



Levy



SAZERAC

WEBSITE RESOURCES

SAZERAC
2022

Chris Hallahan
3/7/22 | 410-440-1288



Buffalo Trace & Wheatley Vodka featured @ National's Park

- 50ml Wheatley Vodka & Lemonade (S&E Main Concourse)
- Buffalo Trace Old Fashioned (Premium Outlets & Suites)
- Buffalo Trace Distillery Dinner Activation (1-2 Activation Per Year)
- Buffalo Trace Availability TBD by Market

WHEATLEY VODKA
CRAFT DISTILLED



Luxury Activation Resources

The Last Drop Distillers

THE WORLD'S MOST EXCLUSIVE SPIRITS COLLECTION

Established in

2008

Inspired by a lifelong passion for spirits and Scotch whisky in particular, the Last Drop Distillers was born to seek out and bottle some of the world's finest, rarest and most exclusive spirits - found primarily but not exclusively in Scotland



The Last Drop Distillers only bottle the spirits which they consider to be exceptional: our four criteria are that everything we bottle should be:

- Old
- Rare
- Fresh
- Delicious

We have never bottled a Scotch Whisky younger than 42 years old, and our oldest spirit to date was a wonderful cask of Cognac from 1925: bottled at 93 years old, it was the same age as our founder, Tom Jago!

Among our other treasures is a pair of Tawny Ports dating back to 1870 and 1970: 100 years apart and celebrating their 150th and 50th anniversaries in 2020.

THE RANGE

Extremely Rare



- Less than 150 bottles
- Scotch Whisky Animal: White Stag
- Bourbon Animal: White Buffalo

Limited Bottling



- Between 150 and 500 bottles
- Scotch Whisky Animal: Wild Cat
- French Spirits Animal: Eurasian Otter

Finest Aged



- More than 500 bottles
- Scotch Whisky Animal: Capercaillie
- Portuguese Spirits Animal: Bonelli Eagle



THE LAST DROP DISTILLERS

San Matias Gran Reserva

WHAT IS TIME?

In **1993** Casa San Matías introduced the world the first extra añejo tequila. San Matías Gran Reserva is unique, a drink of a noble character and a product that reflects the precision that has been our trademark for more than 130 years.



Extra Añejo is aged 3 years in American & French oak barrels.



Female Owner & CEO
(Carmen Villarreal)
Female Master Distiller

- One of the four tequila distilleries with a **"biodigester"**
- One of **smallest carbon footprints** in tequila industry
- **First** tequila company to be certified as a **"Great Place to Work"** & **"TOP Companies"**
- Certified & recognized for **"Gender equality"**



Made in Mexico



Made from **100% Blue Agave** from the Highlands of Jalisco. Proprietary yeast used to develop consistent flavors, distilled twice for fineness, and infused with Oxygen to enhance flavor and aroma.

80
PROOF

Tasting Notes

It has a bright amber color and is high bodied with orange highlights and strong copper hues.

Predominant chocolate and vanilla flavors come from the oak barrels. Wood and dried fruit aromas of apple and sweet pear can be perceived. Palate confirms chocolate and vanilla flavors and a presence of almonds and roasted hazelnut. Long lasting end of sweet and ripe fruit flavors.



Rey Sol Tequila

MAJESTIC IN EVERY SENSE

Rey Sol stands out for its **perfect balance**, as a result of honoring and preserving the traditional method of production, as well as the **six years of aging in American and French oak barrels** to satisfy the most demanding palates.



A **crystal decanter**, exclusively designed by the famous Mexican artist Sergio Bustamante, jealousy shelters this unique piece of art.



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Made in **Mexico**



Made from **100% Agave** from the Highlands of Jalisco.

80
PROOF

Tasting Notes

It has intense amber, bright, clean and transparent color with orange intense copper highlights. Full bodied with an unforgettable oak, chocolate and vanilla aromas; hazelnut and roasted almonds, dried fruits such as plum. Start of mouth is sweet and great bodied, oak notes are dominant. It delivers a long-lasting end of chocolate and almond flavors.

