



AUTUMN 2016

# THE SPIRIT GUIDE



ABOUT US  
COCKTAILS  
THINGS TO EAT  
CARRY OUT BOTTLES  
SPIRIT INFORMATION  
UPCOMING EVENTS  
MERCH



## VODKA COCKTAILS

Moscow Mule .....	5
<i>refreshing ~ tart ~ citrusy</i> Vodka, ginger beer, lime	
Mule & Mug .....	18
Drink the mule here and take the mug home!	
The Pumpkin Drink <i>by Chris Resnick</i> .....	8
<i>autumn in a glass</i> Vodka, spiced pumpkin puree, lemon	

## BRAMBLE COCKTAILS

Bramble Mule .....	5
<i>quenching ~ fruity</i> Bramble, lime, ginger beer	
Night Rider <i>by Alex Utter</i> .....	8
<i>rich ~ jammy ~ semisweet</i> Mulling spice-infused Bramble, sweet vermouth, orange demerara, chocolate and Angostura bitters	

## STANDARD DRY GIN COCKTAILS

Salty Dog .....	7
<i>zippy ~ refreshing</i> Standard Dry Gin, grapefruit, fleur de sel sea salt	
“Matcha Man” Randy Savage <i>by Baylee Pruitt</i> .....	8
<i>creamy ~ earthy ~ fizzy</i> Matcha-infused Standard Dry Gin, lime, cream, egg white, soda	

## WHITE OAK WHISKEY COCKTAILS

Old Fashioned .....	8
<i>classic ~ civilized</i> Ultrasonic-oaked White Oak Whiskey, raw sugar, bitters	
Peep Show <i>by Alyvia Cain</i> .....	8
<i>crisp ~ tart ~ bright</i> Ultrasonic-oaked White Oak Whiskey, blackberry, orgeat, star anise, cardamom bitters, lemon	

*Every spirit we serve is distilled right here in this building.*

# ABOUT US

## WHAT WE DO:

Cardinal Spirits is proud to distill the best possible spirits around, right here in Bloomington. We combine age-old distilling techniques with modern technology to make remarkable spirits. Their flavors are perfectly balanced. Their aromas are intoxicating. They are designed to be remembered. We're probably producing something new right this minute, and that's what keeps things interesting around here.

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## HOW WE DO IT

Did you catch our gleaming, mighty still through the window on your way in? It's one-of-a-kind, and it sets us apart in the craft distilling world. It allows us to be nimble, inventive, and scalable. There's no better place in the country to make craft spirits, and we always source as close to home as we can. Our bottling machine? It's from La Porte. Our boiler? From Peru. And our boxes? Columbus. Indiana's rich soil is ideal for growing raw materials like grain and corn. And, we source botanicals and fruit for spirits and cocktails from farmers and gardens right here in Bloomington.

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## WHY WE DO IT

You. We do this for you, because we want you to know what truly amazing spirits and cocktails should taste like. And, OK, if we're being honest, we do this for us, too. We started a distillery because we wanted to spend our days making something we could hold in our hands. We also wanted to create a place where people enjoy coming to work, where days are fulfilling and meaningful, and where creativity and respect for each other are valued. Our loyalty to these ideas lets us make the best spirits possible.

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## WHAT CAN YOU DO?

If you enjoy your experience here, there are lots of ways to keep the good times going!

1. Take a bottle home with you - we sell our full line of spirits right here, plus limited-edition products you can't get anywhere else.
2. Ask for Cardinal Spirits out in the wild - more than 250 bars, restaurants and retailers in Indiana and Kentucky carry our spirits.
3. Tell your friends. Tell your family. Shout our name from the rooftops. Post on Instagram/Facebook/Twitter/Friendster/Myspace/your office intranet/AOL chatroom. Tag us @cardinalspirits or #foundmyspirit so we can make you slightly famous by reposting.



