

CLASSIC VODKA COCKTAILS

| | menu penetration | 4-year menu growth |
|----------------------|------------------|--------------------|
| Bloody Mary | 31.3% | -9% |
| Mimosa | 27.4% | +8% |
| Cosmopolitan | 15.5% | -32% |
| Moscow Mule | 11.9% | +15% |
| Lemon Drop | 9.7% | -15% |
| Long Island Iced Tea | 9.5% | -12% |
| Gimlet (Vodka) | 3.1% | +40% |
| Screwdriver | 3.0% | -10% |
| White Russian | 2.6% | -13% |
| Greyhound | 1.7% | +32% |
| Vesper | 1.5% | -2% |
| Black Russian | <1% | -17% |
| Electric Lemonade | <1% | +27% |
| Vodka Tonic | <1% | -5% |

Bloody Mary and Mimosas dominate classic vodka cocktail menus. Greyhound, Electric Lemonade, and Moscow Mule are showing growth.



MOST LOVED CLASSIC VODKA COCKTAILS

ranked by % of Gen Pop that like/love each cocktail

| | % of Gen Pop Who... | | | |
|----------------------|---------------------|---------------|----------------|--------------|
| | KNOW IT | HAVE TRIED IT | HAD MANY TIMES | LOVE/LIKE IT |
| Mimosa | 79% | 55% | 5% | 43% |
| Long Island Iced Tea | 87% | 59% | 5% | 39% |
| Screwdriver | 84% | 58% | 4% | 38% |
| Bloody Mary | 90% | 46% | 4% | 30% |
| White Russian | 74% | 42% | 2% | 28% |
| Cosmopolitan | 72% | 33% | 2% | 22% |
| Lemon Drop | 56% | 32% | 2% | 22% |
| Moscow Mule | 51% | 23% | 2% | 16% |
| Electric Lemonade | 25% | 12% | 1% | 8% |
| Gimlet | 40% | 14% | 1% | 8% |
| Greyhound | 25% | 11% | 1% | 6% |



Wheatley Bloody Mary Bar

INGREDIENTS

- 2.5 cups Wheatley Vodka
- 32 oz. Tomato Juice
- 3 oz. Clam Juice
- 2 oz. Fresh Lime Juice
- 2 oz. Fresh Lemon Juice
- 3 oz. Pickle Brine
- 1 oz. Worcestershire sauce
- 1 oz. Louisiana Style Hot Sauce
- 1 tbsp of Fresh Cracked Peppercorn
- 1 tbsp of Smoked Sea Salt (Regular is fine)
- 2 tbsp of Prepared Horseradish
- 1 tsp Garlic Powder
- Ice

FIXINS (OPTIONS)

- Bacon
- Peppered Salami
- Beef Jerky Sticks
- Cheddar Cheese Cubes
- Bay Seasoned Shrimp Cocktail
- Fresh Celery Stalks
- Fresh Lemon Wedges
- Fresh Lime Wedges
- Smoked Salt
- Celery Salt
- Fresh-Cracked Black Pepper
- Chili-Lime Seasoning
- Bay Seasoning
- Hot Sauce(s)

DIRECTIONS

SINGLE SERVING

- Except for the vodka and horseradish, add all Bloody Mary mix ingredients into a large serving vessel or pitcher.
- Stir all ingredients until well incorporated - this will be your Bloody Mary base.
- For one serving, add 1.5 oz of Wheatley Vodka and 4 oz of your homemade Bloody Mary mix to a shaking tin.
- Add ice and shake for 5 seconds until the drink is well incorporated.
- Pour into a pint glass filled with ice - leave some room for the fixins.

BATCH

- Add all Bloody Mary mix ingredients (including vodka) into a large serving vessel or pitcher.
- Stir or shake all ingredients until well incorporated - refrigerate overnight.
- Pour into a pint glass filled with ice - leave some room for the fixins.



Basil Bloody Mary

INSIGHT: BLOODY MARY'S ARE THE 2ND MOST COMMON BRUNCH COCKTAIL WITH 30% OF CONSUMERS LOVING OR LIKING THE DRINK. BASIL HAS A 61% LOVE OR LIKE SCORE AND IS A UNIQUE TWIST TO THE CLASSIC BLOODY MARY.

