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Dear Licensee:

As warmer weather approaches, we look forward to working closely with our supplier partners to provide new high-quality products that meet the consumer's demands and help our licensees succeed in business and serve the citizens of the great State of Alabama. The general market overview in Alabama is positive for independent retailers and on-premise establishments as we outpace other control states in growth and sales.

ABC has recently opened two new wholesale-only locations in Montgomery and Chelsea for the convenience of our licensees. There are more on the horizon as we proceed with construction in Robertsdale and the expansion of existing wholesale stores in Auburn, Birmingham, and Orange Beach.

The ABC Board and its licensees have proven their resilience over time, whether bearing up under poor economic conditions, or product shortages. Before, during, and after the crises our sales have out-paced national trends.

The Under Age/Under Arrest program for the youth in the state has reached over 300,000 students thus far with the important message of the dangers of binge drinking, alcoholism, tobacco, and vape use. It is part of the ABC Board's mission to educate the citizens, both youth and adults, about temperance and the laws that govern the sale and use of alcoholic beverages.

The ABC Board and I would like to congratulate you on your success thus far in 2024, and we look forward to a continuing partnership as the year progresses. We are excited to see what the future holds for our licensees and this agency. We wish everyone a safe and happy summer and remind all to sell, serve and celebrate responsibly.

Sincerely,

Curtis E. Stewart

Curtis E. Stewart



HOW LONG CAN TEQUILA'S **GROWTH** LAST?

BY KYLE SWARTZ

Note: This excerpt is printed with permission from the Spring 2024 issue of StateWays—the Beverage Alcohol Merchandising Magazine for Control States.

Tequila has been an industry darling in recent time. Double-digit growth in this category has helped lead the overall spirits market higher for years now. How much longer can the boon times continue for agave spirits?

One possible answer: Look at whiskey. This other trendy category category exploded in popularity years before tequila's rapid rise. Tequila has always seemed a few years behind the trajectory of brown spirits, as more bourbon drinkers discovered that they also enjoyed the sweet profile and similar complexities of agave alternatives.

Whiskey has now cooled off. Its own annual double-digit gains have come down, approaching if not reaching the respectable single digits. After the combined tequila and mezcal category grew 17 percent in 2022, according to the Distilled Spirits Council of the United States, will these spirits follow bourbon lower? Depends on whom you ask.

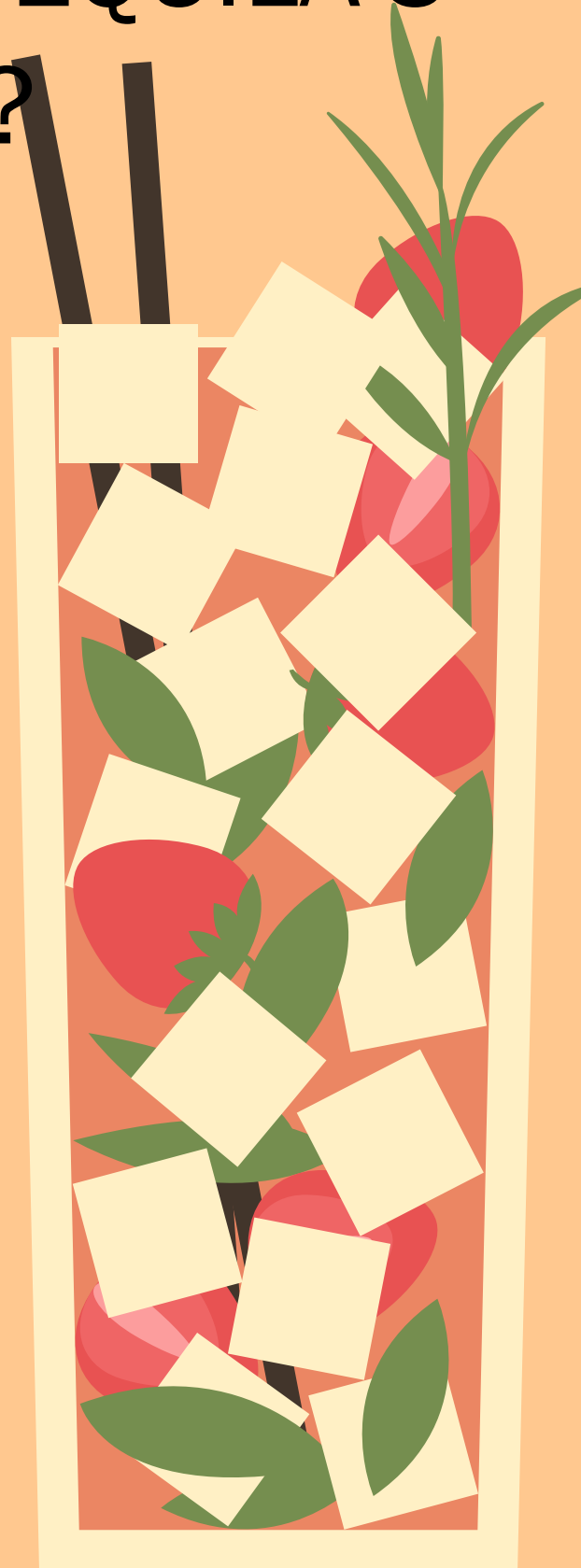
"The tequila market is stronger than ever," says Mike Moreno, owner of Moreno's Liquors in Chicago, a Beverage Dynamics Top 100 Retailer, and the largest vendor of agave spirits in America. "Tequila sales are up 20 percent. Cask strength tequila sales are up 25 percent. In 2023, tequila was supposed to outpace vodka by the end of the year. Instead, it ended up outperforming vodka by the end of Q2. That's how quickly it's growing."

From the standpoint of the middle tier, the outlook is also positive but more modest.

"As a category, growth has slowed pretty substantially over the last 12 months as the overall spirits industry has also seen some softness," says Zachary Poelma, Southern Glazer's Wine & Spirits SVP supplier strategy & insights. "Tequila continues to outperform, and we believe it will do so in 2024, but not at the same rate we saw in 2022 or 2023. We expect tequila to grow modestly in 2024 in this low-single digit range, which we think still outpaces overall spirits when you exclude RTDs," he adds. "The value price tier trailed in performance versus the rest of the category in 2023, and we think this is something that continues into 2024."

Preliminary data from The Beverage Information Group, the data partner of Beverage Dynamics magazine, shows tequila at between 5-7 percent growth last year. Category leaders Cuervo and Patron each shrunk around 2 percent—further evidence of leveling off.

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TEQUILA TRENDS IN 2024

Which is all to say that while the numbers may not jump off the charts anymore, tequila will remain a growth driver this year. So what can we expect from this category in terms of terms of trends?

Premiumization has been the dominant story in tequila (and much of the alcohol industry) for the past decade. While customers will continue reaching for top-shelf bottles, Moreno does see some pullback. Why? “Economically, many consumers feel iffy or weary about the potential for a market crash in 2024,” Moreno says. “I have noticed that more consumers have been buying down. Not the cheap stuff. But all of a sudden, we have all these extra añejos, añejos and even reposados priced between \$200 and \$400. We’ve never seen those prices before. I think the customers are more comfortable with the \$50 to \$100 price point.”

Perhaps the two biggest trends in tequila today are celebrity-launched brands and “additive free” products. Combining these two elements is Santo Tequila, from Sammy Hagar and Guy Fieri.

“There can be a backlash to celebrity tequila brands,” says Dan Butkus, Santo president and CEO. “Some [celebrities] don’t even drink tequila first and put out product filled with additives. We had considered shying away from the celebrity focus, but we felt that our celebrities truly engaged with the brand.”

It helps when the team is Hagar, a pioneer of celebrity alcohol brands, and Fieri, who has launched a number of successful food and beverage brands himself. Authenticity is everything when tying a product to a public star. The story and quality must match the fame. For instance: Santo focuses on additive free. The Tequila Regulatory Council, the category’s governing body, allows 1 percent of any agave spirit to consist of additives, without any notice on the bottle’s label. Many brands that use 2

percent additives are now advertising this fact prominently on their packaging and marketing.

“You have a greater number of people now looking for true tequila taste,” Butkus explains. “Additive free will become the dominant subcategory.”

This is a turn from some practices during earlier stages of the ongoing tequila boom. When we were having the agave shortage problems, people were sourcing younger agave products,” Butkus says. “The cost of agave was also going up. As tequila was booming, more brands, especially the larger ones, were forced to use younger agaves. That meant they had to use lots of additives to overcome under-ripe agaves and other flaws in the liquid.”

Additive free tequila and mezcal also ties into the “healthier for you” lifestyle currently transcending all food and beverage categories. So says Enrique Cobos, beverage director for the Chicago-based restaurant Moe’s Cantina, which has two locations in the city. “People appreciate that mezcal is made organically and artisanally,” he says. “That’s why I feel that additive free will be a strong trend. Personally, I find myself getting more and more into products that are additive free and made in smaller batches. More people will soon realize that additive free is the way to go. However, you

can talk about the production process all day, but in the end, it all comes down to flavor,” he adds. “You don’t have to be an expert to appreciate something that tastes good.”

Elsewhere on Moe’s backbar, Cobos sees cristalino tequilas—añejos filtered until completely clear—staying strong. “More and more brands are stepping up with these products,” he observes. “I don’t think that’s going to stop.”

While Moe’s does sell a celebrity tequila flight, Cobos offers a broad caveat for these kinds of brands. “Just because you can do it doesn’t mean it’s going to work,” Cobos says. “There’s a point where people have had enough. They will ask for more quality for their money.”

Cobos believes that tequila bars will remain popular. “Tequila is great because you can build a business around it,” he says. “In general, there’s not too much change going on in tequila. The category just doesn’t change that much. That’s why you have so many competing brands trying to come out with something new these days.” However, “it’s key not to have too many brands” on the backbar, he adds. “You have to keep it honest. I recommend having 30 brands and training your staff so that they really talk about all of them.”

