

Catering to the Millennial Generation; Understanding their Whisk(e)y Obsession, Needs and Expectations!

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Today's millennials

- Baby Boomers came into wine through California Coolers, Bartle & James and White Zinfandel. Through the years Baby Boomers held onto their favorite "big beer brands" and "big distillery brands" with little brand movement to another brand or category.
- Millennials moved into whiskies through flavored whiskies such as Fireball, Red Stag Cinnamon and Black Cherry, Crown Royal Maple, Jack Daniels Honey, etc. and the rebirth of mixology. They continue to look for their next favorite brand unlocking the generations before close to 100% loyalty to a brand. They continue to move into and around the various whisk(e)y categories.

Today's millennials

- Takeaways for you will be trends, filling drink menu, back bar and catering needs, mixology, social media influence and whiskies 101. Discussed will be the millennials generation redefining the cocktail culture and their continued search of local, regional and state distilleries, the United States and from around the world.

Trends

- The world of whiskies and spirits has shifted in loyalty and brand demands
 - Millennials want continued discovery on local, regional and state whiskies along with American and global whiskies
 - They do not expect to have a drink ready as they sit down as millennials parents and grandparents still expect this
 - They do not want to be boxed into a corner; remember “thinking outside the box”
- “Millennial guests have decimated brand loyalty! The millennial instigated the craft beer challenge of never ordering the same beer twice, one and done, has taken root in most categories eliminating brand loyalty. This caused growth in expressions offered by each producer and increasingly niche focused lines (Crown Apple, Herman Marshall new oak aged Imperial Milk Stout Single Malt!...) No-one orders The Usual anymore” – Marius Donnelly proprietor, Trinity Hall Pub and Restaurant in Dallas, Texas

Trends continued

- My personal observation the past 16 years teaching millennials whiskies at the University of North Texas as a visiting instructor:

Continue to adapt to the millennial

Their palates have evolved; especially young females

They challenge the norm

They Google the discussed subject to validate

Grasp and understand change

One size does not fit all

Engage with the millennials – yes it is a challenge

“Blind brand loyalty does not exist with millennial’s as they expect their favorite bar, restaurants and clubs to be well stocked with whiskies” “rural millennials are traditional for now and urban are craft beer and whiskey enthusiasts” – Robert Likarish, owner and distiller Ironroot Republic distillery in Denison, Texas

Millennial buzzwords and phrase trends

- Amazon
- Authentic
- Avoid corporate chains
- Buy local
- Explore
- Farm to market
- Farm to table
- Fresh
- Green
- Indie
- Natural
- Not processed
- Organic
- Sustainable

Millennial buzzwords and phrase trends

“Millennials are still very much focused on buying local, and this extends to their beverage purchases as well. They like the idea of supporting the local economy, and really buy into the story behind the brand. Giving back is important to this demographic as well, and brands that put a portion of their proceeds to important causes do well with tapping into the millennial mindset. The avalanche of the craft beer movement is beginning to take a back seat to liquors, and anything that can be created into a custom cocktail continues to be on trend”
– Sarah James, CPCE, CTA Director, Catering and Conference Services Omni La Mansion in San Antonio, Texas

Issue trends with millennials

- Entitled - trophy for participation
- Impatient and want instant gratification
- Interact through social media
- Interpersonal skills
- Paying their dues
- Self absorbed
- Selfie (this says it all)
- Texting
- Time management
- Vice President at 25 and King of the world at 30

Filling drink menu, back bar, catering and experience needs

- Local, regional and state
- American – bourbon, rye, wheat, corn, malts and blends along with craft from around the United States
- American whiskey alternatives – oat, quinoa, millet, buckwheat & triticale (new grain variety created by crossing species of wheat and rye)
- Scotch – single malt, single barrel, single grain, pure malts and blends
- Irish – single pot still, single malt, single grain and blended
- Canadian – blends and rye
- Japanese – single barrel, blended, malt and grain
- Emerging markets – Europe, India, Australia, etc.

