

NextLevelMarketing

BEVERAGE AUTHORITY

January 2006 ~ Volume 5, Issue 1

manage. serve. profit.

©Next Level Marketing 2006

THE BIG PICTURE



Taking On-Premise to the Next Level

By now you've undoubtedly heard that Allied Domecq was acquired by Pernod Ricard. Frankly who can blame them? We had amassed what arguably was the finest portfolio of spirits and liqueurs.

Allied Domecq's real strong suit, however, was its unprecedented success on-premise. We were named the "Best On-Premise Spirits Supplier" for three years in a row, an honor no other company had ever achieved.

Want to know how our national accounts did it? First, we built the renowned First Choice Team of 50 on-premise representatives to work directly with the top 5,000 independent operators around the country. Finally, we developed a "best in class" set of on-premise tools to specifically address the needs of our bar, restaurant, club and hotel customers. Together, these passionate, on-premise professionals helped their on-premise customers develop effective drink menus, training programs and promotion

continued on page 4

SPOTLIGHT ON COCKTAILS

Drinks for the Business Crowd

The concept of "Miller Time" has evolved from an ad slogan to an enduring social institution. When 5:00 pm rolls around, the kid in all of us does a Fred Flintstone "Yabba Dabba Doo" as we race to gain some separation from work and begin enjoying what remains of our day. After slugging it out in the boardrooms and corner offices, we working stiffs are looking to slip out of work mode and into a dry Martini (our apologies to Robert Benchley).

"At Kahunaville we've had considerable success attracting a large and varied business crowd," states Mark Broadhurst, operations analyst for the fast growing chain restaurant. "Our approach has been to create a relaxed atmosphere that allows our guests to loosen

their ties and forget about work. There's not a Wall Street Journal to be seen."

Developing a broad-based offering of tempting, great tasting drinks is a sure fire method of attracting today's captains of industry. Here is our short list of drink categories to consider promoting:



⇒ **Martinis** — No surprise here.

Their versatility has prompted a wave of new and intriguing Martini variations that rival the appeal of the original. Consider substituting dry vermouth in your specialty Martinis with Dubonnet, Lillet, Port, Madeira, or Sake. Splash in a liqueur or two to add a blast of flavor and an attractive hue. And why limit your Martinis to just gin or vodka? Try featuring the cocktail made with a base of an ultra-premium silver tequila such as Sauza Tres Generaciones Plata. Another

continued on page 5

Spotlight on a Professional ... 2

Bar Guru Keeps Cranking Out the Hits

Beverage Management ... 3

Ways to Increase Your Bar Sales

Improving Your Business ... 4

Increasing Profitability by Better Controlling Costs



PRODUCT PROFILE by Robert Plotkin

Sauza Extra Gold Tequila

There is something wonderfully appealing about gold tequila, which is why it's the bestselling, most popular type of tequila in America. Sauza Extra Gold possesses every quality that one looks for in a traditionally structured tequila, namely an assertive character, a lush, golden hue and a rich, agave and oak flavor.

Far from an overnight wonder, Sauza has been crafting *Sauza Extra Gold Tequila* for more than

a century. It is what is referred to as a premium joven abocado tequila, which means that it contains more than 51% blue agave. After the tequila emerges for a second time from the still, it is rested in stainless steel vats for a minimum of four months prior to bottling. Caramel coloring and flavorings are added to give it an amber/golden hue with a touch of sweetness and wood/oak flavor.

By their very nature, gold tequilas have a robust, exuberant spirit and Sauza Extra is no exception. It is well structured with a round, smooth body and a light

continued on page 3

Former Trench Warrior Now Corporate Executive

It's quite impossible not to admire a guy like Randy Steinbrenner, director of marketing for multinational **Tony Roma's**. Quick witted, intelligent and well spoken, Steinbrenner is equally adept at handling himself behind a crowded bar during happy



hour as he is in a boardroom stuffed with suits and spread sheets. If you've ever worked in the corporate jungle, you can appreciate just how rare this depth of abilities is.

