

EDINA LIQUOR

Uncorked

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Flavored Vodkas Are All The Rage

By Tom Anderson

From cherry, sour apple and tangerine to cake, whipped cream and chocolate, flavored vodkas have been produced for many years. Vodkas were originally flavored to mask the taste of cheaper grains and ryes used in the distillation process.

Distillers' skill in blending or infusing the flavors in the vodka has started to create an even larger demand for specialty vodkas.

The infusion of flavor is added to the mashes during the distillation process. The blending of flavor is done after the distillation process with fruit or sugar added to the master distiller's recommended amounts. Infused vodka

has more of a true fruit flavor when real fruit is added to the mash, giving it a lighter, more refreshing taste. Blended flavors have a sweeter taste from the addition of sugar or syrup at the end of the process.

Many companies, including Absolut, Stolichnaya and Smirnoff, are expanding their lines of infused or blended flavored vodkas. It is a growing market that is starting to see more movement.

In 2011, flavors accounted for more than a quarter of all vodka sales. With Pinnacle Whipped Vodka growing more than 324 percent in volume, this category does not look like it will fade anytime soon.

Edina Liquor has many varieties of flavored vodkas at all three locations. Mix flavored vodka with tonic or a splash of soda to make a nice refreshing summer cocktail. 🍷

Tom Anderson is Manager of Edina Liquor — Southdale



BBO Sauce And A Great Zinfandel

Last spring, I was invited to help my friend repair his deck. I was compensated for my work with a few beverages and some great BBQ ribs. I cannot say that the repair work was very fun, but the meal afterwards was phenomenal! The ribs were both sweet and spicy. I brought over a great Zinfandel and it paired perfectly. I was in heaven! Nothing beats the first BBQ ribs of the season and a great glass of wine.



Greg Keehr
Assistant Liquor
Operations
Director

I highly recommend you try the BBQ sauce he made. It was fantastic and easy to make. The can of Dr Pepper really adds to the flavor of the sauce. He gave me the link and I use it often when I cook on the grill. Check it out at www.EdinaLiquor.com.

To compliment this sauce, stop at Edina Liquor and pick up some great Zinfandels such as Plungerhead, Cline Ancient Vines, Hess Artezin or BraZin. All are excellently priced and will enhance this sauce and meal.

One of my favorite zinfandels is 7 Deadly Zins. Aside from its clever name, this wine has an excellent blend of blueberries, raspberries and cinnamon. The smooth tannins and pepper taste really accentuate a meal hot off the grill. 🍷

Staff Picks

Rolle Bolle Ale

Rolle Bolle Ale is New Belgium's seasonal release for the summer of 2013. Brewed with monk fruit and soursop, this beer pours a brilliant blond color with a fluffy white head. It has a fruit, citrus and lemon aroma with a hint of spice. The taste is light, creamy and crisp with a slight tartness to it. Rolle Bolle will stand up to the heat and is an excellent summer sippin' ale with an ABV of 5.2 percent.

\$8.99 for a six pack



Picked by Dave Foley, Assistant Manager of Edina Liquor — Southdale

Mer Soleil Silver Chardonnay

Summer is the time for outdoor entertaining and a cold bottle of white wine, making Mer Soleil Silver Chardonnay the perfect choice. The grapes enjoy a long growing season in the cool highlands of Monterey County. This chardonnay is unoaked and fermented in stainless steel and limestone cement tanks allowing the green apple, grapefruit and lemon flavors to shine. The unique ceramic packaging is a tribute to the cement tanks in which it is aged.

\$38.99 for 750 mL



Picked by Joe Labosky, Assistant Manager of Edina Liquor — 50th & France

Grand Marnier

For 150 years, the same family has sold a fantastic orange liqueur: Grand Marnier. The Citrus Bigaradia Orange is bitter, yet intensely aromatic and, when combined with Cognac, creates a pleasantly luscious cocktail. It is great in cosmopolitans, margaritas or even with champagne. The best way may be simply over ice. Any way you mix it, your summer may actually improve.

\$30.99 for 750 mL



Picked by Dave Taylor, Assistant Manager of Edina Liquor — Grandview

THREE LOCATIONS

50th & France — next to Lunds
3943 W. 50th St.
Edina, MN 55424
952-903-5720

Southdale — next to Cub Foods
6755 York Ave. S.
Edina, MN 55435
952-903-5730

Grandview — near Jerry's Foods
5013 Vernon Ave. S.
Edina, MN 55436
952-903-5740

HOURS

Mon - Thurs – 9 a.m. to 8 p.m.
Fri - Sat – 9 a.m. to 10 p.m.
Sun – closed

Closed Thursday, July 4
Independence Day

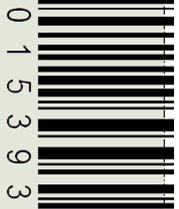


Scan to view our
monthly specials.



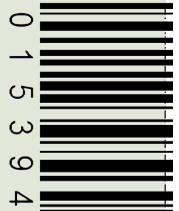
**\$2 off one bottle of zinfandel
\$10 or greater**

Valid 6-3-13 to 6-29-13.
No photocopies will be accepted and no further discounts will be given.
Coupon cannot be used for the product-of-the-month special. One coupon per customer per visit.



**\$1 off one bottle of
flavored vodka**

Valid 7-1-13 to 7-31-13.
No photocopies will be accepted and no further discounts will be given.
Coupon cannot be used for the product-of-the-month special. One coupon per customer per visit.



When you shop at Edina Liquor, profits go right back into the community, keeping parks clean, roads smooth and taxes low.

 www.facebook.com/EdinaLiquor
www.EdinaLiquor.com
Edina, MN 55435
6755 York Ave. S.
EDINA LIQUOR 



Steve Grausam
Liquor Operations
Director

Manager's Column

Edina Liquor Is No. 1

I am very happy to announce that Edina Liquor was No. 1 in net income for all municipal liquor stores in Minnesota for 2011. The State Auditor released its current report at the end of March highlighting all municipal liquor operations. The auditor's report is always about two years behind because it takes a while to compile all the data from more than 200 cities with municipal liquor operations.

Edina Liquor has ranked second in gross sales for each of the last 17 years. Richfield held the top spot in sales until 2002 when Lakeville took over as the leader in sales. It has been at the top ever since.

Edina Liquor's sales have gone from \$6 million in 1995 to almost \$13.2 million in 2011, a 54 percent increase in sales in 16 years. From 1995 to 2011, Edina Liquor has held the top spot in net sales seven times. We have been ranked second six times and finished in third four times. In 2010, we also finished No. 1 in net sales. If our unaudited numbers for 2012 are of any indication, we should be either No. 1 or 2 in net income when the auditor's report comes out in 2014.

All these numbers are great, but without the support of our customers and residents shopping at our three stores, these numbers would be less. Our customers are very loyal and we want to keep giving them reasons to come back, whether it is by putting our

profits back into the community or having convenient locations, products they like at reasonable prices or excellent service. Our goal is to keep getting better at what we do and how we do it so that we continue to be one of the top-grossing municipal liquor operations in the state. We want to lead our fellow operators in net income, which goes right back into this great community.

Have a great summer and thanks for your business! 

For updates on Edina Liquor, check us out on Facebook, City Extra or our website, www.EdinaLiquor.com.