TODAY

• Focus on Distillation & Types of Spirits from around the world

• BREAK

• Spirits Marketing

• Interactive Activity
DISTILLED SPIRITS

Yak

Giggle Juice

Booze

Rot Gut

Hooch

Fire Water

Hard Stuff

Adult Beverage

Poison

Hard Alcohol

Spirit

The Real McCoy

Sauce
PROHIBITION

"WET" OR "DRY"
"VOTE WET FOR MY SAKE!"
"VOTE DRY FOR MINE!"

PROHIBITION ENDS AT LAST!
DECEMBER 5, 1933
“The Real McCoy”

- Bill McCoy, the **pioneer rum runner** of the Prohibition era
- Known as The Real McCoy for **never adulterating the alcohol**
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Proof of Spirit?

• Primitive distillers would determine if the spirit was strong enough by:
  • Mixing the spirit & gunpowder (50/50) with a flame
    • Burned too brightly = too strong
    • Burned evenly with blue flame = “proved”
  • Each degree of “proof” = ½% alcohol
    • 80 Proof = 40% ABV (alcohol by volume)
Producing Spirits: Distillation

1. Prepare raw materials (sugar source) for fermentation
2. Fermentation
3. Distillation
4. Post-distillation
   • Filtering, blending, maturation, flavor, sweetening
Fermentation

Formula:

- Sugar + Yeast =
  Ethanol (alcohol) + Carbon Dioxide + Heat

Goal of Fermentation:

- Release as many congeners (impurities) as possible
Distillation

- The process of separating alcohol from water and other materials

- Water boils: 212 degrees F
- Alcohol boils: 173 degrees F

- Pot Still
- Continuous / Column “Coffey” Still
Pot Still (process)
Pot Still Images

Scotch Whisky
Pot Stills

French Cognac
Pot Still
Column/Continuous Still Images

2 column Coffey Still

Multi-Column Continuous Still

Continuous Still
Benefits of Pot Stills

• Greater congener retention

• Multiple distilling process results in greater array of flavor components

• Choice of size and shape affects quality of ultimate spirit

• Appropriate for products produced in relatively small batches

• Legally required in some cases, as in Cognac and single malt Scotch Whisky
### Benefits of Continuous Stills

- Can be engineered to remove specific congeners with a high degree of precision
- Can operate continuously
- Ability of distiller to "fine tune" exact components in final spirit for taste and quality purposes
- Because of high purity potential, appropriate for "white" spirits
- Can produce spirit at higher level of alcohol than pot stills, and in a single distillation
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Types of spirits/raw materials

- Grain Based
  - Whiskies
  - Neutral Spirits
    - Gin
    - Vodka
- Fruit and Plant Based
  - Brandy
  - Rum
  - Tequila
  - Liqueurs
  - Anise Spirits
  - Bitters
Grain Based

- Whiskey
  - Scotch Whisky: Sugar source: Barley
    - Peat is Coal at its primary stage used for Drying the “green malt” before fermentation.
  - Single Malt Scotch
  - Irish Whiskey: Sugar source: barley, corn, rye, wheat & oats
  - American Whiskey (Bourbon and Tennessee): Sugar source: rye & corn
- Pot Stills
- Distilled to 190 Proof (80% abv)
- Stored in oak barrels
Whiskies

- Single Malt Scotch Whisky: Barley
- Blended Scotch Whisky: Barley, Corn, Rye, Wheat or Oats
- Irish Whiskey: Barley, Corn, Rye, Wheat or Oats
- American Whiskey: Rye or Corn
Neutral Spirits

- Vodka
  - Sugar source: cereals, grains, corn & potatoes
  - Continuous, Column Stills mostly
  - Charcoal Filters used for purifying

- Gin
  - Sugar source: cereals, grains, corn & potatoes
  - Combination of Continuous Column Stills & Pot Still
  - Flavored with Juniper berries can also use other botanical herbs and spices
Fruit & Plant Based

- **Brandy**
  - Sugar source: *Grapes/wine*
  - Pot and/or Continuous Distilled depending on laws
  - *Cognac*, Armagnac, Calvados, American Brandy