After 34 years in business and 230 locations in 32 countries, Tony Roma's is a time-tested, field proven concept. The company clearly has a firm grasp on what their clientele is looking for. Yet, according to Steinbrenner, there's always room for improvement. For example, with alcohol sales generally on the decline, he's been working on building their premium sales. At the same time, he foresees continued growth of cocktails that he describes as new twists on old favorites.

"They're familiar, easy to order, but still have a few new creative surprises in store for people. Case in point is our **Cadillac Top-shelf RomaRita**, a signature Margarita made with Sauza Hornitos, Grand Marnier and Cointreau. It's quickly become our bestselling specialty cocktail."

The company has worked to increase the sales of top-end wines as well. The restaurant's menu selections have been enhanced, although all levels remain competitively priced. He has revamped

the restaurant's wine menu using less flowery descriptions, ostensibly making it easier for guests to try new varietals.

Steinbrenner is a self-made man, who describes his professional ascent through the ranks as "somewhat ugly." A former football player, his first job was as a bouncer at a bar in Athens, Georgia. He then moved to Atlanta where he became a bartender and worked for an assortment of small, independent bars. After a season tending bar in Aspen, he moved back to Atlanta in 1990 where he helped open the immediately successful **Chameleon Club**. He leveraged his depth of experience and natural aptitude into being a managing partner at the Chameleon Club and two other clubs. "I learned a great deal by managing three clubs simultaneously. And when you're young, you can work maniacal hours and get away with it."

But Steinbrenner aspired to loftier goals and realized that he had to go back to school to attain them. So he enrolled at Georgia State University and worked his way through college until finally earning an MBA in marketing. "I quickly learned that just having a graduate degree doesn't automatically throw open doors. Interviewing with national companies, my years working in independent operations made me appear as something of a renegade and a free thinker, not necessarily corporate material."

So he accepted a job as a manager at a local **Applebee's**. By 1999, Steinbrenner earned an opportunity to work at Applebee's international headquarters, eventually assuming the position senior beverage manager. In 2004, he interviewed for and was hired on as Tony Roma's director of marketing.

Steinbrenner's knowledge of marketing and hands-on experience give Tony Roma's a significant advantage over the competition. When asked what mistakes he thought beverage operators make, the rapidity of his insights tested my note taking abilities.

"I think most people in management don't spend enough time talking to their guests. Just about everything you need to know on how to be successful in this business can be learned by asking the right questions and listening carefully

continued on page 5

Thin White Duke Martini

Among the bright lights of Los Angeles hot spots, none shine brighter than **Lola's** in Hollywood. For years it has been a fixture in the city's night life, a haunt that attracts celebrities and average Joes. It's interior is gorgeous, the patios serene and the bars lively. Lola's serves what owner Loren Dunsworth describes as "continental American comfort food" and their featured desserts are well past indulgent.

Lola's has contributed greatly to the resurgence of the Martini, in fact, it was at their bar that the neo-classic **Apple Martini** was born. Today, Lola's sports a large, impressive repertoire of specialty Martinis, a list that includes the **Garlic Mashed Potato Martini** (potato vodka with garlic stuffed green olives), **Jalapeño Martini** and a **Key Lime Martini**. But it's not the quantity of Martinis from which to choose that draws the crowds, it's their brilliant flavors.

High on our list of favorites is the **Thin White Duke Martini**. Sumptuous is an appropriate description. Oh, and the name came courtesy of David Bowie. ♦

Thin White Duke Martini

Cocktail glass, chilled
Rim glass with shaved chocolate
*Pour ingredients into
iced mixing glass*
2 parts Godiva White
Chocolate Liqueur
2 parts Stolli Vanil Vodka
1 part Light Crème de Cacao
Splash Baileys Irish Cream
Shake and strain



Ways to Increase Your Bar Sales

As the adage goes, “You’re either green and growing, or you’re ripe and rotting.” The same thing is true about life in this dynamic business. You’re either on the way up, or on the way down.

