

Tasting guidelines for Blue Ice and Siesta Key rums

Spring/Summer 2023

1. Blue Ice Potato –

- A. If consumers want to try this straight, that would be fine – I would recommend that we keep a bottle on ice.
- B. Potato Vodka in a Lemon Drop Martini - 1.5 oz. Blue Ice Vodka & 1 oz. lemon juice . I would make this bulk in a carafe or pitcher for easy sampling.
- C. Skinny Mule with Barritts Diet Ginger Beer. If they don't have Barritts, consider Q as the next choice or if you have to, using Goslings Diet Ginger Beer. I try to use Barritts or Q since they are distributed by Breakthru Beverage – our wholesaler.

2. Blue Ice Huckleberry –

- A. Huckleberry Lemonade – look to mix with Simply Light Lemonade due to its reduced calorie content.
- B. We can also serve as a Huckleberry Lemon Drop if you can't use Lemonade for some reason. The ingredients are the same as above, only with Huckleberry. Avoid ever doing both brands as Lemon Drops

3. Blue Ice Huckleberry Lemonade Ready to Drink 750ml or 1.75 liter – just serve chilled. It is already and RTD

4. Siesta Key Toasted Coconut Rum -

- A. Mix with Pineapple Juice
- B. If a hand held blender is available (I am getting some for you), you can promote Toasted Coconut as a Pina Colada. I prefer to use Master of Mixes Pina Colada. If not available, you can use Zing Zang.
- C. After blending, you can float a bit of Coffee Rum into the Colada **AFTER YOU POUR THE COLADA INTO THE TASTING CUP – DO NOT BLEND AS WE WANT TO USE THIS AS A FLOATER.** The Colada with our Coffee rum floater is called a Roasty Toasty.

5. Siesta Key Spiced Rum -

- A. Never plan to serve straight as Spiced rum is not a variant consumed straight – unless a consumer requests a straight sample.
- B. Mix with Dole Orange/Pineapple Juice or with Dole Orange/Pineapple/Banana Juice that you can get in a milk style of card board container out of the juice sections of grocery stores. This cocktail with using Orange/Pineapple Juice is called a Sarasota Sunset – it is fantastic. We are trying to stay away from the tired approach of Coke or Diet Coke. Younger consumers are not really consuming soft drinks anymore.
- C. The cocktail with Dole Orange/Pineapple/Banana Juice is called the Crowded Surfer.
- D. Again – you can find these juices all in one carton – you do not have to mix these juices together to make it. They are sold pre-made in the juice section.

6. Siesta Key Coffee Rum –

- A. Sample straight
- B. Add as a floater for the Roasty/Toasty cocktail above with Toasted Coconut
- C. Iced Coffee – 2 oz. of Siesta Key Rum, 1.5 Oz SK Toasted Coconut Rum, 1 Oz of Iced Coffee. For speed, purposes, this is another cocktail that can be pre-batched in a carafe.

7. Siesta Key Silver Rum – We will rarely concentrate on this variant. I really want to focus on the other 3 and cocktails with those types.

- A. If we sample, it would only be with a daiquiri, and that would be with a Blend Jet. Problem is that we would not have 2 Blend Jet machines out a 1 demo – this is why it will not be a big focus on Silber, but it should be at the table for consumers to know it is available.