



ALCOHOL FLAVOURS

2019-20

:: WHITES :: BROWN :: BREWS ::
:: ALCOPOP :: COUNTRY LIQUOR ::



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INTRODUCTION TO ALCOHOLIC BEVERAGES

Alcoholic Beverage is an odorless liquid obtained through the fermentation of a sugar containing liquid. There are many members of the alcoholic family, but 'ETHYL' is the one which concerns us the most as it is the principal alcohol to be found in all alcoholic beverages.

Any beverage containing 0.55% abv to 76% abv is considered to be an alcoholic beverage.

MARKET SNAPSHOT *FORBES

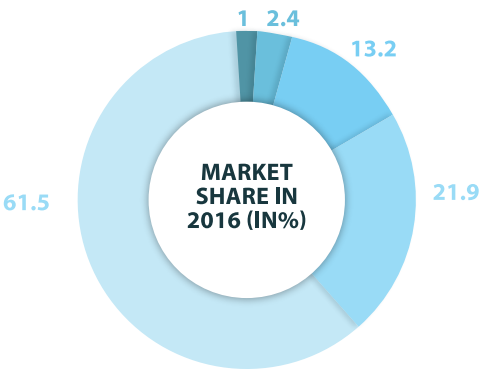
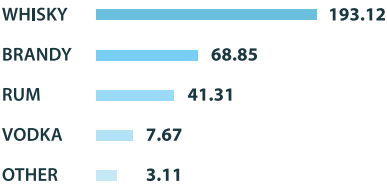
THE INDIAN SPIRIT MARKET

(Rs trillion)



HOW THE SPIRIT STACK UP

Volume in 2016 (millions of 9-litre cases)



- According to Forbes, India is the 3rd largest liquor market in the world.
- Overall retail market size is of 2,43,859 Cr INR /annum (2017 data)
- According to Organisation for Economic Co-operation and Development (OECD), alcohol consumption in India risen by 55% over a period of 20 years, from 1992-2012.
- Consumption of alcohol in India has expanded at an average of 8.9% annually in past six years
- The maximum permissible limit for alcohol content in IMFL is 42.8% v/v, and for country liquor it is 36% v/v.
- Government is planning to bring down the alcohol content in country liquor to 28.5% v/v.
- Whisky makes for almost 90% of IMFL market in India.
- India consumes almost half the whisky produced worldwide (48%)
- 60% of global consumers find trying new experiences exciting, with limited gender disparity supporting this

PRODUCT TRENDS



CRAFT SPIRITS

Craft spirits are the products of an independently-owned distillery with maximum annual sales of 52,000 cases where the product is PHYSICALLY distilled and bottled on-site.

DESSERT INSPIRED SPIRITS

Creating an experience with desserts infused alcohol recipes to indulge



FLAVORED RUMS

Rums flavored with Fruits & spices. Recent buzz is around Coconut flavored Rum.