INGREDIENTS

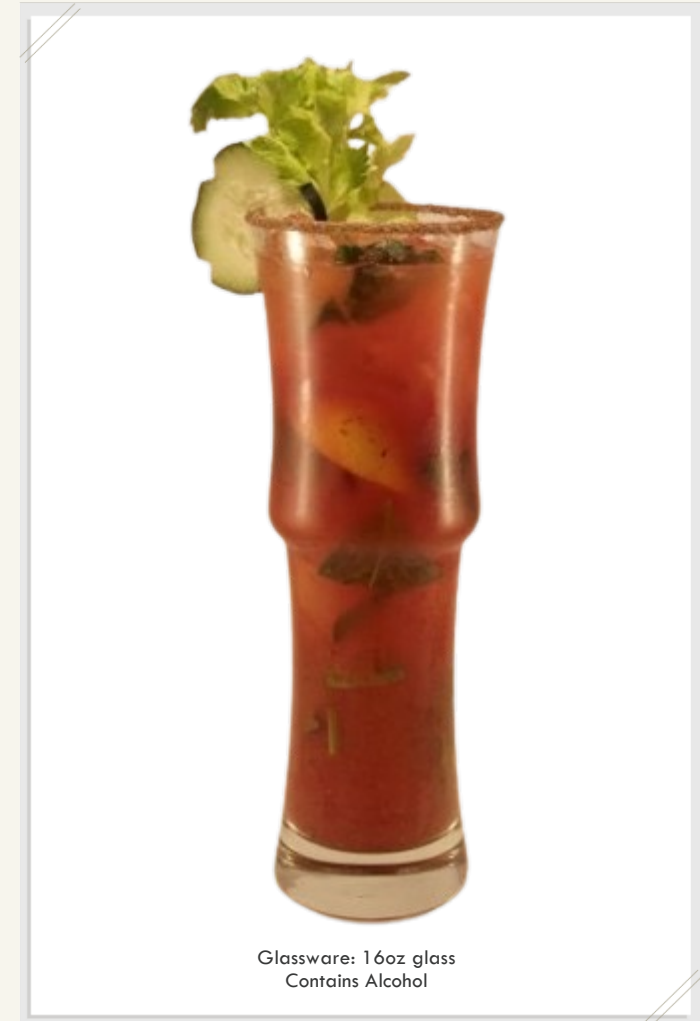
| | |
|---------|---------------------------|
| 2.0 oz. | Wheatley Vodka |
| 4.0 oz. | Zing Zang Bloody Mary Mix |
| 4.0 ea | Fresh Basil Leaves |
| 1.0 ea | Lemon Wedge |
| 1.0 tsp | Celery Salt |

PREPARATION

1. Kosher Salt ½ Rim
2. Measure ingredients into shaker w/ ice
3. Shake Vigorously
4. Strain into glass w/ ice
5. Garnish and serve

GARNISHES

Lime wedge, celery stalk



Glassware: 16oz glass
Contains Alcohol

Spicey Jerk Bloody Mary

INSIGHT:

INGREDIENTS

| | |
|--------|----------------------------------|
| 2 ea | Jalapeno Slices |
| 1 oz | Fresh Lime Juice |
| 1 ½ oz | Wheatley Vodka |
| 5 oz | Clamato Original Tomato Cocktail |

PREPARATION

- Muddle
- Shake and Strain/Over
- Ice

GARNISHES

- Jerk spice rim
- Shrimp skewer
- Lime
- Pepper

NOTES:

- 1. Fill serving glass with ice.
- 2. Place first three ingredients into bottom of mixing glass and muddle.
- 3. Fill mixing glass with ice, and add the rest of the ingredients in order listed.
- 4. Cap and shake.
- 5. Strain into serving glass.
- 6. Garnish and serve



Glassware: 17oz Specialty
Contains Alcohol

Cosmopolitan

INSIGHT:

INGREDIENTS

- 1 ½ oz Wheatley Vodka
- ½ oz Fresh Lime Juice
- ½ oz Triple Sec
- ½ oz Cranberry Juice

PREPARATION

- Shake and Strain
-
-

GARNISHES

- Lime wheel
-
-

NOTES:

- 1. Chill serving glass.
- 2. Add ingredients to mixing glass.
- 3. Cap and shake well.
- 4. Strain into chilled serving glass.
- 5. Garnish and serve.



Glassware: Martini
Contains Alcohol

Daily Dose/Lemon Drop

INSIGHT:

INGREDIENTS

| | |
|------|-----------------------------|
| 2 oz | Wheatley Vodka |
| ½ oz | Monin® Immunity Boost |
| ¾ oz | Monin® Agave Organic Nectar |
| 1 oz | Fresh Lemon Juice |

PREPARATION

- Shake and Strain/Up
-
-

GARNISHES

- Lemon wheel
- Mint leaf
-
-

NOTES:

- 1. Chill serving glass.
- 2. Pour ingredients into mixing glass with 2/3 ice in order listed.
- 3. Cap, shake and strain into chilled serving glass.
- 4. Garnish and serve.



Lavender Lemon Drop

INSIGHT:

INGREDIENTS

| | |
|-------|----------------------------------|
| ½ cup | Monin® Lavender Lemon Shaved Ice |
| | Top with: |
| 2 oz | Wheatley Vodka |
| ½ oz | Fresh Lemon Juice |

PREPARATION

- Shake and Strain/Over Ice

GARNISHES

- Lavender sprig
- Lemon wheel

NOTES:

- 1. Add lavender lemon ice to chilled serving glass.
- 2. Pour 2oz chilled Wheatley Vodka into a small lemon juicer.
- 3. Add ½ lemon to juicer and juice at service – pour over shaved ice.
- 4. Add garnish and serve.

