

# BEVERAGE AUTHORITY

manage. serve. profit.

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## THE BIG PICTURE

### Tapping New Beverage Profits



If your business could stand to generate more revenue, the first target of opportunity is tap water. Offering guests affordable, attractive options to drinking tap water with their meals has an almost immediate impact on revenue.

In addition to raising sales, an often-overlooked benefit of the strategy is how it lends itself to enhancing the guests' experience. For most of us, dining at a restaurant is a small indulgence and a welcome break from the routine. So it's hard to imagine that when a guest says, "No, I'll stick with tap water," it does much to make their evening seem special. Tap water is about as pedestrian as it gets.

Working in conjunction with *Nightclub & Bar* magazine, Next Level conducted a consumer research project this past May in which we interviewed more than 1000 people that frequent nightclubs and restaurants and had ordered beverage alcohol on-premise within the past 30 days. What we uncovered in the study about their drinking preferences has direct bearing on this subject.

The research indicates that the majority of consumers (74%)  
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## PRODUCT PROFILE by Robert Plotkin

### SKYY Infusions All Natural Raspberry



If someone doesn't have a good time behind the bar with this outrageously delicious spirit, check his or her pulse and call a medic. *SKYY Infusions All Natural Raspberry* is a mixologist's dream come true, a skillfully produced spirit that's chaffing at the bit to have some fun.

In fact, it's one of six, equally brilliant infusions now in the SKYY portfolio, each tailor-made for contemporary cocktails and capable of imbuing drinks with sumptuous flavor without adding unwanted sweetness.

SKYY Infusions Raspberry is crafted using the centuries-old distillation method of maceration. In this case, freshly pressed red raspberries are placed in a vat and steeped for an extended period of time in super-premium SKYY Vodka. With the passing of time, the vodka becomes saturated with the lavish aroma and flavor of fruit. The infusions are repeatedly filtered for impeccable clarity. Its lower

alcohol content of 70-proof allows the vodka to luxuriate on the palate for an agreeably long time.

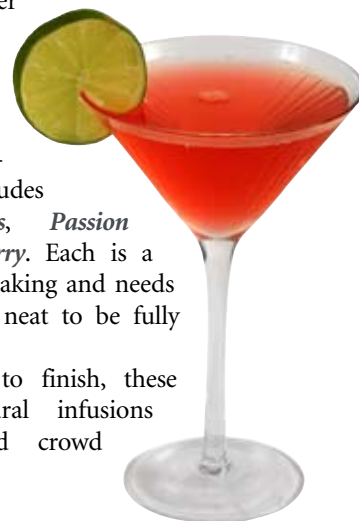
From start to finish, SKYY Infusions Raspberry is an enticing treat for the senses. It has a satiny featherweight body and a remarkably generous bouquet. The infusion raises little to no heat as it bathes the palate with flavor. Anyone who has ever stained their fingers feasting on fresh raspberries will attest that this infusion has all of the tang and zest of freshly picked fruit. Its thankfully long finish is lush and delicious.

Introduced in the Class of 2009, *SKYY Infusions All Natural Pineapple* is another unpretentious treat for the senses. The succulent spirit is made by steeping SKYY Vodka with freshly pressed pineapples. It has a lively bouquet with notes of oranges, citrus and sliced pineapple and a luscious, true-to-fruit palate. Bottled at 70-proof there's no biting edge or alcohol burn.

Like the other brilliant infusions in the SKYY portfolio, the pineapple version is ideally suited for use in cocktails. A sterling example is the Mai Tiki Tai, a tall exotic libation made with SKYY Infusions Pineapple, Domaine de Canton French Ginger Liqueur and a fill of brut Champagne.

The SKYY Infusions line-up also includes *Grape, Citrus, Passion Fruit* and *Cherry*. Each is a classic in the making and needs to be sampled neat to be fully appreciated.

From start to finish, these 100% all-natural infusions are guaranteed crowd pleasers. ♦



## Notable New Releases



**Blue Ice Organic Wheat Vodka** — Handcrafted and USDA certified organic, this classy vodka made at the Silver Creek Distillery in Rigby, Idaho is quadruple-distilled using Idaho winter wheat and pristine spring water drawn from a 200-foot deep aquifer. The 80-proof spirit is then rigorously filtered for essential purity. The wheated version of Blue Ice is sleek and delectable with floral and zesty citrus notes and a long, clean finish. It's a solid performer. (21<sup>st</sup> Century Spirits)