“Pick and buy wisely with your selections because it is a chess game with millennials”
– Caterina Miltenberger, Glazer’s Corporate Mixologist

Filling drink menu, back bar, catering and experience needs

- Get close to your beverage distributor partners: ask for new brand presentations, brand availability, menus, features, promotions and staff trainings geared to millennials
- Understand the category from 30,000 ft. to the street level; this is the area you need worry most – how big or small do you build your beverage program from product density to mixology to menu mentions concerning brand and category availability
- Host millennial events such as cigar and whiskies, food & whiskies dinner and mixology nights

Millennials continue to search for local, regional and state distilleries here in Texas! - examples

- Balcones – Waco
- Garrison brothers – Hye
- Herman Marshall – Garland
- Ironroot Republic – Denison (whiskey rollout is this fall)
- Ranger creek – San Antonio
- Rebecca creek – San Antonio
- Red River – Pilot Point
- Texas Silver Star – Lewisville
- Treaty Oak – Austin
- TX whiskey – Fort Worth (bourbon should be released this fall)
- Witherspoon – Lewisville
- Yellow Rose – Houston

Incorporate flights of whiskies- examples

- **Speyside Splendor**
 - Glenfiddich 12 year
 - Cardhu 12 year
 - Cragganmore 12 year
 - anCnoc 12 year
- **Texas Two Step**
 - Garrison Brothers
 - Red River
 - TX whiskey
 - Herman Marshall
- **Island Hopping**
 - Laphroaig 10 year
 - Lagavulin 16 year
 - Talisker 10 year
 - Highland Park 12 year
- **Kentucky Bourbon Trail**
 - Maker's Mark
 - Basil Hayden's 8 year
 - Elijah Craig 12 year
 - Four Roses Single Barrel
- **Largest vs Smallest Stills**
 - Glenmorangie 10 year
 - Glenmorangie 18 year
 - Macallan 12 year
 - Macallan 18 year
- **The Rye Road**
 - Bulleit
 - Knob Creek
 - High West
 - Whistle Pig

Mixology and redefining the cocktail culture

- Millennials want to engage with bartenders who have a pulse and care about the history of the cocktail they are making
- Millennials expect a well developed craft cocktail program in establishments they frequent and spend money
- Innovate and stay up date on trends

"Millennials are embracing pre-prohibition cocktails such as: Manhattan, Old Fashioned and Sazerac" "Have a unique and different cocktail program and menu" – Evan Batt, Western Son distillery in Pilot Point, Texas

"Have a philosophy, have finesse and a level of care with spirit forward cocktails along with fruit in front cocktails" – Robert Likarish, owner and distiller Ironroot Republic distillery in Denison, Texas

Social media influence

- Instagram – Legal drinking age (LDA) – 30 year olds are using to validate their involvement and are engaged with their friends and contacts
- Snapchat – Legal drinking age (LDA) – 30 year olds are using
- Facebook – Use and keep this as your link to the outside world
- Twitter – More about blogs, fresh information, data and vital to pick up the next millennial cycle

"Millennials thirst for knowledge is key selling-buying point! In the smartphone, social media heavy, constant barrage of info, we find a key buying hook is information, details about production, style, region, difference or insight" – Marius Donnelly proprietor, Trinity Hall Pub and Restaurant in Dallas, Texas

Whisky-Whiskey 101; Scotch Whisky

Scotch Whisky, Blends and Single Malts – Country of origin is exclusively Scotland

- The Distilleries - single malts use copper pot stills and the grains are from continuous stills
- Single malts must be distilled from 100% malted barley and blends are a combination of various single malts, cereal grains and un-malted barley
- Steps to a finished product are crucial in identifying the differences
- Single malt, single barrel, single grain, pure malts and blends
- Each of the 115 or so (can vary each year) operating single malt or grain distilleries have their own unique traits due to its location and techniques; TIME / PLACE / ENVIRONMENT plays the vital role
- Scotch whisky is the most diverse spirit in the world due to the unique environment and vast eco-system in which it's formed

All Scotch is Whisky, but not all Whisky is Scotch

Whiskey-American

- Bourbon – Made anywhere in the US, with a minimum of 51% corn plus a combination of rye, barley or wheat, distilled at 160 proof or less, not introduced to the barrel at higher than 125 proof and aged in charred new white oak barrels. The barrels can only be used once, then discarded

All Bourbon is Whiskey, but not all Whiskey is Bourbon

- Sour Mash – Uses a quantity of leftover liquid from previous mash to start new mash
- Straight Bourbon – Bourbon Whiskey stored in charred new oak containers for 2 years or more. Straight Bourbon Whiskey may include mixtures of two or more Straight Bourbon Whiskies provided all of the whiskies are produced in the same state. No additives can be introduced
- Blended – Straight Whiskey or a blend of Straight Whiskey with neutral spirits. Lighter and less expensive than Straight; may include “coloring, flavoring or blending materials”