SHAVED ICE:

Shaved ice:

9oz. Monin Lavender Lemon Syrup
3oz Fresh Lemon Juice
12 oz Cold Water

Combine and freeze for a minimum of 12 hours (overnight). Scrape with fork or spoon.



Wheatley Lemon Drop Martini

INSIGHT:

INGREDIENTS

| | |
|--------|----------------------|
| 1 ½ oz | Wheatley Vodka |
| 1 ½ oz | Caravella Limoncello |
| ½ oz | Simple Syrup |
| ½ oz | Fresh Lemon Juice |

PREPARATION

- Shake and Strain/Over Ice
-
-

GARNISHES

- Lemon wheel
- ½ sugar rim
-
-

NOTES:

- 1. Shake ingredients over ice.
- 2. Strain into a chilled Wine or Martini glass.
- 3. Garnish and serve.



Classic Screwdriver

INSIGHT:

INGREDIENTS

1 ½ oz Wheatley Vodka
5 oz Orange Juice

PREPARATION

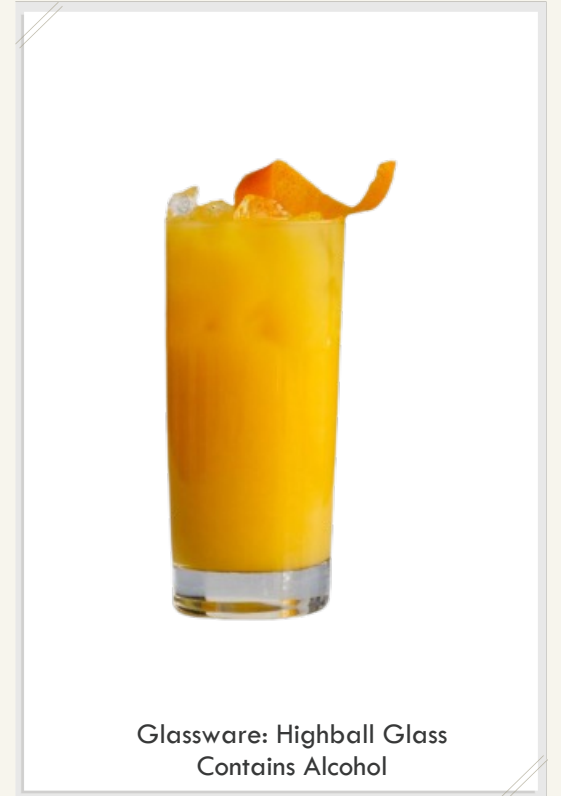
• Stir/Over Ice
•
•

GARNISHES

• Orange peel (optional)
•
•
•

NOTES:

- 1. Fill serving glass with ice.
- 2. Add ingredients in order listed.
- 3. Stir well.
- 4. Garnish and serve.



Lavender Lemonade

INSIGHT:

INGREDIENTS

- 1.5 oz. Wheatley Vodka
- .75 oz. Monin® Lavender Syrup
- 1 oz. Fresh Lemon Juice
- .5 oz. Simple Syrup
- 2 oz. Fresh Water

PREPARATION

1. Fill serving glass full of ice.
2. Pour ingredients into mixing glass with 2/3 ice in order listed.
3. Cap, shake and strain into serving glass with ice.
4. Add garnish and serve.

GARNISHES

- 1 each Lavender Sprig
- 1 each Lemon Wheel



Glassware: 14 oz. Collins Glass

Wheatley Vodka Mint Lemonade

INSIGHT:

INGREDIENTS

1 ½ cups Sugar
1 ½ cups Water
2 cups Mint Leaves
4 cups Wheatley Vodka
2 cups Fresh Squeezed Lemon Juice

PREPARATION

• Stir/Over Ice

GARNISHES

• Lemon wheel
• Mint sprig

NOTES:

1. Combine sugar, water, and mint leaves in a sauce pan.
2. Bring to a boil and stir until dissolved.
3. Remove from heat, cool, and strain into large pitcher.
4. Add lemon juice, Wheatley Vodka and ice to pitcher.
5. Stir to combine.
6. Pour into prepared glasses and serve.



Glassware: Rocks Glass
Contains Alcohol

Wheatley Cucumber Mule

INSIGHT:

INGREDIENTS

1 ½ oz Wheatley Vodka
5 oz Ginger Beer
½ oz Agave Syrup
2 pumps Monin® Cucumber Concentrate