To be served in Riedel glass for fine dining. Pair it with medium-well red meats and as accompaniment to enjoy it with dessert and coffee.



Thomas S. Moore

KENTUCKY STRAIGHT BOURBON WHISKEY WITH AN EXTENDED CASK FINISH

Born in
1853

From the son of an architect and master craftsman, Thomas S. Moore surmounted countless challenges in building his bourbon empire. Moore began making whiskey at what would become **Barton 1792 Distillery** in Bardstown, Kentucky in 1889.



Starting with fresh, mineral-rich water from the Tom Moore spring, this extended cask-finished bourbon honors Thomas S. Moore's relentless ambition and his commitment to crafting bourbon whiskey that stands the test of time. **It enters the cask as our award-winning 1792 high rye bourbon, but after years spent finishing in wine casks, it emerges as something rare, remarkable, and truly unique.**

Port Casks:

Soft and sweet, with notes of fruit, vanilla and baking spices. Thomas S. Moore Port Cask Finish Bourbon is a smooth sipping whiskey, finished in Port wine casks for years. **98.9 PROOF**

Cabernet Sauvignon Casks:

Bold, with notes of dark fruit, caramel and vanilla. Thomas S. Moore Cabernet Sauvignon Cask Finish Bourbon is a bold, premium whiskey finished in Cabernet Sauvignon casks for years. **95.3 PROOF**

Chardonnay Casks:

Rich, with notes of citrus, tropical fruit and buttery oak. Thomas S. Moore Chardonnay Cask Finish Bourbon is a rich, high-quality whiskey finished in Chardonnay casks for years. **97.9 PROOF**



Buffalo Trace Bourbon Cream

HANDCRAFTED BY THE WORLD'S MOST AWARD-WINNING DISTILLERY



Handcrafted using Buffalo Trace Kentucky Straight Bourbon Whiskey, aged 8 years and made with non-GMO grains.

SMALL
Batch **8**
years old bourbon



Enjoy chilled, on the rocks, in a cup of coffee, or in the Buffalo Float for an indulgent after dinner treat

BUFFALO FLOAT

(The Grown-Up Root Beer Float)

2 oz Bourbon Cream

4 oz Root Beer (we prefer Freddie's Root Beer)

Combine in glass and serve.

For extra richness, pour over 1 scoop vanilla ice cream.



30
PROOF



REVIEWS “.. just pure hedonistic pleasure. I even tried some mixed with some root beer, which was kind of like a float without the ice cream.” – passionatefoodie.blogspot.com

“But the star of the show is the Bourbon Cream. Toss that guy in a little root beer and you have a knock your socks off adult root beer float. Holy Cow.” – bourbonguy.com

National AVG Price – 1L

\$20.50



Eagle Rare

ONLY BOURBON TO EVER WIN THE “DOUBLE GOLD” MEDAL FIVE (5) TIMES

Eagle Rare Kentucky Straight Bourbon Whiskey is **masterfully crafted** and **carefully aged** for no less than **ten years**.

The rareness of this great breed of bourbon is evident in its complex aroma, as well as the smooth and lingering taste. Eagle Rare is a bourbon that lives up to its name with its lofty, distinctive taste experience.



Recipient of **4 First Place Medals** at the International Whiskey Competition in 2020. With 93 points, Eagle Rare was named Best American Whiskey, Best Straight Bourbon Whiskey, Best Bourbon Whiskey and Best Kentucky Whiskey.



**90
PROOF**

Nose: Complex aromas of soft toffee, hints of orange peel, herbs, honey, leather and oak.
Taste: Salty, oaky flavors with notes of oily toffee and very rich cocoa.
Finish: Dry and lingering.

National AVG Price – 750ML

\$36.00



Weller Reserve

THOSE WHO KNOW BETTER DRINK WELLER



The Original
"Wheated" Bourbon Whiskey



Aged in middle & top floors



Highly Awarded
& Allocated

International Whiskey Competition Rating:
91 (Antique), 91.1 (12 Year) and 90.5 (C.Y.P.B.)



