

Distilled Spirits of the World

Lori Tieszen - Guest Lecturer



ME

Stoli **THE VODKA**
ESTD 1938


Maison Fondée en 1765
Hennessy
COGNAC



CÎROC

BEEFEATER[®]
LONDON DRY GIN


FINLANDIA[®]
VODKA OF FINLAND

Sauza[®]
 TEQUILA

 **BUCHANAN'S**


RARE
A BLEND OF THE FINEST
OLD SCOTCH WHISKIES
JUSTERIN & BROOKS
St. James Street, London E.W.1
J&B
BLENDED SCOTCH
WHISKY
1.75 LITER 40% Alc/Vol
ESTD 1749

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

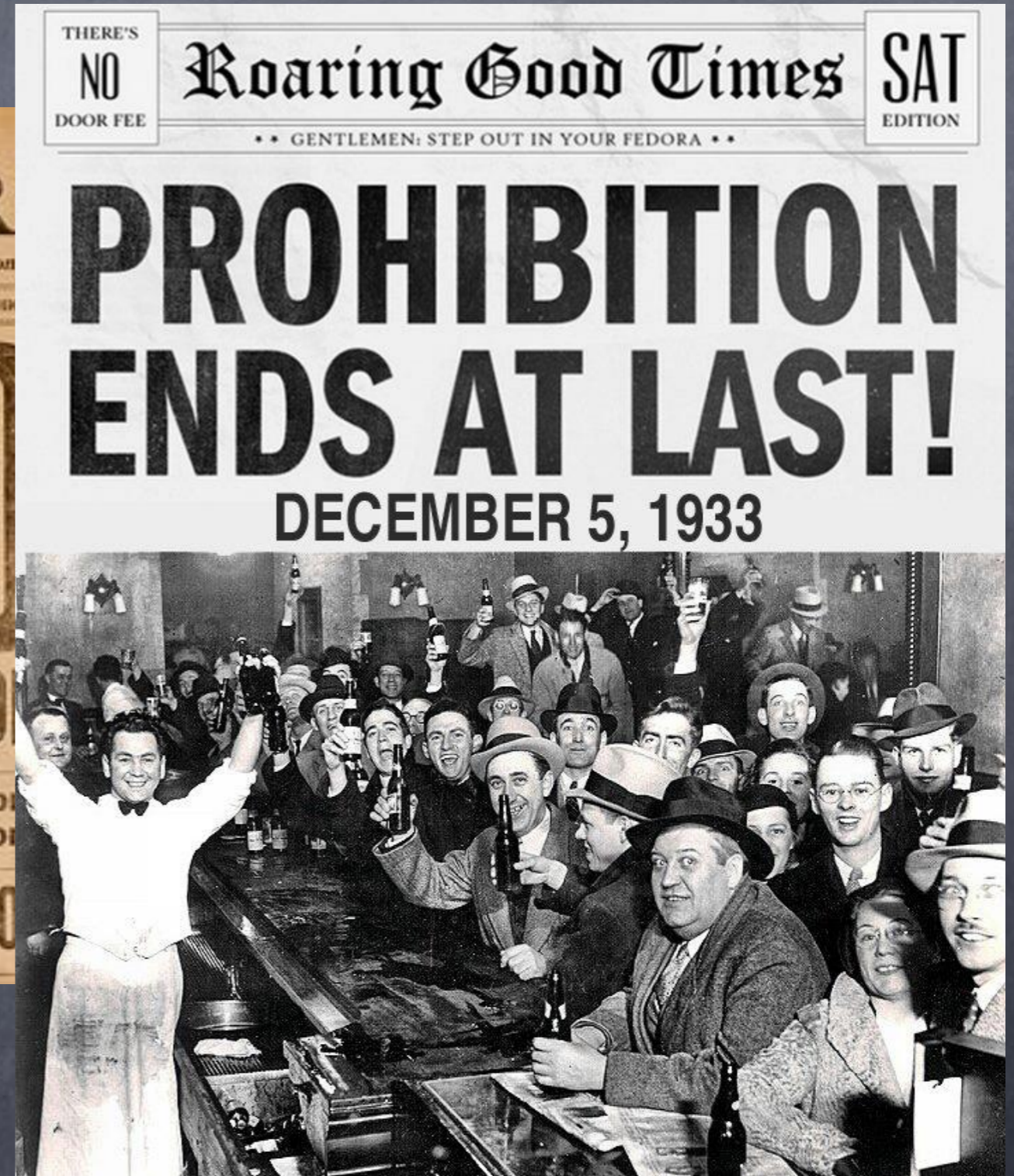
Spirit

Hard Alcohol

Sauce

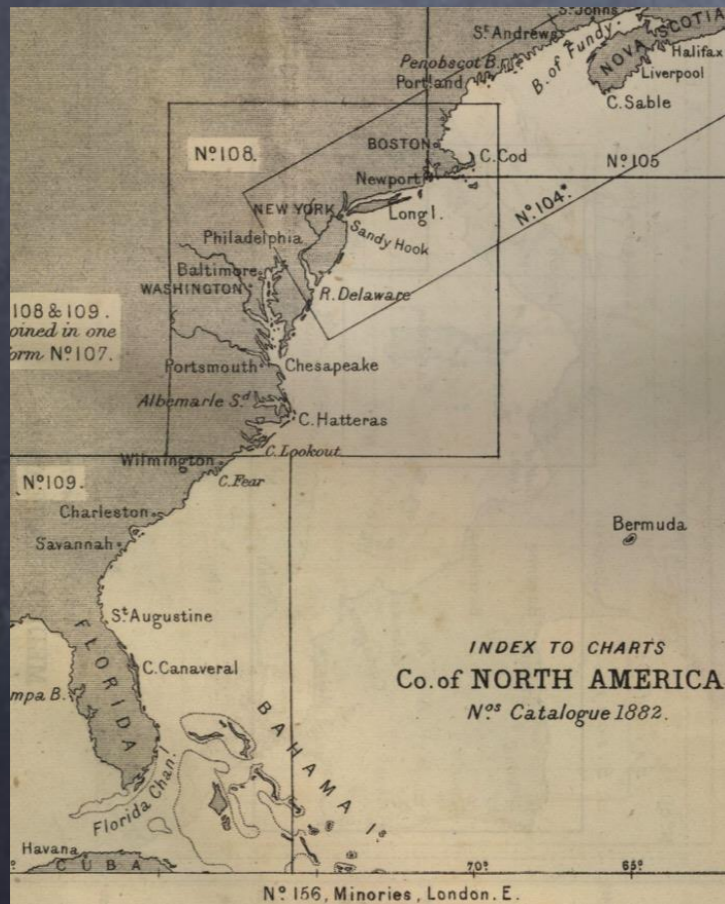
The Real McCoy

PROHIBITION



“The Real McCoy”

