich in tannins, and their leaves are allowed to ferment before being lightly roasted and

dried. Black teas are often mixed together to create now famous blends such as Earl Grey and English Breakfast Tea.

Oolong (Red) teas are partially fermented prior to roasting and drying. They typically have delicate floral bouquets, and are occasionally blended with black tea for a more pronounced character. In contrast, herbal teas are comprised exclusively of dried or fresh flowers, herbs, fruit, and various spices.

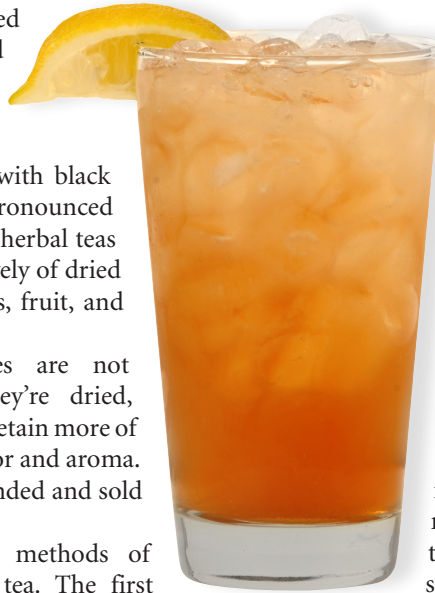
Green tea leaves are not fermented before they're dried, which allows them to retain more of their natural taste, color and aroma. Green teas are not blended and sold as varietals.

There are three methods of preparing great iced tea. The first entails brewing tea using twice as much loose tea or twice as many teabags as usual. After the tea has cooled, it can be served in a tall glass filled with ice. Depending on the type of tea used, the brew may turn cloudy

when poured over ice. Although this won't affect its taste, some people don't care for the appearance. To clarify the tea, stir in a small amount of boiling water.

The second is the cold-water method, which involves using 1 1/2 times to twice the number of teabags as would usually be used for the volume of water. Allow the tea to steep in the cold water for 6 to 8 hours. Once it has attained the desired strength, remove the teabags and the tea is ready to drink.

The sun-tea method uses the same tea-to-water ratio as the cold-water method. The water and tea are placed in a loosely sealed glass jar and set out in the direct sunlight for up to 4 hours. The sunlight slowly brews the tea. Once brewed, the teabags should be removed. ♦



## THE BIG PICTURE *continued from page 1*

a national chain restaurant in the past year. The majority of the group (71%) said that they had bought a beer, a glass of wine, or a mixed drink on at least one of those occasions, with 503 people stating they had done so within the past 30-days.

The study confirms how receptive most of our clientele are to suggestive selling techniques. Nearly two-thirds of the consumers who had purchased a beer, wine, or mixed drink within the past month said they walk into a restaurant without knowing beforehand what they'd like to order.

Spirit drinkers are most open to suggestive sales with 71% responding that they're influenced by the likes of bar menus, staff recommendations, and special promotions. In comparison, 97% of beer drinkers reported having established brand preferences and therefore little interest in considering other selections, while more than 60% of wine drinkers said they usually respond favorably to point of sales marketing.

We then drilled down further and

asked the participants what most influences their choices on what to order. Three-quarters of the consumers surveyed said they typically enjoy reading through drink menus, with a third of them eventually selecting one of the featured selections. Roughly 20% of the people said they're more likely to be swayed by a bartender or server's suggestion or a recommendation from a friend. Fifteen percent of the consumers confided that they were most influenced by drink discounting promotions.

Conventional wisdom is validated by the research that bar menus are a marketing necessity, and that spirit branding, colorful pictures, and well-written drink descriptions are all exceedingly effective at driving sales. About half of the consumers responded that they're most influenced by the accompanying drink descriptions, while 41% said they gravitate to those specialties that prominently feature premium brands. Another 20% said they're likely to be more influenced by a picture of the drink. The fifth and sixth

most significant on-premise influencers are drink special boards and table tents.

Also identified as a significant order influencer is promoting drinks within the restaurant's food menu. Roughly 20% of consumers reported that they were positively swayed to purchase a specialty drink they saw while pursuing the food menu, which dovetails perfectly with the growing trend of pairing food items on the menu with cocktails, wines, and beer.

A dynamic in-house marketing place is a proven means of driving incremental beverage sales. Most people don't know what they want to order in advance, and it's clear that their decisions are most affected by stand-alone bar menus, drinks listed on the food menus, and bartender/server suggestions. Why leave money on the table? Promote your bar and reap the rewards. ♦

Mike Ginley  
Next Level Marketing

mellow the brandy, the more refined the cognac.

However, many a Sidecar is prepared with a premium Brandy other than Cognac. For example, one popular specialty at upscale **33 Restaurant** in Boston is the **Poire Sidecar**; a cocktail made with Marie Brizard Poire William and muddled Bartlett pears. The Original McCormick & Schmick's features a delicious version of the cocktail dubbed the Portland Street Car, using Oregon pear Brandy produced at Clear Creek Distillery in Portland.