Taking a breather and maintaining the status quo solidly affixes you at a point in space, allowing your direct competitors to surge past. Your business can quickly become known as yesterday’s concept — out of step and out of touch. Your employees will know it and your clientele will know it.

The same observation holds true of your revenue stream. It’s either healthy and growing, or it’s rotting on the vine. Here’s our short list of ways to keep on the up side of the income curve.

⇒ **Order Takers** — An order taker is someone who simply goes through the mechanical motions behind the bar. They need to be banished from your staff. You need salespeople manning your bar. Upselling and suggestive sales techniques are not innate attributes, they’re learned skills. Ensure your people routinely employ these techniques and watch your sales soar.

⇒ **Staff Training** — The fastest growing category of spirits are the premium and superpremiums. To effectively market these high ticket items, your staff needs to understand what they are, and what makes

them worth the price you’re asking. They also need to be taught to place an emphasis on service. Competent training improves staff performance, which in turn positively impacts sales.

⇒ **Infusions** — Infusions are the most exciting innovation to hit the bar business since the electric blender. The process involves marinating fresh fruit, among other things, in large containers filled with spirits. The secret to their success is that they’re a fun and profitable way to create something the competition can’t duplicate. When you create a winning infusion, there’s only one place to get it. Take inexpensive spirits, change their flavor, change their character and increase their profit potential. There’s not a bar that won’t benefit greatly from infusions.

⇒ **Beer Drinks** — Long a standard practice in Europe, mixing beers has caught on in the U.S. Capitalize on this popular trend by creating great tasting, intriguing looking beer drinks. Mixing beers is an artful skill that requires balancing the attributes of one brew with the characteristics of another. The key is using two beers with appreciably different properties — body, taste, sweetness and bitterness. Don’t stop at the *Black & Tan*, there are scores of outstanding recipes to tempt your clientele.

⇒ **Alcohol-Free Libations** — A growing segment of the population is predisposed not to drink alcohol at your establishment. These guests also deserve your finest efforts. Offerings include alcohol-free beverages, and an ample selection of non-alcoholic brews, bottled waters and interesting juice combinations.

⇒ **Cappuccino Drinks** — Another category of drinks soaring in popularity are those made with espresso and topped with frothed milk. Cappuccinos are excellent launch vehicles for a bevy of liqueurs. Their enhanced presentation makes them tailor made for success.

⇒ **Back Bar Orientation** — One can hardly expect to haphazardly throw products on the back bar and wind up with a cohesive marketing strategy. Get organized. Remove dead stock, and make sure you have the products necessary to accomplish your objectives.

⇒ **In-House Marketing** — Once you’ve created some masterpieces of your own, let the world know about them through in-house marketing. Utilize a menu listing signature drinks, beer offerings, and food available at the bar. Table tents and point of sale boards are also highly effective marketing devices. ♦

PRODUCT PROFILE *continued from page 1*

earthy bouquet with floral and peppery notes. The tequila has a peppery, spicy palate and an impressively long and flavorful finish. Factor in its accessible price and you have a tequila that stands heads and shoulders above other premium brands.

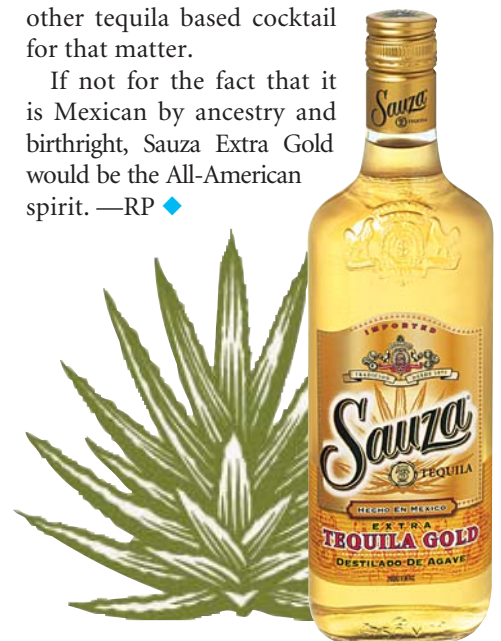
Sauza Extra Gold is a vibrant, unpretentious spirit, but don’t take my word for it. If you’re looking to determine for yourself how exceptional this tequila actually is, sample it next to several of its competitors. The differences in quality will become readily apparent as you begin to assess their bouquets. Sauza Gold Extra is distinguished by an array of crisp, earthy aromas, thankfully free of the pungent, petroleum aromas that tend to plague lesser brands.