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



Fermented or Distilled?

Alcoholic Beverage	Fermented Beverage?	Distilled Beverage?
WINE?		
GIN?		
WHISKEY?		
BEER?		
SAKE?		
COGNAC?		
RUM?		
CIDER?		
VODKA?		

Fermented or Distilled?

Alcoholic Beverage	Fermented Beverage?	Distilled Beverage?
WINE?	X	
GIN?		X
WHISKEY?		X
BEER?	X	
SAKE?	X	
COGNAC?		X
RUM?		X
CIDER?	X	
VODKA?		X

HISTORY OF DISTILLATION



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” = $\frac{1}{2}\%$ 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

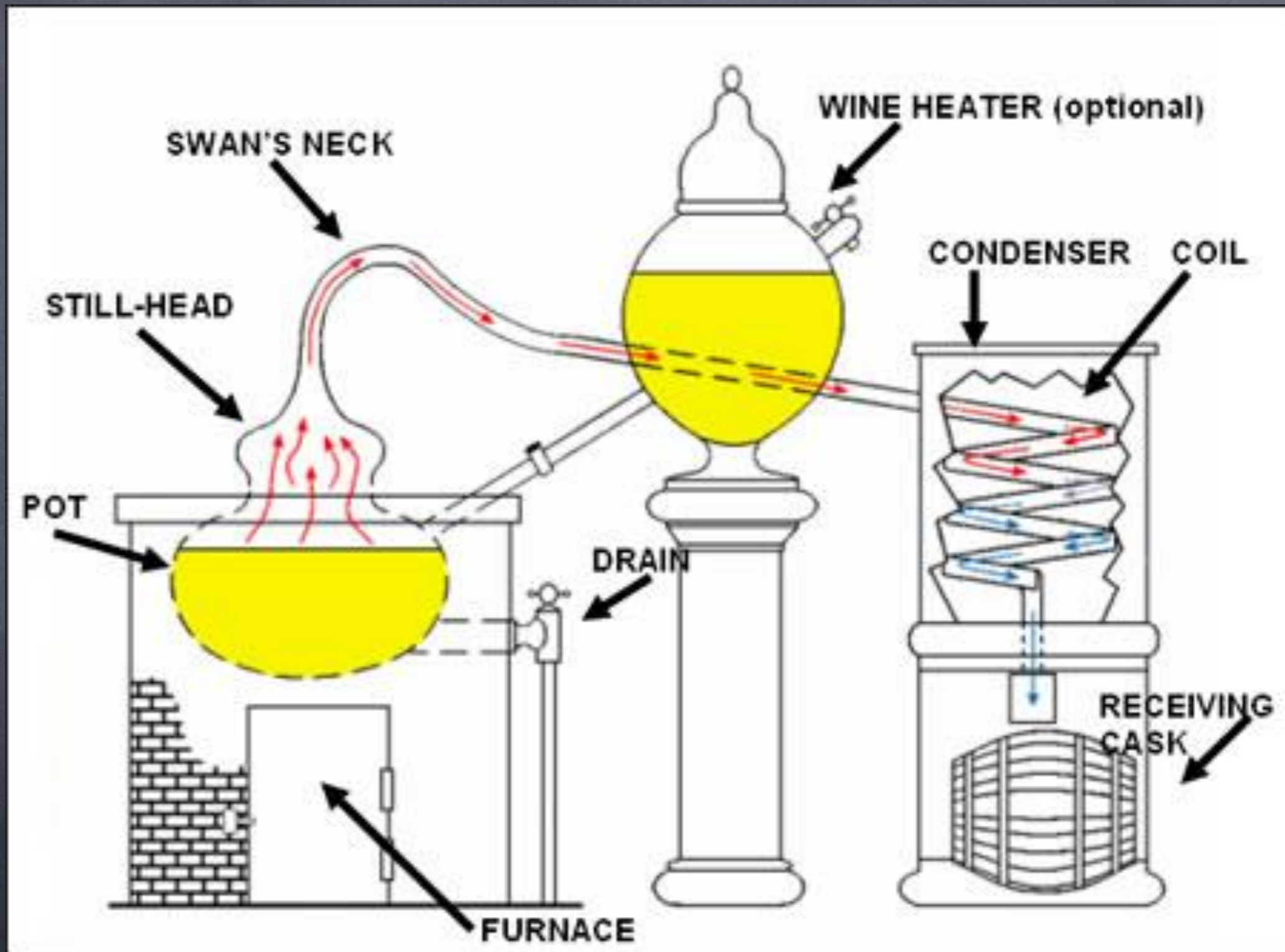
Goal of Fermentation:

• 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

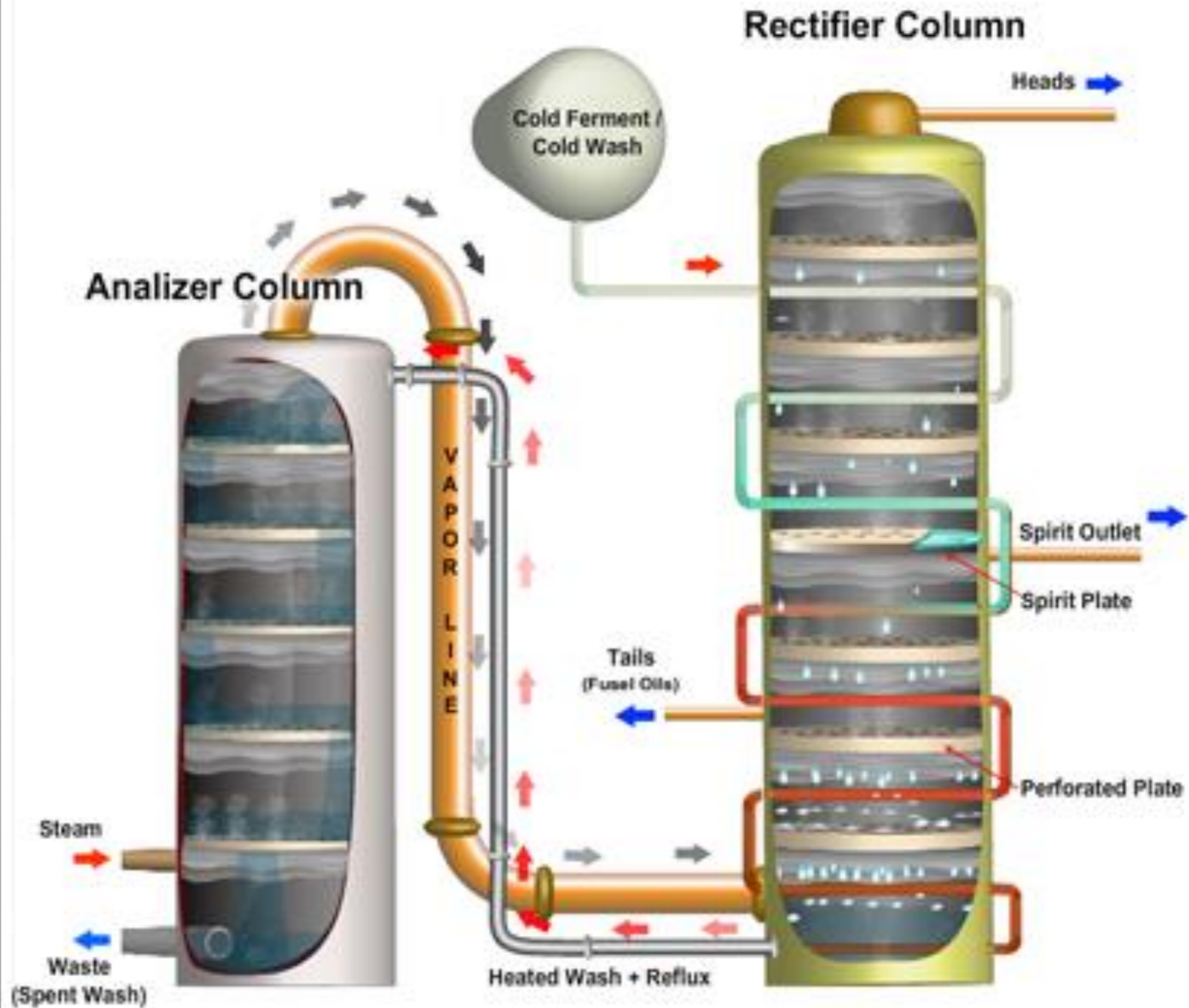


Scotch Whisky
Pot Stills



French Cognac
Pot Still

Patent Continuous Column 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



Blended Scotch
Whisky



Irish
Whiskey



American
Whiskey



Barley



Barley, Corn, Rye,
Wheat or Oats



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)