MONDAY - THURSDAY  
4pm - 10pm

FRIDAY  
12pm - 12am

SATURDAY  
10am - 12am

SUNDAY  
10am - 9pm

812-202-6789

922 S. MORTON ST.  
BLOOMINGTON, INDIANA

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**CARDINALSPIRITS.COM**

@cardinalspirits • facebook.com/cardinalspirits

## TIKI RUM COCKTAILS

- September Morn** ..... 8  
*smooth ~ tangy ~ easy-going*  
Tiki Rum, lemon, grenadine, egg white
- Beetnik** *by Kevin Hinkle* ..... 9  
*earthy ~ dry ~ vibrant*  
Tiki Rum, beet juice, apple cider, orange, lemon, orgeat, black walnut bitters, ginger beer

## LAKE HOUSE SPICED RUM COCKTAILS

- DK Sour** *by Alyvia Cain* ..... 8  
*lush ~ tropical ~ chocolatey*  
Coconut-infused Lake House Spiced Rum, cocoa-banana syrup, lemon
- Cool Jerk** *by Baylee Pruitt* ..... 9  
*spiced ~ aromatic ~ warming*  
Lake House Spiced Rum, jerk spice tincture, orange demerara, lime, whiskey barrel bitters, Angostura bitters

## SONGBIRD FLORA COCKTAILS

- Grand Finale** *by Chris Resnick* ..... 6  
*calming ~ light ~ floral*  
Songbird Flora, chamomile tea, served warm
- Northern Lights** *by Chris Resnick* ..... 8  
*sweet ~ tart ~ delicate*  
Songbird Flora, lime, dry vermouth, black walnut bitters

## SONGBIRD COFFEE COCKTAILS

- White Russian** ..... 8  
*creamy ~ caffeinated ~ luxurious*  
Songbird Coffee Liqueur, Vodka, cream
- Caffè Bruno** *by Alex Utter* ..... 8  
*tangy ~ invigorating ~ silky*  
Songbird Coffee Liqueur, cold Hopscotch coffee, pomegranate, lemon, egg white

### **TASTING FLIGHT .....5**

Three spirits samples and 10% off purchase of your first bottle

## SNACKS

- Chips** ..... 4  
Broad Ripple Chip Co. potato chips with fresh thyme from Harvest Moon Flower Farm
- Olives** ..... 5  
A blend of Castelvetrano, Coquillo, Mt. Athos and Kalamata olives marinated in herbes de Provence and citrus
- Indiana Beef Jerky & Cornichons** ..... 5  
A small batch jerky from Clayton, IN
- Charcuterie Board** ..... 8  
Prosciutto, mortadella and salami with seasonal accompaniments
- Cheese Board** ..... 8  
Aged cheddar, havarti and smoked gouda cheeses with seasonal accompaniments

## TREATS

- Spirited Ice Creams** ..... 4  
Delicious custom flavors from Bloomington's Chocolate Moose, made with our spirits: Moscow Mule or Songbird Coffee
- Italian Heirloom Cookies** ..... 5  
A selection of cookies made by hand in small batches by Bloomington's Piccoli Dolci. In Italy, these cookies are enjoyed any time of the day - not just dessert

