

THE OFFICIAL PRICELIST OF THE ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD

ALABAMA

Select Spirits

JANUARY 2022



NEW

SERIOUSLY SMOOTH WHISKEY
**REFRESHING
ORANGE TASTE**



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ALABAMA

Select Spirits

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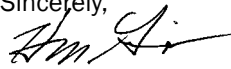
Dear Licensees:

Happy New Year to you all and to your families. I hope that your 2021 holiday season was busy and prosperous. Traditionally, the beginning of any new year is a time of reflection and a look back will show quite a few changes that the ABC Board and its stores have implemented. Pandemic-related supply chain disruptions have caused shortages of merchandise and most of this year's inflationary pressure. I don't know a single business that didn't struggle to shift how it operated in 2021. As we welcome 2022, we hope to implement some fresh ideas to help our stores become more efficient and productive for the State of Alabama and all its citizens.

The ABC Board strives to maintain aggressive and well-managed distribution and merchandising programs to respond to the needs of our customers. We recognize the significance of stores as a service to the public and promote a policy of efficient and courteous service by store employees. Control and customer service remain top priorities in our efforts to increase revenues while maintaining a high degree of service and education. We strive for economy, efficiency and service improvements to reflect on the bottom line while also recognizing that we have control responsibilities.

During the year 2022, the Alabama ABC Board strives to strengthen our asset base and improve productivity, maintain a strong balance sheet, and continue to reevaluate the operation for effective ways to better serve the people of Alabama. There are many layers to an organization that attributes to the overall success of that organization. I would like to thank all our industry representatives, brokers and employees for their hard work. As always, customer service remains a top priority. Please feel free to contact my office any time you have a question or need assistance. It is truly a pleasure to serve you.

Sincerely,



H.M. Gipson



Here's to Irish Spirits and Pots of Gold!

From Irish cream and Irish Mist to Irish whiskeys and Irish flavored whiskeys, highlight all of the Irish spirits to fill up your “pot of gold” this St. Patrick's Day holiday. Encourage your customers to sip these luscious beverages straight or over ice as well as splashing them into coffee and using them to mix their favorite cocktails.

As a traditional Irish toast proclaims, May the leprechauns be near you to spread luck along your way, and may all the Irish angels smile upon you on St. Patrick's Day!

Irish Coffee

Serve in a warm coffee glass or mug.

4-5 ounces freshly brewed strong coffee
1-1½ teaspoons granulated sugar
2-2½ ounces Irish whiskey
½-1 ounce Irish Mist
Whipped cream

Combine the coffee and sugar in the prepared serving glass, and stir until the sugar dissolves. Add the Irish whiskey and Irish Mist, and stir gently. Garnish with a dollop of whipped cream.

Irish Spring

Serve in a chilled collins glass.

1-1½ ounces Irish whiskey
1-1½ ounces fresh orange juice
½-¾ ounce peach-flavored brandy or

schnapps
1-1½ ounces sweet and sour mix
1 peach slice
1 orange slice
1 cherry

Place fresh ice in the prepared serving glass. Add the whiskey, orange juice, brandy or schnapps, and sweet and sour mix; stir gently. Garnish with the peach and orange slices and the cherry.

Irish Cream Cocktail

Serve in a chilled cocktail glass.

2-2½ ounces Irish cream
½-1 ounce fruit-flavored liqueur
½-1 ounce vanilla liqueur
½-1 ounce coffee liqueur
Complementary fresh fruit

continued on page 4



BUSHMILLS® GOLD RUSH

A perfect blend of lemon, honey and mint for just the right amount of sweet and sour. Add Bushmills® Original and this one will leave you feeling like a million bucks.

- 1.5 parts Original
- 1 part fresh lemon juice
- 1 part honey syrup
- 4 sprigs fresh mint
- Lemon wheel

Combine ingredients in a cocktail shaker with ice. Shake for 10 seconds and strain over fresh ice.



THE ORIGINAL WHISKEY. BORN 1608.

BUSHMILLS



Combine the Irish cream and the liqueurs in a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with fresh fruit.

Irish Eyes

Serve in a chilled cocktail glass.

2-2½ ounces heavy cream
1-1½ ounces Irish whiskey
¼-½ ounce green crème de menthe
Maraschino cherry

Combine the cream, Irish whiskey, and crème de menthe in a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with the cherry.

Irish Mudslide

Serve in a chilled cocktail glass.

1½-2 ounces Irish cream
½-1 ounce coffee liqueur
½-1 ounce vodka

Pour the Irish cream, liqueur, and vodka into a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass.

Variations: Add ½-1 ounce banana, butterscotch, caramel, vanilla, or other liqueur.

Irish Mule

Serve in a chilled copper mug.