If you do want more than 30 brands on your backbar, a wave of innovation within tequila means more product launches ahead. “Finishing tequila



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A snifter glass filled with a dark amber liquid, likely whiskey, is the central focus. The background is dark with warm, out-of-focus bokeh lights in shades of orange and yellow.

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margriet@americanwineandspirits.com

A bottle of Tres Agaves Organic Tequila Blanco is shown on the right side of the advertisement. The bottle has a white label with a blue and green agave logo at the top, the brand name 'TRES AGAVES' in large bold letters, and 'ORGANIC' below it. The text 'Tequila Blanco' is written in a cursive font. The bottle is set against a light, textured background with some green agave leaves at the bottom right.

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in barrels that other products have been aged in—such as port or even bourbon—continues to grow in popularity,” says Poelma, of Southern Glazer’s. “We think we’ll continue to see more innovation in this area from tequila brands in 2024. We are also seeing tequila continue to grow on-premise, with cocktail options that stretch beyond the traditional Margarita,” he adds. “Along with mixologists including tequila in more drink menu options, we are even starting to see accounts selling the Sparkling Margarita. Over the last couple of years, we’ve seen consumers become more interested in the different ways tequila can be used, and we don’t expect that to change in 2024.”

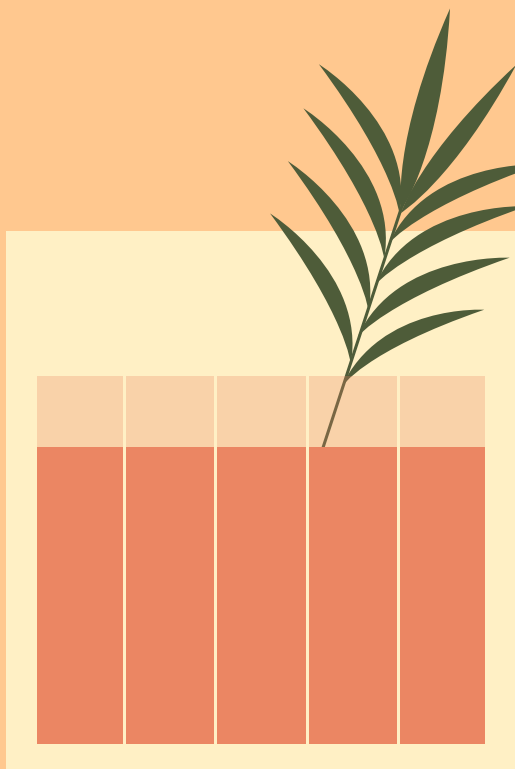
AGAVE SHORTAGE OVER?

Even before sustainable, natural, eco-conscious alcohol products became trendy, a common talking point in tequila was the risk of an agave shortage. After all, as the category experienced exponential growth, could farmers keep up with the crops that take 7 to 10 years to reach maturity?

Moreno thinks this tide has turned. “We went through a shortage not long ago, but right now, we’re on the up and up,” he says. “There was such a rush from the farmers to plant as much as possible. The agave market is similar to Wall Street: there’s ups and downs, but it levels out. I’m very confident to say that we’re approaching a surplus now. We should start seeing more of our favorite brands soon,” he adds. “If anything, the glass shortage is more concerning for tequila. They’re still having issues with that down in Mexico.”

Agreeing with Moreno is Poelma of

Southern Glazer’s. “While tequila has grown significantly in popularity, we are not concerned about agave shortages at this time,” he says. “The price of agave has fallen by more than 50 percent from the high during the pandemic. And as demand has slowed from the high double-digit growth in 2021 and 2022, we expect sufficient availability of agave for the next few years to supply current trends.”



HELP YOUR

CUSTOMERS DISCOVER THEIR “NEW” FAVORITE TEQUILA

Your customers will appreciate your help finding their “favorite” tequila(s) from the overwhelming array of longtime and seemingly endless new offerings on the market. Learn about the brands you offer, including where the agave used to make each brand is grown and the processing details that give each tequila its special flavor and aromas, so you can suggest brands that will appeal to your customers’ individual taste preferences.

Suggest they try drinking tequila on its own by pouring it into their favorite glass, adding a squeeze of lime (but no salt), and sipping it while they savor the flavor. Also encourage them to try sipping tequila chilled or over ice and using it in their favorite mixed drinks.

Agave Kiss

Serve in a chilled cocktail glass rimmed in melted white chocolate.

2-2½ ounces silver tequila
1-1½ ounces crème de cacao

1-1½ ounces heavy cream
½-1 ounce black raspberry or other flavored liqueur
Fresh raspberries or other fruit of choice

Combine the tequila, crème de cacao, cream, and liqueur in a cocktail shaker half-filled with fresh ice; shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with fresh raspberries or other fruit.

Bloody Maria

Serve in a chilled cocktail glass.

4-6 ounces tomato juice
2-3 ounces tequila or flavored tequila
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 with leaves
Lime wedge

Combine all of the ingredients except the celery stalk and lime wedge 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 stalk and lime wedge.

Tequila Sunrise

Serve in a chilled collins glass over fresh ice.

1½-2 ounces tequila or flavored tequila
¾-1 cup freshly squeezed orange juice or orange-flavored fruit drink
1½-2 ounces grenadine syrup
Orange slice or other complementary fruit garnish
Maraschino cherry

Combine the tequila and juice in either a mixing glass or a shaker; stir or shake until mixed. Pour the mixed drink over the fresh ice in the prepared serving glass. Slowly add the grenadine; do not stir—let the grenadine settle to the bottom. Garnish with the fruit and cherry.

Tequila Sunset

Serve in a chilled collins glass over fresh ice.

1½-2 ounces tequila or flavored tequila
¼ ounce freshly squeezed lime juice
Freshly squeezed orange juice or orange-flavored fruit drink
1½-2 ounces blackberry-flavored brandy or cognac
Lime slice or other complementary fruit garnish

Combine the tequila and lime juice in either a mixing glass or a shaker; stir or shake until mixed, and pour over the fresh ice in the prepared serving glass. Add enough orange juice or orange-flavored fruit drink to fill the glass. Slowly add the brandy;

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continued from page 6

do not stir—let the brandy settle to the bottom. Garnish with the fruit.

Tequila Martini

Serve in a chilled martini glass.

3-3½ ounces tequila or flavored
1-1½ ounces freshly squeezed lime juice
½-1 ounce triple sec or other orange-flavored
liqueur
Lime wedge

Combine the tequila, lime juice, and triple sec in a shaker half-filled with fresh cracked ice; shake vigorously. Strain the mixed drink into the prepared serving glass. Garnish with the lime wedge.

Coco Loco (Crazy Coconut)

Serve this drink in the coconut shell with a straw.

1 coconut
Fresh cracked ice
1-1½ ounces tequila or flavored tequila
1-1½ ounces gin or flavored gin
1-1½ ounces rum or flavored rum
1-1½ ounces pineapple juice
Sugar syrup
½ fresh lime
Pineapple spear

Saw the top off the coconut taking care not to spill the coconut milk. Drop cracked ice into the coconut shell, and add the tequila, gin, rum, and pineapple juice; stir. Add sugar syrup to taste. Squeeze the lime juice into the mixed drink, and drop it into the coconut shell. Garnish with the pineapple spear.

Margarita

Serve in a chilled or frosted, salted margarita glass.

1½-2 ounces white or gold tequila or flavored
tequila
½-1 ounce orange-flavored liqueur
Juice of ½ large lime
Lime wedge

Combine the tequila, liqueur, and lime juice in a shaker half-filled with fresh ice; shake vigorously, and strain into the prepared serving glass. Garnish with the lime wedge.

Frozen Margarita

Serve in a chilled or frosted, salted margarita glass.

2 cups fresh crushed ice
1-1½ ounces tequila or flavored tequila
1 ounce fresh lime or lemon juice
½ ounce orange-flavored liqueur
½ ounce sour mix
Lime wedge

Place the ice in a heavy-duty blender; add the tequila, juice, liqueur, and sour mix. Blend until slushy but still firm; pour the mixed drink into the prepared serving glass. Garnish with the lime wedge.

Fruit-Flavored Frozen Margarita

Serve in a chilled or frosted, salted margarita glass.

2 cups fresh crushed ice
Berries or other fruit of choice cut into small
pieces
1-1½ ounces tequila or flavored tequila
1 ounce liqueur that complements the fresh fruit
½-1 ounce fresh lime or lemon juice
½ ounce orange-flavored liqueur
½ ounce sour mix
Additional berries or pieces of fruit for garnish

Place the ice in a heavy-duty blender, and add the remaining ingredients except the garnish. Blend until slushy but still firm; pour the mixed drink into the prepared serving glass. Garnish with the berries or fresh fruit.

Tequila-Flavored Lemonade

Serve in a chilled or frosted hurricane glass.

2-3 ounces tequila or flavored tequila
Fresh lemonade or flavored lemonade
Slice of lemon or other fresh fruit

Fill the prepared serving glass with fresh ice. Add the tequila and lemonade; stir gently to mix. Garnish with the slice of lemon or other fruit.

Tequila Martini

Serve in a chilled or frosted martini glass.

3½-4 ounces tequila or flavored tequila
½-1 ounce vermouth
Twist or slice of lemon or other complementary
fruit

Combine the tequila and vermouth in a mixing glass with fresh ice; stir until mixed. Strain into the prepared serving glass. Garnish with lemon or other fruit.

Tequila Collins

Serve in a chilled or frosted hurricane glass.

2-2½ ounces tequila or flavored tequila
2-2½ ounces lemon juice
1-1½ teaspoons superfine sugar
Chilled club soda
Slice of orange or other fruit
Maraschino cherry

Place fresh ice in the prepared serving glass. Combine the tequila, lemon juice, and sugar in a shaker half-filled with fresh ice; shake vigorously. Strain the mixed drink into the serving glass, and fill the glass with club soda; do not stir—the bubbles will mix the ingredients. Garnish with the slice of fruit and cherry.