PREPARATION

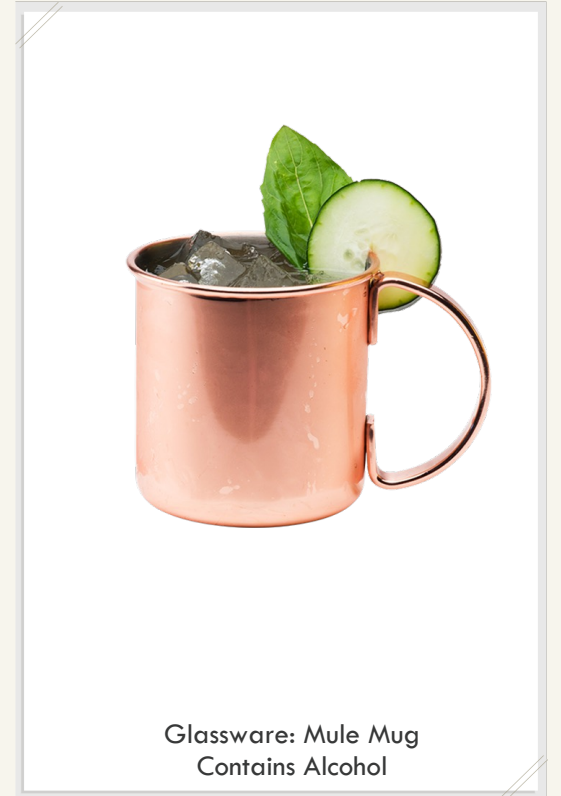
• Shake and Pour/Over
• Ice
•
•

GARNISHES

• Cucumber slice
• Basil leaves
•
•

NOTES:

• 1. Shake over ice and strain into a Mule Mug.
•
• 2. Garnish and serve.
•



Wheatley Spring Mule

INSIGHT:

INGREDIENTS

| | |
|--------|----------------------|
| 1 ½ oz | Wheatley Vodka |
| ½ oz | Real Blueberry Puree |
| ½ oz | Pineapple Juice |
| ¼ oz | Lime Juice |
| 3 oz | Ginger Beer |

PREPARATION

- Shake and Pour/Over
- Ice
-
-

GARNISHES

- Lime wheel
- Speared blueberries
-
-

NOTES:

- 1. Shake all ingredients except Ginger Beer with ice.
- 2. Strain into Mule Mug over fresh ice.
- 3. Top with Ginger Beer.
- 4. Garnish and serve.



Glassware: Mule Mug
Contains Alcohol

Wheatley Summer Mule

INSIGHT:

INGREDIENTS

| | |
|--------|------------------|
| 1 ½ oz | Wheatley Vodka |
| ½ oz | Strawberry Puree |
| ¼ oz | Lime Juice |
| 3 oz | Ginger Beer |

PREPARATION

- Shake and Pour/Over
- Ice
-
-

GARNISHES

- Cucumber slices
- Strawberry
-
-

NOTES:

- 1. Shake all ingredients except Ginger Beer with ice.
- 2. Strain into Mule Mug over fresh ice.
- 3. Top with Ginger Beer.
- 4. Garnish and serve.



Glassware: Mule Mug
Contains Alcohol

Wheatley Greyhound

INSIGHT:

INGREDIENTS

2 oz Wheatley Vodka
4 oz Grapefruit Juice
Optional: Simple Syrup

PREPARATION

• Stir/Over Ice
•
•

GARNISHES

• Rosemary sprig
•
•

NOTES:

- 1. Fill an Old Fashioned glass with ice.
- 2. Add the vodka and grapefruit juice.
- 3. Stir, add simple syrup if needed.
- 4. Garnish and serve.



Wheatley White Russian

INSIGHT:

INGREDIENTS

2 oz Wheatley Vodka
1 oz Cold Brew Coffee
1 ½ oz Buffalo Trace Bourbon Cream

PREPARATION

• Stir/ Over Ice

GARNISHES

• NA

NOTES:

- 1. Combine ingredients in an old fashioned glass filled with ice.
- 2. Stir and serve.



Glassware: Old Fashioned Glass
Contains Alcohol

CLASSIC RUM COCKTAILS

| | menu penetration | 4-year menu growth |
|----------------------|------------------|--------------------|
| Mojito | 23.7% | -3% |
| Pina Colada | 12.9% | -25% |
| Daiquiri | 10.4% | -23% |
| Long Island Iced Tea | 9.5% | -12% |
| Mai Tai | 8.5% | -17% |
| Hurricane | 3.9% | -6% |
| Dark And Stormy | 3.1% | -40% |
| Rum Punch | 2.4% | +16% |
| Rum Runner | 1.9% | -11% |
| Painkiller | 1.7% | +7% |
| Zombie | 1.4% | -30% |
| Spanish Coffee | 1.3% | -43% |
| Hemingway | <1% | -35% |
| Cuba Libre | <1% | -35% |
| Eggnog | <1% | +91% |
| Planters Punch | <1% | -35% |
| Buttered Rum | <1% | -50% |
| Spiked Lemonade | <1% | -18% |
| Old Cuban | <1% | -5% |
| El Presidente | <1% | -52% |
| El Floridita | <1% | +91% |

Mojitos dominate classic rum cocktail menus. Eggnog, El Floridita, Rum Punch and Painkiller are showing growth over the last four years.