# WEEKEND BRUNCH

Let's do brunch. Saturdays & Sundays 10am-2pm

## BRUNCH COCKTAILS

<b>Moscow Mule</b> .....	5
<i>refreshing ~ tart ~ citrusy</i> Vodka, ginger beer, lime	
<b>Bramble Mule</b> .....	5
<i>quenching ~ fruity</i> Bramble, ginger beer, lime	
<b>Grand Finale</b> <i>by Chris Resnick</i> .....	6
<i>calming ~ light ~ floral</i> Songbird Flora, chamomile tea, served warm	
<b>Northern Lights</b> <i>by Chris Resnick</i> .....	8
<i>sweet ~ tart ~ delicate</i> Songbird Flora, lime, dry vermouth, black walnut bitters	
<b>House Bloody Mary</b> .....	6
<i>smoky ~ hearty</i> Vodka, housemade bloody mary mix, smoked salt rim, olive, lime	
<b>White Russian</b> .....	8
<i>creamy ~ caffeinated</i> Songbird Coffee Liqueur, Vodka, cream	
<b>Hot Hopscotch</b> .....	5
<i>rich ~ coffee</i> Vodka, Songbird Coffee Liqueur, Hopscotch coffee, whipped cream	
<b>Screwdriver</b> .....	7
<i>fresh ~ citrus</i> Vodka, fresh-squeezed OJ, orange bitters. Or try a Bramble Screwdriver!	
<b>Caffè Bruno</b> <i>by Alex Utter</i> .....	8
<i>tangy ~ invigorating ~ silky</i> Songbird Coffee Liqueur, cold Hopscotch coffee, pomegranate, lemon, egg white	

## TERRA BOTANICAL GIN COCKTAILS

<b>Terra Gin Sling</b> .....	8
Terra Botanical Gin, lemon, sweet vermouth, Angostura bitters	
<b>Chai Wallah</b> <i>by Kevin Hinkle</i> .....	9
Terra Botanical Gin, masala chai, lemon, candied ginger	

## CARRY OUT

10% off 6 bottles or more  
(The only place to buy spirits on Sunday!)

Vodka ..... <i>bright ~ crisp ~ smooth</i>	25
Bramble Black Raspberry Vodka ..... <i>fruit wine ~ cobbler ~ jammy</i>	25
Standard Dry Gin ..... <i>herbaceous ~ spicy ~ aromatic</i>	25
Terra Botanical Gin ..... <i>earthy ~ bright ~ wild</i>	40
Tiki Rum ..... <i>tropical ~ light ~ smooth</i>	25
Lake House Spiced Rum ..... <i>smooth ~ tangy ~ easy-going</i>	25
White Oak Whiskey ..... <i>malty ~ sweet ~ cereal</i>	25
Songbird Flora ..... <i>floral ~ delicate ~ smooth</i>	25
Songbird Coffee Liqueur ..... <i>espresso ~ caramel ~ eye-opening</i>	25
<hr/>	
Mules To Go Party Pack ..... <i>Bottle of Vodka or Bramble, a jigger, and enough ginger beer and limes to make 8 mules!</i>	35
Coffee Liqueur Gift Box ..... <i>Bottle of Songbird Coffee Liqueur and two Cardinal Spirits glass coffee mugs</i>	40
Moscow Mule Gift Box ..... <i>Bottle of Vodka or Bramble and two Cardinal Spirits solid copper mule mugs</i>	40
Spirits Sampler Pack ..... <i>Three 375ml (cute-size) bottles of Vodka, Standard Dry Gin, and Tiki Rum</i>	40

## BRAMBLE

**Cardinal Spirits Black Raspberry Bramble** is made with loads of black raspberries, one of the few fruits native to Indiana. We add a handful of dried hibiscus for tartness and a beautiful red hue. Then it's balanced out with a touch of agave nectar to provide just the right amount of sweetness.



This one scored 92 points from Wine Enthusiast magazine, the most widely respected wine and spirit rating publication in the country. **It also garnered the distinction of “Best Buy”.**

Sip or mix—this is a versatile spirit that adds an incredible berry flavor to any of your favorite vodka cocktails. Or just keep a bottle in the freezer and sip it straight. It's your bottle, you can do what you want.

### TASTING NOTES

Rosy in the glass, this dangerously easy-sipping vodka features fruity floral notes of raspberry and hibiscus. A delicate cantaloupe note comes midpalate, with pleasing, mouthwatering tartness around the edges.

- Wine Enthusiast, October 2016

### THE MORE YOU KNOW

Bramble: a prickly scrambling vine or shrub, especially a berry or other wild shrub of the rose family.