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**WRITERS'
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BY CLARE TAYLOR

You found a bottle of whiskey on the shelf that reads “small batch” underneath. Is it special? Does it mean anything next to the whiskey blends or even single barrel? Nope. There is no legal definition to Small Batch.

The term originated from Jim Beam in the 1980s, when the maker gifted small bottles from certain barrels to friends and family. The idea became so popular it became a marketing ploy, to sell the cask strength Booker’s Bourbon as “small batch”. To Booker Noe, the master distiller for Jim Beam that coined the term, it meant a bourbon made from a smaller batch of barrels compared to other whiskeys produced at the same time by the distillery, namely Jim Beam White Label. Today, small batch still implies that that bottle came from a smaller volume than normal, but with no clear distinction of how “small” because there is no pressure to disclose that information. The average whiskey drinker hopes to buy a special type of expression that differentiates it from other small batches, however with little regulation, you may never know.

It really is the purist that believes that a small batch is high quality and full flavored by mingling a specially selected set of barrels. However are these purist whiskey buyers just a consumer tricked by marketing tactics?

With ‘small-batch’ came an appreciation for higher proof whiskeys, the beginning of Booker’s small batches were “cask-strength”, meaning undiluted, ramping up the proof to 80.

The term spread to other distilleries to coin their higher proof batches that would contain particular flavor profiles. But you may never know how many barrels are used in the process and how many bottles are made.

For some producers, most notably small distilleries, disclosing batch size is a way to stand out from the now saturated small-batch market. The specialty in showcasing their product is what sets their small batch whiskey apart from other small batch whiskeys that disclose such information. Perhaps in regulating the term “small-batch”, these small distilleries will suffer and no longer be unique in how they market their product.

So if you may or may not be a puritanical small batch whiskey lover, know that you should not be buying into the term “small-batch”, buy the whiskey label that you love.

Does Small Batch Mean Anything?



Big-batch whiskey cocktails for your next summer soiree or whiskey cabal.

Mix all ingredients and serve cold or over ice.

Golder Rush

*5 cups bourbon
4 cups lemon
3½ cups honey syrup*

Blackest Manhattan

*1½ cups Rittenhouse,
¾ Averna
1¼ tsp bitters
1 cup water*

Plus Vieux Carre

*1½ cups rye
1½ cups cognac
1½ cups Cocchi di Torino
¼ cup Benedictine
¾ oz Peychaud’s
8 Tablespoons Angostura
1¼ cups water*

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BY KRISTINA SKIBO

Note: This excerpt is printed with permission from the Spring 2024 issue of StateWays—the Beverage Alcohol Merchandising Magazine for Control States.

Hard seltzer may have hogged the spotlight of the ready-to-drink beverage alcohol market in recent years, but spirit-based RTDs and canned cocktails are providing the buzz today.

The U.S. RTD market grew 1.3 percent in 2022, according to Statista, reaching a value of \$4.8 billion. IWSR also expects RTDs to make incremental volume gains from 2022 to 2027, expanding at a compound annual growth rate (CAGR) of 1 percent. This is largely due to a substitution effect, shifting from malt-based to spirits-based products for seltzer-like RTDs

What's driving RTD category growth? The key cocktails and long drinks (typically a soda mixed with liquor) sub-category, according to the IWSR Drinks Market Analysis, along with products that sit within the premium and above price bracket.

Across all markets tracked by IWSR in a 2021 study, spirits-based RTDs—especially those made with vodka—held 45 percent category volume share and are driving innovation. IWSR forecasts that cocktails and long drinks will spur the most growth in RTDs globally, with volumes expected to command 26 percent of the total RTD category by 2026, compared to just 20 percent for hard seltzers.

Cocktails and long drinks will see their share of RTD volumes grow 4 percent across the key markets from 2022 to 2027, IWSR says. Meanwhile, hard seltzers are expected to shrink 11 percent during the same timeframe.

Retailers already see this trend. “Seltzers, whether they be White Claw’s or Truly’s, are suffering with the migration of liquor-based RTDs,” says Charles Sonnenberg, CEO and president of Frugal MacDoogal in Nashville, Tennessee.

HIGHER-OCTANE RTDS IN HIGHER DEMAND

At Randall’s Wine & Spirits in St. Louis,

RTDS GET SOME Spirit

Consumers have a thirst for spirit-based canned cocktails.

Missouri, best-selling spirit-based RTD brands include On the Rocks Cocktails, Monaco Cocktails, Cutwater and Cuervo Authentics, says owner Todd Randall. Jack Backman, owner and manager of Cheers Liquor Mart in Colorado Springs, Colorado, sees similar trends in his stores, with Cutwater and Cuervo driving RTD sales.

The changing taste for spirit-based RTDs could be linked to a desire for higher-ABV content. “I think it’s a combination of wanting higher ABV, but consumers also want to see on the label that it says vodka or a liquor as opposed to not having it on there,” says Frugal MacDoogal’s Sonnenberg. “They realize that if the drink has a liquor in it, it will automatically have a higher proof, so they prefer to drink a spirit.”

Alongside higher ABV, Backman suggests that consumers are looking for a certain “flavor or mixture” and leaning toward the bigger, more recognizable brands. “The 30 Proof Salvador’s, as well as the double strength and Cuervo Golden’s are better sellers,” he says.

THE ON-PREMISE ANGLE

Consumers also order RTDs at a variety

of on-premise venues. A portion of RTD drinkers already know what they plan to order at the bar before they visit, according to the report. This underlines the importance of building loyalty with customers outside of on-premise channels, and conducting due diligence with marketing.

Some bars have even been creating their own branded canned cocktails. For instance Death & Co., with locations in New York, Denver, Los Angeles, and Washington, DC, in late 2022 unveiled a line of RTD cocktails created in collaboration with craft spirits portfolio The Craft Spirits Cooperative.

Rosewood Miramar Beach in Montecito, California, recently launched a collection of bespoke canned cocktails crafted by director of bars Sam Penton. Priced at \$24 each (two servings per cocktail).

New York gastropub Due West, which serves its own cocktails on draft, began offering canned cocktails at the beginning of the pandemic in 2020. The craft RTDs, available at Due West or for takeaway in a pack of six for \$45, have become a permanent staple due to popular demand, with some flavors rooted out seasonally.

continued on page 14

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Make RTDs look and taste homemade:

- * Serve the drinks in good-quality “glassware.”
- * Pour the mixed drinks and mixers over fresh ice.
- * Use rimming salts and sugars.
- * Garnish the drinks with fresh fruit or specialty condiments.

continued from page 12

A BUBBLY FUTURE

RTDs show no signs of slowing down. Despite the impact of the cost-of-living crisis on consumer incomes, CGA by NIQ’s 2023 report found that seven out of the ten markets covered in the report registered double-digit volume growth for the premium-plus RTDs. This suggests that there is still plenty of headway for growth for higher-priced products.

“RTD sales have definitely increased in our store in 2023,” says Backman. “We have been fighting the chain stores for wine sales since the law [allowing grocery and convenience stores to sell wine in Colorado] in March, so giving the RTDs more space and attention has helped both them and us.”

Finding shelf space for all the RTD contenders is a challenge, however. “There’s limitations on shelf space, even for us,” Randall says. “Plus, I can only imagine this issue at chain stores like Total Wine and BevMo! No one built their stores with never-ending shelf space, so it’s tough to compete.”

Backman of Cheers Liquor Mart agrees.

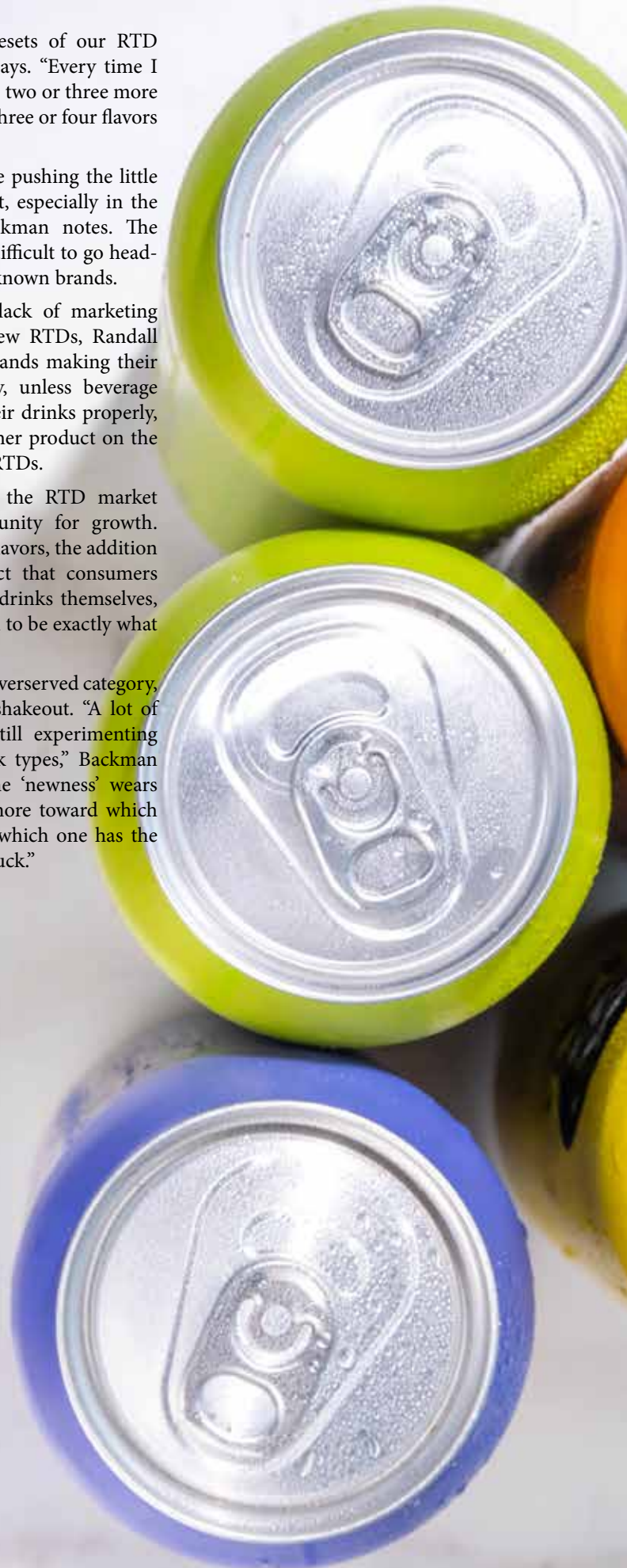
“I did at least four resets of our RTD sections in 2023,” he says. “Every time I got it the way I wanted, two or three more brands came out with three or four flavors each.”

