



Silver Screen Spirits

Celeb Influence Adds a Touch of Glamour

Prefer a twist of glitz in your gin or perhaps some tinsel in your tequila? If so, there are plenty of celebrity-owned liquor brands that can bring a touch of Hollywood to your glass.

Getting in on the liquor business has proven to be lucrative for celebrities who have ventured into the sector. Case in point: George Clooney and his partner, Rande Gerber, sold their tequila brand for \$1 billion three years ago, making it one of the most high-profile tinsel town spirits collaborations to date — but far from the only one. Musicians, actors and artists of all types have begun showing up in the distillery (both literally and figuratively) to get in on the trend. Notable figures from all walks of the creative world have jumped into the process, filling every role from spokesperson to tester.

Casamigos Tequila • casamigos.com

Clooney, Gerber (husband of supermodel Cindy Crawford) and a third partner, Mike Meldman, started the brand out of a desire for a specific spirit. Gerber has said that the pair wanted to craft a tequila that didn't burn going down, was "super smooth," and had the right flavor profile — one that didn't necessitate mixing it in a cocktail. The pair sought to craft something ideal for sipping neat or on ice. Two years and 700 samples later, according to legend, the pair hit upon that elusive recipe.

The small batch, ultra-premium tequila — named for a Meldman-owned piece of property in Mexico where both Clooney and Gerber built homes next to one another — was sold for a tidy sum in 2017, but you'll still see the actor and his friend associated with the brand.

Bottled at 80 proof, the blanco offers a fruit-forward flavor with notes of vanilla and grapefruit; the reposado, aged for seven months in premium American white oak barrels, has notes of dried fruits and spicy oak

with a touch of sweet agave; and the anejo, aged for 14 months, offers a balance of sweetness from the Blue Weber agave and the spice from the American white oak barrels.

Lemoncello

courtesy casamigos.com

- 1½ ounces Casamigos Blanco Tequila
- 1 ounce lemoncello
- ¾ ounce fresh lemon juice
- ½ ounce simple syrup

Combine all ingredients into a tin shaker and add ice. Shake vigorously for a few seconds and strain into a coupe glass.



BY BILL BURKE



Aviation American Gin

aviationgin.com

Visit the Aviation Gin website and you'll find plenty of information about the spirit, but you'll get it with a side of owner Ryan Reynolds' hysterical sense of humor. An American gin (owned by a Canadian, Reynolds points out in the introductory video) it was first produced in Portland, Oregon, in 2006. As an example of the American dry style of gin, the juniper flavors typically prominent in gin take a back seat. It's created with seven botanicals, of which juniper is one, including lavender, sweet and bitter orange peel, cardamom, coriander, Indian sarsaparilla and anise seed. It's bottled at 84 proof, named for a classic cocktail known as the Aviation — gin, maraschino cherry liqueur, crème de violette and lemon juice — and produced in small, 100-case batches. Sip Aviation, ideally while watching the collection of hilarious videos on the Aviation site, and expect rye and spice on the palate with lavender and anise leading to a light, sweet finish with a touch of peppery spice.

Tom Collins

courtesy aviationgin.com

2 ounces Aviation American Gin
 1 ounce freshly pressed lemon juice
 ¾ ounce simple syrup
 2 ounces soda water
 Ice

Fill a Collins glass with ice. Combine ingredients in a cocktail shaker, add ice and shake until chilled. Strain into the chilled Collins glass. Garnish with cherries and limes and serve.



Always drink in moderation.

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MIXOLOGY: SILVER SCREEN SPIRITS



Crystal Head Vodka
crystalheadvodka.com

Owned by Dan Aykroyd, the writer, actor and musician who has created and breathed life into some of the most memorable characters in pop culture over the past several decades, from Elwood Blues to his many roles as an original member of the Not Ready for Prime Time Players on "Saturday Night Live", Crystal Head Vodka is easy to identify — just look for the crystal-clear skull on the shelf.

Designed by Aykroyd's friend, American painter and artist John Alexander, the bottle was designed and created in reference to the Legend of the Crystal Skulls — a baker's dozen of mysterious artifacts held by Navajo, Aztec and Mayan tribes. But what about the liquid inside? It's one of the world's most pure vodkas, Aykroyd says, created with no additives, no glycols and no added sugars. Nothing is added to enhance or mask the flavor — sweet, vanilla, dry and crisp on the palate with a kick of heat at the end. The vodka is distilled four times and filtered seven times – three of those through semi-precious crystals known as Herkimer diamonds. The result is something Aykroyd sees as a blank canvas, upon which mixologists can express their creativity.

ON OUR COVER
Crystal Lemon Spritzer

courtesy crystalheadvodka.com

- 1½ ounce Crystal Head Vodka
- 1 ounce limoncello liqueur
- Soda water
- Fresh lemon
- Fresh mint
- Fresh blueberries

Add Crystal Head, limoncello, lemon wedges, mint and blueberries to a tall glass filled with ice. Top with soda, then gently stir.

Please drink responsibly.

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GET NAILED**

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DEPARTMENT OF LIQUOR AND LOTTERY
DIVISION OF LIQUOR CONTROL

**DRIVE SOBER OR
GET PULLED OVER**

CÎROC Vodka

ciroc.com

Manufactured by using French grapes, CÎROC has benefited by having Sean "Diddy" Combs serve as the face of its brand since 2007. An ultra-premium vodka distilled from Mauzac Blanc and Ugni Blanc grapes that are grown in the Gaillac and Cognac regions of France, it's crafted using an innovative cold fermentation and maceration technique typically found in winemaking. As a result, the vodka offers subtle aromatics and a smooth taste.

The rapper, singer, record executive and actor has also lent his name to an aptly named CÎROC cocktail:



The Diddy

courtesy ciroc.com

1½ ounces CÎROC Vodka
1½ ounces lemonade

Combine ingredients in an ice-filled highball glass. Stir, garnish with a lemon wheel and serve.

Wild Turkey Longbranch

wildturkeybourbon.com

Making the most of a Texas-meets-Kentucky partnership, Oscar-winning actor Matthew McConaughey and legendary Wild Turkey Master Distiller Eddie Russell have created a small-batch bourbon with a slight twist from the Lone Star State. Aged eight years, Wild Turkey Longbranch is refined with Texas mesquite (McConaughey's influence) and oak charcoals for a deeper flavor and complexity.

Longbranch is the latest collaboration between Wild Turkey and McConaughey, who has served as the brand's creative director since 2016, appearing both in front of and behind the camera in several TV spots. But the Kentucky-Texas connection goes even deeper: McConaughey's parents met at the University of Kentucky (just 15 miles from the Wild Turkey distillery), and Eddie Russell's youngest son now lives in Austin, the actor's hometown. The bourbon takes its name from such connections, referring to "the friends that form the longest branches on our family trees."

Billed by Wild Turkey as a sipping whiskey, Longbranch is made with eight-year-old Wild Turkey Bourbon. It's bright gold in the glass, and blends vanilla and spices on the nose. Flavors of caramel, pear and hints of citrus round out the palate.

Always drink in moderation.

ZERO SUGAR. 100% FLAVOR.



NEW

VT Code:
#078073

Smirnoff

Per 1.5 oz. serving: 0g sugar; 72 calories; 0g carbs; 0g fat; 0g protein.

PLEASE DRINK RESPONSIBLY.
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