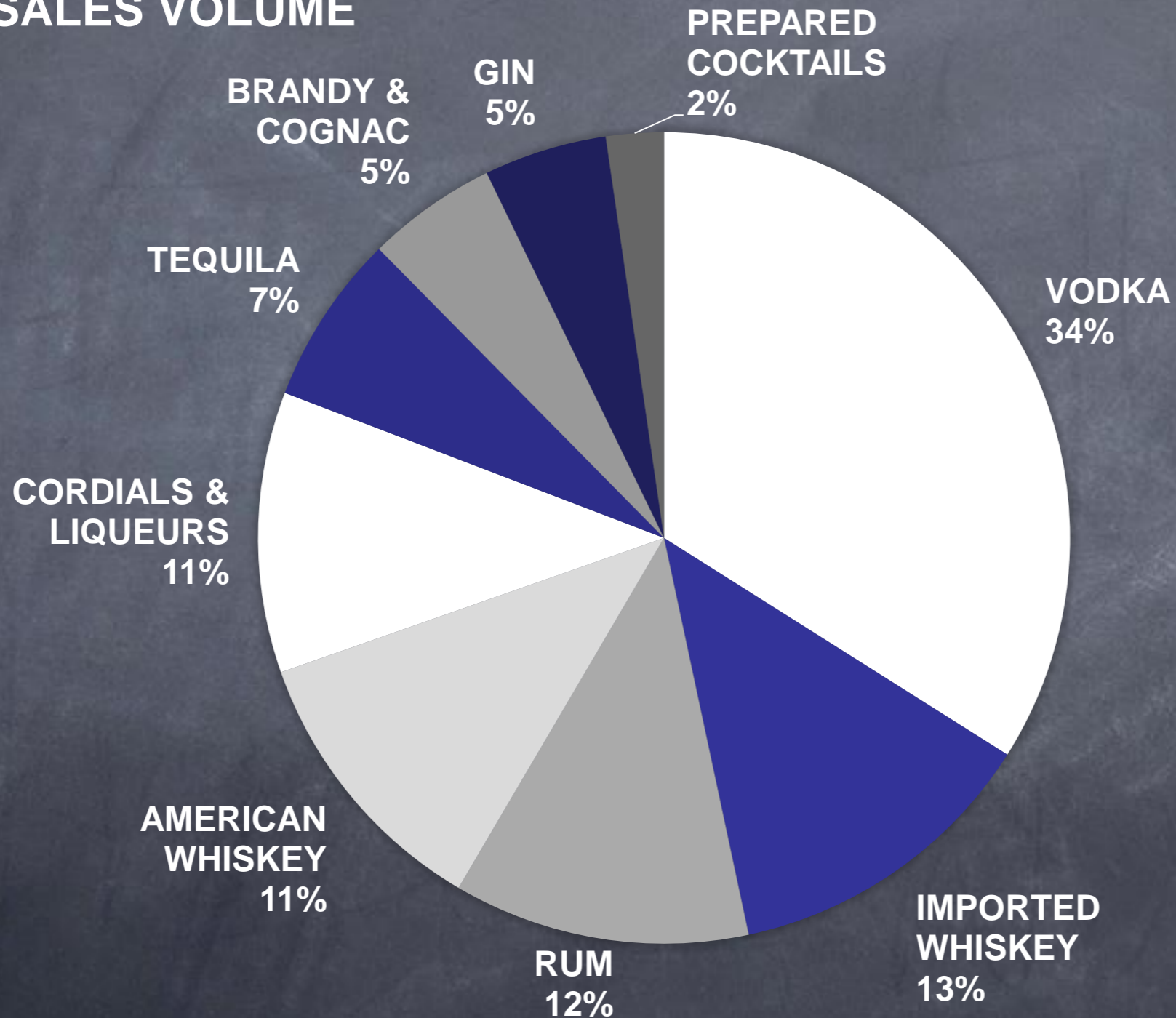
BREAK!!



SPIRITS MARKETING

SPIRITS SALES IN USA

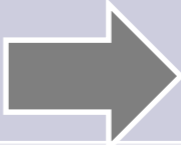










% OF US SALES VOLUME



SPIRITS TRENDS IN THE USA

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

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SPIRITS ADVERTISING

- **PRINT**

- Newspapers, Magazines & [MENUS](#)