HYBRID SPIRITS

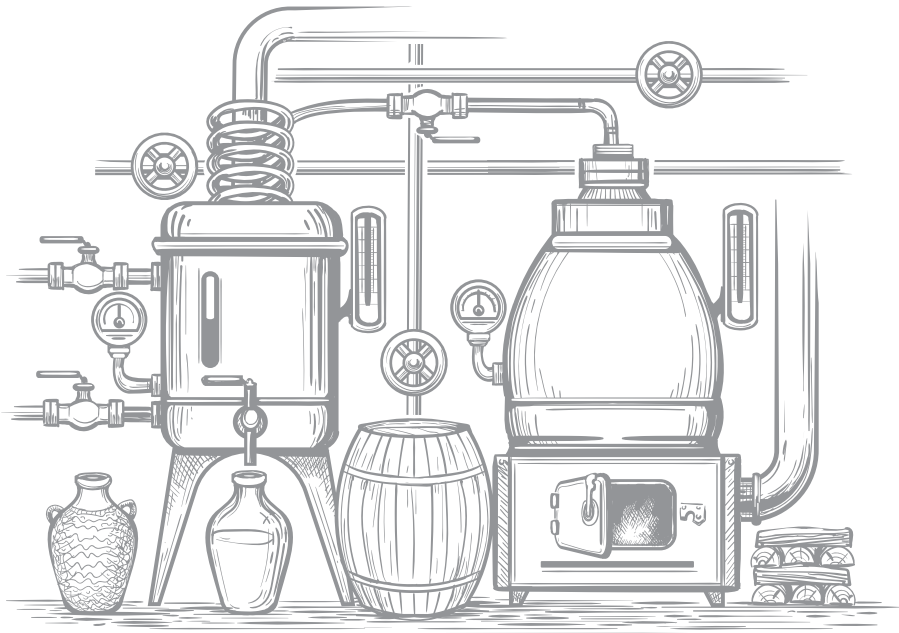
Products created after blending two different alcohol categories together in different combinations whether it's a beer, wine or spirit. Vodquila, Courvoisier Rose (Cognac+ red Wine), Nuvo Sparkling Liquer (Vodka+ sparkling white wine)



READY TO DRINK- COCKTAILS

Premixed cocktails launched globally for refreshing and creative options that are just as delicious as a freshly-shaken ones

PRODUCTION PROCESS



FERMENTATION PROCESS

Fermentation is the process in which sugar is converted to alcohol and carbon dioxide by yeast. Sugar, Yeast & Temperature are necessary for fermentation to take place. This process is the basis for producing all types of alcoholic beverages. Examples of fermentation drinks are wine, beer and cider.

DISTILLATION PROCESS

Distillation is a process of simultaneous evaporation and condensation of liquid or mixture of liquids to purify them. This process is used for producing Spirits- Pot still method (which gives body) or Patent still method (which gives volume)

PROOF SPIRIT

Alcohol proof is a measure of how much ethyl alcohol is present in a beverage.

The term 'proof' is originated in the 18th century. In earlier days, distillers used to test the alcohol content of their products by mixing them in equal proportions with gun powder and then lighting the mixture. If there was no flame, it meant that the product was under proof, or too weak. If it exploded, or burnt with too strong flame, it meant that it was too strong or over proof. If it burnt with steady flame, it was just right, or 100 proof.

BRITISH (SIKES)

It is introduced by Bartholomew Sikes, UK in 1816. alcohol strength is shown in 'degrees proof' (i.e., 'proof')

AMERICAN

American introduced their own system, which was reasonably logical when they decided that Sikes was not an exact scale, in this scale, pure alcohol is 200 proof.

GAY LUSSAC

Previously used by much of mainland Europe, was adopted by all the countries in the European Community. Measures alcohol by volume, expressed in degrees and measured at a temperature of 15 °C

OIML

Organization International de metrologie Legale system has become mandatory in the European Union since 1980 & in modern days, most of the countries follow this system. OIM measures alcoholic strength at 20 °C. the strength of alcohol is expressed as '% alc/vol or %abv'

VARIOUS SCALES TO DENOTE ALCOHOLIC STRENGTH OF A LIQUID

SCALE	NO ALCOHOL	PURE ALCOHOL	SHOWN IN UNITS	EXAMPLE
Sikes	0	175	°proof	70 °proof
Gay-lussac	0	100	°GL	40 °GL
American	0	200	Proof	80 proof
OIML	0	100%	alc/vol or	40% alc/vol
			% abv	

CLASSIFICATION

ALCOHOLIC BEVERAGES

SPIRITS

Whisky
Brandy
Rum
Vodka
Gin

WINES

Table
Sparkling
Fortified
Aromatised

BEERS

Lager
Ale

LIQUERS

Herbs
Fruits
Citrus Peels
Nuts
Seeds

COCKTAILS

Shaken
Stirred
Blended
Built up



SPIRITS

WHISKEY

BASE

Fermented grains, particularly barley malt

AGEING

Oak wood casks for minimum of 3 years for
Scotch whisky & Irish whisky.

