

history of titos vodka

History of Titos Vodka: From Small-Batch Craft to Global Icon

History of Titos vodka is a fascinating story of passion, perseverance, and craftsmanship that transformed a humble homemade spirit into one of the most recognized vodka brands worldwide. What began as a personal experiment by an Austin-based entrepreneur has grown into a symbol of quality and authenticity in the crowded vodka market. Let's dive into the journey of Tito's Handmade Vodka, uncovering how it carved its niche and maintained its reputation through dedication to quality and innovation.

The Origins of Tito's Handmade Vodka

The story of Tito's Vodka starts with its founder, Bert "Tito" Beveridge. Tito wasn't always a distiller; in fact, he was an accomplished geologist and engineer. However, his curiosity and determination led him to explore vodka production as a hobby. In the mid-1990s, Tito began experimenting with distillation in his backyard in Austin, Texas, using a pot still he built himself.

Unlike many mass-produced vodkas, Tito's focused on small-batch production. The brand's commitment to crafting vodka in limited quantities allowed for close attention to detail, ensuring a smooth and clean product. Tito's Handmade Vodka was born out of a desire to create an authentic American vodka that could rival traditional European spirits.

Early Challenges and Breakthroughs

Entering the vodka market in the 1990s was no easy feat, especially for a small-scale distiller without the backing of a large corporation. Tito's faced regulatory hurdles, production challenges, and fierce competition from established brands. However, Tito's perseverance paid off when the brand received its first federal license to distill vodka in 1997.

The brand's breakthrough came from its unique selling proposition: 100% corn-based vodka distilled six times. This process set Tito's apart from competitors that often used wheat or potatoes. The choice of corn not only contributed to the vodka's smooth taste but also appealed to consumers looking for gluten-free options.

The Rise of Tito's Handmade Vodka in the Market

As consumers began to seek out quality craft spirits in the early 2000s, Tito's Handmade Vodka found its perfect moment. The brand's emphasis on small-batch handcrafted production aligned perfectly with the emerging craft cocktail movement. Bars and bartenders embraced Tito's for its smoothness and versatility, helping the brand gain traction.

Marketing with a Personal Touch

Tito's distinctive branding reflected its founder's down-to-earth personality. The label's simple design and "Handmade" tagline emphasized the artisanal nature of the vodka. Rather than flashy advertising campaigns, Tito's relied on word-of-mouth and grassroots marketing, often sponsoring local events and supporting community initiatives.

This approach fostered a loyal customer base that appreciated the authenticity and story behind the product. Tito's also championed transparency about its production process, inviting consumers to learn about how the vodka was made – a strategy that built trust and brand loyalty.

Production Process: What Makes Tito's Vodka Unique?

Understanding the history of Tito's vodka involves appreciating the meticulous production process that defines its character. Tito's Handmade Vodka is crafted using traditional pot stills rather than the more common column stills used in mass production. This method allows for greater control over flavor and purity.

Six Times Distilled for Purity

One of Tito's signature claims is that its vodka is distilled six times. This extended distillation process removes impurities and results in a clean, smooth spirit. The choice of corn as the base ingredient also imparts a slightly sweet, mellow flavor profile that is both approachable and versatile for cocktails.

Handmade in Austin, Texas

Despite its global popularity, Tito's remains true to its roots. All production still takes place in Austin, Texas, where the founder started the brand in his own backyard. The term "handmade" is more than just a marketing buzzword – it reflects the hands-on, small-batch approach that Tito's has

maintained throughout its history.

The Impact of Tito's Vodka on the American Vodka Industry

Tito's Handmade Vodka has had a significant impact on how vodka is perceived and produced in the United States. Before Tito's, many American vodkas were seen as inferior to European imports. Tito's challenged this notion by producing a high-quality, craft vodka with an American identity.

Popularizing Craft Vodka

Tito's success helped pave the way for other craft distillers across the country. Its story demonstrated that consumers were willing to embrace smaller brands with unique backgrounds and authentic production methods. This shift contributed to a larger craft spirits movement that emphasizes quality, locality, and tradition.

Emphasis on Gluten-Free and Natural Ingredients

With rising consumer interest in gluten-free products, Tito's capitalized on its corn-based recipe. The brand proudly markets itself as gluten-free, appealing to a broader audience who might have avoided vodka due to gluten sensitivities. This positioning further strengthened Tito's foothold in the competitive spirits market.

Growth and Expansion: Beyond Austin

Though Tito's began as a small local endeavor, it has grown into a global brand. By the 2010s, Tito's Handmade Vodka was available in all 50 states and in numerous countries worldwide. This expansion was fueled by continuous innovation and an unyielding focus on quality.