**Glenrothes 1985 Single Speyside Malt** — The most recent iteration of Glenrothes Speyside single malt was distilled and barreled in July 1985 at the Glenrothes Distillery in the small town of Rothes-on-Spey. In 1997, most of the malt was bottled at 12-years and quickly snapped up. The remainder was left to mature in oak until it too was bottled in 2005 at the ripe age of 20-years. The label's tasting notes are spot-on—creamy texture, fruity notes and luxurious coffee and cocoa finish. It should make mention that the malt is a steal at \$120. (SKYY Spirits)

**Bols Genever Gin** — Considered the original white spirit, Dutch Bols Genever is a “must-have” for any self-respecting cocktail haunt. It's crafted from neutral grain spirits infused with a closely guarded blend of botanicals. The result is an engaging, 84-proof gin with a medium-weight, slightly oily body and enticing malty, floral and spicy aromas. On the palate it's generous helping of citrus, pepper and bread-like flavors. (Cattani Imports)

**El Grado Añejo** — Here's a well-aged 100% agave tequila that's ready to play. El Grado Añejo is a skillfully crafted tequila that hails from the red volcanic soil of Los Altos. It's aged in ex-Tennessee whiskey barrels for 15 months or more, extended maturation easily perceived from its honey/gold appearance and oaky aromas to the curvy lush body and toffee, vanilla and baking spice finish. The tequila has a richness that makes it an excellent candidate for use in cocktails. (True Blue Imports)

**Tequila Corrido Cristalino** — Welcome one of the new happening brands of 100% agave tequilas. The blanco is made in Amatitan from high altitude agaves and triple-distilled in small batches to obtain a delicate, satiny-textured distillate. Tequila Corrido Cristalino is light bodied and imbued with an alluring array of floral, herbaceous, notes. The lingering, peppery finish is exquisite and validates the critical acclaim it's received. An excellent blanco to sip neat or slightly chilled. The range also includes a reposado, añejo and extra añejo. Kudos! (True Blue Imports)

**Dalmore Gran Reserva** — This highly esteemed Single Highland malt Scotch whisky is a blend of malts aged 10-15 years—60 percent of which is in Oloroso Sherry casks and 40 percent in American White Oak. Gran Reserva has a velvety body and a wafting bouquet of chocolate, toffee, citrus and spice. On the palate the whisky presents the flavors of red fruit, roasted coffee, cocoa and malt, all of which slowly give way to lingering notes of vanilla and lemon zest. (Shaw Ross)



**Belvedere IX Vodka** — This energetic vodka tastes more like a brilliantly conceived cocktail than a distilled spirit. Belvedere IX (pronounced One-X) is distilled in small batches from rye and artesian water then infused with ginseng, guarana, açai, ginger, sweet almond, jasmine, eucalyptus, cinnamon and black cherry. It has a spicy, semisweet bouquet and a spicy, slightly fruit palate with hints of menthol on the finish. (Moët Hennessey)

**Wild Turkey Russell's Reserve Rye** — Created by Wild Turkey master distiller Jimmy and associate distiller Eddie Russell, Russell's Reserve Rye Whiskey is distilled in small batches and barrel-aged for a minimum of six years. Bottled at 90-proof and in limited quantities, it's a vivacious whiskey with broad shoulders and a lot of personality. It has a spicy, oaky bouquet, a long satisfying finish and legions of devoted supporters. (SKYY Spirits)

**Vermont Limited Release Vodka** — Talk about a uniquely American spirit. This artisanal gem is handmade once a year in St. Johnsbury, Vermont entirely from early-run maple sap, which is highly sought after for its quality and delicate flavor. The sap is collected, fermented and distilled in small batches into an astonishingly delightful vodka. The distillery also handcrafts Vermont White, which is distilled from pure milk sugars, and Vermont Gold, an ultra-premium vodka distilled from 100% maple sap. (Vermont Spirits)

**A WICKED LIGHT**  
*Glow's Tonight*

**Cocktail**

*Midori® Spider KISS*  
1 Part Midori  
1 Part SKYY Vodka  
Fresh Lemon Juice

Shake all ingredients & Strain into a chilled martini glass.

*Looking to add a WICKEDLY COOL effect?*  
Draw a chocolate web into a martini glass. Place in refrigerator and chill well. Strain martini into glass. For a blood effect. Drizzle grenadine down the side of the glass. Garnish with a chocolate dipped orange slice.

**Shooters**

*Midori® SHE-DEVIL*  
1 part Midori  
1 part SKYY Vodka  
1 part Coconut Rum

*Midori® Scooby SNAX*  
1 part Midori  
1 part coconut rum  
1 part pineapple juice  
1 splash cream

*Midori® GANGREEN*  
1 part Midori  
1/4 part Jagermeister

*Midori® Ghost CHASER*  
1 shot Midori  
1/2 pint light beer

*Midori® VENOM*  
1 part Midori  
1 part blanco tequila  
1 part fresh lemon juice

**MIXOLOGY EVENTS IN THE NEWS**

Tres Generaciones Tequila and the United States Bartenders' Guild Crown the "Best Bartender in America"

The United States Bartenders' Guild (USBG) National Cocktail Competition and sponsor, Tres Generaciones® Tequila, awarded Armando Rosario of Las Vegas the title of "Best Bartender in America." Rosario won for his cocktail creation, *Real Dill*, featuring Tres Generaciones Plata Tequila.

