



### MANHATTAN

2 oz. Woodford Reserve  
 ¾ oz. Sweet Vermouth  
 3 Dashes Angostura Bitters

#### INSTRUCTIONS

Fill mixing glass with ingredients, add ice, and stir gently for 10-15 secs. Strain into a cocktail glass. Garnish with a cherry.



### OLD FASHIONED

2 oz. Woodford Reserve  
 ½ oz. Demerara  
 3 Dashes Angostura Bitters  
 2 Dashes Regan's Orange Bitters

#### INSTRUCTIONS

Add ingredients to the mixing glass. Add ice to mixing glass and serving glass. Stir ingredients for 30-40 secs. Strain into serving glass. Garnish with a lightly expressed orange peel.



### MINT JULEP

2 oz. Woodford Reserve  
 ½ oz. Simple Syrup  
 3 Fresh Mint Leaves  
 Crushed Ice

#### INSTRUCTIONS

Express the essential oils in the mint & rub them inside the glass. To the same glass, add simple syrup, bourbon, & crushed ice. Stir. Garnish with more ice & fresh mint.



### WHISKEY SOUR

1.5 oz. Woodford Reserve  
 ¾ oz. Lemon Juice  
 ¾ oz. Simple Syrup

#### INSTRUCTIONS

Combine all ingredients in a shaker with ice. Shake vigorously and strain over ice in an old-fashioned glass. Garnish with a cherry.



## black RESTAURANT week® SEPTEMBER 4 - 13, 2020

By joining Black Restaurant Week, you are already on your way to being a featured restaurant during Atlanta's biggest dining promotion for black owned culinary businesses. Now, you can also highlight your cocktail program by opting in to pair a Woodford Reserve Bourbon cocktail with one of your Restaurant Week menu items for additional marketing and a built-in upsell.



### What's in it for you?

- Woodford Reserve bottle icon on their reservation link on [www.blackrestaurantweeks.com](http://www.blackrestaurantweeks.com) to indicate to consumers that your restaurant is part of the cocktail pairing promotion
- **Special media campaign highlighting your pairing to consumers**
  - direct e-communications
  - social media mentions
  - digital ads



### Next Steps

- **Email [ATLBRW@gmail.com](mailto:ATLBRW@gmail.com)**
  - Tell us you are IN!
  - What is your featured Woodford cocktail and dish?
- **Include the pairing details on your BRW menu**

## Why Woodford Reserve?

- WR is the most balanced bourbon
- Five sources of flavor make great bourbon for all cocktails
- Consumers think Woodford **taste better than any other Ultra-premium whiskey** and it has the most unique taste
- Woodford Reserve is considered the **most premium Whiskey brand there is**
- Woodford Reserve has seen a 270% menu placement growth in past 10 years, and an 80% growth in the past 4 years
- Woodford Reserve is the **#1 Ultra Premium Whiskey in the On-premise**

For Pricing Info please contact Brown-Forman On-Premise Manager; Herb Stanford - [Herb\\_Standford@b-f.com](mailto:Herb_Standford@b-f.com)

CRAFTED CAREFULLY, DRINK RESPONSIBLY.

WOODFORD RESERVE is a registered trademark. ©2018 Brown-Forman. All rights reserved.