- **OUTDOOR**

- Billboards, Buses & Posters

- **TV**

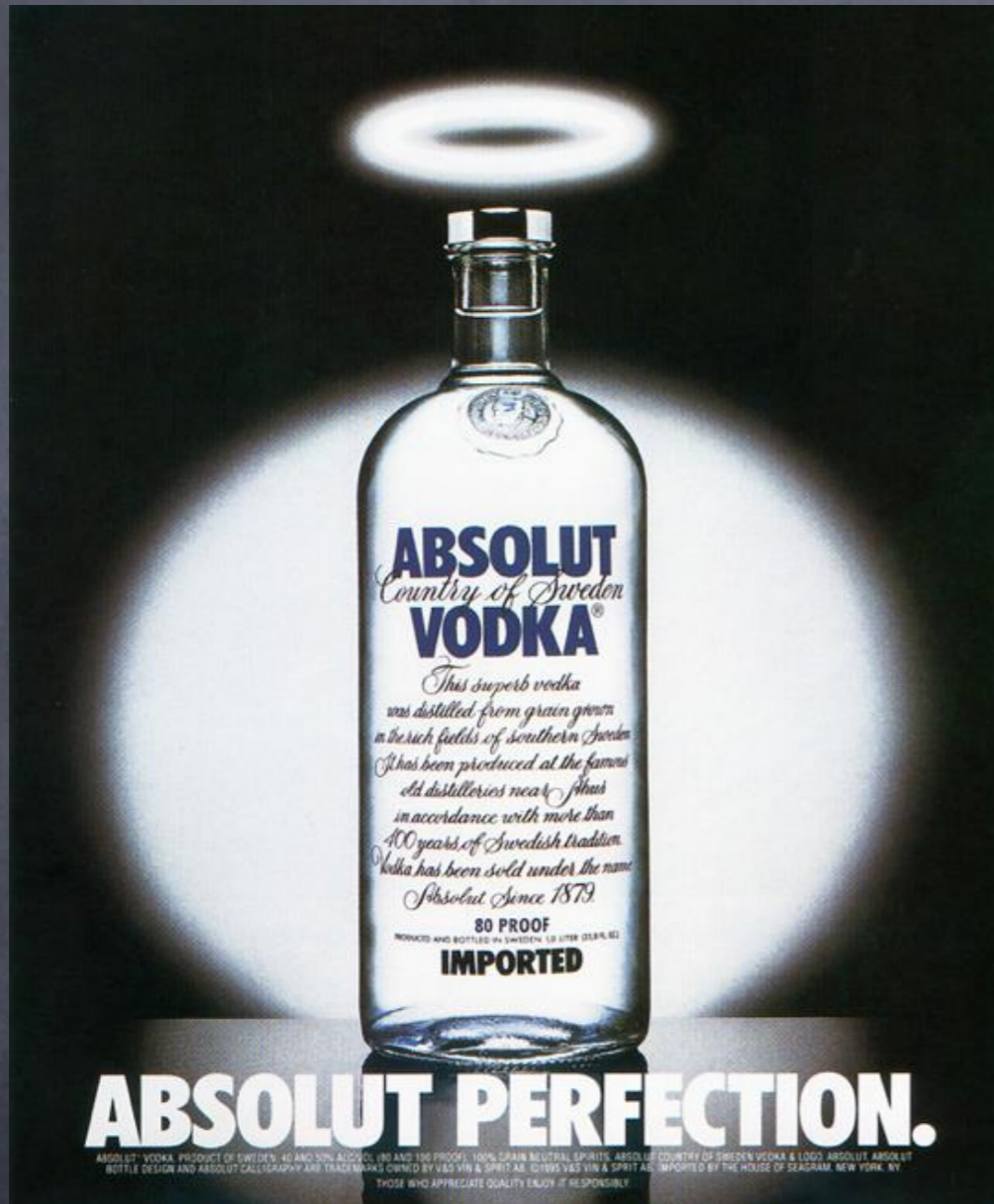
- **DIGITAL**

- Websites & Blogs

- **SOCIAL MEDIA**

- Facebook, Instagram & Twitter

PRINT ADVERTISING



ABSOLUT
Country of Sweden
VODKA

This superb vodka was distilled from grain grown in the rich fields of southern Sweden. It has been produced at the famous old distilleries near Åhus in accordance with more than 400 years of Swedish tradition. Vodka has been sold under the name Absolut since 1879.

80 PROOF
IMPORTED

ABSOLUT PERFECTION.

ABSOLUT VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL. (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ©1995 V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY.

**PRACTICE
MAKES
PATRÓN.**

FROM HARVESTING THE FINEST WEBER BLUE AGAVE TO SIGNING EVERY LABEL, IT TAKES MORE THAN SIXTY HANDS TO CRAFT EACH BOTTLE OF PATRÓN TEQUILA. THIS EXCESSIVE ATTENTION TO DETAIL MAY NOT SOUND EFFICIENT, BUT PERFECTION RARELY IS.

**IT DOESN'T HAVE TO MAKE
SENSE TO BE PERFECT.**



**SILVER
PATRÓN.**

TEQUILA
100% DE AGAVE

SIMPLY PERFECT.
patrontequila.com

The perfect job is made. Perfection is a process. Absolut and Patrón are trademarks of their respective owners. ©1995 Patrón Spirits Company, Los Angeles, CA. 40% ALC/VOL.