MOST LOVED CLASSIC RUM COCKTAILS

ranked by % of Gen Pop that like/love each cocktail

| | % of Gen Pop Who... | | | |
|----------------------|---------------------|---------------|----------------|--------------|
| | KNOW IT | HAVE TRIED IT | HAD MANY TIMES | LOVE/LIKE IT |
| Pina Colada | 92% | 67% | 6% | 49% |
| Daiquiri | 87% | 61% | 4% | 45% |
| Eggnog | 90% | 65% | 4% | 40% |
| Long Island Iced Tea | 87% | 59% | 5% | 39% |
| Mojito | 73% | 46% | 4% | 34% |
| Mai Tai | 73% | 40% | 2% | 28% |
| Hurricane | 52% | 30% | 2% | 20% |
| Rum Runner | 45% | 23% | 2% | 14% |
| Cuba Libre | 34% | 18% | 2% | 12% |
| Spanish Coffee | 31% | 16% | 3% | 12% |
| Planters Punch | 30% | 15% | 1% | 9% |
| Dark And Stormy | 25% | 13% | 1% | 8% |
| Zombie | 31% | 10% | 1% | 6% |



Myers's Pina Colada

INSIGHT:

INGREDIENTS

| | |
|--------|---------------------------------|
| 1 ¼ oz | Myers's Original Dark Rum |
| ½ oz | Pineapple Juice |
| 5 oz | Monin® Pina Colada Smoothie Mix |

PREPARATION

- Blend
-
-

GARNISHES

- Lime wheel, cherry
-
-

NOTES:

- 1. Fill serving glass with ice.
- 2. Pour ingredients into blender cup in order listed.
- 3. Add ice from serving glass.
- 4. Cap and blend until smooth.
- 5. Pour back into serving glass.
- 6. Garnish and serve.



Jamaican Colada

INSIGHT:

INGREDIENTS

1 ¼ oz Myers's Original Dark Rum
1 oz Citrus Sour
1 oz Pineapple Juice
1 oz Coco Re'al
Fresh Squeezed Lime

PREPARATION

• Shake and Pour
•
•
•

GARNISHES

• Lime wedge
•
•
•

NOTES:

- 1. Add ingredients to cocktail shaker filled with ice.
- 2. Cap and shake vigorously.
- 3. Pour into serving glass, add ice as needed.
- 4. Garnish and serve.



Glassware: Tall, Specialty
Contains Alcohol

Myers's Planters Punch

INSIGHT: MYERS'S IS THE FASTEST GROWING DARK RUM AND THE CATEGORY IS EXPECTED TO GROW +12% OVER THE NEXT TWO YEARS.

INGREDIENTS

2oz Myers's Original Dark Rum
2 oz Orange Juice
½ oz Pineapple Juice
½ oz Fresh Lime Juice
½ oz Grenadine
Optional: Club Soda

PREPARATION

Shake and Strain/Over Ice

GARNISHES

Pineapple, Orange Slice, Maraschino Cherry

NOTES:

1. Add Myers's Dark Rum, orange juice, pineapple juice, lime juice, and grenadine to a cocktail shaker with ice
2. Shake for 20 seconds
3. Fill a tall glass $\frac{3}{4}$ of the way with ice
4. Pour shaker contents into glass, top with Club Soda if desired
5. Garnish and serve with a straw



Glassware: 16oz Specialty
Contains Alcohol

Mai Tai

INSIGHT:

INGREDIENTS

| | | |
|------|---------------------------|---|
| 2 OZ | Myers's Original Dark Rum | : |
| ¾ OZ | Monin® Pomegranate Syrup | : |
| ¾ OZ | Lime Juice | : |
| ¾ OZ | Pineapple Juice | : |
| 2 OZ | Coconut Water | : |

PREPARATION

Shake and Strain/Over Ice

GARNISHES

Orange slice, edible orchids

NOTES:

1. Fill serving glass ¾ full with ice.
2. Combine ingredients in a cocktail shaker.
3. Shake and strain into serving glass.
4. Garnish and serve.



Pineapple Mai Tai

INSIGHT:

INGREDIENTS

1 ½ oz Myers's Platinum White Rum
½ oz Myers's Original Dark Rum
½ oz Monin® Pineapple Puree
2 oz Orange Juice
1 oz Fresh Lime Juice

PREPARATION

Shake and Strain/Over Ice

GARNISHES

Mint sprig, Pineapple Slice,
Orange Wheel

NOTES:

1. Fill serving glass with ice
2. Fill cocktail shaker 2/3 the way with ice
3. Add ingredients to shaker in order listed
4. Cap and shake vigorously
5. Strain into serving glass
6. Garnish and serve



Glassware: 14oz Specialty or Pint
Contains Alcohol

Guava Punch

INSIGHT: MYERS'S IS THE FASTEST GROWING DARK RUM AND THE CATEGORY IS EXPECTED TO GROW +12% OVER THE NEXT TWO YEARS.