The major brands are pushing the little guys out of the market, especially in the canned segment, Backman notes. The competition makes it difficult to go head-to-head with the well-known brands.

Another issue is a lack of marketing that has hurt some new RTDs, Randall says. With so many brands making their way into the category, unless beverage producers promote their drinks properly, they just become another product on the shelf in a sea of other RTDs.

Still Randall thinks the RTD market has plenty of opportunity for growth. Between the different flavors, the addition of spirits, and the fact that consumers don’t have to mix the drinks themselves, canned beverages seem to be exactly what people are looking for.

As with any hot and overserved category, there will likely be a shakeout. “A lot of RTD customers are still experimenting with brands and drink types,” Backman says. “I think once the ‘newness’ wears off, people will look more toward which brand tastes best and which one has the bigger bang for their buck.”



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Good Boy Vodka has been successful at building lasting partnerships throughout the country and has continued to build upon those relationships every year. Through all of their events, golf outings, races, and activations in each state, the brand is full of excitement.

“With products this good, Good Boy Vodka will undoubtedly be a national brand”



What really sells the brand is their award-winning vodka and Ready-to-Drink canned cocktails. Good Boy Vodka does not settle for anything less than exceptional flavor in all of their products. They developed the original John Daly Cocktail in a can, along with three additional flavors - Raspberry Iced Tea & Lemonade, Blackberry Iced Tea & Lemonade, and Peach Iced Tea & Lemonade. Professional golfer, John Daly, promotes his canned cocktails at all of his golf outings and on his social platform. Additionally, Good Boy Vodka formed a partnership with motorsports legend and stunt performer, Travis Pastrana. Together they crafted Citrus Circus, which was inspired by the Maryland Orange Crush cocktail. Pastrana attends many meet & greets throughout the country to promote his delicious cocktail. Most importantly is Good Boy Vodka's mission of supporting our nation's veterans and military K9s. It's a winning combination of quality products, incredible partnerships and charity generosity that aids in the growth of the Good Boy Vodka brand.

You can learn more about Good Boy Vodka and their mission through their website – www.goodboyvodka.com - and their own foundation, The Good Boy Foundation – www.thegoodboyfoundation.com.

Every Pour Helps a Pup®

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Good Boy Vodka's John Daly Cocktail 8pks will be a listed item in Alabama state liquor stores, while their 1L vodka will start as a CGPO (Customer Generated Purchase Order item).



GOODBOYVODKA.COM



BY CLARE TAYLOR

It's going to be a bitter summer with sweltering temperatures that can only feel better with a refreshing drink that has a few dashes of bitters.

Bitters to a drink are like salt to any dish. It evens everything out, seasons it. Bitters turn an Old Fashioned into something nuanced and distinct, apart from a whisky neat. You might add bitters to a classic martini (dirty or not). As sacrilegious as it might seem to some bartenders, adding orange bitters to a gin martini can help pronounce the citrus flavors in the gin. Bitters are necessary in tiki drinks that need a little more punch without more booze. So let's start with some basic bitters you might find.

REGANS ORANGE BITTERS

Developed by Joy of Mixology author and cocktail expert Gary Regan, with orange peel, cardamon, caraway, and coriander taken from a recipe in Charles H Baker, Jr's 'The Gentleman's Companion,' and gentian, cinchona, and quassia added to round things out.

Gentian, Cinchona, quassia are essential bittering agents that have some incredible medicinal purposes.

Gentian, (which utilizes the root), is found in seemingly all bitters as well as aperitifs. It is earthy, musty and one might think of the

scent of fresh soil when you make tea from it. Gentian aids in digestion issues.

The bark from cinchona is used to make medicine for increasing appetite, promoting the release of digestive juices, and treating bloating, fullness, and other stomach problems. It is also used for blood vessel disorders including hemorrhoids, varicose veins, and leg cramps.

Quassia Bark is especially bitter and is used to treat various kinds of illnesses such as fever, malaria, and gastritis. Quassia is also often used as a foaming agent in beer.

ANGOSTURA BITTERS

An enigma in bitters as the exact formula is such a closely guarded secret that only one person knows the whole recipe, passed on familiarly. It is only known that angostura has gentian, herbs and spices. Developed by a doctor to alleviate stomach ailments, angostura was added to food and drinks. Now it is known for being in Old Fashioneds and Manhattans but angostura's versatility is surprising. Add it to vodka and lemonade to make a Long Vodka. Pour some drops on a sugar cube before topping it off with champagne. Make a trinidad sour where Angostura is the main ingredient.

PEYCHAUD'S BITTERS

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you've made a low calorie cherry soda that is addictive. You will never buy another flavored soda water again. Peychauds was created and marketed in New Orleans as yet again another medicinal item. It is an anise and gentian based bitter added now to common cocktails like a Vieux Carre. The flavor profile of Peychauds is undeniably cherry and my personal favorite in a white negroni or martini.

We've covered only the tip of the iceberg when it comes to bitters, but they are more than just a cocktail additive. Bitters are generally considered non-alcoholic. It's why they can be sold in grocery stores and coffee shops. However they do have alcohol, the amount you use in a drink is negligible and often comparable to the amount of alcohol found in a non-alcoholic beer. Make bitters the MAIN event in your drink, one that does not give you a nasty hangover the next day. Soak in the summer with these

mocktails that have all the flavor and medicinal properties found in bitters.

In these mocktails, feel free to take the proportions as unstrict guidelines, pour your bitters freely.

Negroni Mocktail

4 dashes orange
3 oz grapefruit tonic
Oil from orange peel

Tropical Spice Mocktail

4 dashes of Angostura
3 oz pineapple juice
a splash of vinegar from a jar of pickled jalapeños (or a shrub)

Green Tea Yuzu Sour Mocktail

½ ounce ginger beer
3 ounce brewed cold green tea
1 ounce yuzu simple syrup (equal parts yuzu juice and sugar)
½ ounce fresh lemon juice
½ ounce egg white
3 dashes Peychaud's Bitters



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Drinks!



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Promote a wide variety of bourbon, American whiskey, Tennessee whiskey, moonshine, and craft spirits as well as classic American cocktails made with Coca-Cola, 7-Up, and

Vernors Ginger Ale. Share some interesting historical details about these made-in-America beverages, and tell your customers they can learn more by participating in the Kentucky Bourbon Trail tours and visiting individual distilleries, the World of Coca-Cola museum in Atlanta, and other beverage-related sites.



Bourbon

Historians agree that bourbon has been distilled by aging corn whiskey since the 1700s in Kentucky. Dr. James Crow, a doctor and chemist who came to the United States from Scotland and worked at a distillery on Glens Creek in Kentucky in the 1830s, is widely acknowledged as “the father of modern bourbon.” He freely shared the results of his experiments with processing sour mash, which helped popularize the resulting spirit.

Mint Julep

This distinctly Southern cocktail originated in Kentucky during the 1700s. In 1938, it was selected to be the signature drink of the Kentucky Derby.

Serve in a chilled mint julep cup.

- 4-5 whole mint leaves
- ¼-½ ounce sugar syrup
- 2-2½ ounces bourbon
- Whole mint leaf

Place the mint leaves in the prepared serving cup; add the sugar syrup, and mash (muddle) until mixed. Fill the cup with fresh crushed ice, and add the bourbon. Garnish with the mint leaf.

American Whiskey

The American whiskey category includes a number of distilled beverages made from fermented cereal grain mash—corn whiskey, rye whiskey, malt whiskey, wheat whiskey, and Tennessee whiskey (which is required to be made in Tennessee). American whiskey has been produced in the United States since colonial days. Consumers enjoy it neat, on the rocks, or swirled with “branch” (tap) water, as well as in a wide variety of cocktails.

Jack Daniel’s Tennessee Whiskey Old-Fashioned

Serve in a chilled old-fashioned glass.

- 2-2½ ounces Jack Daniel’s Tennessee Whiskey
- ½-1 ounce simple syrup
- 1-2 dashes Jack Daniel’s Tennessee Cocktail Bitters
- Orange twist
- Maraschino cherry

Place fresh ice in the prepared serving glass. Combine the Jack Daniel’s Tennessee Whiskey, simple syrup, and bitters in a shaker half-filled with fresh ice. Shake vigorously, and strain the mixed drink into the prepared serving glass. Garnish with orange twist and cherry.

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Delicious Award Winning Crafted Cocktails



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Sazerac

This timeless cocktail was created at the Sazerac Coffee House in New Orleans in the mid-1800s.

Serve in a chilled old-fashioned glass.

1-1½ teaspoons absinthe or anise-flavored liqueur
 1-1½ teaspoons superfine sugar
 3-4 dashes bitters
 Splash of water
 2-3 ounces whiskey
 Lemon twist

Pour the absinthe into the prepared serving glass, and swirl to coat the glass; discard any extra liquid. Combine the sugar, bitters, and water in a mixing glass; mix until the sugar dissolves. Add the whiskey and fresh ice; mix well. Strain the mixed drink into the serving glass, and garnish with the lemon twist.