90
PROOF



107
PROOF



National AVG Price – Special Reserve 1L

\$40.00



Colonel E.H. Taylor

LET THE LABEL TELL THE TRUTH



Named for **Edmund Haynes Taylor, Jr.**, Father of the Modern Bourbon Industry; the collection embodies the uncompromising quality than Colonel Taylor demanded in his day.

BOTTLED IN BOND

A **smooth** flavor of **caramel corn** sweetness is mingled with tones of **butterscotch** and **licorice**. The aftertaste is a soft mouth feel that turns into subtle spices of **pepper** and **tobacco**.

1881 Warehouse C,
built by Taylor



91.6 at International Whiskey
Competition 2020
POINTS



100
PROOF

National AVG Price – Small Batch 750ML

\$40.00



Sazerac Rye 6 Yr.



THE ORIGINAL DRINK OF NEW ORLEANS



The one and only **New Orleans original**, Sazerac Rye symbolizes the culture and history of the Big Easy



Sazerac Rye is aged a minimum of 6 Years, predominantly rye, with some corn and malted barley in the mix



Highly Awarded Whiskey

These spicy and assertive spirits fueled the whiskey culture of New Orleans and established the first American cocktail, The Sazerac



90 PROOF

Produced and Bottled at the World-Renowned Buffalo Trace Distillery and Sazerac House in New Orleans



Sazerac House Museum open in New Orleans, LA



The Classic Sazerac Cocktail

Ingredients:

- 1 cube sugar
- 1.5 ounces Sazerac Rye Whiskey
- 1/4 ounce Herbsaint
- 3 dashes Peychaud's Bitters
- Lemon peel

Directions:

- Pack an Old-Fashioned glass with ice
- In a second Old-Fashioned glass, place sugar cube and add Peychaud's Bitters, then crush sugar cube
- Add Sazerac Rye Whiskey to a second glass containing Peychaud's Bitters and sugar
- Empty the ice from first glass and coat glass with the Herbsaint, then discard remaining Herbsaint
- Strain the Whiskey/Bitters/sugar mixture from glass into the Herbsaint coated glass and garnish with a lemon peel

National AVG Price – 750ML

\$26.00



RTD Grab & Go Activation Resources



Legendary

MARGARITA COCKTAIL SELTZER





INTRODUCING: TEXAS ROADHOUSE MARGARITA COCKTAIL SELTZER

Liquid	Sizes	Test Markets
<ul style="list-style-type: none">• Malt-based• Carbonated• 5% ABV• 125 calories• Flavorful, but still light and refreshing	<p>Available in...</p> <ul style="list-style-type: none">• 12 oz. cans (4pk) – NAP \$7.99 SRP	<ul style="list-style-type: none">• CO• TN• KY• OH• NM



Original Cocktails by Heublein RTD's

PREMIUM RTD IN SINGLE SERVE PACKAGING

BACKGROUND/INSIGHTS:

81% of diners would like to have beverages served sealed with 44% saying they will demand that as restrictions are lifted.

(Datassential Covid-19 Report, April 2020)

OPPORTUNITY:

Create a line of top performing on-premise cocktails leveraging our strategic brands

PRODUCT DETAILS: "SERVED OVER ICE"

Available Summer 2021 in 200ml Glass Flasks (More Styles/Sizes Coming!):
24pk Case @ \$5 per unit/\$120 per case

- ▶ 1792 Old Fashioned
- ▶ 1792 Manhattan
- ▶ Myers's Mai Tai
- ▶ Wheatley Dirty Martini



Parrot Bay Sparkling Beach Cocktails

THE DEMAND FOR CONVENIENT, SINGLE-SERVE COCKTAILS IS AT AN ALL-TIME HIGH.

WHY PARROT BAY RTD'S?

- Parrot Bay Sparkling Beach Cocktails deliver a flavorful, yet refreshing “better for you” twist on consumers’ favorite beach vacation cocktails
- Sessionable at 5% ABV, Parrot Bay Sparkling Beach cocktails satisfy the health-conscious consumer at 150 calories per serving

- Malt Based

- NAP \$2 per can

- Launching Now in AZ, FL, GA, HI, OR, SC, TX, VA, WA, MI, CA



Deep Bay Canned Cocktails

THE DEMAND FOR CONVENIENT, SINGLE-SERVE COCKTAILS IS AT AN ALL-TIME HIGH.