#### • Spirit Options —

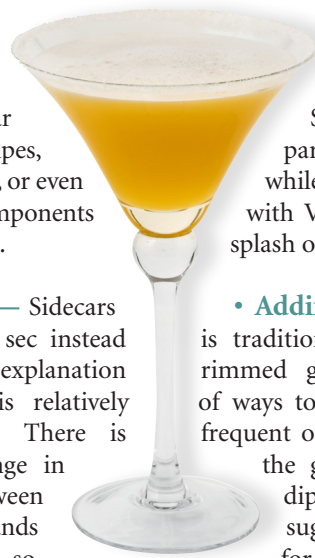
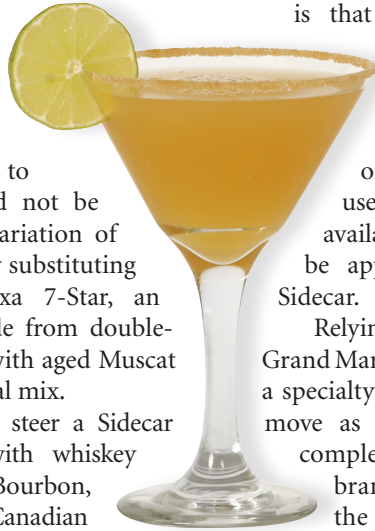
As great as this cocktail is, the creative urge to tweak and tinker should not be suppressed. A brilliant variation of the Sidecar is obtained by substituting the brandy with Metaxa 7-Star, an elegant Greek spirit made from double-distilled brandy infused with aged Muscat wine and a secret botanical mix.

Another direction to steer a Sidecar is making the drink with whiskey instead of Brandy. Bourbon, Rye, Irish, Scotch, and Canadian

are completely comfortable paired with Cointreau and mixed with lemon sour mix. But no worries if a particular whiskey is finished in Port pipes, Sherry butts, Bourbon barrels, or even Madeira casks; the major components of a Sidecar adapts to them all.

• **Creative Modifiers** — Sidecars are often made with triple sec instead of Cointreau. The obvious explanation is that Triple Sec is relatively inexpensive. There is a wide range in quality between the various brands of triple sec, so use the best quality available. The difference will be appreciated in the resulting Sidecar.

Relying on the creative talents of Grand Marnier and Italian GranGala in a specialty Sidecar is a strong creative move as they add the robust and complementary flavors of aged brandy and orange citrus to the cocktail.



There are also other liqueurs well suited for use in the Sidecar. The Autumn Sidecar is prepared with equal parts of Tuaca and Frangelico, while the Sidecar Royale is made with VS Cognac, Cointreau, and a splash of Benedictine.

• **Adding Pizzazz** — The Sidecar is traditionally presented in a sugar-rimmed glass. There are a number of ways to adhere the sugar, the most frequent of which is to wet the rim of the glass with water and gently dip it into a saucer of granulated sugar. Substitute grenadine for the water and the sugar rim turns red. Dip the glass into any juice to produce sugar rims with different flavors and color.

One final thought regarding the adding of sugar to the rim of a cocktail glass. Often the wisest course of action is coating only half of the rim instead of its entirety. This offers the recipient the choice of sipping the drink with or without the added blast of sugar. ♦

## SAFEGUARDING YOUR PROFITS *continued from page 2*

the most popular measuring technique with owners and bartenders alike. It involves dispensing liquor without the use of jiggers, relying rather on a bartender's internal count or cadence to estimate the rate of flow. Free pouring is fast, stylish, and requires minimal training for bartenders to attain proficiency.

From a liability standpoint though, it's the riskiest, most costly measuring technique. The free-wielding method makes it far too easy for bartenders to over-portion liquor into drinks, a costly practice that places the public at risk, and greatly increases your exposure to alcohol-related liability.

For example, adding an extra  $\frac{1}{4}$  ounce of spirits to a cocktail whose recipe calls for an ounce results in the drink's cost percentage jumping 20%. After the fifth time it happens, you've essentially lost a drink's worth of liquor, as well as the sales proceeds it would have generated. Potentially more damaging is that each drink now contains 20% more alcohol.

Under-pouring is an equally vexing problem. By shorting the liquor portion

in four drinks by a scant  $\frac{1}{4}$  ounce, the bartender will have created a surplus ounce of liquor, which can be sold off later in a drink and the sales proceeds pocketed. The scheme doesn't adversely impact liquor pour cost, so the theft will invariably go undetected. The true victims are your guests and the bar's good name.

Finally, indiscriminately doling out free drinks suggests an operation run amuck. Excessive comp'ing is a expensive practice that squashes sales, raises pour cost, and increases the operation's exposure to liquor liability. Make sure your policies clearly delineate your position on free drinks.

On the other hand, complimentary drinks are a time-honored means of acknowledging regulars and contributing to the joy of special occasions, such as guests' birthdays and anniversaries. Doing away with this tradition would be as wrong as mandating the use of Dixie cups.

