

DISTRIBUTOR NEWS

Laird & Company, Scobeyville, NJ 07724



 Laird's Applejack sales have increased every year over the last five years and are on track to increase again this year. More importantly, the brand has been discovered and enjoyed by a new generation of consumers. I want to thank all of our dedicated distributors, retailers, restaurateurs and bartenders for helping us with the revival of Laird's Applejack.

Good Selling,

Tom Alberico

GET READY FOR APPLEJACK SEASON!



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JERSEY LIGHTNING STRIKE TOUR

Our Laird's Apple product educational bartender event will be held in Chicago on September 27th at the *Drawing Room*.

When the temperatures drop, the leaves start to fall and football season is upon us, it is time for Laird's Applejack and Apply Brandy.

LAIRD'S APPLEJACK HOT APPLE

This is a family favorite. It has a delicious aroma that is impossible to resist.

3 parts Fresh Hot Apple Cider
1 part Laird's Applejack
Orange peels
Cinnamon Sticks
Grenadine (to taste)



Laird's Old Apple Brandy is straight apple brandy, not blended with neutral spirits. It is the "original historic Applejack," aged for a minimum of 7 1/2 yrs. in our barrel ageing facility. Only the finest barrels are selected for this exclusive product.

Laird's Applejack is a blend of apple brandy and neutral spirits that possess a hint of apple flavor and aroma. The apple brandy base gives Laird's Applejack a unique smoothness—a deeper, richer flavor.

Laird's 100 Proof Straight Apple Brandy—Since Colonial times Applejack was consumed straight at high proof. Laird's Straight Apple Brandy is the original Applejack, 100% Apple Brandy at full strength, high powered and full flavored.

tales of the
COCKTAIL[®]
NEW ORLEANS

During this year's Tales of the Cocktail in New Orleans many joined Lisa Laird along with bartenders—Christy Pope and Chad Solomon at the Laird's Tasting Room at the Hotel Monteleone to taste and vote for their favorite Laird's cocktail.

Several old and new cocktails were on the ballot. The candidates were:

JACK ROSE



2 oz. Laird's Applejack
3/4 oz. Freshly Lemon Juice
1/2 oz. Pomegranate
Grenadine

Shake/Strain/Up
Garnish: Apple Slice

Glass: Cocktail

WHITE TIGER'S MILK



1 1/2 oz. Laird's 100° Apple Brandy
1/2 oz. Apricot Eau de Vie
3 oz. Whole milk
3/4 oz. Simple Syrup
1 Dash Aromatic Tincture
1 Egg white

Dry Shake/Shake/Strain

Garnish: Grated Nutmeg

Glass: Rocks—no ice

PRESIDENT'S CUP



1 1/2 oz. Laird's Applejack
3/4 oz. Casoni Limoncello
1/4 oz. Orange Curacao
1/4 oz. Velvet Falernum
2 oz. Ginger beer
1/2 oz. Club soda
2 Cucumber slices muddled

Strain/Up

Garnish: Slice of apple,
cucumber and pineapple

Glass: Collins

JERSEY SHORE BREAKFAST



2 oz. Laird's 100° Apple Brandy
1/2 oz. Lazzaroni Amaretto
1 Dash Orange bitters
1 Dash Angostura bitters

Spray orange disc into empty rocks glass coat with essential oils and discard.

Combine/Stir
Garnish: Amaretti di Saronno cookie.
Glass: Rocks

PRODUCTS FROM QUEBEC

SORTILEGE MAPLE SYRUP & WHISKEY



From our neighbors to the north comes this delicate liqueur that combines the sweet, supple flavors of fresh maple syrup with a warming whisky touch. The word *sortilege* means sorcery in French, and just one taste had us under its graceful spell. Made in Montreal, this honey-colored liqueur has an aroma of rich maple sap and rounded flavors of caramel and vanilla. Sortilege warms with every sip right down to the brown sugar finish. *Imbibe*



POMME DE GLACE APPLE ICE WINE



Pomme de Glace miraculously transforms the ordinary apple into ice wine. This rich nectar's amber gold color, its pleasant aromas of honey, apricot, pineapple and spice and its occasional hints of exotic tropical flavors are but part of its attraction. One can hardly believe that Pomme de Glace's delicate balance of sweetness and acidity comes from the juice of the common apple.

*The votes are in and
the winner is:*

Jack Rose

Laird & Company

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375 ML JOINS CASONI LINE

This Fall, the Casoni Limoncello 375 ml will debut. The 375 ml will join the 750 ml, 50 ml and the 375 ml and 750ml gift sets.

We are scheduled to receive our initial shipment in late September. For additional information please contact us at:

sales@lairdandcompany.com

CASONI SUNGLASS PROMO

This summer Casoni Limoncello test marketed their sunglass promotion in a few key retail markets.

Let us know your thoughts on this promotion.

CASONI LIMONCELLO DI SORRENTO



Made from lemons grown in the Sorrento Peninsula of Italy.

No added color or artificial flavoring.

Wine Enthusiast
Supperb (90 - 95) * BEST BUY
Highly Recommended

Flavors so bright
you need shades!

WELCOME TO OUR NEW DISTRIBUTORS

- ◆ ATHENS DISTRIBUTING—CHATTANOOGA
- ◆ BEST BRANDS—NASHVILLE
- ◆ BRYANT DISTRIBUTORS—LOUISVILLE
- ◆ BUCKEYE DISTRIBUTING—COLUMBUS
- ◆ ECOSUR DISTRIBUTING—SALISBURY
- ◆ KNOXVILLE BEVERAGE—KNOXVILLE
- ◆ M. S. WALKER OF RHODE ISLAND
- ◆ RIVER CITY DISTRIBUTORS—WATERTOWN
- ◆ SOUTHERN WINE & SPIRITS—COLORADO
- ◆ SOUTHERN WINE & SPIRITS—NEW YORK
- ◆ SOUTHERN WINE & SPIRITS—FLORIDA
- ◆ UNITED LIQUORS—MEMPHIS

NEW OHIO WINE BROKER

A special welcome to our new wine broker in the State of Ohio—

SOUTHERN WINE & SPIRITS OF OHIO

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