Innovations and Limited Editions

Over the years, Tito's has introduced various limited-edition releases and expanded its product line to include flavored vodkas and ready-to-drink cocktails. These innovations keep the brand fresh and relevant while maintaining its core values.

Community Engagement and Philanthropy

A notable aspect of Tito's history is its commitment to giving back. The company is known for its philanthropic efforts, particularly in areas like animal welfare and disaster relief. This community-oriented approach aligns with the brand's authentic, grassroots image and resonates with socially conscious consumers.

Where Tito's Vodka Stands Today

Today, Tito's Handmade Vodka stands as a testament to what passion and dedication can achieve in the spirits industry. It remains one of the top-selling vodka brands in the United States and continues to receive accolades for its smoothness, quality, and craftsmanship.

For enthusiasts and casual drinkers alike, Tito's offers an accessible but premium vodka experience rooted in a compelling history. Its journey from a homemade experiment to an international sensation highlights the power of authenticity, quality production, and staying true to one's roots.

Whether you're mixing a classic martini or savoring a simple vodka tonic, understanding the rich history of Tito's vodka adds an extra layer of appreciation to every sip.

Frequently Asked Questions

When was Tito's Vodka founded?

Tito's Vodka was founded in 1997 by Bert Butler 'Tito' Beveridge in Austin, Texas.

Who is the founder of Tito's Vodka?

The founder of Tito's Vodka is Bert Butler 'Tito' Beveridge.

What makes Tito's Vodka unique in its production process?

Tito's Vodka is unique because it is made from 100% corn and distilled six times in pot stills, which is uncommon for vodka production.

How did Tito's Vodka gain popularity in the market?

Tito's Vodka gained popularity through grassroots marketing, word of mouth,

and its reputation for quality and affordability, becoming one of the fastest-growing vodka brands in the U.S.

What was Tito's Vodka originally called?

Tito's Vodka was originally branded as 'Tito's Handmade Vodka' to emphasize its handcrafted distillation process.

Where is Tito's Vodka distilled?

Tito's Vodka is distilled in Austin, Texas, where the founder started the brand.

How does Tito's Vodka contribute to social causes?

Tito's Vodka is known for its charitable efforts, including campaigns to support animal shelters, clean water initiatives, and various community programs.

What awards has Tito's Vodka won?

Tito's Vodka has won numerous awards, including multiple gold medals at the San Francisco World Spirits Competition and recognition for its smooth taste and quality.

Why did Tito Beveridge start making vodka?

Tito Beveridge started making vodka to create a high-quality, affordable spirit that was handcrafted and distilled in small batches, filling a niche in the market.

How has Tito's Vodka influenced the craft spirits industry?

Tito's Vodka helped pioneer the craft vodka movement in the U.S., showing that small-batch, artisanal spirits could compete successfully with large commercial brands.

Additional Resources

History of Tito's Vodka: Tracing the Journey of an American Craft Icon

history of titos vodka reveals a compelling narrative of innovation, entrepreneurship, and the rise of craft spirits in the United States. Unlike many well-established vodka brands rooted in Eastern Europe or Russia, Tito's Handmade Vodka emerges as a distinctly American success story, born out of a small Texas distillery and passionate craftsmanship. Understanding the history of Tito's vodka not only sheds light on its unique production methods

but also highlights how it transformed from a local favorite to a global contender in the highly competitive vodka market.

The Origins of Tito's Handmade Vodka

The story of Tito's vodka begins with its founder, Bert "Tito" Beveridge, a Texas native and former geologist. In the mid-1990s, Beveridge embarked on a personal mission to create an all-American vodka that could rival European imports. What started as a small-scale operation in Austin, Texas, quickly evolved due to Beveridge's insistence on quality, authenticity, and traditional craftsmanship.

In 1997, Tito's Handmade Vodka was officially launched, with Beveridge taking a hands-on approach in every stage of production. His decision to use old-fashioned pot stills—a method more commonly associated with whiskey—allowed Tito's to stand apart from many competitors who relied on continuous column stills. This choice contributed to the vodka's distinct flavor profile and helped establish its reputation for smoothness and purity.

Craftsmanship and Production Techniques

One of the defining features in the history of Tito's vodka is its commitment to handcrafted production. Unlike mass-produced vodkas that often emphasize efficiency over quality, Tito's vodka is distilled six times in small batches. This meticulous process uses corn as the base ingredient, differentiating it from traditional vodkas made from wheat or potatoes.

The emphasis on corn brings a subtle sweetness and a creamy mouthfeel to the spirit, which critics have often praised. Moreover, Tito's Handmade Vodka is gluten-free, appealing to a growing demographic concerned with dietary restrictions. This aspect of its production contributed significantly to its rising popularity in the early 2000s, especially among health-conscious consumers.