The most significant differences between the tequilas appears on the palate, where the quality concessions made during the production of many low cost brands become evident. Sauza Gold Extra glides over the palate delivering its flavor payload without harshness or excess heat, gradually fading in a pleasant, satisfying finish. In contrast, others burn and pillage the palate causing recipients to wince as if scalded.

In a marketplace where the super premium tequila brands attract the lion share of publicity, Sauza Extra Gold is something of an unsung hero. The tequila does its job day in, day out without spin, or image enhancement. The brand is unsurpassed in a huge variety of cocktails and mixed drinks. It is also an excellent candidate for use in margaritas, or any

other tequila based cocktail for that matter.

If not for the fact that it is Mexican by ancestry and birthright, Sauza Extra Gold would be the All-American spirit. —RP ♦



Increasing Profitability By Better Controlling Costs

As a phrase, the bottom line has come to mean the undeniable, inescapable measure of an operation's financial success. A business cannot be expected to survive the strangling effects of deficit spending. Simply put, business failure is the prolonged absence of profits.

Scrutinizing your operation to see where the business might be losing potential profits can be a prudent survival tactic. It is imperative for owners and managers to utilize every method available to accurately track where the operation's money is going and how much of it is making its way to the bottom line.

One commonly held misconception is that the most crucial factor in generating beverage profits is gross sales. While revenue is critical, if beverage costs are not held in check, there will be little or no profits to deposit in the bank account. While challenging, controlling beverage costs can have a significant pay off. For an owner or bar manager, controlling beverage costs is a challenging task with a significant pay off.

For a bar with annual sales of \$500,000 shaving just 2 points off pour cost will yield a return of \$10,000 in savings, profits that would have gone down the drain, down someone's gullet, or out the door in someone else's pocket.

Taking Your Pulse

In the ongoing struggle to achieve a balance between cost and sales, keeping a finger on the bar's financial pulse is best accomplished through analyzing your pour cost percentages. Pour cost — jargon for cost percentage — is a reliable indicator of profit/loss performance. Pour cost is obtained by dividing the cost of depleted inventory by the gross sales generated over a given period of time. Because liquor, beer and wine sell at radically different cost percentages, each must be calculated separately for the process to have true significance.

A liquor pour cost of 18.3% means that it cost a little more than 18 cents to generate a dollar of liquor sales. It also means that

the gross profit margin is 81.7%, or just under 82 cents per dollar of sales.

Most operators look for a liquor pour cost percentage in the high teens. The higher the percentage, the lower the profit margin. However, determining pour cost is only half the equation. Knowing the bar's pour cost is 19%, for example, isn't nearly as revealing as learning that it's up two points to 19%. The direction it's heading is of equal importance. A swing of one or two points in either direction should trip an alarm. Costs typically shouldn't deviate more than a point between inventory periods. However, when pour cost increases, an explanation needs to be found.

No two beverage operations are the same. A pour cost of 18.3% could be cause for elation or alarm depending on its relationship to the bar's previous performance. Perhaps the single constant in pour cost is that every manager would like to see it move lower; every percent it decreases, gross profit increases by the same amount. ♦

THE BIG PICTURE *continued from page 1*

calendars to build strong partnerships and drive mutually beneficial beverage program growth. The results surprised even us.