Hopefully it goes without saying that all of policies pertaining to the service of alcohol should be done they become a hotly contested issue and read openly in court. ♦

## Beverage Authority

June 2008 ~ Volume 7, Issue 6

©Liquid Enterprises 2008

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Peter Dilks & Doug Welch

Liquid Enterprises

www.nextlevel-co.com ~ Tel.203.292.6295

1330 Post Road East, Westport, CT 06880

BarMedia

www.barmedia.com ~ authority@barmedia.com

Tel.520.747.8131 ~ Fax.520.903.0540

P.O. Box 14486, Tucson, AZ 85732

BarMedia and/or Next Level will not be responsible for the misuse of information obtained from this newsletter that results in harm in any form to the person/persons or to others while using this newsletter.

# Dazzling Specialty Sidecars

The ultra-sophisticated Sidecar originated in Paris at *Harry's New York Bar* during the First World War. Stories vary regarding the exact circumstances, but most entail an American Army captain driving a motorcycle with attached sidecar through the famous bar. The explanation as to why has long ago been forgotten. A few sips of a well made Sidecar and the reason behind the captain's behavior won't matter.

## Amber Sidecar

*Specialty of 33 Restaurant & Lounge  
Boston, MA*

Cocktail glass, chilled  
Pour ingredients into an empty mixing glass  
2 lime slices  
2 lemon slices  
2 orange slices  
*Muddle contents*  
*Add ice*  
2 oz. Macallan Amber Liqueur  
1 oz. Cointreau  
*Shake and strain*  
Garnish with an orange slice

## Autumn Sidecar

Sugar rimmed cocktail glass, chilled  
Pour ingredients into an iced mixing glass  
1 1/2 oz. VS Cognac  
1/2 oz. Tuaca  
1/2 oz. Frangelico  
1 3/4 oz. fresh lemon sour mix  
*Shake and strain*  
Garnish with an orange slice

## Poire Sidecar

*Specialty of 33 Restaurant & Lounge  
Boston, MA*  
Sugar rimmed cocktail glass, chilled  
Pour ingredients into an empty mixing glass  
1/2 ripe Bartlett Pear,  
peeled and cut into cubes  
1/2 oz. Cointreau  
*Muddle contents*  
*Add ice*  
1/2 oz. fresh lemon juice  
2 oz. Marie Brizard Poire William  
*Shake and strain*  
Garnish with a pear slice

## Sidecar Royale

Sugar rimmed cocktail glass, chilled  
Pour ingredients into an iced mixing glass  
1 oz. VS Cognac  
1/2 oz. Cointreau  
1/2 oz. Benedictine  
1 1/2 oz. fresh lemon sour mix  
*Shake and strain*

## The Portland Street Car

*Specialty of The Original McCormick &  
Schmick's, Portland, OR*  
Sugar rimmed cocktail glass, chilled  
Pour ingredients into an empty mixing glass  
1 sugar cube  
1 1/2 oz. fresh lemon juice  
1 1/2 oz. fresh orange juice  
*Muddle contents*  
*Add ice*  
1 3/4 oz. Clear Creek Pear Brandy  
1/2 oz. Cointreau  
*Shake and strain*  
Garnish with a pear slice

## Bentley Sidecar

*Specialty of Courtright's Restaurant  
Willow Springs, IL*  
Cinnamon sugar rimmed  
cocktail glass, chilled  
Pour ingredients into an iced mixing glass  
1 oz. Hennessy X.O. Cognac  
1 oz. Grand Marnier  
1 oz. fresh orange juice  
1 oz. fresh lime juice  
*Shake and strain*  
Garnish with a lime wheel



# BRUSHING UP ON YOUR PRODUCT KNOWLEDGE

Being a bartender is similar to being the captain of a cruise liner, only you don't get the snazzy uniform and people rarely salute. In both positions you need to know what you're talking about. To that end, we've devised a little quiz to test your knowledge of the spirits on your back bar. Have fun and stay the course.

1. Claret is more often referred to as what type of wine?
2. What is the difference between a demi sec and brut champagne?
3. Where is the Borderies region located?
4. What are botanicals?
5. How are eaux-de-vie aged?
6. What variety of grapes are typically used to make cognac?
7. What is the youngest of the major spirits?
8. What grain is used in the mash bill of Maker's Mark that differentiates it from most bourbons?
9. What do the initials VSOP stand for?
10. What is Tequila distilled from?



1. Claret is better known as red Bordeaux
2. Brut champagnes are dry while demi secs are slightly sweet.
3. The Borderies is located in the cognac region of France.
4. Botanicals are the aromatic spices, seeds, fruit and roots used to flavor gin.
5. Eaux-de-vie are aged in large glass vessels so as to not impart color or tannin to the brandies.
6. Cognacs are most frequently distilled from Ugni Blanc grapes.
7. Having originated in the mid-1600s, gin is the youngest of the major spirits.
8. Maker's Mark is distilled using wheat instead of rye in its mash bill.
9. The initials VSOP on a cognac label stand for Very Superior Old Pale.
10. Tequila is distilled from Agave Tequiliana Weber also known as the Blue Agave.