Regular scotch: 3- 12 years

Premium or Deluxe premium scotch: 12-20 years

Finest Blue Label: minimum of 20 years

COLORED

Yes, by the addition of desired color caramel



SPIRITS

BRANDY

BASE

Fermented grape juice

AGEING

Oakwood casks for a minimum of 3 years.

Brandies can be matured up to a period of 70 years (usually used for blending purpose)

One star - Matured for two years

Two stars - Matured for two to four years

Three stars - Matured for five to eight years

V.O — Very Old

V.O.P. — Very Old Pale

V.S.O. — Very Superior Old

V.S.O.P. — Very Superior Old Pale (matured for 50 years)

V.V.S.O.P. — Very Very Superior Old Pale

COLORED

Never, because they obtain a beautiful amber color from the black Oakwood casks



SPIRITS

RUM

BASE

Sugar cane products such as molasses, sugarcane juice, or sugarcane syrup.

Industrial Rums -Produced from molasses

Agriculture Rums (Rum agricole)-Pure cane juice



SPIRITS

GIN

BASE

Gin formula consists of 75% corn, 15% barley malt and 10% other grains and the resulting spirit obtained by original distillation of mash or by the reinstallation of distilled spirits, with juniper berries and other plants, has to be mixed with distilled water as it is too strong to drink.

Each distiller has his own secret formula, which, in some cases has not altered since the first distiller made



SPIRITS

VODKA

BASE

an alcoholic distillate from a fermented mash of grain.

In the making of genuine vodka, nothing is added to the neutral spirit, all its characters are removed, leaving it odorless, tasteless, colorless and smooth.



SPIRITS

TEQUILA

BASE

Sap of the blue agave plant.

By law, tequila is produced solely in the Mexican states of Jalisco, Guanajuato, Michoacán, Nayarit, and Tamaulipas and cannot be produced in any other country.



VKL OFFERINGS!



WHITES

VODKA, TEQUILA, WHITE RUM, GIN

VODKA

Flavor Code: FL02805Profile Descriptors: Alcoholic, Potato Starch, Fermented, SmoothRecommended Dosage %: 0.05-0.09

RUM

Flavor Code: FL02952Profile Descriptors: Sharp, Astringent, Fruity, fermented, Jamaican-RumRecommended Dosage %: 0.03-0.08

GIN

Flavor Code: 8000000192Profile Descriptors: Juniper, Woody, FermentedRecommended Dosage %: 0.1-0.2

BROWN

WHISKY, BRANDY, RUM

TENNESSE WHISKEY TYPE

Flavor Code: FL03168

Profile Descriptors: Bourbon, Fermented, Smooth, Fruity

Recommended Dosage %: 0.03-0.08

TENNESSE WHISKEY TYPE

Flavor Code: FL03174

Profile Descriptors: Bourbon, Fermented, Smooth, Fruity, Floral

Recommended Dosage %: 0.03-0.08

SINGLE MALT TYPE

Flavor Code: 8000000392

Profile Descriptors: Scotch-Whiskey, Vanillic, Fruity, Fatty

Recommended Dosage %: 0.03-0.1

FRENCH BRANDY

Flavor Code: FL02997

Profile Descriptors: Fermented, Alcoholic, Vanillic, buttery, Fusel, Smoky

Recommended Dosage %: 0.03-0.08



BROWN

WHISKY, BRANDY, RUM

COFFEE RUM

Flavor Code: FL03018

Profile Descriptors: Coffee, Dark, Creamy, Vanillic, Fermented

Recommended Dosage %: 0.2-0.3

GRAPE BRANDY TYPE

Flavor Code: 8000000460

Profile Descriptors: Raisin-spirit, Grape-Spirit, Vanillic,
fruity, Berry, Fermented