INGREDIENTS

2oz Myers's Original Dark Rum
½ oz Monin® Guava Puree
1 oz Orange Juice
1 oz Pineapple Juice
¾ oz Fresh Lime Juice
Bitters

PREPARATION

Shake and Strain/Over Ice

GARNISHES

Pineapple leaves, plantain chips or fries, umbrella

NOTES:

1. Fill 16oz serving glass with ice
2. Fill cocktail shaker 2/3 of the way with ice
3. Add ingredients to cocktail shaker in order listed
4. Cap and shake, pour in serving glass with ice
5. Add garnish and serve



Myers's Spiced Rum Daiquiri

INSIGHT: 5% OF ALL RUM COCKTAILS ARE DAIQUIRIS

INGREDIENTS

2oz Myers's Original Dark Rum ·
¾ oz Fresh Lime Juice ·
¾ oz Ruby Red Grapefruit Juice ·
¾ oz Simple Syrup ·
Bitters ·

PREPARATION

Shake and Strain/Over
Ice ·

GARNISHES

Lime, pineapple leaves ·

NOTES:

1. Fill cocktail shaker 2/3 the way with ice
2. Add ingredients in the order listed
3. Cap and shake
4. Strain into Martini glass
5. Garnish and serve



Spiced Banana Daiquiri

INSIGHT:

INGREDIENTS

- 1 ¼ oz Myers's Original Dark Rum
- ¾ oz Banana Liqueur
- ½ oz Monin® Spiced Brown Sugar Syrup
- ¾ oz Fresh Lime Juice

PREPARATION

Shake and Strain/Up

GARNISHES

- Banana slice
- Nutmeg
- Dust powdered sugar on half the glass

NOTES:

- 1. Chill serving glass.
- 2. Fill cocktail shaker 2/3 the way with ice.
- 3. Add ingredients in the order listed.
- 4. Cap and shake
- 5. Strain into chilled glass.
- 6. Garnish and serve



Hurricane

INSIGHT:

INGREDIENTS

1 ½ oz Myers's Original Dark Rum
½ oz Monin® Hawaiian Island Syrup
½ oz Grenadine
2 oz Sweet & Sour Mix
2 oz Pineapple Juice

PREPARATION

Shake and Strain/Over Ice

GARNISHES

Cherry. Orange slice

NOTES:

1. Fill serving glass with ice
2. Fill cocktail shaker 2/3 the way with ice
3. Add ingredients to shaker in order listed
4. Cap and shake vigorously
5. Strain into serving glass with ice
6. Garnish and serve



Glassware: 16oz Specialty
Contains Alcohol

Island Runner

INSIGHT:

INGREDIENTS

1 oz Myers's Platinum White Rum
1 oz Myers's Original Dark Rum
½ oz Monin® Banana Syrup
½ oz Monin® Vanilla Spice Syrup
1 oz Orange Juice
1 oz Pineapple Juice

PREPARATION

Shake and Strain/Over
Ice

GARNISHES

Mango slice, mint sprig

NOTES:

1. Fill serving glass with ice
2. Fill cocktail shaker 2/3 the way with ice
3. Add ingredients to shaker in order listed
4. Cap and shake vigorously
5. Strain into serving glass with ice
6. Garnish and serve



Painkiller

INSIGHT:

INGREDIENTS

| | |
|------|-----------------------|
| 2 oz | Rum |
| 4 oz | Fresh Pineapple Juice |
| 1 oz | Orange Juice |
| 1 oz | Cream of Coconut |

PREPARATION

- Shake and Strain/Over Ice
-
-

GARNISHES

- Pineapple wedge
- Ground nutmeg
-
-

NOTES:

- 1. Add all ingredients into shaker filled with ice.
- 2. Cap and shake vigorously.
- 3. Strain into serving glass over ice.
- 4. Garnish and serve.



Glassware: Tall Glass
Contains Alcohol

The Zombie Island

INSIGHT:

INGREDIENTS

| | |
|----------|--------------------------|
| 2 oz | Myers's Dark Rum |
| 1 oz | Monin® Stone Fruit Syrup |
| 1 oz | Pineapple Juice |
| 1 oz | Fresh Lime Juice |
| 1 oz | Red Grapefruit Juice |
| 1 dash | Cinnamon |
| 2 dashes | Orange Bitters |

PREPARATION

• Shake and Strain/Over
• Ice

GARNISHES

• Mint sprig

NOTES:

- 1. Fill serving glass full of ice.
- 2. Pour ingredients into mixing glass with 2/3 ice in order listed.
- 3. Cap, shake, and strain into serving glass with ice.
- 4. Garnish and serve.



The Zombie Apocalypse

INSIGHT:

INGREDIENTS

| | |
|--------|--------------------------|
| 1 ¼ oz | Myers's Dark Rum |
| ¾ oz | Fireball Cinnamon Whisky |
| 1 oz | Monin® Stone Fruit Syrup |
| 1 oz | Pineapple Juice |
| 1 oz | Fresh Lime Juice |

PREPARATION

- Shake and Strain/Over Ice

GARNISHES

- Cocktail pick
- Mint sprig
- Cherry
- Pineapple
- Drizzle of tart cherry (optional)

NOTES:

- 1. Fill serving glass full of ice.
- 2. Pour ingredients into mixing glass with 2/3 ice in order listed.
- 3. Cap, shake, and strain into serving glass with ice.
- 4. Garnish and serve.