- **Rum**
  - Sugar source: *Molasses or cane juice*
  - Continuous, Column or “Coffey” Stills plus some Pot Stills
  - Types of Rum
    - Clear and Dark
    - Aged and Unaged
Fruit & Plant Based

- **Tequila**
- Sugar source: Blue Weber Agave
- Pot Distilled
- Types of Tequila:
  - Blanco/silver, reposado, añejo
Terms to know before we go

- Fermentation
- Congener
- Distillation
- List types of spirits, name/base ingredient
- Proof vs. ABV
- Still (pot and continuous and which is used for each spirit)
SPIRITS MARKETING
SPIRITS SALES IN USA

% OF US SALES VOLUME

- VODKA 34%
- IMPORTED WHISKEY 13%
- RUM 12%
- AMERICAN WHISKEY 11%
- CORDIALS & LIQUEURS 11%
- TEQUILA 7%
- BRANDY & COGNAC 5%
- GIN 5%
- PREPARED COCKTAILS 2%

PREPARED COCKTAILS 2%

% OF US SALES VOLUME
# SPIRITS TRENDS IN THE USA

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SPIRITS ADVERTISING

- PRINT
  - Newspapers, Magazines & MENUS

- OUTDOOR
  - Billboards, Buses & Posters

- TV

- DIGITAL
  - Websites & Blogs

- SOCIAL MEDIA
  - Facebook, Instagram & Twitter
PRINT ADVERTISING

ABSOLUT PERFECTION.

PRACTICE MAKES PATRÓN.

FROM HARVESTING THE FINEST MEZCAL BLUE AGAVE TO SINGING EVERY LABEL, IT TAKES MORE THAN SKILLFUL HANDS TO CRAFT EACH BOTTLE OF PATRÓN TEQUILA. THIS EXCESSIVE ATTENTION TO DETAIL MAY NOT BE THE MOST EFFICIENT, BUT PERFECTION RARELY IS.

IT DOESN'T HAVE TO MAKE SENSE TO BE PERFECT.
TV ADVERTISING

- https://www.youtube.com/watch?v=AOe5FqyWJ44
- https://www.youtube.com/watch?v=21RM_FSTiU0
DIGITAL/SOCIAL MEDIA: VIDEOS

https://www.facebook.com/pg/Jackdaniels/videos/?ref=page_internal

https://www.facebook.com/pg/Hennessy/videos/?ref=page_internal
SOCIAL MEDIA: FACEBOOK

1 million fans

16 million fans

3 million fans
SOCIAL MEDIA: INSTAGRAM

139k followers

286k followers

236k followers
SOCIAL MEDIA: TWITTER

Patrón Tequila • @Patron • May 8
We’re excited to partner with @familyreach and @mingtsai for #CookingLive.
Tune in for a special Patrón recipe. bit.ly/chefming

236k followers

Cîroc • @Ciroc • Apr 21
We had an amazing week 1 at Coachella with @REVOLVE. #LetsGetIt
#FestivalSeason

74k followers
BEVERAGE MENUS

WHY?

1. Increase cocktail sales
2. Influence cocktail sales
3. Promote “signature” drinks
4. Makes more profit
5. Help consumers find an interesting cocktail
BEVERAGE MENU EXAMPLES

TIKI BAR

CLASSIC BAR

HIGH-END RESTAURANT

THEME RESTAURANT
IDEAS FOR BEVERAGE MENUS

• Google “top cocktails” for ideas
• Develop drink ideas off of restaurant theme
• Think of alternative drink times:
  • Brunch cocktails
  • Happy hour cocktails
  • After dinner cocktails/coffee drinks
INTERACTIVE ACTIVITY

• 6 Groups: Each develop 2 drinks for a drink menu for the following cuisine:

  1. Italian Restaurant/Bar
  2. French Restaurant/Bar
  3. Chinese Restaurant/Bar
  4. American Restaurant/Bar
  5. BBQ Restaurant/Bar
  6. Sushi Restaurant/Bar
TIMING

- **WORK IN GROUPS:** 20 MINUTES
- **PRESENT TO THE CLASS:** 5 MINUTES EACH
  - RESTAURANT THEME/TYPE
  - 2 COCKTAILS
    - TYPE
    - NAME
    - HOW IT IS SERVED
THANK YOU FOR YOUR ATTENTION! ANY QUESTIONS?