OUTDOOR ADVERTISING



TV ADVERTISING



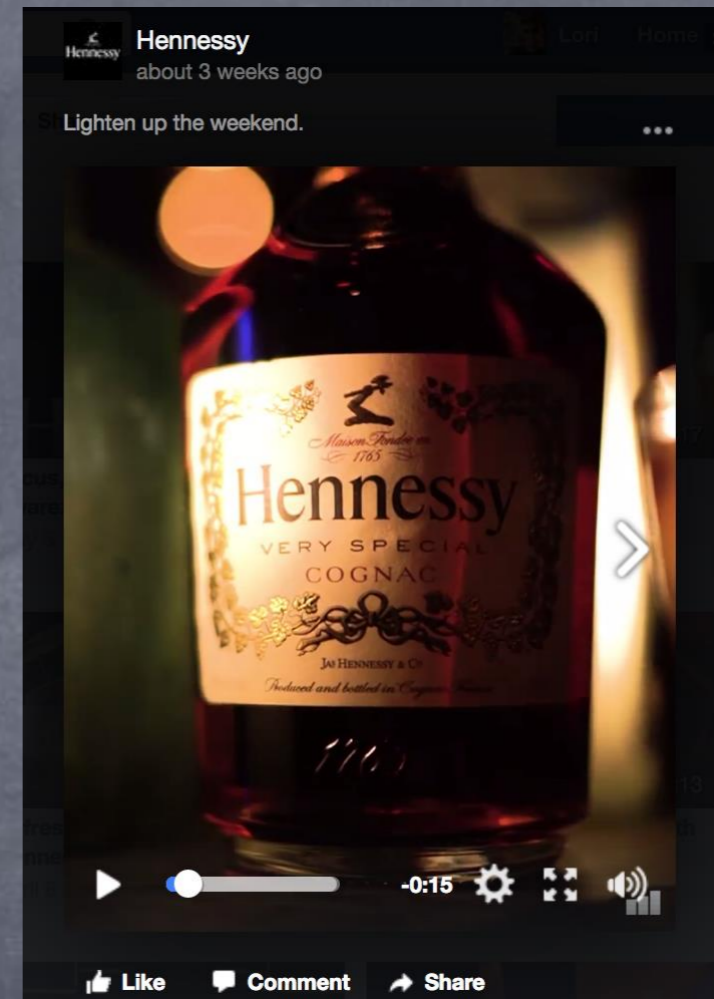
- https://www.youtube.com/watch?time_continue=1&v=AOe5FqyWJ44