Moonshine

Moonshine has its roots in the mountains of Georgia, North Carolina, Tennessee, West Virginia, and Kentucky during the 1800s. Once illegally distilled in the backwoods and sold out of car trunks and pickup trucks, moonshine now enjoys a legitimate, respected place on the shelves of restaurants and retail stores.

Moonshine Sour

Serve in a chilled sours glass.

2-2½ ounces moonshine
 1-1½ ounces lemon juice
 1 tablespoon sugar syrup
 Orange twist
 Maraschino cherry

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

Moonshine Manhattan

Serve in a chilled cocktail glass.

2-2½ ounces moonshine
 ¾-1 ounce sweet vermouth
 3-4 dashes bitters or flavored bitters
 Lemon or orange twist
 Maraschino cherry

Combine the moonshine, 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 lemon or orange twist and cherry.

Coca-Cola

In 1886, Dr. John S. Pemberton, a pharmacist in Atlanta, formulated a new syrup and took it to Jacobs' Pharmacy, where it was

mixed with carbonated water to make a "delicious and refreshing" soda fountain drink. Frank M. Robinson, Dr. Pemberton's partner, suggested the name "Coca-Cola" and wrote it in the unique script that is still used for this iconic beverage. *Note: Coca-Cola mixes well with many alcoholic beverages and can be used to create a wide variety of refreshing cocktails.*

Rum and Coke

Serve in a chilled Collins glass.

2-3 ounces rum, spiced rum, or flavored rum
 3-4 ounces chilled Coca-Cola or flavored Coca-Cola

Place fresh ice in the prepared serving glass. Add the rum and Coca-Cola; do not stir—the bubbles will naturally "mix" the ingredients.

7-Up

In the late 1920s, Charles Leiper Grigg, an entrepreneur in St. Louis, Missouri, formulated a new soft drink. He called his beverage "Bib-Label Lithiated Lemon-Lime Soda." The name was later shortened to "7Up Lithiated Lemon Soda," and in 1936 it became known simply as "7-Up." *Note: 7-Up and flavored 7-Up mixes well with many alcoholic beverages and can be used to create a wide variety of refreshing cocktails.*

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7 and 7

Serve in a chilled collins glass.

2-3 ounces Seagram's 7 Crown whiskey
3-6 ounces chilled 7-Up

Place fresh ice in the prepared serving glass. Add the whiskey and 7-Up; do not stir—the bubbles will naturally “mix” the ingredients.

Vernors Ginger Ale

In the 1860s, James Vernor, a pharmacist in Detroit, Michigan, created a medicinal tonic mixture of vanilla, spices, and ginger. He opened his own pharmacy in 1866 and began selling the mixture as a soda fountain drink. Today this popular zesty, sweet, ginger-flavored beverage is enjoyed as both a refreshing drink and a versatile mixer. *Note: Vernors Ginger Ale mixes well with many alcoholic beverages and can be used to create a wide variety of refreshing cocktails.*

Vodka and Vernors

Serve in a chilled cocktail glass.

2-3 ounces vodka
2-3 ounces chilled Vernors Ginger Ale

Place fresh ice in the prepared serving glass. Add the vodka and the Vernors Ginger Ale; do not stir—the bubbles will naturally “mix” the ingredients.



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A070190	MERSEY MOORING WHISKEY 80PR 750ML	6	44.99	269.94
A070190	MERSEY MOORING WHISKEY 80PR 750ML	6	44.99	269.94
D070225	99 APPLES SCHNAPPS 99PR 50ML	120	1.09	130.80
D070226	99 BUTTERSCOTCH SCHNAPPS 99 PR 50ML	120	1.09	130.80
D070227	99 MANGO SCHNAPPS 99PR 50ML	120	1.09	130.80
A070197	BE TINI LEMON DROP COCKTAIL 26PR 750ML	12	19.99	239.88
A070198	BE TINI PINK CRANBERRY COCKTAIL 26PR 750ML	12	19.99	239.88
A070192	BLUE RUN HIGH RYE BOURBON WHISKEY 111PR 750ML	6	99.99	599.94
F070231	BURNETT'S CHERRY FLAVORED VODKA 60PR 1.75ML	6	16.99	101.94
A070219	CIROC LIMONATA VODKA 60PR 750ML	12	32.99	395.88
J070220	CROWN ROYAL LEMONADE VARIETY PACK 28PR 355ML	3	18.99	56.97
A070221	DELEON ANEJO TEQUILA 80PR 750ML	12	49.99	599.88
A070206	DIRTY MONKEY BANANA PEANUT BUTTER WHISKEY 70PR 750ML	12	28.99	347.88
A070222	DON JULIO ALMA MIEL TEQUILA 80PR 750ML	6	99.99	599.94
A070199	DOUGH BALL BIRTHDAY CAKE WHISKEY 70PR 750ML	6	29.99	179.94
A070215	ESPOLON CRISTALINO TEQUILA 80PR 750ML	6	59.99	359.94
A070212	HENDRICK'S GRAND CABARET GIN 86.8PR 750ML	6	44.99	269.94
J070200	HIGH NOON FIESTA TEQUILA VARIETY PACK 9PR 355ML	3	21.99	65.97
A070214	HORNITOS CRISTALINO TEQUILA 80PR 750ML	12	34.99	419.88
J070216	JOHN DALY ICED TEA COCKTAIL VARIETY PACK 9PR 355ML	3	20.99	62.97
A070210	KAMORA DULCE DE LECHE LIQUEUR 68PR 750ML	12	14.99	179.88
A070201	LALO BLANCO TEQUILA 80PR 750ML	6	44.99	269.94
A070195	LEGENDS 87 BOURBON 87PR 750ML	6	39.99	239.94
A070196	LEGENDS VODKA 750ML	6	19.99	119.94
A070217	LUNAZUL CRISTALINO PRIMERO TEQUILA 80PR 750ML	6	34.99	209.94
A070191	MERSEY CAPTAINS CUT RYE WHISKEY 114PR 750ML	6	74.99	449.94
J070202	NUTRL LEMONADE COCKTAIL VARIETY PACK 18PR 355ML	3	17.99	53.97
J010467	NUTRL PINEAPPLE 4PK 355ML	6	9.99	59.94
D010533	OLE SMOKY SOUR RAZZIN' BERRY MOONSHINE 40PR 50ML	48	2.99	143.52
A070218	PATRON EL ALTO REPOSADO TEQUILA 80PR 750ML	6	149.99	899.94
A070203	REBEL 100 STRAIGHT BOURBON WHISKEY 6YR 100PR 750ML	6	59.99	359.94
J070223	SMIRNOFF SMASH VODKA SODA VARIETY PACK 18PR 355ML	3	16.99	50.97
J070204	SUNNY D TANGY ORANGE VODKA SELTZER 9 PR 355 ML	6	10.99	65.94
J070205	SUNNY D CLASSIC VARIETY VODKA SELTZER 9 PR 355 ML	3	19.99	59.97
J070193	SURFSIDE TEA & LEMONADE STARTER PACK 9PR 355ML	3	19.99	59.97
A070229	TRES AGAVES BLANCO ORGANIC TEQUILA 80PR 750ML	6	34.99	209.94
C070207	WHIPSHOTS CARAMEL LIQUEUR 20PR 200ML	12	15.99	191.88
D070207	WHIPSHOTS CARAMEL LIQUEUR 20PR 50ML	24	6.99	167.76
C070208	WHIPSHOTS MOCHA LIQUEUR 20PR 200ML	12	15.99	191.88
D070208	WHIPSHOTS MOCHA LIQUEUR 20PR 50ML	24	6.99	167.76
C070209	WHIPSHOTS VANILLA LIQUEUR 20PR 200ML	12	15.99	191.88
D070209	WHIPSHOTS VANILLA LIQUEUR 20PR 50ML	24	6.99	167.76
J070234	WHITE CLAW TEQUILA SMASH VARIETY PACK 9PR 355ML	3	19.99	59.97
J070194	WHITE CLAW VODKA & SODA VARIETY PACK 9PR 355ML	3	19.99	59.97
A070224	WOODINVILLE STRAIGHT BOURBON 90PR 750ML	12	39.99	479.88