WHY DEEP BAY?

- Deep Bay serves up the consistent quality of a bartender-made cocktail with all the flavor and kick you would expect – ready to go whenever you are!
- **Made with real, premium spirits**
- **Zero Carbs, Zero Sugar, 110 Calories & 5.5% abv**
- **On Trend Flavor Offerings: Lime, Cranberry Pomegranate & Grapefruit Vodka Soda + Citrus Mint Gin Soda**
- **NAP \$2.50 per 12oz Slim can, \$10-4pk (6/4pk case)**
- **\$20 mixed 12pk (2/12pk Case)**



The Club Ready-to-Drink Spirit Based Cocktails

THE DEMAND FOR CONVENIENT, SINGLE-SERVE COCKTAILS IS AT AN ALL-TIME HIGH.

WHY THE CLUB?

- The Club serves up the consistent quality of a bartender-made cocktail with all the flavor and kick you would expect – ready to go whenever you are!
- **Made with real, premium spirits**
- Strong ABV Equal to Cocktail %
- Extensive flavor selection, including top on-premise menu cocktails. Best-Sellers; Margarita, LIT, Mule & Screwdriver
- **NAP \$2 per 200ml can**



Portable Bar Draft Cocktail Activation Resources

Vera Cruz 20L Margarita Keg (*Testing in FL)

Background/Insights:

- On Premise operators seek cost & time efficient solutions to serve their customers faster.
- On Premise operators want to pour a consistent bar quality cocktail that does not require staff training as seasoned staff is currently difficult to recruit.
- On Premise operators looking for profitable solutions to offset increased operational expenses.
- Margarita is the #1 selling cocktail On Premise.

Why:

- Vera Cruz provides a keged, fast pour cocktail solution that can be tapped on any beer line.
- Vera Cruz offers ready to pour, bartender quality Margaritas. No batching required!
- Vera Cruz kegs are more profitable than beer!

Product Details:

- Size: 20L = 112 6oz. pours
- 30 proof malt based keged Margarita
- Tasting Notes: Delivers the tequila, triple sec and lime flavors you expect. Its reminiscent of lime sorbet, nougat and saltwater taffy aromas followed by a fruity yet dry light to medium body with lime popsicle flavor notes.



- Kegged Margaritas deliver Profitably, Speed & Consistency

\$1,050 Profit
30 proof



=



\$1,140 Profit
Same Profitability as ½ Barrel of Beer

Mr. Boston Kegged Margarita	
Proof	30
Gallons per keg	5.3
Ounces per keg	676
6 oz pours per keg	112.7
Keg cost	\$ 80.51
6oz cocktail cost	\$ 0.71
Price per cocktail	\$ 10.00
Profit per cocktail	\$ 9.29
Profit per keg	\$ 1046.98

Beer Keg	
Proof	8.4
Gallons per keg	15.5
Ounces per keg	1,986
16 oz pours per keg	124.12
Keg cost	\$ 100.00
16oz beer cost	\$ 0.80
Price per beer	\$ 10.00
Profit per beer	\$ 9.20
Profit per keg	\$ 1140.80

Commonly Asked Questions

➤ What is the Shelf Life?

- Vera Cruz Margarita kegs have a 180-day shelf life.

➤ What type of gas is best?

- Nitrogen or mixed gas is best for the optimal margarita experience for your guest.

➤ Will the pre-mixed margarita taint my beer line?

- Vera Cruz Margarita will not taint the pour line.

➤ How does the cleaning protocol differ from beer?

- It doesn't, simply follow Brewers Association cleaning protocol.

➤ Will there be sediment at the bottom of the keg?

- No, you will not see sediment in the keg nor your tap line.

➤ Is there a recommend pouring system?

- Yes, draw boxes are best for the kegged margaritas.

➤ How are keg returns managed?

- No need to return, kegs are recyclable &/or disposable.