Growth and Market Penetration

In the early years, the history of Tito's vodka was characterized by grassroots marketing and word-of-mouth growth. Without the backing of a major corporation, the brand relied on building relationships with local bars, restaurants, and retailers. Tito's distinctive orange label and "handmade" branding helped it stand out on crowded shelves.

By the mid-2000s, Tito's had expanded beyond Texas, fueled by increasing consumer interest in craft spirits and authentic American brands. The company's strategy to emphasize its handcrafted nature and small-batch

production resonated with a demographic seeking alternatives to mass-market vodkas like Smirnoff or Absolut.

Comparing Tito's Vodka to Competitors

When analyzing the history of Tito's vodka within the context of the broader vodka industry, its rise is notable for challenging longstanding market leaders. Unlike European brands with centuries of heritage, Tito's leveraged its American origin and artisanal production processes to carve a unique niche.

Compared to traditional vodkas, Tito's is often described as having a softer, rounder taste, a result of the corn base and multiple distillations. Critics and consumers alike appreciate its versatility in cocktails and its "clean" finish. While premium vodkas such as Grey Goose emphasize luxury branding, Tito's appeals more to authenticity and value, offering a competitive price point without compromising quality.

Brand Development and Cultural Impact

The history of Tito's vodka is also a story of savvy brand development and cultural resonance. Tito's Handmade Vodka was among the first craft vodkas to capitalize on the burgeoning spirit of American entrepreneurship and "local pride" marketing. The brand's tagline, "Handmade Vodka," became a rallying cry for consumers interested in artisanal and small-batch products.

The company's philanthropic efforts further enhanced its image. Tito's has donated millions to charitable causes, particularly animal welfare and community support initiatives. This commitment to social responsibility aligns with the values of many modern consumers and reinforces the brand's reputation beyond just its product quality.

Challenges and Controversies

Despite its success, the history of Tito's vodka has not been without challenges. As the brand grew, it faced increased competition from other craft distilleries and evolving consumer tastes. Moreover, Tito's encountered regulatory scrutiny regarding its marketing language—specifically, the use of the term "handmade," which some critics argued could be misleading for a product produced at scale.

Additionally, the surge in demand forced Tito's to expand production, raising questions about maintaining the original small-batch ethos. However, the company has maintained transparency about its processes and continues to emphasize quality control.

Innovations and Future Directions

The evolution of Tito's vodka is marked by continuous innovation while preserving its core identity. In recent years, the brand has expanded its portfolio to include flavored vodkas and ready-to-drink cocktails, responding to shifting market preferences. Nevertheless, the flagship unflavored vodka remains the cornerstone of Tito's success.

Technological advances in distillation and packaging have also been integrated without compromising the brand's handmade narrative. The company's ability to balance tradition with modern consumer demands exemplifies its strategic acumen in the competitive spirits landscape.

Key Features That Define Tito's Vodka

- Six-times distilled using pot stills for a smooth and clean taste
- Made from 100% American corn, providing a subtly sweet flavor
- Gluten-free, catering to health-conscious consumers
- Small-batch, handcrafted production methodology
- Strong philanthropic involvement enhancing brand image

The history of Tito's vodka is a testament to how authenticity, quality, and strategic branding can disrupt an established market. From a modest distillery in Austin to a globally recognized brand, Tito's journey mirrors the broader trends in American craft spirits and consumer demand for genuine, artisanal products. As the vodka market continues to evolve, Tito's ability to innovate while honoring its origins will likely keep it relevant and respected among connoisseurs and casual drinkers alike.

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history of titos vodka: A History of Guerilla Warfare David Rooney, 2024-06-30 A must-read

for those intrigued by the ever-shifting landscape of unconventional warfare and its profound impact on contemporary global dynamics Throughout history, conflicts have given rise to unconventional forms of warfare, often propelled by personal, religious, tribal, or national ambitions. Historian David Rooney highlights pivotal figures such as the Maccabees, Napoleon, the Boer Wars, Michael Collins, Mao Tse Tung, T. E. Lawrence, Castro, Guevara, the Guerrillas of World War II, and Al Qaeda's Osama Bin Laden, illustrating the evolution of guerrilla theories. In today's era of swiftly forsaking convention and tradition for immediate results, the adoption of unconventional strategies by twenty-first-century warriors appears more prevalent than ever. Public discourse surrounding this topic is vibrant, and understanding its evolution is vital for increased awareness. Dive into the riveting exploration of unconventional warfare throughout the ages with historian David Rooney's insightful narrative. This compelling account not only unveils the trailblazing leaders who reshaped military strategies but also delves into the timely relevance of non-conventional approaches in today's fast-paced world. A must-read for those intrigued by the ever-shifting landscape of unconventional warfare and its profound impact on contemporary global dynamics