https://www.youtube.com/watch?v=21RM_FSTrU0

DIGITAL/SOCIAL MEDIA: VIDEOS



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

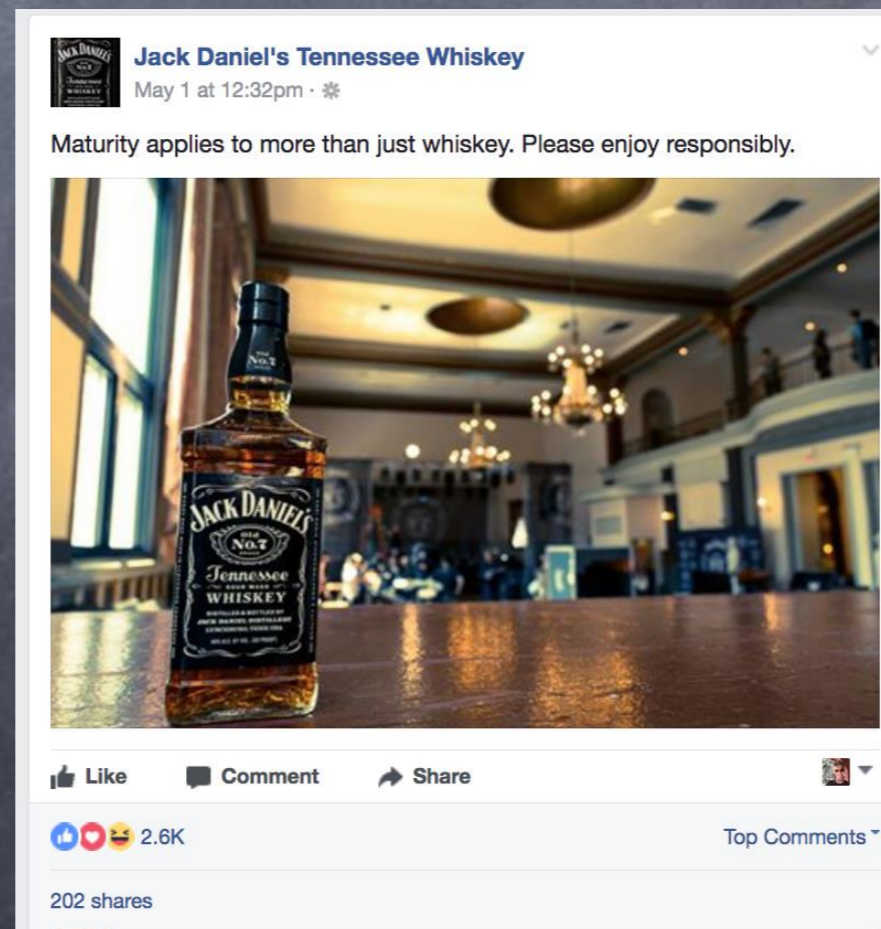


https://www.facebook.com/pg/Hennessy/videos/?ref=page_internal

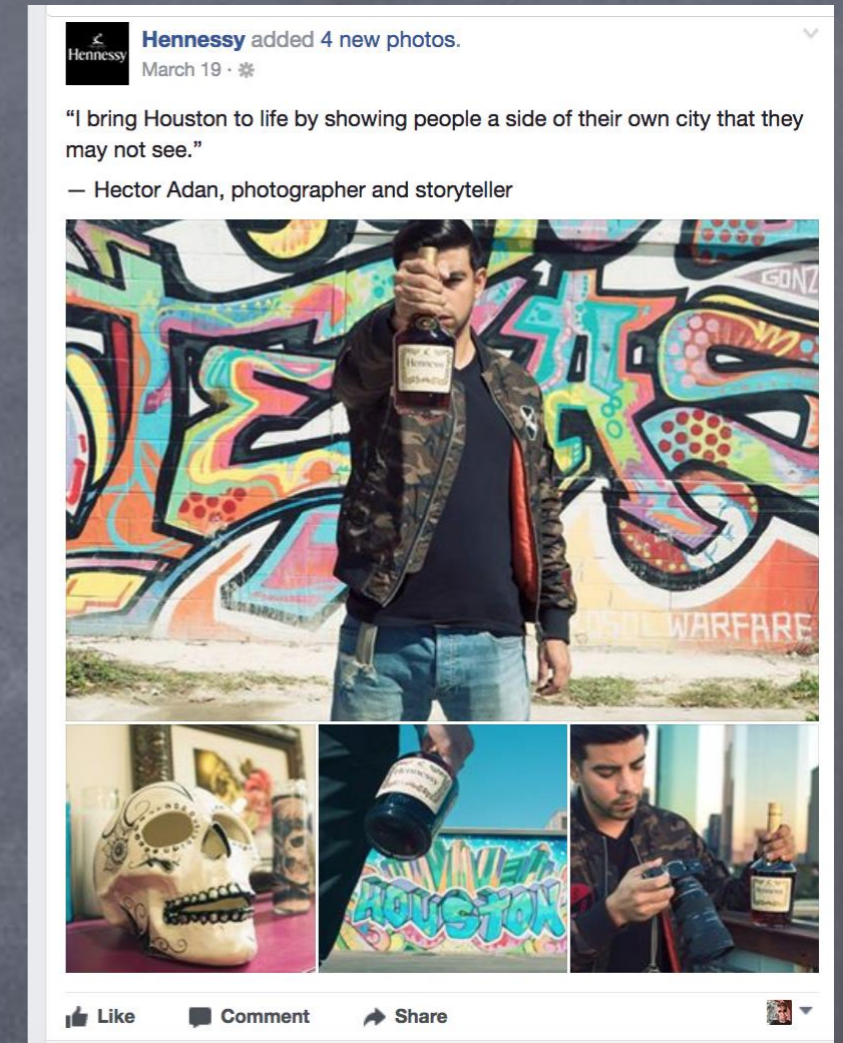
SOCIAL MEDIA: FACEBOOK



1 million fans