Recommended Dosage %: 0.02-0.06

BRANDY

Flavor Code: 8000000308

Profile Descriptors: Fermented, Alcoholic, Vanillic, Buttery, Cognac

Recommended Dosage %: 0.03-0.1



COUNTRY LIQUOR LIQUIDS

ANISEED

Flavor Code: FL03017

Profile Descriptors: Spicy, Sweet, Woody

Recommended Dosage %: 0.2-0.4

ENERGY

Flavor Code: FL00803B

Profile Descriptors: Fruity, Tonic, Red Bull, Berry

Recommended Dosage %: 0.03-0.1

PINEAPPLE

Flavor Code: FL02766

Profile Descriptors: Citrus, Tart, Fruity, tangy

Recommended Dosage %: 0.15-0.25

MINT

Flavor Code: 8000000393

Profile Descriptors: Menthol, Cool, Minty, Pepper-mint

Recommended Dosage %: 0.05-0.15



COUNTRY LIQUOR LIQUIDS

IRISH COFFEE

Flavor Code: FL02951

Profile Descriptors: Coffee, Rum, Liqueur, Fermented, Creamy

Recommended Dosage %: 0.08-0.15

BANANA

Flavor Code: 8000000189

Profile Descriptors: Creamy, fruity, Pulpy

Recommended Dosage %: 0.05-0.15

ORANGE

Flavor Code: FL02906

Profile Descriptors: Juicy, Fresh, Peely, Sweet, Fruity

Recommended Dosage %: 0.03-0.08

GRAPE

Flavor Code: FL02804A

Profile Descriptors: Fruity, Grape-skin, Phenolic, Juicy, Pulpy

Recommended Dosage %: 0.03-0.08

COUNTRY LIQUOR LIQUIDS

LYCHEE

Flavor Code: FL02905

Profile Descriptors: Fresh, Juicy, Floral, Sweet, Fruity

Recommended Dosage %: 0.03-0.08

BELGIAN CHOCOLATE

Flavor Code: FL02813

Profile Descriptors: Brown, Milky, Creamy, Cocoa, Dark-chocolate

Recommended Dosage %: 0.03-0.08

COFFEE

Flavor Code: FL03149

Profile Descriptors: Brown, Beany, Roasted, Burnt, Creamy

Recommended Dosage %: 0.03-0.08

BLACKCURRANT

Flavor Code: FL02972

Profile Descriptors: Berry, Fruity, Sweet, woody, seedy, ripe

Recommended Dosage %: 0.03-0.08



BITTERS

HERBS BITTERS

Flavor Code: FL03104

Profile Descriptors: Herbal, Camphoraceous, Woody

Recommended Dosage %: 0.1-0.2

AROMATO BITTERS

Flavor Code: FL03105

Profile Descriptors: Brown, Spicy, woody

Recommended Dosage %: 0.1-0.2

ROSE BITTERS

Flavor Code: FL03106

Profile Descriptors: Floral, Petaly, Sweet

Recommended Dosage %: 0.1-0.2



BITTERS

CITRUS BITTERS

Flavor Code: FL03107

Profile Descriptors: Citrus, tart, Acidic, Juicy

Recommended Dosage %: 0.1-0.2

LEMON BITTERS

Flavor Code: FL03108

Profile Descriptors: Citrus, Lemony, Rind, fruity, Juicy

Recommended Dosage %: 0.1-0.2

TEA BITTERS

Flavor Code: FL03109

Profile Descriptors: Herbacious, Dry, woody, Herbal, Floral, Metallic

Recommended Dosage %: 0.1-0.2



SWEETNESS MODULATOR

OUR SWEETNESS MODULATOR IS DESIGNED TO REPLICATE THE ACTION OF SUCROSE ON THE TASTE RECEPTORS OF OUR TONGUE.

BENEFITS

- All Natural
- Smoothens the Profile
- Enhances Texture and Mouth feel
- Reduces the Bitterness
- Low Cal

FLAVOR NAME	FLAVOR CODE	PROFILE DESCRIPTORS	RECOMMENDED DOSAGE %
SWEETNESS MODULATOR	8000000070	SWEET	0.002-0.004





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