These stalwart folks helped operators throw promotions, develop effective drink menus, create sensational specialty cocktails and assist in educating their servers on premium products. Quickly these accounts began experiencing significant increases in their sales. Armed with a new found understanding of premium spirits, servers began up-selling with confidence. The professionally designed bar menus drove sales even higher. Our knack for throwing well-devised promotions got more bodies through the doors, which propelled revenues even higher.

This success in the field made our brands ecstatic. Our clients began stocking more of Allied's portfolio products, amazingly popular brands such as Sauza, Stolichnaya, Midori, Malibu, Maker's Mark, Beefeater and Courvoisier. The more people saw these products on the back bars, the more profitable these beverage operations became.

Finally, we created the *Beverage Authority* newsletter with the help of BarMedia and Robert Plotkin. Why not share the secrets of our clients' successes with everyone in the business? Little did we know how well the newsletter would be received.

It all started to take on a life of its own. Soon word of our successes began to spread and increasingly more bars and restaurants wanted our field representatives to provide them with the same range of marketing services. Most operators don't have the time or means to create professionally designed bar menus. Throwing successful promotions is both an art and a science that, to be honest, requires a fair amount of expertise. We just happen to know how to do it... really well.

So, there you have it. That's how you drive beverage sales. While other suppliers were seemingly resting on their laurels, we were in the streets, working with operators, bartenders and talking with guests.

Now that Allied Domecq has gone the way of the Pan Am, Seagram's and MCI, I've opted to forego the relative security of corporate life and become an entrepreneur to pursue my passion for the on-premise beverage industry. Together with Paige Seager, my colleague from the Allied, I've formed **Next Level Marketing**, an on-premise marketing and promotion agency.

I'm thrilled to announce that Next Level is already off to a fast start. We are partnering with many of the former Allied brands, as well as several new, high profile brands. We have nearly 40 passionate professionals building on-premise relationships in key markets across the country.

I am also excited that Robert Plotkin and I will be continuing our long running partnership on the Beverage Authority. Please look for the newsletter each month and pass it along to your colleagues who are equally interested in taking our industry to the Next Level.

Mike Ginley
Next Level Marketing

creative option is adding a healthy dose of cognac or Scotch to your signature Martinis. The crowning touch is an equally fitting garnish. Popular options include garlic or bleu cheese stuffed olives, orange peels, fresh strawberries and peeled shrimp.

⇒ **Manhattans** — The popular resurgence of bourbon has prompted a renewed interest in the most classic of whiskey cocktails, the Manhattan. Today the mantra is, the better the bourbon, the better the Manhattan. One creative variation on the cocktail is to substitute a different type of aperitif for the sweet vermouth, such as port or Dubonnet. Another option includes adding a splash or two of a liqueur. A short list might include Chambord, Frangelico, Amaretto, Grand Marnier, Sambuca and Benedictine.

⇒ **Cosmopolitans** — A derivative of the *Kamikaze*, the popular appeal of the Cosmopolitan made it one of the standard bearers of the '90s. Its popularity has transcended into this century. For those who refuse to leave well enough alone, there's the *Russian Lemon Cosmo*, which features Stolichnaya Citrus Vodka. Another creative option to consider



is using Stoli Razberi and a splash of Chambord to make a *Raspberry Cosmo*. Fun also is to substitute Red Bull for the cranberry or citrus-flavored rum for the vodka.

⇒ **Champagne Cocktails** — The new breed of champagne cocktails are among the latest trends sweeping the country. These libations are light, effervescent and exceptionally delicious. With the advent of the reusable bottle stopper that keeps champagne carbonated for days, you can pour champagne without being concerned that the unused portion will go flat and be wasted. Champagne is incomparable paired with just about every type of fruit juice or puree imaginable. The classic *Ritz Fizz* is made with Amaretto, Blue Curaçao, sweet 'n' sour and champagne, while the *Blue Train Special* is an intriguing combination of Courvoisier VS Cognac, pineapple juice and bubbly. For a light change of pace, consider sampling the *What's Your Honey Dew?* It's made with Midori, lemonade and a fill of champagne.

