

BIN

BEVERAGE INDUSTRY NEWS
SERVING CALIFORNIA'S BEER / WINE / SPIRITS INDUSTRY SINCE 1934

DIAMOND STANDARD VODKA

A CUT ABOVE THE REST

BROWN IS THE NEW GOLD

BOURBON & AMERICAN
BROWN SPIRITS GAIN
STATUS & RESPECT

BANBURY CROSS

CUTTING EDGE
GRAPHIC DESIGN

JOHNNIE WALKER MILESTONE

BLACK LABEL CELEBRATES
100 YEARS

SPOTLIGHT ON CHILE

STEP-UP IN QUALITY,
NOT PRICE



Jumpin' Jack Flash!

Laird's Apple Jack may be a centuries' old piece of Americana, but it is inspiring fresh cocktail trends among existing fans, mixologists and young consumers.

At Tales of the Cocktail, uniting the old with the new was the thematic element that tied the festival together. Educational seminars were themed along the lines of, "Not Your Grand-Pappy's Drink Anymore" and "American Whiskey Legends," making it clear the appeal of American brown spirits are becoming more inclusive, universal and upscale. Many of the tasting rooms—including Laird's Apple Jack—followed suit with cocktails that quite frankly, could give "Sex and the City" cosmos a run for their money in terms of substance and style.

"Laird's Apple Jack is the oldest native distilled brown spirit in America, and you cannot get more authentic than something like Apple Jack," asserts Lisa Laird Dunne, who spearheads the company's marketing. "This ties in to the movement toward the classic cocktail and their search for authentic ingredients. Though we do not do much marketing (in terms of signage or point of purchase displays), we put much of our resources into our brand ambassadors—mixologists around the U.S. that have supported our products. They not only have a passion for Apple Jack itself but also a respect for its history and the fact that it has survived many ups and downs over the years since 1780, including Prohibition and fluctuations in the economy."

Though Laird's Apple Jack has been a staple for spirits connoisseurs and seasoned bartenders since its founding, Lisa Laird Dunne notes that back in 1999, the emerging classic cocktail trend prompted the still family-owned company to visit their back catalogue for pre-Prohibition inspiration. The result was The Laird's Bonded, an artisanal higher end variation of the spirit made in small batches that represents classic, straight apple brandy, and later, Laird's 12 Year-Old spirit, distilled from hand-picked ingredients, hand-

bottled and hand-labeled.

"The mixology craze can be seen as a move back toward the roots of bartending," observes Laird Dunne. "It has been phenomenal for both Laird's Apple Jack and Laird's Bonded products because today's bartenders are looking for authentic, historic ingredients that were first used in the creation of classic cocktails. Because consumers are going to our accounts and tasting these wonderful cocktails with fresh ingredients, they are realizing there are many more ways to enjoy brown spirits than just on the rocks or with a splash of water. They add great depth and character to a cocktail."

As Lisa Laird-Dunne sees it, it is best not to target their product towards any particular group or segment because there is already such a wide range of consumers and mixologists who seek out and appreciate Apple Jack.

"We are supporting our brand ambassadors and by doing events such as Tales of the Cocktail, we are trying to gear our events and recipes towards consumers and mixologists interested in this kind of brown spirit," says Laird-Dunne. Although Laird's Apple Jack has been in the California market for many years, she credits noted mixologist such as H. in San Francisco and Eric Alperin of The Varnish in L.A. for drumming up greater demand. She also notes the company's successful Lightening Strikes Tour will be announcing dates on the West Coast in 2010.

"We are working with Chad Solomon and Christy Pope with a touring program that is interactive in nature, covering the history of classic cocktails and Laird's involvement and showing attendees how versatile Laird's is in a variety of cocktails from the classics to some of their own new creations," she details. "Attendees then have the opportunity to get behind the bar and create their own Laird's inventions." ■

HOW DO YOU LIKE THEM APPLES?

JACK ROSE

2 oz. Laird's Applejack
3/4 oz. Freshly Squeezed Lemon Juice
1/2 oz. Pomegranate Grenadine
Shake/Strain/Up. Garnish: Apple Slice

SCOBENVILLE

2 oz. Laird's Applejack
3/4 oz. Bianco Vermouth
1/4 oz. Luxardo Maraschino
1/4 oz. Campari
Stir/Strain/Up. Garnish: None

LADY LAIRD

2 oz. Laird's Applejack
1/2 oz. Cointreau
1/2 oz. Simple Syrup
3/4 oz. Freshly Squeezed Lemon Juice
1 Egg White (or)
3/4 oz. Pasteurized Egg White
4 Sage Leaves
Muddle/Shake/Strain/Up.
Garnish: Sage Leaf Float



LIGHTNING BOLT

2 oz. Laird's 100° Apple Brandy
1/4 oz. Simple Syrup
1 Dash Angostura Bitters
1 Dash Peychaud Bitters
1/4 oz. Absinthe (rinse glass and discard excess)
Stir/Strain/Rocks. Garnish: Lemon Peel

JUMPIN' JACK

1 1/2 oz. Laird's Applejack
1 oz. Chilled Espresso
1/2 oz. Cinnamon Syrup
Stir/Strain/Up. Garnish: Heavy Cream Float

JOHNNY APPLE SLING

2 oz. Laird's Applejack
1/2 oz. Velvet Falernum
1/2 oz. Simple Syrup
3/4 oz. Freshly Squeezed Lemon Juice
1 Dash Angostura Bitters
Top with Club Soda
Shake/Strain/Rocks.
Garnish: Apple Slice

