



Welcome to Old Sugar Distillery, and thank you for choosing to purchase locally crafted products. Over the last 9 years, we have released six mainstay spirits and quite a few extra-small batch products. We have received excellent reviews from professional tasters, and we hope that you enjoy them as well.

Our cocktails are made solely from our own spirits, all of which are made from scratch right here.

We advertise free taste and tour. Please let us know if you'd like a small sample of one of the mainstay spirits by itself, or if you'd like us to talk about how the products are made. Sit anywhere you like, but please order and pick up your cocktails at the bar.

Also, keep us in mind for your next event. You may work with a caterer of your choice or bring your own snacks. We supply the beverages. It's an affordable way to throw a world class party.

Cheers!

Nathan Greenawalt

and the wonderful staff that makes it all possible

The Mainstays:

### **CANE & ABE SMALL-BARREL RUM**

An unsweetened, golden rum made from domestic dark brown cane sugar. It ages in a blend of new and used charred American Oak barrels. Named for Old Abe, the legendary bald eagle. Caribbean Journal listed as a Top-10 American rum. 80 Proof.

### **QUEEN JENNIE SORGHUM WHISKEY**

Made from 100% Wisconsin sorghum and aged in charred midwestern American Oak barrels. A very mellow, mild, smooth whiskey. Winner of an ADI silver medal. Named for Madison's own "Queen of Bootleggers." 80 Proof

### **BRANDY STATION**

Our European-style brandy made from local grapes. Sold Out, except for 200ml bottles. Stay tuned for our upcoming release of our "Old Vine" Single-Barrel Brandy Station. 80 Proof

### **OLD SUGAR FACTORY DRY HONEY LIQUEUR**

Distilled from midwestern-grown dark brown beet sugar, aged in charred oak barrels, and lightly sweetened with pure Wisconsin honey. Strong and dry for a liqueur. Named for the former sugar factory behind Olbrich Gardens (Garver Feed Mill). 80 Proof

### **AMERICANAKI OUZO**

Americanaki Ouzo has the classic licorice-like flavor characteristic of ouzo, sambuca, pastis, annisette, raki... the list goes on. Twice distilled and twice infused with star anise, this ouzo is as smooth as they come. It is less pungent than most ouzos, allowing us to sweeten it less. 90 Proof. Opa!

### **POMEROY APPLE BRANDIES**

Distilled from local apples, and aged in new charred oak giving it an intense, almost whiskey-like character. 80 Proof

Limited Release:

### **CANE & ABE BRANDY BARREL AGED RUM**

This is a very special light rum. It is aged in our used medium toast brandy barrels, which provide an amazing vanilla aroma, and light smooth finish. Compare to our other rum, which is aged primarily in new charred oak, creating a whiskey-like profile. 80 Proof

### **MARC BRANDY**

Also called aged grappa. Smooth, earthy, and flavorful. 80 Proof

### **MITCHELL CONCORD LIQUEUR**

Distilled from local grapes and Midwestern beet sugar. It's aged in toasted barrels and lightly sweetened with Concord juice. 70 Proof

### **HARVEST LIQUEUR**

Cocktail Strength. Wisconsin Sorghum whiskey, local apple cider, Door County cherry juice, and a touch of cane sugar. 48 Proof

### **SALLY WAGON BRANDY MANHATTAN**

Sally Wagon features brandy, homemade vermouth, bitters and a hint of Door County Cherry Juice. Just pour over ice. 66 Proof

### **SMASH! BREWERY COLLABORATION WHISKIES**

Old Sugar has again collaborated with local breweries to make new whiskeys. All mashes were done by the collaborating brewery. In some cases, we used their beer, and in other cases, they made us a special mash. After fermentation and distillation, we aged the whiskies in charred oak. See back of menu for details.

### **MERCHANDISE**

T-Shirts	\$10	(Only \$5 with two bottle purchase)
Hats	\$20	(save \$5 with two bottle purchase)
Glassware with logo	\$5	
Hooded Sweatshirts	\$45	
Bicycle Jerseys	\$80	(Free cocktail if worn on Thursday!)
Flasks	\$26	
Cocktail Books	\$2	(FREE with \$50 purchase!)