CLASSIC WHISKEY / SCOTCH COCKTAILS

| | menu penetration | 4-year menu growth |
|--------------------|------------------|--------------------|
| Old Fashioned | 27.7% | +79% |
| Manhattan | 19.0% | +8% |
| Irish Coffee | 7.4% | -19% |
| Collins | 4.8% | -12% |
| Sazerac | 4.4% | +9% |
| Sidecar | 3.8% | -17% |
| Toddy | 3.7% | +54% |
| Whiskey Sour | 3.0% | +11% |
| Kentucky Mule | 2.8% | +120% |
| Boulevardier | 2.3% | +64% |
| Julep | 1.5% | -49% |
| Highball | 1.2% | +55% |
| Paper Plane | 1.0% | +150% |
| Lynchburg Lemonade | 1.0% | -9% |
| Millionaire | <1% | -29% |
| Godfather | <1% | +43% |
| Vieux Carre | <1% | -35% |
| Fancy | <1% | +43% |
| Penicillin | <1% | +7% |
| Rob Roy | <1% | -24% |
| Rusty Nail | <1% | -58% |
| Flip | <1% | -60% |
| Blood And Sand | <1% | -62% |
| Cobbler | <1% | -72% |
| Ward Eight | <1% | -46% |

Old Fashioned and Manhattan dominate classic whiskey cocktail menus. Paper plane and Kentucky Mule are contributing to growth.



MOST LOVED CLASSIC WHISKEY / SCOTCH COCKTAILS

ranked by % of Gen Pop that like/love each cocktail

| | % of Gen Pop Who... | | | |
|---------------|---------------------|---------------|----------------|--------------|
| | KNOW IT | HAVE TRIED IT | HAD MANY TIMES | LOVE/LIKE IT |
| Irish Coffee | 79% | 46% | 3% | 35% |
| Whiskey Sour | 78% | 42% | 2% | 27% |
| Hot Toddy | 65% | 31% | 2% | 20% |
| Manhattan | 71% | 28% | 2% | 18% |
| Old Fashioned | 65% | 29% | 3% | 18% |
| Highball | 58% | 25% | 2% | 15% |
| Kentucky Mule | 30% | 11% | 1% | 7% |
| Rob Roy | 38% | 10% | 1% | 5% |
| Sidecar | 31% | 11% | 1% | 5% |
| Sazerac | 18% | 7% | 1% | 3% |
| Blood & Sand | 12% | 5% | 1% | 2% |



Old Fashioned

INSIGHT:

INGREDIENTS

2 ¼ oz 1792 Bourbon
½ oz Simple Syrup
2 dashes Aromatic Bitters
2 dashes Orange Bitters

PREPARATION

• Stir and Strain/Over
• Ice
•
•

GARNISHES

• Cherry, orange peel
•
•
•

NOTES:

- 1. Add all ingredients to a mixing glass and then add ice.
- 2. Stir and strain over a large ice cube in a chilled rocks glass.
- 3. Garnish with an orange peel and a cherry.



Glassware: Rocks Glass
Contains Alcohol

Whiskey Sour

INSIGHT:

INGREDIENTS

2 oz 1792 Bourbon
1 oz Fresh Lemon Juice
½ oz Fresh Lime Juice
½ oz Fresh Orange Juice
1 oz Simple Syrup

PREPARATION

• Shake and Strain/Over
• Ice

GARNISHES

• Cherry, cherry syrup

NOTES:

- 1. Combine ingredients and shake vigorously for 10 seconds
- 2. Double strain over fresh ice
- 3. Garnish with a cherry and a light swirl of cherry syrup over the foam
- 4. Serve



Glassware: Rocks Glass
Contains Alcohol

Toasted Whiskey Sour

INSIGHT:

INGREDIENTS

2 oz 1792 Bourbon
¾ oz Lemon Juice
½ oz Simple Syrup
¼ oz Fireball Whisky
Bitters

PREPARATION

• Shake and Strain/Over
• Ice
•

GARNISHES

• Torched Cherry, Orange
• slice
•

NOTES:

- 1. Fill cocktail shaker 2/3 of the way with ice
- 2. Add all ingredients to the shaker
- 3. Cap and shake vigorously
- 4. Double strain into rocks glass with ice
- 5. Garnish and serve



Glassware: Rocks Glass
Contains Alcohol

Sour Buffalo

INSIGHT:

INGREDIENTS

2 OZ Buffalo Trace Bourbon
¾ OZ Fresh Lemon Juice
¾ OZ Simple Syrup
1 OZ House Merlot (Red Wine)
Float

PREPARATION

• Shake and Strain/Over
Ice

GARNISHES

• Lemon wheel

NOTES:

- 1. Fill serving glass with ice.
- 2. Add all ingredients except Red Wine to shaker with ice.
- 3. Cap and shake.
- 4. Strain into serving glass.
- 5. Garnish and top with Red Wine float.
- 6. Serve.



