

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

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Agenda

- In today's session, we will discuss:
 - Today's Millennials
 - Trends
 - Buzzwords and Phrase Trends
 - Trend Issues
 - Filling Drink Menu, Back Bar, Catering and Experience Needs
 - Mixology and Redefining the Cocktail Culture
 - Social Media Influence
 - Whiskies 101

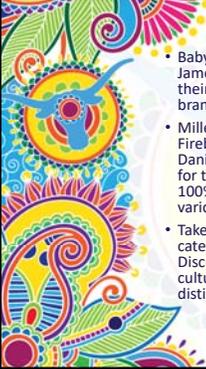
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Learning Objectives

- During this session, attendees will learn to:
 - Identify takeaways for your venue including whiskies 101 and associated trends
 - Influence the millennials generation by redefining the cocktail culture
 - Understand social media influence, fill drink menus, back bar and catering needs

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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 Vanilla, 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.
- Takeaways for your club 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.

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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

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Trends Continued

- My personal observation the past 17 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

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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 Continued

“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




Whisky / Whiskey 101

- After the process of distillation was discovered, it was only a matter of time that people would use the product that was available, cheap and easy to use. Wherever there is an abundance of grain, Whisky/Whiskey is produced
- Whiskies are produced from cereal grains only = malted / mashed, fermented, distilled at no more than 190 proof, matured in new or old oak barrels of various sizes, then placed in the bottle at no less than 80 proof.
- Grains most typically used for Whisky/Whiskey are corn, barley, rye and wheat.
- The word Whisky comes from ancient Gaelic – Uisge Beatha (pronounced Oo-geh-BAW = Water Of Life). The English found word too difficult to pronounce and shortened it to present day Whisky.
- Scotland/Canada/Japan – Whisky.
- Ireland – Whiskey.
- USA – Traditionally Whiskey, depends on Distillery.



Philosophy of Whisk(e)y

Distilling is a Science

The challenge to the distiller – control and repeat a naturally variable process

- Controlling ingredients
- Controlling fermentation
- Controlling distillation

Blending is an Art

- The challenge to the Master Blender - ensure every bottle tastes the same
- Quality check the whisky at every stage
- Allocate the maturing inventory to blends as the whiskies mature
- All judgments are made by smell and taste, guided by experience



Scotch Whisky

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

- 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
- Single malt, single barrel, single grain, pure malts and blends
- Each of the 115+ 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





Scotland Whisky Regions

- **Islay** (eye-la)- Small island off the southwest coast, heaviest of all Single Malt's, peaty and medicinal
- **Campbeltown**- Subtle aromas, medium-heavy peatiness, oily texture, full-bodied with few produced
- **Lowland** - Lighter than most, subtle aroma and taste
- **Highland** - Rich and full-bodied, fruity, tastes almost sweet, easy to drink, a few sub-district examples include Western, Northern, Skye, Coastal and Central
- **Speyside** - Heart of production, approximately 50% of all distilleries located here, generally sweet, complex, lightly peated

More are being built, capacity increased or coming out of mothballs.

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Whisky-Scotch Information

SINGLE MALTS (13% of the category; 1990 = 4%)
 "Single malt are the singular expression of the Distillers & Blenders vision."
Single Malt (Master Distiller and Blender) – 3 requirements

1. From one distillery
2. Made from 100% barley malt
3. Produced in Scotland

Three Basic Ingredients

1. Malted Barley
2. Water
3. Yeast

Scotch whisky can not contain added substances other than water & (E150A) i.e. caramel coloring; the majority of Single Malt Distilleries do not add this coloring.

Age
 Minimum maturation in oak barrels is 3 years. Five years on is generally when single malts start maturing, start showing their individual character, flavor and gain their color. Placed in the bottle at no less than 80 Proof.

One the liquid leaves the barrel, the aging stops.

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Whisky-Scotch Information

Blended (Master Blender) requirements (87% of the category; 1990 = 96%)

- Up to 40 Whiskies (ballpark) in blend – all blends are different; 2 + Whiskies = a Blend
- 40% Single Malts / 60% Grain whisky – average. Again, all blends are different.
- Grain Whiskies are distilled in a Coffey or Continuous Still, named for Aeneas Coffey, who developed the process of continuous distillation . Grain whiskies provide a light flavour balance to the full-bodied flavour's of Single Malts.
- Grain whisky in blend must be aged to label year.
- Blends are mixed measured amounts of each whisky used, they are then blended together and are left for several months to marry.
- Executed for every batch bottled.
- **Pure Malt** – less than 1% of the Scotch category and blended from only single malts.

Blends use -

- Single Malts.
- Unmalted barley (has not been kiln dried) and/or other grain whiskies – corn or wheat.
- This will provide light, medium or heavy flavors, depending on the blending house and style.
- Peatiness is brought down to lower levels.
- Can create a lighter whisky.
- Consistency of flavor is crucial to the success of blended whisky.

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American Whiskey

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

- 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”

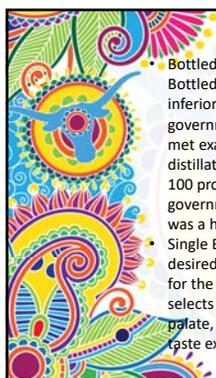
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American Whiskey

- 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

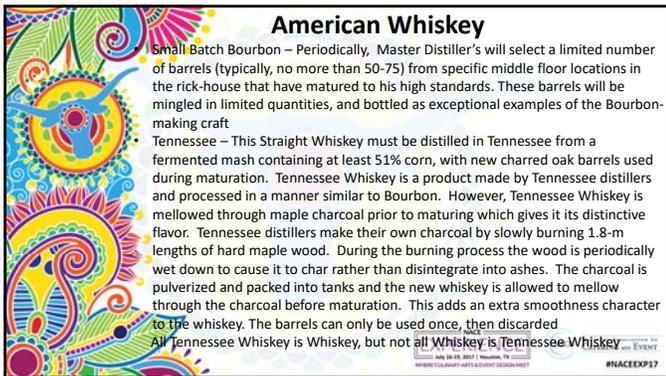
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American Whiskey

- 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 whiskies 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

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American Whiskey

- 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

All Tennessee Whiskey is Whiskey, but not all Whiskey is Tennessee Whiskey

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Canadian Whisky

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

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Irish Whiskey

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

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Whisky of Japan

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
- Maturation is a minimum of 3 years

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



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Summary

- The millennial world is very complicated, misunderstood and diverse! Hopefully you now have clarity and understand the unique segment you deal with every day.



Q&A

Continue the conversation!

- Follow @NACENational, use hashtag #NACEEXP17



For more resources on this topic, visit www.nace.net





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