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**HOUSE SPECIALTIES** \$7 each  
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★ **HONEY-CAP**

Similar to a Brazilian Caipirinha, honey is mixed into the juice of half a lime. Then more lime is muddled and Old Sugar Factory Honey Liqueur is added. The drink is topped with ice and soda water.... Refreshing and delicious. Careful, they go down easy.

★ **GRINGO**

A delicious blend of Mexican Horchata (rice milk) and Old Sugar Factory Honey Liqueur. Topped with freshly grated Cinnamon and Nutmeg. Better than a White Russian, and nearly lactose-free.

★ **CUBA LIBRE**

Cane & Abe Rum, Mexican Coke, and lime.  
(Mexican Coke is sweetened with cane sugar)

★ **OLD FASHIONED**

The classic Wisconsin cocktail. Choice of Whiskey, Marc Brandy, Apple Brandy, or Rum! We are currently out of Brandy Station.

★ **DARK AND STORMY**

Muddled Lime, Rum and Ginger Beer. Classic.

★ **WHISKEY GINGER**

Muddled orange, lime, and bitters with Queen Jennie and Ginger Beer. It'll blow your mind.

★ **NESSALLA OLD FASHIONED**

Locally-made Raspberry Kombucha, Bitters, and Concord Liqueur.

★ **POMEROY GINGER**

Pomero Apple Brandy, Ginger Beer, and fresh cinnamon.

★ **THE SCHILL-**

Served in a vintage shaker with metal goblets. Cane & Abe Rum with fresh lime and honey. Serves ~6 people. \$36

★ These drinks are Nathan's favorites.

**STRONG, STIFF, AND BOLD**

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\$7 each, except as marked  
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★ **THE STANDARD**

(\$6)

Cane & Abe Small-Barrel Rum- On the Rocks with a lime wedge. Just like the pirates used to drink- that is, if they had ice.

★ **SALLY WAGON BRANDY MANHATTAN**

Pinot Gris Brandy, homemade vermouth, bitters, & Door County cherry juice. Available by the bottle to take home!

★ **HARVEST LIQUEUR**

Sorghum whiskey, local apple cider, & Door County cherry juice. Served over one big ice cube. Available by the bottle to take home!

★ **MAIN STREET**

Our version of a sazerac. Queen Jennie Sorghum Whiskey, Peychaud's & Angostura Bitters, sugar, and a dash of Ouzo.

★ **WHISKEY SOUR**

Queen Jennie- with muddled lime and sugar. Garnished with a cherry, and served over ice. Simple, packs a punch. No "sour mix."

★ **POMEROY APPLE BRANDY SIDECAR**

Apple Brandy, homemade orange liqueur, & fresh lemon. The apple brandy lends a hint of cinnamon to the cocktail.

★ **NEAT or ON THE ROCKS** (Choice of spirit) (\$6)

Chilled glassware or giant ice cubes available on request.

★ **FLIGHT** of 5 Spirits (\$7)

★ **HARD CIDER** (\$7)

★ **FLIGHT OF 3 CIDERS** (\$12)

Hibiscus Juniper / Rose Hip Rosemary / Lemongrass Lavendar

Seasonal Cocktails, Food, and Non-Alcoholic Beverages →



★ **SEASONAL SPECIALS** \$7 each ★

**SUMMER MUSIC**

Lemongrass Lavender Hard Cider, local maple syrup, and freshly squeezed lemon juice. Refreshing!

**HOT CHAI TODDY**

Rich Hot Chai Latte with choice of ouzo or honey liqueur.

**MOJITO**

Brandy Barrel Aged Rum, Mint, Sugar, Lime, & Seltzer.

**DAIQUIRI**

Muddled lime, sugar, rum, and seltzer.

Wine:

**PINOT GRIS** Light, dry, white wine from Quincey, WA.

**FOOD**

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**CURED MEAT AND CHEESE BOARD**

**\$12**

Featuring Underground Meats and Quince & Apple Preserves, both located right here in our building, along with cheese and crisps.