Glassware: Rocks
Contains Alcohol

Mediterranean Sour

INSIGHT:

INGREDIENTS

- 1.5 oz. Buffalo Trace
- .5 oz. Caravella Orangecello
- .75 oz. Monin® Peach Puree
- .25 oz. Monin® Rosemary Concentrate
- .75 oz. Fresh Lemon Juice
- 1.5 oz. Buffalo Trace

PREPARATION

- Shake and Strain/Over
- Ice
-
-

GARNISHES

- Lemon wheel
- Rosemary sprig
-
-

NOTES:

- 1. Fill serving glass full of ice.
- 2. Pour ingredients into mixing glass with 2/3 ice in order listed.
- 3. Cap, shake and strain into serving glass with ice.
- 4. Add garnish and serve.



Glassware: 8 oz Rocks Glass
Contains Alcohol

Manhattan Beach

INSIGHT:

INGREDIENTS

2 ¼ oz 1792 Bourbon
½ oz Sweet Vermouth
¼ oz Banana Liqueur
2 dashes Orange Bitters
2 dashes Chocolate Bitters

PREPARATION

- Stir and Strain/Over
- Ice
-
-

GARNISHES

- Cherry, orange twist
-
-
-

NOTES:

- 1. Add all ingredients to a mixing glass $\frac{3}{4}$ full of ice.
- 2. Stir approximately 50 times then strain into a well-chilled glass.
- 3. Express orange oil over surface then garnish with a twist and a cherry.



Glassware: Martini/Specialty
Contains Alcohol

Fireball Manhattan

INSIGHT:

INGREDIENTS

1 part Fireball Cinnamon Whisky
1 part Buffalo Trace Bourbon
1 splash Dry Vermouth
1 dash Peychaud's Bitters

PREPARATION

Stir/Over Ice

GARNISHES

• NA

NOTES:

- 1. Add all ingredients to glass with ice.
- 2. Stir and serve.
-
-



Glassware: Rocks Glass
Contains Alcohol

Caramel Manhattan

INSIGHT:

INGREDIENTS

| | |
|----------|----------------------------|
| 1 ½ oz | Buffalo Trace Bourbon |
| ½ oz | Sweet Vermouth |
| ¾ oz | Monin® Crème Caramel Syrup |
| 2 dashes | Bitters |
| 1 oz | Pineapple Juice |

PREPARATION

- Shake and Strain/Over Ice
-
-
-

GARNISHES

- Lemon twist
-
-
-

NOTES:

- 1. Fill serving glass with ice.
- 2. Pour ingredients into mixing glass in order listed.
- 3. Add ice from serving glass.
- 4. Cap and shake, strain back into chilled serving glass.
- 5. Garnish and serve.



Peaks Manhattan

INSIGHT:

INGREDIENTS

1 ½ oz Buffalo Trace Bourbon
½ oz Tuaca Italiano Brandy
1 oz Carpano Antica Sweet
Vermouth
2 dashes Bittermans Transatlantic Bitters

PREPARATION

• Stir and Strain/Over
Ice

GARNISHES

• Orange twist

NOTES:

- 1. Fill mixing glass with ice.
- 2. Add all ingredients to mixing glass and stir until chilled.
- 3. Strain into serving glass.
- 4. Garnish and serve.



Fireball Mule

INSIGHT: 45% OF LDA CONSUMERS ARE INTERESTED IN CONSUMING FIREBALL WITH A MIXER OR IN A COCKTAIL.

INGREDIENTS

2 oz Fireball Whisky
4oz Ginger Beer
½ oz Pineapple Juice
½ oz Fresh Lime Juice

PREPARATION

- Shake and Strain/
• Over Ice
-
-

GARNISHES

- Mint, lime wedge
-
-

NOTES:

1. Fill mule mug full of ice.
2. Pour ingredients into mixing glass in order listed.
3. Cap, shake and strain into serving mug with ice.
4. Add garish and serve.



Glassware: Mule Mug
Contains Alcohol

FIREBALL COFFEE (HOT)

INGREDIENTS:

- 3/4 oz. Fireball Whisky
- 4 oz. Coffee
- 1.5 oz. Ryan's Irish Cream

GARNISHES:

Whipped Cream

PREPARATION:

Add whisky, coffee & Irish Cream into Irish Coffee Glass + top with Whipped Cream.

NOTES:

1. Pour ingredients into Irish Coffee Glass in order.
2. Stir all ingredients.
3. Garnish with Whipped Cream & Serve.



Glassware: 12oz Irish Coffee Glass

Contains Alcohol

Mint Julep

INSIGHT:

INGREDIENTS

½ oz Simple Syrup
2 ½ oz 1792 Bourbon Whiskey
5 sprigs Mint

PREPARATION

- Shake and Strain/Over
- Ice
-
-

GARNISHES

- Mint sprigs
- Short straw
-
-

NOTES:

- 1. Pour Simple Syrup into serving glass.
- 2. Fill with shaved or crushed ice.
- 3. Add Bourbon.
- 4. Stir until glass is heavily frosted, adding more ice if needed.
- 5. Garnish with mint sprigs so the tops are sticking out.
- 6. Garnish with a short straw.



Glassware: Julep Cup or Collins Glass
Contains Alcohol