

Introducing Calvert's Goof-proof cocktails



Up to now to get drinks this good you had to be buddies with the bartender. These are the new Calvert ready-to-serve cocktails. It took us four years to make them goof-proof.

The secret is: Make everything that goes into the cocktails yourself. And make it good.

Take our Whiskey Sour. Made with Calvert Extra, the Soft Whiskey, plus lemon and orange. Sound easy? It isn't. If you put fresh juice into a bottled cocktail, it starts to oxidize—or fall apart. Fruit extracts will last longer, but they never taste quite fresh.

What we do is buy our own fruit. Then actually distill a fresh fruit essence in our unique "cocktail still." The result is a Whiskey Sour that tastes as if your bartender-friend just poured it into a frosted glass and slid it across the bar.

To get a great Daiquiri, we had to make a great rum. It's the first rum ever made in Hawaii and it makes a humdinger of a Daiquiri.

For the Martini? Calvert 100% dry gin and our own extra dry vermouth. It took years to make that vermouth, but it was worth it. There isn't a mean streak in our Martini. It purrs when you pour it over ice.

Our Manhattan is a Soft Manhattan, made with Calvert Extra. And our not-too-sweet vermouth.

And that's it. Anyone who wants to copy our cocktails is welcome. (Lotsa luck.)

Meantime, why don't you relax and have a drink? Calvert's got it all ready for you. No one—not even your goofy Aunt Marjorie—can go wrong. Unless she puts cherries in the Martinis and olives in the Whiskey Sours.