**HUMMUS AND PITA CHIPS** (by Banzo of Madison)

**\$7**

**ASSORTED CHIPS AND PRETZELS**

**2/\$1**

**NON-ALCOHOLIC**

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Non-Alcoholic Honey-Cap \$4

Horchata (Mexican rice-milk) \$2

Bottled Sodas \$2 Canned Sodas \$1

**BOTTLE PRICES**

750ml	Rum, Honey Liqueur, or Ouzo	\$30
750ml	Queen Jennie Sorghum Whiskey	\$35
750ml	Other Limited Release Spirits	\$44
1 Liter	Harvest Liqueur	\$40

All 375ml bottles are \$22.

All 200ml bottles are \$17.

6-bottle discount, Save 10%

12-bottle discount, Save 17%

**GIFT BOXES**

Save 10% when you buy 4 or more gift boxes. See centerfold for details.

The Desperado

\$5 on top of bottle purchase

A glass and a bottle in a red and white striped tube

\$35 Option

The Waubesa Set

\$50 Options

Flagship Tins

Smash Whiskey Sets

Old Fashioned Set

The Wingra Set

\$65 Options

The Brandy Box

Apple Brandy Varietal Set

\$75 Option

The Monona Set

\$100 Options

The Mendota Set

The Kegonsa Set

**HIDDEN CAVE CIDER**

Glass Growlers (32oz)	
Empty	\$5
Full	\$18
Refill	\$14
Steel Growlers (64oz)	
Empty	\$40
Full	\$55
Refill	\$25
Cider Tasting Glass	\$5

# COLLABORATION WHISKIES

## **SMASH! BREWERY COLLABORATION WHISKIES**

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### **No2 Smash - MobCraft Brewing - Smoked Barley Whiskey**

Cherry-wood smoked malt dominates, like a fine Scotch.

### **No4 Smash - Ale Asylum - Hopped Whiskey**

Distilled from Ambergeddon. Hop flavor and aroma dominates.

### **No5 Smash - Next Door Brewing Company - Rye Whiskey**

(SOLD OUT, EXCEPT FOR 200ml SETS)

### **No7 Smash - Ale Asylum - Barley Whiskey**

Distilled from a Kink Abbey Ale, the hops should be subtle. We are excited to try this one. We've never tried a whiskey before made from a non-traditional yeast fermentation.

### **No8 Smash - Pearl Street Brewery - Barley Whiskey**

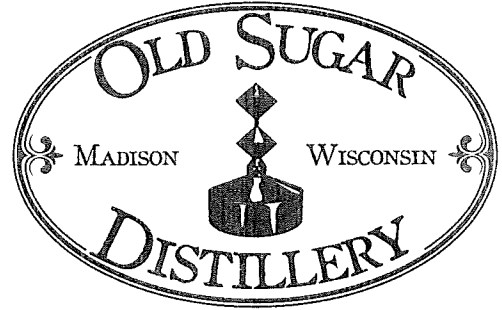
Distilled from their brown ale and a variety of other beers. We look forward to tasting the roasted malts in the whiskey.

### **No9 Smash - Various Breweries**

What do you do with the leftovers? Well, around here we distill and age them. This kitchen sink of whiskeys was aged a little extra long for a robust oak character.



June 10th, 2019



## Business Plan

Old Sugar Distillery has been operating since 2009. The business has changed throughout the years in order to try to become and stay profitable. The original intent was to do production and wholesale business only. Changes to state law permitted the creation of a tasting room in 2010, which necessitated moving the business downtown. The tasting room quickly became the more successful side of the business with our lease footprint expanding several times. In 2012, we took over more space so we could enlarge the tasting room and have more warehouse space. In 2018, we expanded again to create a full time event room and to build our newer cider line.

Throughout the years, business has ebbed and flowed, and Nathan has continually had faith in the process. Profitability and viability of the business was tested in 2017 and 2018, and fortunately, it looks like the event space will bring us back to comfortable profitability. The event space is critical to our staying in business.

Several years ago, changes to state law interpretation allowed distilleries across the state to acquire municipal issued beer licenses. Beer availability is a critical piece to having a successful event room.

Here is an approximate breakdown of our sales over the last 12 months:

- 35% Beverage Sales in the Tasting Room
- 25% Bottle Sold from our Tasting Room
- 18% Wholesale Revenue
- 15% Event Revenue (rental + drinks)
- 7% Food and Merchandise

The main two opportunities for growth are in wholesale revenue, which we strive for mainly by releasing new products; and growth of our event business.