Luxury Products

Item Number	Product Name	Pack size	Bottle price	Case price
A005222	1800 COLECCION EXTRA ANEJO TEQUILA 80 PR. 750 ML	1	1,999.99	1,999.99
A005696	APPLETON ESTATE RUM 50 YR.- JAMAICA 90 PR. 50 YR. 750 ML	1	5,999.99	5,999.99
A010528	ARBEG ARDCORE COMMITTEE RELEASE 100.2PR 750ML	6	149.99	899.94
A010590	ARBEG HEAVY VAPOURS COMMITTEE RELEASE 100.4PR 750ML	6	157.99	947.94
A010591	ARBEG HEAVY VAPOURS GB 92PR 750ML	6	131.99	791.94
A010530	ARBEG RDCORE 92PR 750ML	6	124.99	749.94
A010234	ARBEG SGL MALT SCOTCH 92 PR. 25 YR. 750 ML	1	1,099.99	1,099.99
A005566	BALVENIE SINGLE MALT 97 PR. 40 YR. 750 ML	1	3,846.99	3,846.99
A005356	BALVENIE SINGLE MALT SCOTCH 94 PR. 30 YR. 750 ML	3	3,099.99	9,299.97
A010703	BENRIACH THE SIXTEEN THREE CASK MAT 16 YR 86 PR 750 ML	6	114.99	689.94
A009081	BOWMORE PORT FINISH SINGLE MALT SCOTCH 101 PR. 23 YR. 750 ML	6	629.99	3,779.94
A010663	BUSHMILLS 25YR SINGLE MALT WHISKEY 92PR 750ML	3	899.99	2,699.97
A010662	BUSHMILLS 30YR SINGLE MALT WHISKEY 92PR 750ML	3	2,199.99	6,599.97
A004825	CAOL LLA SINGLE MALT SCOTCH 110 PR. 30 YR. 750 ML	6	869.99	5,219.94
A010230	CARDHU SINGLE MALT SCOTCH 80 PR. 12 YR. 750 ML	6	74.99	449.94
A009006	CLYNELISH SELECT RESERVE SINGLE MALT SCOTCH 112 PR. 750 ML	1	1,229.99	1,229.99
A005933	COURVOISIER L'ESSENCE DU HORSE COGNAC 84 PR. 750 ML	1	2,999.99	2,999.99
A005606	GLENFIDDICH SINGLE MALT SCOTCH 92 PR. 50 YR. 750 ML	1	32,499.98	32,499.98
A010388	GLENGLASSAUGH HIGHLAND SGL MALT SCOTCH 84 PR. 30 YR. 750 ML	6	574.99	3,449.94
L010697	GLENGLASSAUGH SANDEND HIGHLAND SINGLE MALT SCOTCH 101PR 700M	6	69.99	419.94
A010233	GLENMORANGIE GRAND VINTAGE 1997 LE SGL MALT SCOTCH 86 PR. 75	1	839.99	839.99
A009364	GLENMORANGIE GRAND VTG 1989 LTD ED. SGL MALT 86 PR. 750 ML	1	664.99	664.99
E005053	GLENMORANGIE PRIDE SINGLE MALT 113 PR. 35 YR. LITER	1	6,099.99	6,099.99
A005202	GLENMORANGIE SIGNET SINGLE MALT SCOTCH 92 PR. 750 ML	4	265.99	1,063.96
A010529	GLENMORANGIE TALE OF FOREST 92PR 750ML	6	99.99	599.94
A009874	GLENMORANGIE THE CADBOLL ESTATE SGL MALT 86 PR. 15 YR. 75	6	84.99	509.94
A010483	HIGHLAND PARK 21YR 92PR 750ML	1	474.99	474.99
A004230	JAMESON IRISH WHISKEY 80 PR. 18 YR. 750 ML	3	179.99	539.97
A009157	JOHN WALKER & SON KING GEORGE V LUNAR NEW YR. 86 PR. 750 ML	4	599.99	2,399.96
A005680	JOHNNIE WALKER 1805 SCOTCH 80 PR. 750 ML	1	31,153.85	31,153.85
A009095	JOHNNIE WALKER BLUE "THE JOHN WALKER" 80 PR. 750 ML	1	3,323.06	3,323.06
A009794	JOHNNIE WALKER BLUE YR OF THE TIGER SCOTCH WHISKEY 92 PR. 75	4	249.99	999.96
A005683	JOHNNIE WALKER ODYSSEY SCOTCH 80 PR. 750 ML	1	1,038.45	1,038.45
A004621	LADYBURN SINGLE MALT SCOTCH 80 PR. 4 YR. 750 ML	1	1,999.98	1,999.98
A009052	LAGAVULIN SINGLE MALT SCOTCH 103 PR. 25 YR. 750 ML	6	1,464.99	8,789.94
A009010	MORTLACH SCOTCH 86 PR. 25 YR. 750 ML	1	1,231.99	1,231.99
A010231	MORTLACH SINGLE MALT SCOTCH 86 PR. 12 YR. 750 ML	6	79.99	479.94
A004843	PORT ELLEN SINGLE MALT SCOTCH 110 PR. 35 YR. 750 ML	6	5,858.99	35,153.94
F004100	REMY MARTIN LOUIS XIII 80 PR. 1.75 L	1	10,999.99	10,999.99
A004100	REMY MARTIN LOUIS XIII 80 PR. 750 ML	1	4,599.99	4,599.99
L010715	REMY MARTIN LOUIS XIII 80 PR. 700 ML	1	4,599.99	4,599.99
A004834	SINGLETON SINGLE MALT SCOTCH 119 PR. 38 YR. 750 ML	6	1,479.80	8,878.80
A004814	TALISKER SINGLE MALT SCOTCH 114 PR. 30 YR. 750 ML	6	1,089.99	6,539.94
A004800	TALISKER SINGLE MALT SCOTCH 115 PR. 25 YR. 750 ML	6	849.99	5,099.94
A005955	THE DALMORE SINGLE MALT SCOTCH 84 PR. 25 YR. 750 ML	1	2,499.99	2,499.99
A010332	THE MACALLAN DOUBLE CASK 86 PR. 30 YR. 750 ML	1	4,999.99	4,999.99
A004470	THE MACALLAN M DECANTER 89 PR. 750 ML	1	7,249.99	7,249.99
A010281	THE MACALLAN SHERATAN SGL MALT SCOTCH 88 PR. 750 ML	6	199.99	1,199.94
A004656	THE MACALLAN SHERRY OAK SGL MALT SCOTCH 86 PR. 25 YR. 750 ML	1	2,749.99	2,749.99
A004296	THE MACALLAN SHERRY OAK SINGLE MALT 86 PR. 30 YR. 750 ML	1	5,719.99	5,719.99

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ON THE ROCKS™

P R E M I U M C O C K T A I L S

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Sweepstakes begins at 12:00:01 a.m. ET on 04/01/24 and ends at 11:59:59 p.m. ET on 09/30/24. AGE 21 AND OLDER ONLY. Program subject to all federal, state, and local laws. Open only to legal residents of the 50 U.S. & D.C. who are 21 years of age or older at the time of Sweepstakes entry. Visit www.ontherockssweeps.com for Official Rules including all methods of entry and full description of prize(s). Limit one (1) entry per person/email address. Sponsor: Jim Beam Brands Co., Chicago, IL, 60654.

DRINK SMART® ON THE ROCKS™ BLUE HAWAIIAN CRAFTED WITH CRUZAN® RUM, AND ON THE ROCKS™ MARGARITA CRAFTED WITH HORNITOS® TEQUILA, AND ON THE ROCKS™ STRAWBERRY DAIQUIRI CRAFTED WITH CRUZAN® RUM, 20% ALC./VOL., ©2024 OTR PREMIUM COCKTAILS, INC., DALLAS, TX



NEW

DEEP EDDY VODKA HARD SELTZERS VODKA + SODA & VODKA + TEA

\$16.99

FOR 6-CAN VARIETY PACK

REAL *Vodka*. REAL *Juice*. REAL *Good*.

PLEASE DAY DRINK RESPONSIBLY®

© 2024 Deep Eddy® Vodka. Distilled from corn by Deep Eddy Distilling Co. Austin, TX 4.5% Alc./Vol.



MAKE IT A

MARG MODE

SUMMER

HORNITOS[®]
100% AGAVE TEQUILA

DRINK RESPONSIBLY. Hornitos[®] Tequila, 40% alc./vol. ©2024 Sauza Tequila Import Company, Chicago, IL.

NOW OLDER AND SMOOTHER



DRINK SMART®

JIM BEAM BLACK® KENTUCKY STRAIGHT BOURBON WHISKEY, 43%–45% ALC./VOL.
©2024 JAMES B. BEAM DISTILLING CO., CLERMONT, KY.