The logo for Vera Cruz, featuring the words "VERA" and "CRUZ" in a stylized, blue, serif font. The letters are bold and have a slight shadow effect. A small trademark symbol (TM) is located at the bottom right of the word "CRUZ".

VERA
CRUZ™

ICEE Activation Resources

SAZERAC FROZEN COCKTAILS w/ ICEE



THE ICEE COMPANY + SAZERAC = Year Round Cocktails



Core Cocktails



Winter



Spring



Summer



Fall



Seasonal Offerings

Suite Menu Activation Resources

Stirrings 2oz Mixers for Perfect Pairings

- ✓ Great tasting mixers with natural ingredients
- ✓ Made with real juice and real sugar
- ✓ 35-60 calories per serving
- ✓ Small-batch-crafted and bottled in the USA
- ✓ New 2oz size pairs perfectly with 50ml spirits for single serve cocktails in 8oz glass of ice
- ✓ Available flavors: Margarita, Dirty Martini, Mojito, Cosmopolitan, Sour, Mule, Mai Tai and Old Fashioned

Premium Cocktail Economics:

Stirrings 2oz NAP: \$.70

Sazerac Spirits 50 ml NAP: \$.70

Total Drink Cost: \$1.40

Target Retail: \$5.00

Profit Per Combo: \$3.60



Premium 50 ML Recommendations

*AVAILABILITY IS LIMITED OR ALLOCATED BY STATE.

#1

Bourbon on Craft Menus



BUFFALO TRACE BOURBON

- ▶ **2nd Fastest Growing** Bourbon In U.S.
- ▶ **Every Allocated Drop Of Buffalo Trace Sold** Each Year Since 2013
- ▶ **World's Most Awarded Distillery** By Master Distiller, Harlen Wheatley
- ▶ 50 MLs **+75.1%** vs. YA



WHEATLEY VODKA

- ▶ Crafted at the worlds most awarded distillery
- ▶ 10X distilled, 82 proof
- ▶ Wheat and Corn distillate combined for a soft sweet finish
- ▶ 50 MLs **+178.7%** vs. YA
- ▶ **Gold medal winner 2 years in a row 2019 Best of Category Winner LAISC**



COROZON TEQUILLA

- ▶ Crafted at Casa San Matias – a highly awarded, family owned distillery with over 130 years of distilling expertise
- ▶ **Double Digit growth rates consistently over past 3 years**
- ▶ Corazón Tequila Blanco was awarded **Best Blanco** at the 2019 World Tequila Awards

Standard 50 ML Recommendations



FIREBALL

#1 50 ML spirit
+36.6% vs YA



99

#3 50 ML Brand
+35.2% vs YA
All 3 Varieties Perform in
the Top 20 of 50 MLs



VODKA: PLATINUM 7X

#2 Fastest-growing vodka brand
50 MLs +70.4% vs YA



BRANDY: TUACA

50 MLs +10.5% vs YA



WHISKEY: SOUTHERN COMFORT

Whiskey is the #1 On-Premise Spirit
Southern Comfort 50 MLs +18.9% vs YA



RUM: MYERS'S & PARROT BAY

Parrot Bay – Top 10 Rum 50ML brand
Myers's 50 ML +75.6% vs YA



TEQUILA: MARGARITAVILLE

#2 50 ML Tequila Brand
50 MLs +15.0% vs YA

Stirrings Premium Cocktail Experience for Suites



WHY STIRRINGS?

- Real Juice, Cane Sugar, No Artificial Preservatives, Shelf-Life 12-15 months
- Easy Recipe (Makes 10-15 cocktails depending the recipe)
 - 2 parts mixer
 - 1 part spirit
- Variety: Margarita, Mule, Old Fashioned, Whiskey Sour, Mojito, Lemon Drop, Cosmo, Bloody Mary, Bellini, Watermelon Margarita, Blood Orange Old Fashioned
- Rimmers: Margarita, Cosmo, Lemon Drop, Bloody Mary, Pomegranate
- The Cocktail is featured on the bottle.
- **Works with any spirit in the program**



SAZERAC