"On behalf of Tres Generaciones, we congratulate Armando Rosario on his 'Best Cocktail' and thank all the mixologists for designing creative, great-tasting cocktails," stated Bobby "G" Gleason, master mixologist for Beam Global Spirits & Wine and emcee of the 2009 USBG National Cocktail Competition. "We wish Armando the best of luck as he takes on

the world's best bartenders in the World Cocktail Competition held next August in Germany." ♦

**Real Dill**

*Specialty of Armando Rosario, Suntory Int'l*

Cocktail glass, chilled  
Pour ingredients into an iced mixing glass  
1 part Tres Generaciones Plata Tequila  
1 part Vox Vodka

1 part fresh lime juice  
3/4 part agave nectar  
Shake contents vigorously and strain  
Garnish with a sprig of dill and cucumber slices.



**Cocktail Lab — A Hands-On Workshop**  
New York City, November 23<sup>rd</sup>

Are you looking to expand your cocktail-making repertoire? Step behind the bar with master mixologist Jonathan Pogash and learn how to craft your own original cocktails from nearly any ingredient. After a quick primer on basic bar techniques, current cocktail trends and the science behind the perfect flavor combinations, you'll be let loose to create your own unique libations from a veritable cornucopia of spirits, mixers, fresh fruits, juices, herbs and spices while Jonathan guides you on your way to perfecting your technique.

For dates, info and tickets, visit: [Astorcenternyc.com/class-the-cocktail-lab-a-hands-on-workshop.ac](http://Astorcenternyc.com/class-the-cocktail-lab-a-hands-on-workshop.ac). Receive half off the registration fee of \$65 with special code: INDUSTRY09. ♦

# Midori Bada Bingo!

At Sawyer Park every TUESDAY MIDORI BADA-BINGO!! This is not your mother's bingo! Patrons are invited to come by and enjoy some adult beverages and good fun with a chance to win great Midori prizes! Astros play at 7pm Midori Bada-Bingo starts every Tuesday at 10:30pm. ♦



# Giving Doctors & Nurses a Midori Shot!

Mezzanine Lounge hosts a night to give Doctors & Nurses a shot and enjoy the discounted drink prices. Midori Jell-O shots on special for \$3.00 for 1 or \$5 for 2. ♦



# Liqueur—Can You Identify These Backbar Celebrities?



A. St-Germain Elderflower Liqueur B. ZEN Green Tea Liqueur C. HPNOTIQ Liqueur D. Patrón Citronge Orange Liqueur E. Tequila Rose Stawberry Cream Liqueur F. Amaretto Cream Liqueur G. Cointreau H. Baileys Irish Cream Liqueur I. Grand Marnier Cuvee du Cent Cinquantenaire J. Framgelico Hazelnut Liqueur K. Agavero Tequila Liqueur L. Clement Creole Shrub Rhum Liqueur M. PAMPA Pomegranate Liqueur N. Midori Melon Liqueur O. Chambord Black Raspberry Liqueur

**ANSWERS**

**BIG PICTURE** *continued from page 1*

who seldom drink alcohol in restaurants are receptive to the idea of purchasing a beverage rather than drinking tap water. It's interesting to note that of the people who drink nothing but tap water, half said they do so because they prefer it, while a third stick with water because they believe other beverages at bars and restaurants are too expensive.

This naturally begged the question—what should restaurateurs do to capture this potential revenue? About a third of the people said they'd likely order something to drink if presented with a menu showing what their beverage options were. Another 25% responded that they would be swayed by a server suggestion, while about a quarter stated they preferred a broader selection of premium beverages to choose from.

When we inquired what those alcohol-free products were, 18% replied that they would like a wider selection of soft drink styles and about the same percentage mentioned specialty blends of iced teas,

premium juices and freshly brewed espresso, cappuccinos and lattes. Finally, over 40% of the respondents said that they would be willing to spend \$4 or more for a well-crafted, alcohol-free specialty drink.

**Driving Incremental Sales**

The study revealed that 27% of consumers typically order only one drink when visiting full-service bars and restaurants. The largest reason (37%) why people don't order a second drink is that they think the price of the first was too high. Others (14%) said that drink sizes have become too large to comfortably order another.