## STANDARD DRY GIN

Cardinal Spirits Standard Dry Gin is flavorful and juniper-forward for people who love classic gin.

In our version, aromatic juniper is balanced with citrus, spicy coriander, and earthy angelica. All organic botanicals include crushed juniper berries, coriander seeds, fresh navel orange zest, fresh lemon zest, angelica root, and cinnamon sticks.

Our Standard Dry Gin was rated 88 points by Wine Enthusiast, which is an accomplishment for any distillery, but especially a young one like ours.

By comparison, that's higher than Small's (87), Junipero (87), Hendrick's (87), and Aviation (87).

Try Standard Dry Gin in all your favorite classic gin cocktails, or experience it fully in a delicious dry martini.



### TASTING NOTES

Look for a distinctly herbaceous profile on the nose and palate. There's a bit of pine but it's not as juniper-forward as most London dry style gins. Finishes lightly sweet, with a fresh pear note, and spicy, like pink peppercorn. - Wine Enthusiast, June 2016

### THE MORE YOU KNOW

Gin's origins can be traced back a thousand years to Salerno, Italy, where the monks there first distilled wine with juniper berries to make (delicious) medicine.



## VODKA

Cardinal Spirits Vodka is made from white grapes, which is uncommon.

Even more uncommon is a rating of 93 points from Wine Enthusiast magazine, the most widely respected wine and spirit rating publication in the country.

**93 points is higher than Grey Goose, Tito's, Ketel One, Cîroc, and about 900 other vodkas in the world.**

So how does a little Indiana distillery get such a high rating?

We blend the white grape with filtered limestone water, ferment on site in Italian white wine tanks, then distill it to 190.5 proof, leaving some of the fruity and floral character of the grape in the spirit. Then we pass it through an activated carbon chamber to polish the final spirit before proofing it down with pure, reverse-osmosis water.



### TASTING NOTES

Wine-lovers will approve: this vodka is made from white grapes that are fermented in Italian wine tanks and then distilled. The result is an enticing cocoa character on the nose and creamy palate, along with subtle vanilla braced with alcohol heat on the nutmeg-accented finish. Overall it's a versatile, mixable vodka.

- Wine Enthusiast, October 2016

### THE MORE YOU KNOW

Vodka can be distilled from anything - potatoes, sugar, grain, beets, corn, even grapes!



## TERRA BOTANICAL GIN

**Terra Botanical Gin** is a beautiful Indiana gin with unexpected spices from all around the world. It was co-created with Lior Lev Sercarz, the master of the legendary La Boîte spice company in NYC.

Lior calls his method “spice therapy,” and it’s fascinating. He translates someone’s memories of the past into a spice blend. He’s done this again and again for some of the most famous chefs in the world, who use his blends to flavor their food and coax memories from their guests.

Cardinal co-founder Adam Quirk wanted the gin to capture our collective nostalgia for nature — that wild, outdoorsy freshness that we can all recall. Adam shared his favorite memories of hiking Lincoln State Park in southern Indiana in the fall, and walking on railroad tracks near the edge of the woods as a kid.

Our Terra Gin is Lior’s first time creating a spice blend for a spirit. Lior incorporated his own scent memories into the spice blend with zuta, a wild, prolific herb in the mint family that grows on his father’s olive grove in Israel’s Upper Galilee.

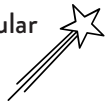


### TASTING NOTES

Floral notes and a noticeably round mouthfeel. Mint, citrus, and herbs. Woodsy state parks, secret streams, treasured hiking trails. Wilderness in a bottle.

### THE MORE YOU KNOW

There is no legal classification for the “botanical gin” popular among modern craft distillers, but the stylistic similarities are enough to group them together.



## LAKE HOUSE SPICED RUM

**Lake House Spiced Rum** is made from our highly-rated Tiki Rum base in small batches using natural, whole botanical ingredients like orange peel, vanilla and cardamom — no flavoring extracts, no coloring. It’s pleasantly sweet, with a warming, earthy spice.

