



HAWAII BEVERAGE GUIDE

Published Monthly

hawaiibevguide.com

Telephone (808) 591-0049



MAY 2009



Value:
the time for
wine
is now

*Diverse categories and
distinct price points
key to managing
your business*

also:
GIN'S MOVEMENT
Classic or Controversial?

SHAKE-OFF
Spirit Makers Use Competitions
to Win Over Mixologists

SPEAK EASY
A Visit with Patrón's John McDonnell

THE LEGEND REBORN

A NEW BOTTLE FOR THE ORIGINAL 1745 RECIPE

The sleek, more efficient shape creates an easier pour while clear glass reveals the glowing amber liquid inside. The detailed neck and slashed shoulders capture attention, while its taller stature and more striking label make this famous liqueur stand out anywhere.

Learn more about the legend and how to use it at
PursuitOf1745.com

THE SPIRIT LIVES ON

★★★★★

“One of the top five liqueurs ever produced in the history of distilled spirits.”

— F. Paul Pacult's *Spirit Journal*



ENJOY OUR GOOD TASTE WITH YOUR GOOD JUDGEMENT. ©

©2009 DRAMBUIE IS A REGISTERED TRADEMARK OF THE DRAMBUIE LIQUEUR COMPANY LIMITED, EDINBURGH, SCOTLAND. IMPORTED BY DRAMBUIE IMPORT COMPANY, MIAMI, FL. LIQUEUR - 40% ALC. BY VOL.

CONTENTS

Volume 60 | May 2009 | Issue No.11

FEATURES

Wine Values

The timing has never been

better to stock up on value wines that deliver. By W.R. Tish

17

Unpredictable Gin

Different flavor profiles means there's room for gin to run. But which way? By Jenny Adams

32

Speak Easy

A chat with Patron's John McDonnell

24

Cocktail Shake-offs

Noah Rothbaum explains how spirit-sponsored cocktail competitions provide an education forum and brand visibility.

32

Brand Profile: Hpnatiq

The blue liqueur sets its sights on the female demographic.

By Alia Akkam

38

Exploring Pisco

Peru and Chile's national cocktail may just go the way of the

Mojito. Alia Akkam investigates.

40

DEPARTMENTS

2 **Behind The Bar** By David Kratt

4 **Tapping the Trade** By Liane Fu

6 **NewsFront** BE AMERICA News Flash

8 **Industry News**

10 **Eye on Trade** By Liane Fu

A-2 **Social Responsibility**

By Daina Paulin

A-4 **ABL Conference Coverage**

By Daina Paulin

A-6 **NABCA Conference** By Daina Paulin

A-8 **At the Bar** By Robert Plotkin

A-10 **Spiritscope** By Duncan Cameron

A-12 **Brand Profile:** By Elyse Glickman
Ferrari-Carano Wines

A-96 **Beverage Network Crossword**

PRICE LIST

A-14 **Official Price List Section**

A-77 **Brand Index**

A-94 **Industry Directory**

A-96 **The Beverage Network Crossword**

HOW CAN WE HELP YOU?

Subscriptions:

To subscribe, or receive help with an existing subscription or change your address, please call us:

Phone: (808) 591-0049

Fax: (808) 591-0038

e-mail: Publisher@hawaiibevegguide.com

JUST A CLICK WAY!

hawaiibevegguide.com

- **SUBSCRIBE ONLINE!**
- Up load Trade Events Photos
- Advertising Editorial Planner
- Brand Index Listing A-Z

• **DOWNLOAD**

THE MAY BEVERAGE NETWORK

CROSSWORD PUZZLE!



Place your order today!

Order Toll Free: 1-(800) 728-2570

Publisher/Editor:

38

Accounting: **Christopher Teves**

Josie Ancog

Staff Writer: **Liane Fu**

Consultant: **Campbell Mansfield**

Published monthly by:

Service Publications, Inc.