2-2½ ounces Irish whiskey

¾-1 ounce fresh lime juice
6-7 ounces ginger beer
Lime slice or wedge

Place fresh ice in the prepared serving mug. Add the Irish whiskey and juice; top with the ginger beer, and stir gently. Garnish with the lime slice or wedge.

All-in-One Irish Cocktail

Serve in a chilled rocks glass.

2-3 ounces Irish cream
1-1½ ounces Irish Mist
1-1½ ounces Irish whiskey

Place fresh ice in the prepared serving glass. Add the Irish cream, Irish Mist, and Irish whiskey; stir gently to mix.

Irish Charlie

Serve in a chilled shot glass.

1-1½ ounces Irish cream
1-1½ ounces white crème de menthe

For a mixed drink, combine the ingredients in a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass.

For a layered drink, layer the ingredients in the prepared serving glass.

Irish Shillelagh

Serve in a chilled collins glass.

1½-2 ounces Irish whiskey
3-4 teaspoons sloe gin
2-3 teaspoons white rum
1½ ounces fresh lemon juice

1 teaspoon confectioner's sugar
2 peach slices
2 raspberries
1 strawberry
1 cherry

Combine the Irish whiskey, sloe gin, rum, and lemon juice in a shaker half-filled with fresh ice; add the sugar, and shake vigorously. Strain the mixed drink into the prepared serving glass, and garnish with the fresh fruit.

Paddy Cocktail

Serve in a chilled cocktail glass.

1½-2 ounces Irish whiskey
¾-1 ounce sweet vermouth
3-4 dashes bitters

Combine all of the ingredients in a shaker half-filled with fresh ice. Shake vigorously, and pour the mixed drink into the prepared serving glass.

Irish Sour

Serve in a chilled sours glass.

2-3 ounces Irish whiskey
¾-1 ounce fresh lemon juice
1-1½ teaspoons superfine sugar
Orange slice
Maraschino cherry

Combine the Irish whiskey, juice, and sugar in a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with the orange slice and cherry.

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& TO GO

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TO ALABAMA**



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What's Next for American Whiskey?

BY KYLE SWARTZ

Note: This excerpt is printed with permission from the Fall 2021 issue of StateWays—the Beverage Alcohol Merchandising Magazine for Control States.

For a glimpse into the future of American whiskey, look to Louisville. Tourism there is about to boom.

For this article I recently visited Bourbon Country myself. As Covid-19 recedes, Buffalo Trace, Heaven Hill, Woodford Reserve, and others have prepared for huge waves of visitors in the years ahead. So, too, have distilleries significantly increased their production capabilities to meet the demand.

Interest in Whiskey Explodes

We have entered a new phase of whiskey tourism. What was already a healthy industry has reached considerably higher levels of activity. Bourbon Country has become Walt Disney World.

Even in the final stages of Covid-19, millions of whiskey fans flocked to Kentucky for its famous distilleries. Distilleries prepared accordingly. During the lulls of last year, most producers significantly beefed

up their visitor facilities. These have evolved from small whiskey museums into hands-on, high-tech, high-class experiences.

The modern brown-spirits boom has created countless new fans who only recently developed deeper interest in whiskey. These folks arrive in Louisville thirsty for experience and education.

In other words: This tourism boom is about more than scratching your post-Covid travel itch. Distilleries have set up for the next decade, and likely beyond.

Buffalo Trace

If Bourbon Country is Walt Disney World, then Buffalo Trace is the Magical Kingdom, the place where whiskey dreams come true. With brands like Blanton's, Weller, E.H. Taylor, and more, Buffalo Trace defines modern whiskey more than any other distillery. It's also the longest continually running distillery in America, with a colorful history dating back to 1792—16 years after the signing of the Declaration of Independence.

The Buffalo Trace visitor center taps heavily into that history [and has] a long row of tasting rooms. The sprawling campus is a historical site, sporting physical portals

into the past. The facility is also amidst a \$1.2 billion infrastructure investment [which] includes 10 additional warehouses. Buffalo Trace also has plans for an additional, continuously operating still.

Barton 1792

With popular brands like Barton 1792 Full Proof and Sweet Wheat, Barton 1792 Distillery has recently expanded to meet rising demand. The number of fermentation tanks grew from 13 to 17 in the past two years. The distillery also added a new 53,000-barrel warehouse, with two more on pace to open by the end of 2021.

Discussions are ongoing about whether to restart gin and vodka production at this historical distillery. So too is Barton 1792 considering larger distribution for its Chocolate Bourbon Ball Cream Liqueur; launched in 2016, the liqueur is currently sold only at the gift shop.

