

*Beam* SUNTORY

**HORNITOS®**

100% PURO AGAVE TEQUILA



### Why 100% Agave Tequila?

- Tequila is now the 3<sup>rd</sup> largest spirit in the U.S. (It was 6<sup>th</sup> in 2010)
- Consumers are moving away from “Mixto” Tequila at a rapid pace
- \$ Share for 100% Agave is moving at a rate 3x the volume

### Why HORNITOS® ?

100% PURO AGAVE TEQUILA

- Hornitos delivers the FRESHEST expression of the Agave flavor due to their proprietary “Gentle Extraction Method”. This ensures that no agave fibers make their way into the final product. This causes bitterness that you will find in most other tequilas.
- 100% Agave Tequilas are viewed as expensive, whereas Hornitos sits at a very affordable everyday price point (Below \$20)
- Hornitos has experienced high double digit growth in MINNESOTA over the last 3 years!

### What You’re Drinking:

#### HORNITOS® Paloma

100% PURO AGAVE TEQUILA

- 1.5 oz of Hornitos Plata
- 1.5 oz of Sour
- Top of with Grapefruit Sod
- Pour over ice and stir
- Garnish with Lime and salt on the rim





## Why Premium Bourbon?

- Bourbon took over the #2 spirit category in 2014 and the BOOM continues to charge forward ... with no signs of slowing down
- Bourbon volume is expected to DOUBLE by the year 2020
- The PREMIUM category is the fastest growing for “Straight Bourbons” as customers explore new bourbons and want to take the next step from the Standard and/or Economy categories

## Why Jim Beam Black?

- Jim Beam Black is an extra aged version of the world’s #1 selling Bourbon – Jim Beam White Label
- Extra aging imparts so much extra flavor in the spirit as sugars rush in and out of the wood as the seasons change
- Jim Beam Black most recently received “Best Bourbon” at the IWSC in 2016!

## What You’re Drinking:

Jim Beam Black Boulevardier

- 1 oz of Jim Beam Black Extra Aged Bourbon
- 1 oz of Campari
- 1 oz Sweet Vermouth
- Pour over ice, stir, and garnish with orange slice



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### Why Cruzan Black Strap?

- 2015 Los Angeles International Spirits Competition Best of Rum category, Gold Medal, 94 points
- Rich, dark, and aromatic flavor profile reminiscent of the classic navy rums of the US Virgin Islands

### What You're Drinking:

#### **CRUZAN** RUM Black Strap Dark and Stormy

- 2 oz of Cruzan Black Strap Rum
- 5 oz of Ginger Beer
- 1 oz Sweet Vermouth
- Pour over ice and stir
- Garnish with Lime Wedge



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EFFEN®

VODKA



## Why Effen Vodka?

- Effen Vodka was created by the industry for the industry.
- 100% Wheat Vodka from Holland
- Continuously distilled below 85 degrees to ensure no traces of burnt sugar in the final product
- Water is the most important ingredient in vodka – Effen uses technically perfect water that is created through reverse osmosis.
- Arguably the smoothest Vodka in the market . After all, Effen is Dutch for “Smooth”.

## What You’re Drinking:

### EFFEN Blood Orange Martini

- 2 oz of Effen Blood Orange Vodka
- ½ oz of DeKuyper & Sons 03 Orange Liqueur
- ½ oz of Cranberry Juice
- ½ oz of Fresh Lime Juice
- ¼ oz of Fresh Orange Juice
- Shake all ingredients with ice and pour