(USPS 018-010)

1311 Kapiolani Blvd. #301

Honolulu, HI 96814

PHONE: (808) 591-0049

FAX: (808) 591-0038

TOOL OF THE TRADE FOR HAWAII'S BEVERAGE INDUSTRY

SERVING ALL ISLANDS IN THE 50TH STATE SINCE 1949!

publisher@hawaiibevguide.com

www.hawaiibevguide.com

PROUD MEMBER OF

POSTMASTER:

Please send address changes to

HAWAII BEVERAGE GUIDE,

P.O. Box 853, Honolulu, HI 96808

A-4

Hawaii Beverage Guide is an independent monthly trade publication devoted to the beer, wine and liquor industry in the entire state of Hawaii. The views expressed in this publication other than our own editorial comment do not necessarily express the opinion of the publisher. Because of

the non-fiducial nature of the matter, we cannot accept advertising on this basis only. Nothing may be reprinted or reproduced in whole or in part without written permission from the publisher. Published monthly by Service Publications, Inc., dba Hawaii Beverage Guide. Prices are \$40.00 + tax per year; \$6.00 + tax per single issue, airmail extra. Periodicals postage paid at Honolulu, Hawaii. Contents copyrighted 2009 by Service Publications, Inc.

**National Coverage,
Local Advantage**

The Beverage Network
Publications are serviced by
Beverage Media Group, Inc.

116 John Street, 23rd floor, New York, NY 10038
tel/ 212.571.3232 • fax/ 212.571.4443

www.bevnetwork.com

TAKING NOTICE OF THE NOT SO OBVIOUS

Customers know it when they see it. They notice things like timely service and a pleasant personality. It's like walking out of a movie theatre and deciding whether you liked the movie. But just as most of us don't really know what

goes on behind the scenes of making a movie; most customers don't really know what goes into providing good service.

Here are a few examples of behind the scenes behind the bar:

Good bartender / other bartender routine –

Dividing the bar into sections can cause it. Customers coming in to see one bartender in particular could also cause it. And inexperienced bartenders may tend to do it when his or her co-bartender started out servicing a customer first. Feel free to add to this list the next time you find yourself giving customers a hands-off treatment.

You don't want to be the "other" bartender.

You may not have landed the leading bartender role but you can earn best-supporting honors. Help cover the busier bartender's section when you can. Make it a point to stop by customers who so far have been waited on only by your co-bartender. Say things like, "How are you

doing tonight?" "Good to see you," or "Are you doing okay here?"

It's a pleasure to be of service –

Bartending is not just a job. Okay, it's a job, but customers should never figure out that plot twist. Conceal any it's-just-a-job attitude with good dialogue. Instead of saying nothing, you say things like, "It's my pleasure," "I'm on it!" or "You got it!"

Roll out the red carpet –

Regulars are our bread and butter during the slow times and off-season; and they show us we're doing something right. Take away our regulars and what do we have? Regulars are those people that attract

people. But still, it's easy to take regulars for granted. We get a little tired of seeing the same old faces every time we walk behind the bar, many are not the greatest tipplers, some we're not all that crazy about and a few, shall we say, are pains in the behind the scenes.

Movie-goers have no idea what effort goes into good acting. But we do! Sometimes it takes quite the effort to not fall out of character with regulars. Now just remember to begin your "Best Actor Award" speech with, "I'd like to thank all the regulars..."

Never play the typecast role –

She quickly maneuvers her way toward the bar; then looks around before climbing into a barstool. The bartender slowly dislodges from his comfortable spot behind the bar. He tosses a cocktail napkin at her like a Frisbee and stone-faced says, "What do you need?" She thinks, is this bartender having a bad night or is he always this way?

Well...which is it? You're bored? Fatigued? You just got a bad tip? An

annoying customer is making you cranky? You're in one of your moods? You're burnt

out by working with the public? Good bartenders never spoil a happy ending for customers, especially with an opening line. ■

Please send correspondence to dtkratt@chartermi.net or P.O. Box 638, Grand Haven, Michigan 49417.