Item Number	Product Name	Pack size	Bottle price	Case price
A000073	GEORGIA MOON CORN WHISKEY 80 PR. 750 ML	12	14.99	179.88
A001045	GEORGIA MOON PEACH CORN WHISKEY 70 PR. 750 ML	12	14.99	179.88
A007841	KELLY'S PINEAPPLE UPSIDE DOWN CAKE MOONSHINE 50 PR. 750 ML	6	24.99	149.94
A001916	LAGRANGE MOUNTAIN SPIRITS MOONSHINE 94 PR. 750 ML	12	19.99	239.88
A001215	MIDNIGHT MOON 100 PR. 750 ML	6	22.99	137.94
A000258	MIDNIGHT MOON 80 PR. 750 ML	6	22.99	137.94
B000521	MIDNIGHT MOON APPLE PIE 70 PR. 375 ML	6	12.99	77.94
A000521	MIDNIGHT MOON APPLE PIE 70 PR. 750 ML	6	22.99	137.94
A000958	MIDNIGHT MOON BLACKBERRY MOONSHINE 100 PR. 750 ML	6	22.99	137.94
A000618	MIDNIGHT MOON BLUEBERRY 100 PR. 750 ML	6	22.99	137.94
A000520	MIDNIGHT MOON STRAWBERRY 100 PR. 750 ML	6	22.99	137.94
D007388	MIDNIGHT MOON WATERMELON MOONSHINE 70 PR. 50 ML	48	2.99	143.52
A007218	MURDER CREEK ALABAMA APPLE PIE 80 PR 750 ML	6	20.99	125.94
A009834	MURDER CREEK BANANA PUDDING MOONSHINE 40 PR. 750 ML	6	20.99	239.88
A070159	MURDER CREEK COCONUT CREAM MOONSHINE 40PR 750ML	6	20.99	125.94
A010171	MURDER CREEK ORANGE DREAMCICLE MOONSHINE 40 PR. 750 ML	6	20.99	239.88
A007220	MURDER CREEK PEACH COBBLER 40 PR. 750 ML	6	20.99	125.94
D007248	OLE SMOKEY BUTTER PECAN MOONSHINE 35 PR. 50 ML	48	2.99	143.52
D070016	OLE SMOKEY WHITE CHOCOLATE STRAWBERRY CREAM	48	2.99	143.52
D001646	OLE SMOKY APPLE PIE MOONSHINE 70 PR. 50 ML	48	2.99	143.52
A001646	OLE SMOKY APPLE PIE MOONSHINE 70 PR. 750 ML	6	25.99	155.94
A007782	OLE SMOKY BANANA PUDDING CR. MOONSHINE 35 PR. 750 ML	6	25.99	155.94
D007782	OLE SMOKY BANANA PUDDING CR. MOONSHINE 35 PR. 750 ML	48	2.99	143.52
D001602	OLE SMOKY BLACKBERRY MOONSHINE 40 PR. 50 ML	48	2.99	143.52
A001055	OLE SMOKY BLUE FLAME MOONSHINE 128 PR. 750 ML	6	25.99	155.94
A007248	OLE SMOKY BUTTER PECAN MOONSHINE 35 PR. 750 ML	6	25.99	155.94
D001780	OLE SMOKY HUNCH PUNCH MOONSHINE 80 PR. 50 ML	48	2.99	143.52
A001780	OLE SMOKY HUNCH PUNCH MOONSHINE 80 PR. 750 ML	6	25.99	155.94
A007221	OLE SMOKY MOONSHINE PICKLES 40 PR. 750 ML	6	25.99	155.94
A001867	OLE SMOKY MOUTAIN JAVA CREAM MOONSHINE 35 PR. 750 ML	6	25.99	155.94
A070137	OLE SMOKY ORANGE SHINESICLE CREAM MOONSHINE 750 ML	6	25.99	155.94
A001641	OLE SMOKY PEACHES MOONSHINE 100 PR. 750 ML	6	25.99	155.94
A007783	OLE SMOKY PINEAPPLES WITH PINA COLADA MOONSHINE 40 PR. 750	6	25.99	155.94
D010533	OLE SMOKY SOUR RAZZIN' BERRY MOONSHINE 40PR 50ML	48	2.99	143.52
A007658	OLE SMOKY SOUR WATERMELON MOONSHINE 40 PR. 750 ML	6	25.99	155.94
A001602	OLE SMOKY TENNESSEE BLACKBERRY MOONSHINE 80 PR. 750 ML	6	25.99	155.94
A001601	OLE SMOKY TENNESSEE CHERRIES MOONSHINE 100 PR. 750 ML	6	25.99	155.94
A001385	OLE SMOKY TENNESSEE ORIGINAL MOONSHINE 100 PR. 750 ML	6	25.99	155.94
A070016	OLE SMOKY WHITE CHOCOLATE STRAWBERRY CREAM 35PR 750ML	6	25.99	155.94
A007158	PIKE COUNTY WHITE LIGHTNING 92 PR. 750 ML	6	21.99	131.94
D007529	SUGARLANDS APP. BUTTER PECAN SIPPIN CREAM 40 PR. 50 ML	48	2.99	143.52
A007529	SUGARLANDS APP. BUTTER PECAN SIPPIN CREAM 40 PR. 750 ML	6	23.99	143.94
D007453	SUGARLANDS BANANA PUDDING APPALACHIAN SIPPIN CR. 40 PR. 50 M	48	2.99	143.52
A007453	SUGARLANDS BANANA PUDDING APPALACHIAN SIPPIN CR. 40 PR. 750	6	23.99	143.94
A007677	SUGARLANDS DK CHOCOLATE COFFEE SIPPIN CREAM 40 PR. 750	6	23.99	143.94
A070148	SUGARLANDS FOLDS OF HONOR SOUR BLUE RASPBERRY 750 ML	6	23.99	143.94
A007393	SUGARLANDS PINA COLADA MOONSHINE 70 PR. 750 ML	6	23.99	143.94
A007178	SUGARLANDS SHINE APPLE PIE MOONSHINE 50 PR. 750 ML	6	23.99	143.94
A001438	SUGARLANDS SHINE BUTTERSCOTCH GOLD MOONSHINE 40 PR. 750 ML	6	23.99	143.94
A001440	TIM SMITH'S ORIGINAL CLIMAX MOONSHINE 90 PR. 750 ML	6	29.99	179.94

CANADIAN WHISKEY

F000007	BARTON CANADIAN WHISKEY 80 PR. 3 YR. 1.75 L	6	17.99	107.94
F007423	BLACK VELVET CAMO LABEL PET 80 PR. 1.75L	6	21.99	131.94
F000123	BLACK VELVET CANADIAN WHISKEY 80 PR. 1.75 L	6	21.99	131.94
B000123	BLACK VELVET CANADIAN WHISKEY 80 PR. 375 ML	24	5.49	131.76
A000123	BLACK VELVET CANADIAN WHISKEY 80 PR. 750 ML	12	10.99	131.88
F007503	BLACK VELVET RESERVE CANADIAN WHISKEY 80 PR. 1.75 L	6	28.99	173.94
A001982	CANADIAN CLUB APPLE CANADIAN WHISKEY 70 PR. 750 ML	12	12.99	155.88
F000117	CANADIAN CLUB RESERVE 80 PR. 10 YR. 1.75 L	6	35.99	215.94
B000118	CANADIAN CLUB WHISKEY 80 PR. 6 YR. 375 ML	24	6.49	155.76
F000118	CANADIAN CLUB WHISKEY 80 PR. 6 YR. 1.75 L	6	22.99	137.94
A000118	CANADIAN CLUB WHISKEY 80 PR. 6 YR. 750 ML	12	11.99	143.88
E000118	CANADIAN CLUB WHISKEY 80 PR. 6 YR. LITER	12	14.99	179.88
F000120	CANADIAN HUNTER 80 PR. 1.75 L	6	20.99	125.94
B000120	CANADIAN HUNTER 80 PR. 375 ML	24	4.99	119.76
A000120	CANADIAN HUNTER 80 PR. 750 ML	12	8.99	107.88
F000576	CANADIAN LEAF CANADIAN WHISKEY 80 PR. 3 YR. 1.75 L	6	18.99	113.94
F000222	CANADIAN LTD WHISKY 80 PR. 3 YR. 1.75 L	6	18.99	113.94
B000495	CANADIAN MIST CANADIAN WHISKEY 80 PR. 3 YR. 375 ML	24	5.99	143.76
D000495	CANADIAN MIST CANADIAN WHISKEY 80 PR. 3 YR. 50 ML	120	1.09	130.80
A000495	CANADIAN MIST CANADIAN WHISKEY 80 PR. 3YR. 750 ML	12	10.99	131.88

Item Number	Product Name	Pack size	Bottle price	Case price
E000495	CANADIAN MIST CANADIAN WHISKY 80 PR. LITER	12	15.99	191.88
C000495	CANADIAN MIST CANADIAN WHISKY PET 80 PR. 3 YR. 200 ML	48	3.99	191.52
A000431	CANADIAN MIST CANADIAN WHISKY PET 80 PR. 3 YR. 750 ML	12	10.99	131.88
F000495	CANADIAN MIST CANADIAN WHISKY PET 80 PR. 3YR. 1.75 L	6	22.99	137.94
F000114	CROWN ROYAL 80 PR. 1.75 L	6	61.99	371.94
C000114	CROWN ROYAL 80 PR. 200 ML	44	8.99	395.56
B000114	CROWN ROYAL 80 PR. 375 ML	24	15.99	383.76
D000114	CROWN ROYAL 80 PR. 50 ML	60	1.99	119.40
A000114	CROWN ROYAL 80 PR. 750 ML	12	29.99	359.88
E000114	CROWN ROYAL 80 PR. LITER	12	38.99	467.88
F000214	CROWN ROYAL BLACK CANADIAN 90 PR. 1.75 L	6	64.99	389.94
C000214	CROWN ROYAL BLACK CANADIAN 90 PR. 200 ML	44	9.99	439.56
B000214	CROWN ROYAL BLACK CANADIAN 90 PR. 375 ML	24	16.99	407.76
D000214	CROWN ROYAL BLACK CANADIAN 90 PR. 50 ML	60	2.99	179.40
A000214	CROWN ROYAL BLACK CANADIAN 90 PR. 750 ML	12	34.99	419.88
E000214	CROWN ROYAL BLACK CANADIAN 90 PR. LITER	12	41.99	503.88
A000121	CROWN ROYAL EXTRA RARE CANADIAN 80 PR. 18 YR. 750 ML	6	149.99	899.94
A070026	CROWN ROYAL NOBLE COLLECTION BARLEY EDITION 90PR 750ML	6	79.99	479.94
F007115	CROWN ROYAL PEACH CANADIAN WHISKEY 70PR 1.75ML	6	61.99	371.94
B007115	CROWN ROYAL PEACH CANADIAN WHISKEY 70PR 375ML	24	15.99	383.76
A007115	CROWN ROYAL PEACH CANADIAN WHISKEY 70PR 750ML	12	29.99	359.88
B000116	CROWN ROYAL PET 80 PR. 375 ML	24	15.99	383.76
F001408	CROWN ROYAL REGAL APPLE CANADIAN WHISKY 70 PR. 1.75 L	6	61.99	371.94
C001408	CROWN ROYAL REGAL APPLE CANADIAN WHISKY 70 PR. 200 ML	44	8.99	395.56
B001408	CROWN ROYAL REGAL APPLE CANADIAN WHISKY 70 PR. 375 ML	24	15.99	383.76
D001408	CROWN ROYAL REGAL APPLE CANADIAN WHISKY 70 PR. 50 ML	60	1.99	119.40
A001408	CROWN ROYAL REGAL APPLE CANADIAN WHISKY 70 PR. 750 ML	12	29.99	359.88
F000141	CROWN ROYAL RESERVE 80 PR. 1.75 L	6	89.99	539.94
B000141	CROWN ROYAL RESERVE 80 PR. 375 ML	12	26.99	323.88
A000141	CROWN ROYAL RESERVE 80 PR. 750 ML	12	49.99	599.88
F001701	CROWN ROYAL VANILLA CANADIAN WHISKY 70 PR. 1.75 L	6	61.99	371.94
B001701	CROWN ROYAL VANILLA CANADIAN WHISKY 70 PR. 375 ML	24	15.99	383.76
D001701	CROWN ROYAL VANILLA CANADIAN WHISKY 70 PR. 50 ML	60	1.99	119.40
A001701	CROWN ROYAL VANILLA CANADIAN WHISKY 70 PR. 750 ML	12	29.99	359.88
A001181	CROWN ROYAL XO CANADIAN WHISKY 80 PR. 750 ML	12	41.99	503.88
A007671	LEGACY CANADIAN WHISKY 80 PR. 750 ML	6	20.99	125.94

Ole Smoky

SOUR RAZZIN' BERRY

50ml code D010553 | 750ml code A010553



Pucker up for a blast of razzed up berry flavor with a sour twist. We took our moonshine and blended it with a flavor combination of tasty blue raspberry and topped it off with a sour kiss. It's oh so good!