Heaven Hill

The huge new visitor center at Heaven Hill Distillery is a clear view into Louisville's future. It's a theme-park experience that leads fans through multiple rooms of moving video shows, historical

continued on page 8



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BIRD DOG
SALTED CARAMEL

is following the rest of our pack;
It recently won top honors at both the 2021 San Francisco
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YOUTUBE

exhibits, and hands-on whiskey blending.

Three years in the making, the ribbon cutting took place June 14. The upstairs space is a country club bar and event space large enough for wedding parties. Guests get a sweeping view of the white-and-black rickhouses built on the low-grass fields beyond.

The company recently finished work on five new warehouses. Ten more warehouses of similar size are planned for the future. Heaven Hill is already the fourth-largest whiskey supplier in America by volume. As brands like Elijah Craig, Old Fitzgerald, and Larceny continue to accumulate new fans, this company and its Kentucky sites are poised for further growth.

Woodford Reserve

Same with Woodford Reserve. This Brown-Forman brand [began] construction on three new stills [in] November, doubling production. The company has also prepared for another post-pandemic trend, hiring additional staff to support an expanding e-commerce presence.

Woodford's historic, scenic distillery in Versailles is already a traditional tourist stop. Pre-Covid, 200,000 people visited annually—or 1,500 per day. Among the green Kentucky hills and burbling stream that backstops this property is a huge gift shop with the swanky flare of a Manhattan store. Experiments continue onsite, including Chinkapin oak barrels that are part of a future Distillery Series release.

Bardstown Bourbon Co.

Built in 2016, Bardstown Bourbon Co. is the American dream. Founder Peter Loftin (who has since passed) was a telecom entrepreneur who made his first million before turning 20. His enormous, state-of-the-art distillery and warehouses—plus the collaborative distilling program onsite—speak to what's possible in this country with enough work, timing, and innovation.

Already the seventh largest distillery in America, Bardstown produces 7.3 million proof gallons annually. This includes 30 independent brands in the collaborative distilling program.

For its own releases, Bardstown is

among a growing number of distilleries that prints mash bills on their labels. Under the guidance of master Distiller Steve Nally, formerly of Maker's Mark and Wyoming Whiskey, this distillery has laid down fleets of barrels for its flagship Origin Series, which will launch after turning six years old. (This includes opportunities for store pick single barrels.) In the meantime, Bardstown bottles contain younger whiskey mixed with sourced juice.

The facility counts eight warehouses, with a ninth under construction and plans for five more on top of that. Capacity ranges from 24,000 barrels for the original warehouses to 58,000 in the new buildings.

Rabbit Hole

From the outside, this Nulu distillery is mistakable for a modern art museum. Inside, a creative layout reveals all parts of the distilling process through glass windows built into the walls and floor. The distilling/mash room, as previously described, is among the most unique spaces in the entire industry—a Picasso of whiskey production.

Rabbit Hole was already growing quickly before Pernod Ricard invested in 2019. The distillery now produces 1.5 million proof gallons annually, or 21,000 barrels. Warehouses are offsite; three steel structures 45 minutes away in Henry County. Plans are to build a new warehouse every year as this brand taps into Pernod Ricard's global distribution capabilities.

Production will rise as well. The distillery will add three more fermentation tanks, boosting daily production from 60 to 70 barrels to around 100.

Known for its creative use of malt, Rabbit Hole released a double-chocolate malt this year. Future bottlings include three American single malts.

Rabbit Hole was among the first producers to print mash bills on their labels. Sharp-eyed consumers may have noticed that the mash bill has disappeared from the Dareringer bottle; this sherry-finished bourbon is in the process of switching from sourced whiskey over to Rabbit Hole's own distillate. The rest of the portfolio has always been made on site.

Starlight

A relatively short trip across the Ohio River, Starlight Distillery operates on a sweeping rural farm in Indiana. The largest sustainable farm in that state, Huber's Orchard, Winery & Vineyards has remained in the same family for seven generations. Founded in 1843 by a German immigrant to grow brandy grapes, the farm today still produces brandy, while nurturing an array of crops and whiskey warehouses.

Ted Huber, a sixth-generation owner, helped change Indiana distilling laws. Starlight Distillery opened in 2013 and now boasts a diverse cask selection across 4,000 barrels in three warehouses. Beverage alcohol retailers and whiskey clubs travel to this farmland to pick single barrels, which include eclectic finishes like wine, honey, and single malt.

The young brand is already familiar for most whiskey nerds. Starlight put out 34 single barrels in 2019, 214 in 2020, and close to 300 in 2021.

Request a sample, and Ted's son Christian, in his early 20s, leaps up the pallets like a rock climber scaling a wall. You can see his childhood spent in the distillery in Christian's quick, confident ascent. So, too, in the distilling abilities already mastered by Christian and his brother Blake. This farm distillery remains in strong hands for the future, as legions of new whiskey fans discover and experience all that Louisville and American whiskey has to offer.

