



**FOR IMMEDIATE RELEASE**



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**WHO SETS THE BAR WHEN IT COMES TO COCKTAILS: DEMOCRATS OR  
REPUBLICANS?**

*Survey of Washington D.C. Watering Holes Answers Key Questions on Political Imbibers*

**Washington, D.C. – August 18, 2008** – While there is no ballot box at the bar, DC’s best bartenders can identify political preference by cocktail selection and bar behavior.

According to a survey released today, Democrats are seen as better tippers, have better pick-up lines and give better toasts. Republicans heavily outweigh Democrats when it comes to ordering their drink straight up. Parties are at a stalemate over drinking hours, with Republicans edging out for the first to arrive a happy hour and Democrats being the last to go home.

The survey was issued today by Beam Global Spirits & Wine, Inc. [Fortune Brands, Inc. (NYSE:FO)], a global leader in premium spirits, in collaboration with Clarus Research Group. Approximately 100 bartenders in the Washington, DC area were surveyed on their opinions of patrons’ cocktail preferences.

“According to the survey results, bartenders in Denver should know that they’ll hear better toasts while the bartenders in Minneapolis won’t need as much ice with their patrons ordering drinks straight up,” stated Bobby “G” Gleason, master mixologist for Beam Global Spirits & Wine.

The full survey questions and results include:

- Who is a better tipper? Democrats 60%, Republicans 38%
- Who is more likely to order a drink straight up? Democrats 14%, Republicans 82%

*-More-*

- Who is more likely to order a fruity (pink) drink? Democrats 58%, Republicans 34%
- Who has the better pick-up lines? Democrats 74%, Republicans 14%
- Who is better at giving a toast? Democrats 63%, Republicans 36%
- Who is more likely to arrive first to happy hour? Democrats 48%, Republicans 50%
- Who is more likely to be the last to go home? Democrats 53%, Republicans 46%

Whether consumers find themselves at the conventions or watching from home, election-themed cocktails will surely set the stage for both Democrats and Republicans:

### **The Grand Ole Party**

*Bartender: Pat M., Twin Cities, Minneapolis, MN*

2 parts Canadian Club® Whisky  
1 part DeKuyper® Signature Crème de Menthe (clear)  
1 part DeKuyper® Blustery Peppermint Burst Schnapps

Combine ingredients in a mixing glass filled with ice. Fill an old-fashioned glass with shaved ice, strain spirits over ice and serve with straw.

### **The Running Mate**

*Bartender: James Lee, West End Tavern, Boulder, CO*

2 parts Maker's Mark® Bourbon  
1 part simple syrup  
2 wedges of lemon  
1 slice of watermelon

Muddle lemon and watermelon with simple syrup. Add Maker's Mark and ice. Shake and strain into a large old fashioned glass with fresh crushed ice. Garnish with a slice watermelon & lemon wheel

### **The Donkey**

*Bartender: Jim Hewes, Round Robin Bar, Willard InterContinental, Washington, D.C.*

2 parts Knob Creek® Bourbon  
1 part DeKuyper® Triple Sec  
1 teaspoon sugar  
6 mint sprigs  
Splash of DeKuyper® Pucker® Raspberry Schnapps  
Fresh raspberries and blueberries to garnish

Add sugar, bourbon and mint into an old-fashioned glass with crushed ice and muddle the fruit. Garnish with berries and mint.

Beam Global reminds legal purchase age consumers to drink responsibly after casting their vote. Through its **drink smart**® responsibility platform, Beam Global educates consumers on how to make responsible decisions about alcohol and reminds them of these six basic principles:

- Respect Others.
- Obey the Law.
- Take Responsibility.
- Drink in Moderation.
- Be a Responsible Host.
- Drive Safe.

To learn more tips, visit [www.drinksmart.com](http://www.drinksmart.com).

*Editor's Note: For additional recipes and images please contact [nchardavoyne@qorvis.com](mailto:nchardavoyne@qorvis.com).*

**About Beam Global Spirits & Wine:**

Inspiring conversations around the world, Beam Global Spirits & Wine, Inc., is building brands people *want* to talk about. Consumers from all corners of the globe call for our brands, including Jim Beam® Bourbon, Sauza® Tequila, Canadian Club® Whisky, Courvoisier® Cognac, Maker's Mark® Bourbon, Laphroaig® Scotch Whisky, Larios® Gin, Whisky DYC®, Teacher's® Scotch Whisky, DeKuyper® Cordials and Liqueurs, Knob Creek® Bourbon and Starbucks™ Liqueurs. Beam Global Spirits & Wine is part of Fortune Brands, Inc. (NYSE:FO), a leading consumer brands company with annual sales exceeding \$8 billion. For more information on Beam Global Spirits & Wine, its brands, and its commitment to social responsibility, please visit [www.beamglobal.com](http://www.beamglobal.com) and [www.drinksmart.com](http://www.drinksmart.com).

**About Clarus Research Group:**

Clarus Research Group is a nonpartisan polling and research firm based in Washington, DC that offers a full array of research services to businesses, associations and nonprofits, including public opinion polling, focus groups, in-depth interviewing and analysis, dial sessions, market studies, grassroots targeting, and message development. Dr. Ronald A. Faucheux is President of Clarus Research Group. He can be reached at 202-256-8036 (direct) or 202-683-3146 and [Rfaucheux@ClarusRG.com](mailto:Rfaucheux@ClarusRG.com). Clarus Research Group, a Qorvis company, is located at 1201 Connecticut Avenue, Suite 600, NW, Washington, DC 20036.

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