©2024 Ole Smoky Distillery, LLC, Gatlinburg, TN

Item Number	Product Name	Pack size	Bottle price	Case price
A009056	HIGHLAND PARK SINGLE MALT SCOTCH 91 PR. 25 YR. 750 ML	1	1099.99	1,099.99
A009898	KNAPPOGUE CASTLE BAROLO WINE FINISHED SGL MALT 92 PR. 12 YR	6	59.99	359.94
A009899	KNAPPOGUE CASTLE OLD TWIN WOOD SGL MALT SCOTCH 86 PR. 16 YR.	6	79.99	479.94
A004621	LADYBURN SINGLE MALT SCOTCH 80 PR. 4 YR. 750 ML	1	1999.98	1,999.98
A009052	LAGAVULIN SINGLE MALT SCOTCH 103 PR. 25 YR. 750 ML	6	1464.99	8,789.94
A010231	MORTLACH SINGLE MALT SCOTCH 86 PR. 12 YR. 750 ML	6	79.99	479.94
A009327	OBAN SINGLE MALT SCOTCH 86 PR. 18 YR. 750 ML	6	144.99	869.94
A004843	PORT ELLEN SINGLE MALT SCOTCH 110 PR. 35 YR. 750 ML	6	5858.99	35,153.94
A004783	TALISKER SINGLE MALT SCOTCH 91 PR. 18 YR. 750 ML	6	199.99	1,199.94
A005976	TALISKER STORM SINGLE MALT SCOTCH 91 PR. 750 ML	6	54.99	329.94
A005363	THE DALMORE CIGAR MALT RESERVE 88 PR. 750 ML	6	199.99	1,199.94
A005435	THE DALMORE KING ALEXANDER III SINGLE MALT 80 PR. 750 ML	6	349.99	2,099.94
A005955	THE DALMORE SINGLE MALT SCOTCH 84 PR. 25 YR. 750 ML	1	2499.99	2,499.99
A005954	THE DALMORE SINGLE MALT SCOTCH 86 PR. 18 YR. 750 ML	6	399.99	2,399.94
A005922	THE GLENLIVET CELLAR COLLECTION 1964 SM SCOTCH 90 PR. 750ML	1	3499.98	3,499.98

MISCELLANEOUS

A009519 GEORGE GIBSON STAR ANISE SPIRIT 90 PR. 750 ML 12 33.50
 402.00To order other wholesale/special order items not listed here, please visit alabboard.gov and go to the Product Management section and look for special order codes

Closeout Items

While supplies last

Item Number	Product Name	Pack size	Original price	Discounted price
A005777	2 GINGERS IRISH WHISKEY 80 PR. 750 ML	12	16.99	10.19
A005987	27 SPRINGS VODKA 80 PR. 750 ML	6	31.14	18.68
A007571	360 BBQ VODKA 70 PR. 750 ML	12	15.99	9.59
E009064	360 GEORGIA PEACH VODKA 70 PR. LITER	12	16.99	10.19
A001969	360 MANGO VODKA 70 PR. 750 ML	12	14.99	8.99
E009063	360 SORRENTO LEMON VODKA 70 PR. LITER	12	16.99	10.19
A005931	44 NOTH HUCKLEBERRY VODKA 70 PR. 750 ML	12	28.99	17.39
A007786	8-BALL CHOCOLATE WHISKEY 66 PR. 750 ML	6	29.99	23.99
A004066	99 APPLES SCHNAPPS 99 PR. 750 ML	12	14.99	8.99
A004397	99 BLACKBERRIES 99 PR. 750 ML	12	14.99	8.99
A005221	99 GRAPES SCHNAPPS 99 PR. 750 ML	12	14.99	8.99
D009380	99 MANGO SCHNAPPS 99 PR. 50 ML	120	0.99	0.59
A004111	99 ORANGES SCHNAPPS 99 PR. 750 ML	12	14.99	8.99
A007433	ABERLOUR A'BUNADH SINGLE MALT SCOTCH 119 PR. 750 ML	6	104.99	62.99
A007133	ABSOLUT JUICE APPLE VODKA- SWEDEN 70 PR.	6	17.99	10.79
A007134	ABSOLUT JUICE STRAWBERRY VODKA- SWEDEN 70 PR. 750 ML	6	17.99	10.79
B008008	ABSOLUT MANDRIN VODKA- SWEDEN 80 PR.	24	9.99	5.99
J007412	ABSOLUT VODKA SODA LIME & CUCUMBER 4 PK RTD 20 PR. 355 ML	6	9.99	5.99
J007415	ABSOLUT VODKA SODA RASPBERRY & LEMONGRASS 4 PK RTD 20 PR. 35	6	9.99	5.99
D004034	ADMIRAL NELSON SPICED RUM 70 PR. 50 ML	120	0.99	0.59
F007199	ADMIRAL NELSON WATERMELON RUM 70 PR 1.75 ML	6	19.99	11.99
A009533	AGAVE DE CORTES JOVEN MEZCAL 86 PR. 750 ML	6	59.99	35.99
A004578	ALIZE BLEU PASSION- FRANCE 40 PR. 750 ML	6	19.99	11.99
A007568	ALIZE PEACH- FRANCE 32 PR. 750 ML	6	16.99	10.19
E004560	AMARULA CREAM LIQ.- S. AFRICA 34 PR. LITER	12	36.99	22.19
A007306	AMERICAN BORN BOURBON 83 PR. 750 ML	12	21.99	13.19
A010366	AMERICAN HIGHWAY BOURBON 96 PR. 750 ML	6	104.99	83.99
A007775	ANSAC BLACK KNIGHT COGNAC 80 PR. 750 ML	6	39.99	31.99
A010236	ARBEG ARRBEG SGL MALT SCOTCH 103 PR. 750 ML	6	186.99	149.59
A009875	ARBEG BLAAACK SINGLE MALT SCOTCH 92 PR. 750 ML	6	119.99	71.99
A004536	ARROW CREME DE CASSIS 34 PR. 750 ML	12	10.99	6.59
A004188	ARROW OUZO 90 PR. 750 ML	12	14.99	8.99
A005463	AUCHENTOSHAN SINGLE MALT 80 PR. 12 YR. 750 ML	6	62.99	37.79
D007050	AVIATION GIN 84 PR. 50 ML	120	1.49	0.89
A008240	AZUNIA BLACK ANEJO TEQUILA 80 PR. 2 YR. 750 ML	6	125.99	75.59
A008231	AZUNIA BLANCO TEQUILA 80 PR. 750 ML	6	48.99	29.39
A008239	AZUNIA REPOSADO TEQUILA 80 PR. 750 ML	6	54.99	32.99
A009553	BAARDSETH VSOP 80 PR. 750 ML-DELETED	6	68.99	55.19
J007406	BACARDI LIME & SODA 4 PK RTD 11 PR. 355 ML	6	12.99	7.79
A007138	BACARDI LIME 70 PR. 750 ML	12	14.99	11.99
J007408	BACARDI LIMON & LEMONADE 4 PK RTD 11 PR. 355 ML	6	12.99	7.79
A008188	BACARDI MANGO RUM 70 PR. 750 ML	12	14.99	11.99
A008632	BACARDI PEACH RED RUM 70 PR. 750 ML	12	13.99	8.39
A008246	BACARDI RASPBERRY RUM 70 PR. 750 ML	12	14.99	11.99
J007407	BACARDI RUM PUNCH 4 PK RTD 11 PR. 355 ML	6	12.99	7.79
A007632	BACARDI TROPICAL RUM 70 PR. 750 ML	6	14.99	11.99
A001766	BAILEY'S ALMANDE LIQUEUR 26 PR. 750 ML	12	29.99	17.99
A007480	BAILEY'S APPLE PIE LIQUEUR- IRELAND 34 PR. 750 ML	12	29.99	17.99
D004646	BAILEY'S ORIGINAL IRISH CREAM LIQUEUR 34 PR. 50 ML	80	3.49	2.09
A007736	BALCONES LINEAGE SINGLE MALT WHISKEY 84 PR. 750 ML	6	39.99	31.99
A007501	BALCONES POT STILL TEXAS BOURBON 92 PR. 750 ML	6	29.99	23.99
A007872	BALLYHOO IRISH WHISKEY 86PR 750ML	12	29.99	23.99
A010249	BARDSTOWN BOURBON CO. COLLABORATIVE SERIES BOURBON 100 PR. 7	6	134.99	107.99
A010520	BARRELL BCS BOURBON 15YR 104.9PR 750ML	3	159.99	127.99
A010521	BARRELL BCS GOLD LABEL BOURBON 120PR 750ML	3	299.99	239.99
A010522	BARRELL BCS GOLD LABEL DOVETAIL 750ML	3	299.99	239.99
A010519	BARRELL BCS GOLD LABEL SEAGRASS 128.12PR 750ML	3	299.99	239.99
A010405	BARRICA PX SGL BARREL BOURBON 93 PR. 750 ML	6	63.99	51.19
E009017	BARTON PREMIUM BLENDED WHISKEY 80 PR. 3 YR. LITER	12	9.49	5.69
C009023	BARTON VODKA 80 PR. 200 ML	48	1.99	1.19
A009269	BEACH BONFIRE CINNAMON WHISKEY 70 PR. 750 ML	6	24.87	14.92

A Toast to Tradition™

*New in
Alabama*



REACH FOR NEW HEIGHTS

An incredibly smooth,
Masterfully aged
luxury tequila