Maybe the last time you drank spiced rum was from a red Solo cup in college.

And maybe you poured it from a big bottle with a handle at every house party you ever went to, and maybe you’ve sworn it off since then.

Lake House Spiced Rum is entirely different, and here’s why: Most mass-produced rums are made with a lot of sugar and flavor extracts and coloring. They’re made to taste just shy of sickeningly sweet.

We avoided all of that, and still made an incredibly flavorful and fun-to-drink spiced rum. Lake House Spiced Rum is made with orange peel, vanilla, cardamom, cinnamon, black pepper and a secret botanical ingredient that ties everything together, and balances this rum like nothing else on the market.



### TASTING NOTES

Warming, earthy spice with subtle vanilla and citrus.

### THE MORE YOU KNOW

Recorded in use as early as 2000 B.C.E., the Egyptians used cinnamon, the inner bark of an evergreen tree, during the embalming process.





## SONGBIRD FLORA LIQUEUR

Songbird Flora is a delicious floral liqueur made from our vodka.

Flora is made with fresh organic raspberries, elderflower, jasmine, and hibiscus. It is sweetened with agave nectar to provide just the right amount of sweetness.

That's the gist of our floral liqueur, Songbird Flora. It's light and fresh, floral and sweet — in a word, lovely.

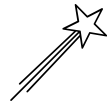


### TASTING NOTES

Imagine what hummingbirds taste when they drink nectar from flowers.

### THE MORE YOU KNOW

Nectar of the Gods? It's possible. The trunk of the elder tree was once thought to be home to an ancient Goddess who blessed those who planted her.



## TIKI RUM

**Tiki Rum** has been awarded a well-deserved 92 points and a “Best Buy” rating by Wine Enthusiast magazine in its influential buying guide for spirits, wine and beer. The score makes Tiki Rum one of the top-rated craft rums on the market.

Tiki Rum is a natural star: a light rum with a smooth and fruity profile that is wonderful in a range of drinks, from classic tropical ones to modern cocktails. The way we make this spirit in small batches leads to one intriguing rum.

Tiki Rum is fermented and distilled from cane juice and light molasses, and we pitch a mixture of hefeweizen yeast and a yeast strain that was discovered growing wild on sugarcane. We let it go slow, keeping it cool in the beginning as the hefeweizen likes it that way. Then we distill to just under 150 proof, leaving fruity and sugary flavors in the spirit before proofing down to 80 for bottling.

We enlisted a yeast whisperer — our friend and Indiana University biochemist Matt Bochman — to select and propagate the yeast strains that make our Tiki Rum one-of-a-kind.



### TASTING NOTES

Distinct tropical fruit flavors—banana, mango, touches of lychee and coconut—with ginger and nutmeg sparks on the finish. - Wine Enthusiast, June 2016

### THE MORE YOU KNOW

In the 17th and 18th century, rum was used as currency that frequently changed hands between British privateers, many of whom would later become pirates.



# SONGBIRD COFFEE LIQUEUR

Songbird Craft Coffee liqueur has plenty of coffee in it, but also has all the complementary flavors you get in a fancy coffee drink.

We make our coffee liqueur using locally roasted coffee beans from Hopscotch, right down the street from the distillery. They cart the beans down the B-Line to us in a little red wagon!



## TASTING NOTES

Notes of caramel, vanilla, and chocolate balance out the rich, dark espresso flavor.

## THE MORE YOU KNOW

Russian origins? Not really. The White Russian cocktail was created by a Belgian bartender in 1949 in honor of the then U.S. ambassador to Luxembourg.



## EVENTS

### DISTILLERY EVENTS

Visit [cardinalspirits.com/events](http://cardinalspirits.com/events) to reserve your spot.