⇒ **Bloody Marys** — Robust, nutritious, and loaded with

taste, the business set has turned onto the Bloody Mary as a meal with an attitude. It's usually made with vodka, although gin, tequila, aquavit and flavored vodkas are popular substitutes. The secret to a world class Bloody Mary, however, is in the mix. If searching for the perfect scratch recipe sounds more involved than the time at hand permits, bottled mixes offer a delicious, cost effective alternative. The final touch to any noteworthy Bloody Mary is the garnish. More than a mere embellishment, the garnish should be considered an ingredient in the drink.

⇒ **Mojitos** — The Mojito has captured the collective American imagination and sparked a boom in restaurants and lounges around the country. Like most classic cocktails, the Mojito has spawned some delicious variations, one of which is the innovative *Maker's Mojito*. It's made in the style of a Mojito with Maker's Mark Bourbon, Cointreau and finished with lemonade and iced tea. The bourbon and mint is a glorious taste combination. ♦



SPOTLIGHT ON A PROFESSIONAL *continued from page 2*

to the answers." Steinbrenner spends a considerable amount of time visiting the company's restaurants, much of which is devoted to listening.

"Most guests shoot from the hip. Ask them a question about what flavored vodkas they like or don't like, or what they think of a certain drink special, and you're going to get a dose of unfiltered reality, no spin, no pulling punches. I assure you that kind of feedback is worth much more than anything generated from focus groups."

Along similar lines, Steinbrenner finds tremendous worth in talking with his frontline employees. "Most managers will ask their people perfunctory questions like 'how are things going?' and get perfunctory answers. The key to garnering real insights into how the operation performing is to ask follow-up questions and get a dialogue going. That's when you

begin to learn about what's really going on, what's working and what's not."

From his vantage point, Steinbrenner thinks far too many operators become complacent and fall into a rut. "If you continue doing the same things, you can expect the same results. In this business, stagnancy inevitably leads to failure. And while a phrase often bandied about, thinking outside the box challenges your perceptions and keeps your concept fresh."

One doesn't need a graduate degree in business to see why Randy Steinbrenner has met with success. Eschewing the corporate ivory tower for a hands-on approach, he's gained insights into Tony Roma's business that many in a similar position may well have missed. Once again proving, that even if you wear a suit to work, getting your hands dirty now and again is good thing. -RP ♦

Next Level Marketing Beverage Authority

January 2006 ~ Volume 5, Issue 1

©Next Level Marketing 2006

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Katie Alter

Next Level Marketing

www.nextlevel-co.com ~ Tel.203.292.6295

1330 Post Road East, Westport, CT 06880

BarMedia

www.barmedia.com ~ authority@barmedia.com

Tel.520.747.8131 ~ Fax.520.903.0540

P.O. Box 14486, Tucson, AZ 85732

BarMedia and/or Next Level will not be responsible for the misuse of information obtained from this newsletter that results in harm in any form to the person/persons or to others while using this newsletter.

Corner the Market with Classic I.P.O.s

You get off from a grueling day of work and the last thing you need to see staring up at you is a *Pink Lady* or *Sloe Gin Fizz*. Jeez, how about a drink that'll wash away the stress and not embarrass you in front of your friends? Is that really too much to ask for?

We contend the work week is long enough without having to endure a socially unacceptable cocktail. Your hard working happy hour crowd deserves libations and cocktails that help melt the day's worries and hassles away. It's your civil duty.