Whiskey-American

- Wheat –produced at not exceeding 80% alcohol by volume (160 proof) from a fermented mash of not less than 51 percent wheat and stored at not more than 62.5% alcohol by volume (125 proof) in charred new oak containers
- Rye – produced at not exceeding 80% alcohol by volume (160 proof) from a fermented mash of not less than 51 percent rye and stored at not more than 62.5% alcohol by volume (125 proof) in charred new oak containers
- Malt – produced at not exceeding 80% alcohol by volume (160 proof) from a fermented mash of not less than 51 percent malted barley and stored at not more than 62.5% alcohol by volume (125 proof) in charred new oak containers
- Corn –produced at not exceeding 80% alcohol by volume (160 proof) from a fermented mash of not less than 80 percent corn and if stored in oak containers stored at not more than 62.5% alcohol by volume (125 proof) in used or un-charred new oak containers and not subjected in any manner to treatment with charred wood

Whiskey-American

- Bottled-in-Bond – Originated with an Act of Congress passed in 1897. The Bottled-in-Bond Act was a government move to protect consumers from inferior and often poisonous liquor. If a whiskey was Bottled-in-Bond, the government certified its quality and assured consumers that the product met exacting standards, i.e., it is Straight Whiskey, the product of one distillation season and one distiller at one distillery. The whiskey must be 100 proof and aged in a federally bonded warehouse under U.S. government supervision for at least four years. In short, Bottled-in-Bond was a hallmark of quality
- Single Barrel Bourbon – There is no blending of barrels to achieve a desired style, no combining whiskeys to balance differing characteristics for the sake of consistency or mass production. The Master Distiller selects the “honey barrels” that meet his expectations for nose and palate, and each barrel is individually bottled “as is” to offer an exquisite taste experience

Whiskey-American

- Small Batch Bourbon – Periodically, Master Distiller's will select a limited number of barrels (typically, no more than 50-75) from specific middle floor locations in the rick-house that have matured to his high standards. These barrels will be mingled in limited quantities, and bottled as exceptional examples of the Bourbon-making craft
- Tennessee – This Straight Whiskey must be distilled in Tennessee from a fermented mash containing at least 51% corn, with new charred oak barrels used during maturation. Tennessee Whiskey is a product made by Tennessee distillers and processed in a manner similar to Bourbon. However, Tennessee Whiskey is mellowed through maple charcoal prior to maturing which gives it its distinctive flavor. Tennessee distillers make their own charcoal by slowly burning 1.8-m lengths of hard maple wood. During the burning process the wood is periodically wet down to cause it to char rather than disintegrate into ashes. The charcoal is pulverized and packed into tanks and the new whiskey is allowed to mellow through the charcoal before maturation. This adds an extra smoothness character to the whiskey. The barrels can only be used once, then discarded

Whisky-Canadian

Canadian Whisky – Country of origin is exclusively Canada. The Distilleries style, cereal grains used and steps to a finished product are crucial in identifying the differences

- Canadian law: whisky must be made from various cereal grain
- Distilled from a fermented mash of corn, rye, wheat and barley
- Corn is the preferred grain-7 times more corn is used versus other grains
- Aged minimum 3 years in oak casks (most aged 6+ years)
- Blends and rye
- Usually light bodied, pale, mellow

All Canadian Whisky is Whisky, but not all Whisky is Canadian Whisky

Whiskey-Irish

Irish Whiskey – Country of origin is exclusively Ireland. The Distilleries style and steps to a finished product are crucial in identifying the differences

- Considered world's first whiskey-traceable to over 1000 years ago
- King James I granted the first license to distill whiskey in 1608 to Sir Thomas Phillips – established Bushmill's
- Made from fermented mash of malted and un-malted barley, corn, rye, other grains
- Single pot still, single malt, single grain and blended
- Triple distilled, 3+ years old in used casks previously used for aging Sherry, Bourbon, Rum etc.

All Irish Whiskey is Whiskey, but not all Whiskey is Irish Whiskey

Whisky-Japanese

Japanese Whisky – Country of origin is exclusively Japan. The Distilleries style and steps to a finished product are crucial in identifying the differences

- The brands and whiskies are owned by the same company
- Brands from the same distillery are used in their blends
- Brands from one distillery are not sold to another house for blending
- Single barrel, blended, malt and grain
- Column and pot still distillation

All Japanese Whisky is Whisky, but not all Whisky is Japanese Whisky

Questions?

Thank you for Webinaring!

Feel free to contact me if you have any other questions.