Highlight American Whiskey

Take full advantage of the booming popularity of American whiskey by highlighting the wide array of traditional as well as innovative beverages produced at notable Kentucky Bourbon Country and other regional plus local distilleries. Tell your customers interesting information about each bottling, including where it was produced, the ingredients used, and how it was distilled and aged.

Encourage your customers to discover the extensive diversity and range of available flavors by taste-testing a number of brands and variations. Also suggest they use them to mix classic as well as their personal favorite cocktails.

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HIGH RYE
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VIEW OF THE CITY OF LOUISVILLE, KY.

continued from page 8

American Whiskey Bloody Mary

Serve in a chilled cocktail glass.

- 4-6 ounces tomato juice
- 2-3 ounces American whiskey
- 1-1½ teaspoons lemon juice
- ¼ teaspoon Worcestershire sauce
- Several dashes of Tabasco sauce
- 1 teaspoon freshly grated horseradish squeezed dry, if desired
- Pinch of white or black pepper
- 1-2 pinches celery salt
- ½-1 teaspoon dried or fresh chopped dill
- Celery stalk

Combine all of the ingredients except the celery stalk in a shaker half-filled with fresh ice. Shake gently, and pour (strain, if desired) the mixed drink into the prepared serving glass. Garnish with the celery.

American Whiskey and Soda

- Serve in a tall chilled glass.
- 2-2½ ounces American whiskey
- Soda of choice, chilled
- Wedge or slice of complementary fruit

Place fresh ice in the prepared serving glass, and add the whiskey. Fill the glass with the soda; do not stir—the bubbles will mix the ingredients. Garnish with the fruit.

American Whiskey Highball

Serve in a chilled collins glass.

- 2-3 ounces American whiskey
- 2-4 ounces seltzer water, tonic water, club soda, cola, or other carbonated beverage

Place fresh ice in the prepared serving glass. Add the whiskey, and top with the carbonated beverage.

American Whiskey Sour

Serve in a chilled sours glass.

- 2-3 ounces American whiskey
- ¾-1 ounce fresh lemon juice
- 1-1¼ teaspoons sugar
- Orange slice
- Maraschino cherry

Combine the whiskey, lemon juice, and sugar in a shaker half-filled with fresh ice; shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with the orange or other fruit and cherry.

American Whiskey Rickey

Serve in a chilled collins glass.

- 1½-2 ounces American whiskey
- Juice of ½ lime
- 1 teaspoon sugar syrup
- Club soda, chilled
- Lime wedge

Place fresh ice in the prepared serving glass. Add the whiskey, lime juice, and sugar syrup; stir well. Fill the glass with club soda, and garnish with the lime wedge.

American Whiskey Manhattan

Serve in a chilled cocktail glass.

- 2-2½-3 ounces American whiskey
- ¾-1 ounce sweet or dry vermouth
- 3-4 dashes bitters

- Maraschino cherry
- Lemon twist

Combine the whiskey, vermouth, and bitters in a mixing glass half-filled with fresh ice. Stir well, and strain the mixed drink into the prepared serving glass. Garnish with the cherry and/or lemon twist.

American Whiskey Old-Fashioned

Mix and serve in a heavy-bottomed old-fashioned glass.

- 1½ teaspoons-1 tablespoon superfine sugar
- 1 orange slice
- 1 maraschino cherry
- 2-3 dashes bitters
- 2-2½ ounces American whiskey
- Lemon twist

Muddle the sugar, orange slice, cherry, and bitters in the serving glass. Add fresh ice and the whiskey. Garnish with the lemon twist.



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HOW WELL DO YOU KNOW



BY CLARE TAYLOR

You might associate tequila with salt rimmed shot glasses and lime wedges or frozen machines and ice cold polomas, but it is a spirit that is far more dynamic and goes beyond summer. While most people would turn to bourbon or whiskey for winter liquor base, tequila offers a unique opportunity to broaden our existing understanding of the winter libation.

Tequila, made from agave, makes for a wonderful dance partner in a cocktail. When deciding on the type to use it might seem overwhelming, Blanco? Reposado? Anejo? Like rum, these are just different ages on tequila. Blanco, little to no age, can be used in practically any sort of tequila cocktail. It ranges from being grassy to floral, typically a bright and highly versatile spirit. If you're looking for a more nuanced, less bright flavor in a cocktail, try a reposado tequila, the slightly aged tequila. Reposado provides warmth and smoothness to cocktails, the preferred agave spirit in making a tequila old-fashioned. Anejo is pricier but oh-so worth it for its dark and rich notes to be enjoyed neat or on the rocks. Try not to waste "anejo" or "extra anejo" tequila in a cocktail. Finally there is Mezcal, Mezcal is simi-



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