**Bottle Release: Our First Bourbon Barrel** ..... Fri 10/14 - Sun 10/16  
We've waited patiently while it has aged and the time has finally come. We're releasing our very first Bourbon! This product is 100% Indiana. We've sourced 4 grains (corn, barley, wheat, and rye) from Columbus and Lebanon, Indiana resulting in some of the smoothest Hoosier booze you've ever tasted. This is a very limited release, we're only pulling a single barrel, so make sure to be waiting at the door so you can get your very own 375ml bottle.

**Bierschnaps Cocktail Class** ..... Thu 10/27, 7p-9p  
Join us for a cocktail class where we'll teach you all you need to know about our Black Bear Bierschnaps and ways to cocktail with it. Your two hour class includes a free drink, history of bierschnaps, how we make ours and, of course, cocktail sampling. You will also have the opportunity to purchase this new product before anyone else.

**Bottle Release: Black Bear Bierschnaps** ..... Fri 10/28 - Sun 10/30  
Our newest creation is Black Bear Bierschnaps, a collaboration with Upland Brewing Company here in Bloomington. We worked with them to brew a custom batch of their imperial stout "Teddy Bear Kisses" using slightly less hops. Before fermentation we took about 10% of the wort and boiled it down into a rich, dark roasted malt syrup. After cold-fermenting the rest of it, we set aside some of the finished stout, and distilled the rest of it to around 160 proof, essentially making a stout whiskey. After all was said and done, we blended the wort syrup, the stout, and the stout whiskey to create this unique, powerful bierschnaps.

**Bottle Release: Walnut Nocino** ..... Thu 11/10 - Sun 11/13  
Our most popular seasonal release is back! Nocino is a traditional Italian liqueur made with green, unripe walnuts. For our version, we harvested walnuts right here in Indiana, then combined them with our vodka and spices, and let that steep for months. The result: A luscious, mellow, earthy elixir that has this wonderful, naturally warming quality. It's meant for this time of year. Cocktail class Thursday; bottle release and special events all weekend.

### ONGOING EVENTS

**Distillery Tours Every Weekend** ..... Fri, Sat, Sun  
Get an exclusive taste of how we make our spirits! Book tours online in advance.

**#TikiTuesday** ..... 10/18 and 10/25  
Fresh tropical juices and creative garnishes make for an amazing cocktail experience.

**Brunch at the Distillery** ..... Sat & Sun 10a - 2p

# MERCH

## APPAREL

Our t-shirts are incredibly soft Tultex blends, screen printed by hand down the street at In Case of Emergency Press.

Drink Local Indiana t-shirt .....	20
WHISKEY t-shirt .....	20
Cardinal Spirits logo t-shirt .....	20
Lake House Spiced Rum jersey shirt .....	27
Cardinal Spirits winter toboggan hat .....	15

## BARWARE AND GIFTS

Unique gifts for the spirits enthusiast.

Leather flask .....	40
Porthole steel flask .....	25
Mini backpack flask .....	15
Perfect Whiskey Glass .....	2 for 20 / 4 for 40
Cardinal Spirits measured shot glass .....	3
Glass Irish coffee mug .....	10
Cardinal Spirits logo copper mule mug .....	15
Gift Certificates .....	priceless

# WHITE OAK WHISKEY

White Oak Whiskey is our single malt whiskey made from 100% pale malted barley. We source our grain from Sugar Creek Malt Co in Lebanon, Indiana, just a couple hours north of here.

It's a unique and interesting whiskey that is completely unaged.

We are barrel-aging a batch of this as well, and look forward to enjoying a tasting of the White Oak Whiskey next to its aged counterpart in the near future.



## TASTING NOTES

Classic malt flavor, grain forward, roasty, toasty, malty and sweet. Noticeably smooth compared to most unaged white whiskeys.

## THE MORE YOU KNOW

The origins are a bit muddled, but historians believe the Old Fashioned cocktail was created by a bourbon loving bartender in Louisville, KY in the late 1800's.