The following are some I.P.O.s (Initial Public Offerings) to help jump start the creative process. —RP◆

Alexander Nevsky Martini

Cocktail glass, chilled
 Pour ingredients into iced mixing glass
 1/2 oz. Chambord
 1 oz. Beefeater London Dry Gin
 1 oz. Stolichnaya Razberi Vodka
 Shake and strain
 Raspberries garnish

Margarita Cosmopolitan

Cocktail or house specialty glass, chilled
 Rim glass with salt (optional)
 Pour ingredients into iced mixing glass
 2 oz. Sauza Tres Generaciones Plata Tequila
 3/4 oz. Grand Marnier
 1/2 oz. Rose's Lime Juice
 3/4 oz. cranberry juice
 Shake and strain
 Fresh lime wedge garnish

Purple Cosmopolitan

Cocktail or house specialty glass, chilled
 Pour ingredients into iced mixing glass
 2 oz. Stolichnaya Citros Vodka
 3/4 oz. Chambord
 3/4 oz. Blue Curaçao
 3/4 oz. Rose's Lime Juice
 3/4 oz. cranberry juice
 Shake and strain
 Fresh lime wedge garnish

Green Tea Iced Tea

House specialty glass, ice
 Pour ingredients into iced mixing glass
 1/2 oz. Gin
 1/2 oz. Vodka
 1/2 oz. Rum
 1/2 oz. Tequila
 1/2 oz. Triple Sec
 1 1/2 oz. sweet 'n' sour
 1 1/2 oz. cranberry juice
 Shake and strain
 Float 1 oz. Midori
 Lemon wedge garnish

Maker's Mojito

Bucket glass
 Build in glass
 3/4 oz. fresh lime juice
 1/2 oz. simple syrup
 3-4 mint sprigs
 Muddle contents
 Add ice
 2 oz. Maker's Mark Bourbon
 1/2 oz. Cointreau
 1 1/2 oz. sweet 'n' sour
 1 1/2 oz. iced tea
 Shake and strain
 Orange slice and mint sprig garnish

Seville Champagne

Champagne glass, chilled
 Rim glass with grenadine and sugar
 Pour ingredients into iced mixing glass
 1 oz. Stolichnaya Ohranj
 1 oz. orange juice
 1/4 oz. grenadine
 Stir and strain
 Fill with Champagne
 Lemon twist garnish

Tres Amigos Margarita

Cocktail or house specialty glass, chilled
 Rim glass with salt (optional)
 Pour ingredients into iced mixing glass
 3/4 oz. Sauza Conmemorativo Añejo Tequila
 3/4 oz. Sauza Hornitos Reposado Tequila
 1/2 oz. Cointreau
 1/2 oz. Rose's Lime Juice
 1 oz. lemon/lime soda
 1 1/4 oz. sweet 'n' sour mix
 Shake and strain
 Float 1/2 oz. Sauza Tres Generaciones Añejo Tequila
 Fresh lime wedge garnish

Questions for the Seasoned Pro

You can just imagine what boring guests we are at cocktails parties and formal dinners. Unless someone is interested in the origins of pulque, the *Cairpirinha* or the intricacies of making a *Blue Blazer*, we have little to add to polite conversation. We can talk about tequila hours on end, but don't expect us to be aware of whether it's raining or not. If perchance you can relate to our narrow view of the world, try this trivia quiz on for size. ◆

Questions

1. The majority of the world's vodkas are distilled from what product?
2. In what city was the first Bacardi distillery located?
3. How does the pear get into the bottle of Poire William?
4. What ingredient in Sambuca, Ouzo and Pernod turns them cloudy when in contact with ice?
5. This blended Caribbean rum was standard issue for sailors of the British Royal Navy.
6. What whisky was introduced in 1939 to commemorate the visit of King George and Queen Elizabeth to Canada?
7. Legend has it that this Italian liqueur was formulated as a love potion by a coven of witches.
8. Bonnie Prince Charles brought the recipe for what liqueur to Scotland in 1745?
9. Drier and more potent than anisette, this anise liqueur is made in Greece and Cyprus.
10. What American liquor was the first to be marketed in a square shaped bottle?

1. The majority of vodkas are distilled from corn
2. Santiago, Cuba
3. Bottles are attached to the branches of pear trees such that the budding fruit grows inside the bottles
4. Oil of anise
5. Pusser's British Navy Rum
6. Crown Royal Canadian Whisky
7. Liqueur Strega
8. Drambuie
9. Ouzo
10. Jack Daniel's Tennessee Whiskey