We inquired what would persuade those consumers who typically stop after one drink to order another. We were surprised to learn that almost 25% of the people said they would have ordered another drink if only the server had asked them or hadn't taken the cocktail menu away.

When asked about how receptive they were to trying new drinks, two-thirds of the consumers surveyed said that they had ordered one within the last 3 months, which was the same percentage obtained in last year's research. Our research showed that drink sampling is the most effective way to prompt guests to try a new drink. Over half (53%) of the consumers said that if they like the free taste they would buy the drink. The same percentage of people (21%) said that they be motivated if a server or bartender recommended a new cocktail and if the restaurant's bar menu showed all of the drink prices.

Driving incremental sales is the best defense against a weak economy. ♦

Mike Ginley  
NextLevel Marketing

# Yamazaki Showcased at SF's WhiskyWeek

The recently concluded WhiskyWeek in San Francisco provided serious spirits enthusiasts a glimpse of what heaven must be like. Hosted by *Malt Advocate* magazine, the gala event featured seven days of tastings, dinners, cocktail demonstrations, workshop demonstrations, seminars involving more than 250 of the finest whiskeys and whiskey makers on the planet.

Among the S.R.O. events was a presentation by Yamazaki Brand Ambassador and famed New York bartender Gardner Dunn. Held at the historic Elixir Neighborhood Saloon, Dunn took the audience on a visual tour of the Suntory distilleries and cooperage, and gave a demonstration of Japanese bartending techniques and ice sculpting.

As engaging and entertaining as Dunn's performance was, the limelight was reserved for Yamazaki. Dunn briefly explained what makes the malt singular in the whisky community. Among its many achievements is being matured in three different types of oak—American, Spanish (ex-sherry) and Japanese oak. Attendees were afforded the opportunity to sample a 12-year-old whisky aged in each type of wood to compare the characteristics of each. For example, the native Mizunara oak barrels imbue the whisky with a distinctive sweet fragrance.

Along with tasting the renowned Yamazaki 12-years old single malt, the assembled whisky aficionados were given a sampling of super-premium Hibiki 12-Years Old Blended Whisky, a signature blend comprised of over 30 handcrafted whiskeys that Suntory released in the U.S. that very day.

Dunn also gave an exhibition of ice ball carving. Sculpted from hard, dense ice, ice balls are often served in Japan with whiskeys requested on the rocks because they melt slower than conventional cubes. Dunn wowed the crowd by taking a large square of ice and quickly whittled it down to a sphere in a matter of minutes.

At the conclusion, Dunn answered questions and spoke of the attributes of

Suntory's famous range of malts, a portfolio that includes:

## Hibiki 12-Years Old Blended Whisky

The Hibiki signature blend is comprised of over 30 handcrafted whiskeys, each of which is produced at the Yamazaki and Hakushu distilleries and aged more than 12 years. Some of the malts featured in the blend were matured in Umeshu casks—barrels used in the long process of aging Japanese plum liqueur. The carefully selected malts are then combined with grain whiskeys and finished with a dose of whisky barrel-aged more than 30 years. Prior to bottling

it is filtered through bamboo charcoal, a process partially responsible for its sweet and mellow flavor.

The 86-proof blend is deserving of its critical acclaim. Hibiki is an accessible whisky with an enticing amber hue, a smooth textured body and a generous bouquet of honey, chocolate and ripe red fruit. The whisky's palate presents a grand array of long-lasting, spicy and semisweet flavors.

## Yamazaki 12-Years Old Single Malt

— All Suntory whiskeys are distilled from high-grade barley malt and pure spring water drawn from the Vale of Yamazaki. They're double-distilled in copper pot stills and matured in oak casks in the expansive warehouses located on the distillery grounds.

The highly acclaimed Yamazaki 12-Years Old Single Malt has a luxurious array of malt, fruit and vanilla aromas. The whisky enters softly, gradually building in intensity, but never

generating unwanted heat. The round, plush, medium-weight body delivers a palate that completely fills the mouth with the flavors of caramel, toffee and toasted oak. The finish is long, relaxed and tinged with wood-laced flavors.

## Suntory Yamazaki 18-Years Old Single Malt

— A highly sophisticated whisky, Yamazaki 18 not only earned a Double Gold medal at the prestigious San Francisco World Spirits Competition, it walked away with "Best of Show" honors, trumping other world-class malts 10 times its price.

After spending nearly two decades in wood, the whisky has developed a lustrous tawny hue and full, velvety smooth body. It heartily exhibits the aromas of honey, vanilla and malt. The whisky slowly builds in intensity, bathing the palate with layers of warm, semisweet flavors, such as malty cereal, caramel, vanilla and hints of toffee and oak. The flavors persist a remarkably long time, gradually fading away in the satiny smooth finish. ♦



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