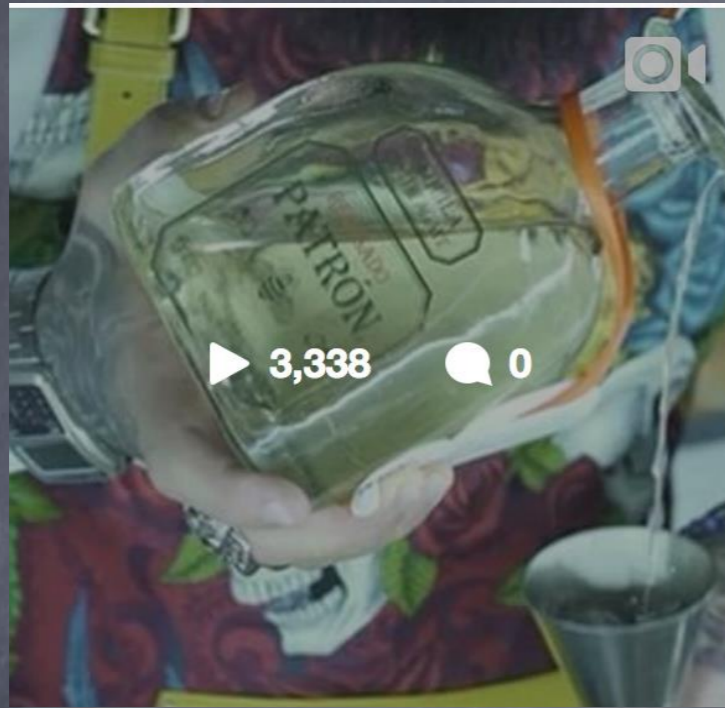


16 million fans

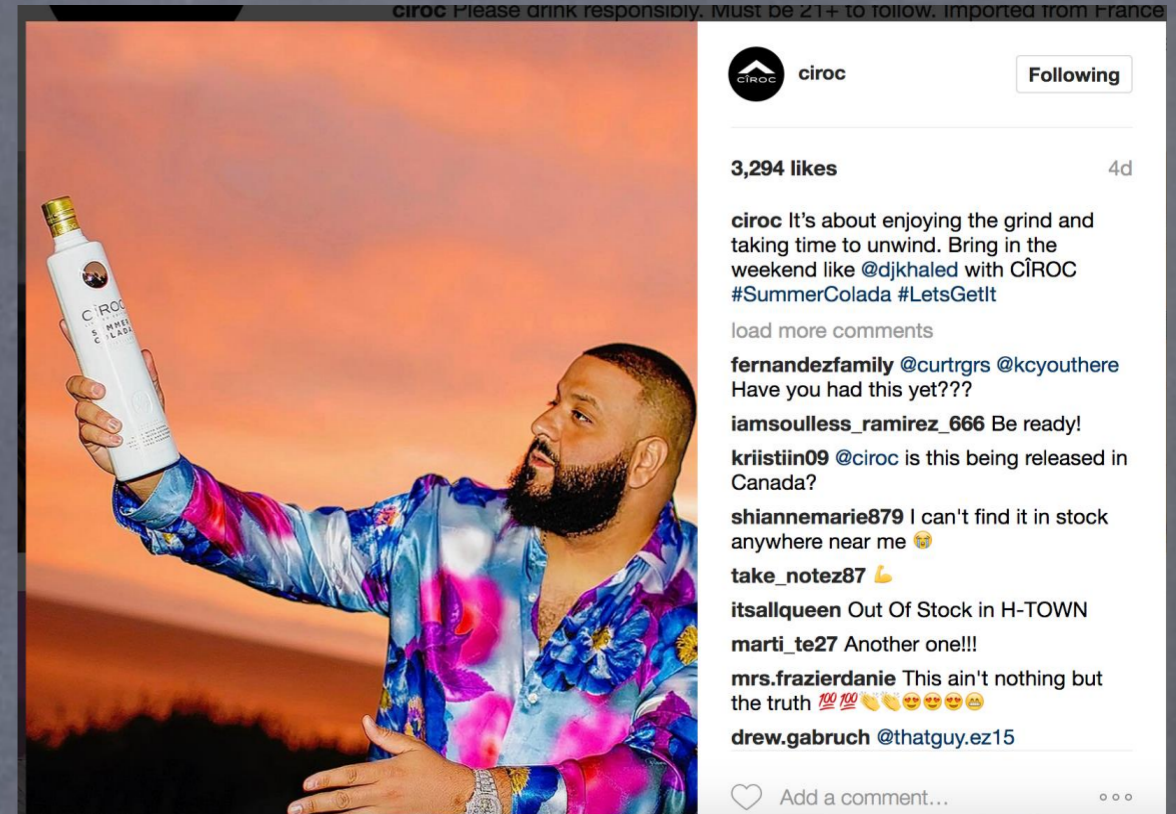


3 million fans

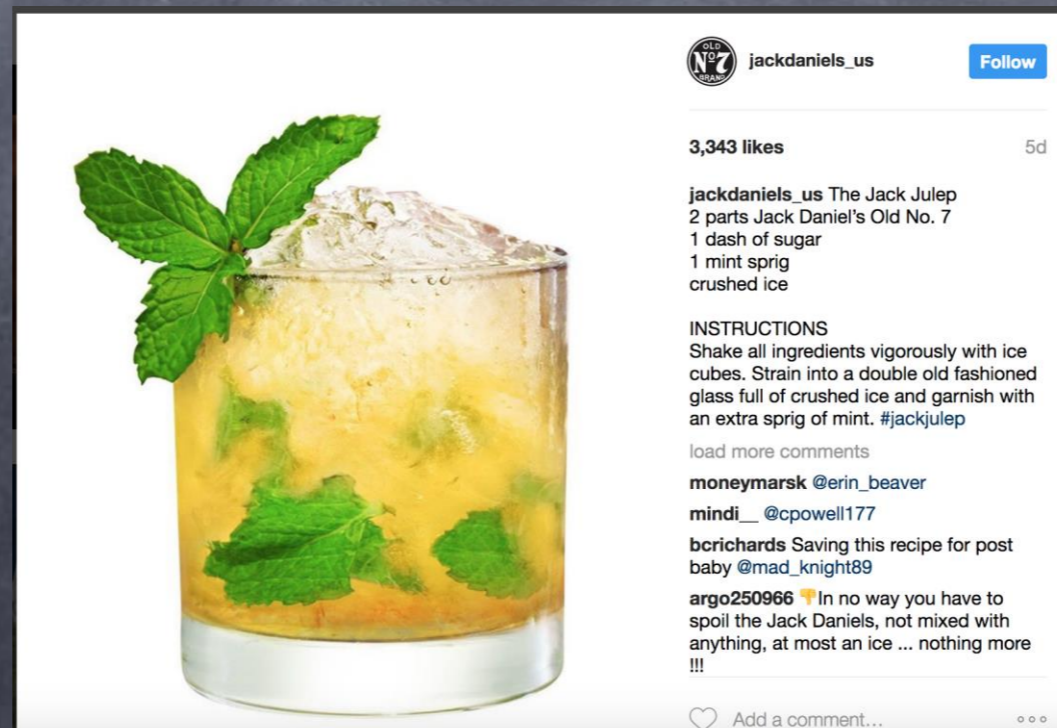
SOCIAL MEDIA: INSTAGRAM



139k followers



286k followers



236k followers

SOCIAL MEDIA: TWITTER



236k followers



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?**