history of titos vodka: A History Of Russia Volume 2 Walter G. Moss, 2004-10-01 Moss has significantly revised his text and bibliography in this second edition to reflect new research findings and controversies on numerous subjects. He has also brought the history up to date by revising the post-Soviet material, which now covers events from the end of 1991 up to the present day. This new edition retains the features of the successful first edition that have made it a popular choice in universities and colleges throughout the US, Canada and around the world.

history of titos vodka: The Complete Book of Spirits Anthony Dias Blue, 2010-05-18 An indispensable follow-up to his classic Complete Book of Mixed Drinks, Anthony Dias Blue presents The Complete Book of Spirits, a comprehensive collection of history, lore, and tasting tips, along with recipes for select cocktails. Here, in one concise and easy-to-use volume, is all the information a consumer needs to shop, mix, and sip like a spirits expert. From bathtub gin to mojito madness, Blue brings the dynamic history of the spirits industry alive, demonstrating that spirit making is not only one of mankind's oldest pursuits but also perhaps its most colorful. In ten captivating chapters, readers are treated to everything they ever wanted to know about their favorite liquors, including vodka, aquavit, tequila, and whiskey. Blue also provides step-by-step instructions on how to host spirit tastings to educate your palate and to help you and your friends discover your favorite brands and blends. For every chapter and every spirit, there is also a handy tasting-notes section, with Blue's expert comments and his favorites, along with price points. If you've ever wondered about the difference between potato and wheat vodkas, or between mescal and tequila or American and Irish whiskeys, or what makes single malt Scotch so desirable, look no further. With Anthony Dias Blue, America's leading wine and spirits expert, and The Complete Book of Spirits as your guides, you will take your enjoyment to a new level.

history of titos vodka: Soviet History in the Yeltsin Era R. W. Davies, 1997-06-12 Russian rethinking of the past has immense political significance. The author of the acclaimed Soviet History in the Gorbachev Revolution now examines the impact of the collapse of Communism and of the subsequent disillusionment with capitalism on Soviet history. The uses of history after the 1991 coup and in the 1995 and 1996 elections are considered in detail. Part two evaluates the unfinished revolution which has partly opened the archives, while part three offers reflections on the future of the Soviet past.

history of titos vodka: The Routledge Companion to the History of Retailing Jon Stobart, Vicki Howard, 2018-11-08 Retail history is a rich, cross-disciplinary field that demonstrates the centrality of retailing to many aspects of human experience, from the provisioning of everyday goods to the shaping of urban environments; from earning a living to the construction of identity. Over the last few decades, interest in the history of retail has increased greatly, spanning centuries, extending to all areas of the globe, and drawing on a range of disciplinary perspectives. By offering an up-to-date, comprehensive thematic, spatial and chronological coverage of the history of retailing, this Companion goes beyond traditional narratives that are too simplistic and Euro-centric and offers

a vibrant survey of this field. It is divided into four broad sections: 1) Contexts, 2) Spaces and places, 3) People, processes and practices and 4) Geographical variations. Chapters are written in an analytical and synthetic manner, accessible to the general reader as well as challenging for specialists, and with an international perspective. This volume is an important resource to a wide range of readers, including marketing and management specialists, historians, geographers, economists, sociologists and urban planners.

history of titos vodka: *Vodka Distilled* Tony Abou-Ganim, 2013-01-21 Over the course of the past two decades, Tony Abou-Ganim has earned his reputation as one of the leaders of the craft cocktail movement. Through his work with food and hospitality legends like Mario Batali, Steve Wynn, and Harry Denton, Abou-Ganim has earned his reputation as the Modern Mixologist, someone bringing the traditional art of mixology into the 21st century for the benefit of new generations. On the heels of the success of *The Modern Mixologist: Contemporary Classic Cocktails*, Tony Abou-Ganim has written *Vodka Distilled* as a companion piece focusing entirely on this clear spirit. It is a comprehensive look at the vodka marketplace, geared toward those working in the profession as well as the giant audience of vodka drinkers. This one-of-a-kind resource establishes a new standard in defining and understanding the world's most consumed spirit. *Vodka Distilled* appeal to both enthusiasts and aficionados by explaining how traditional-style vodkas—those produced in Eastern Europe—differ in character from those made in the West, and how different raw materials and distillation and filtration methods contribute to these variations in character. By breaking down the characteristics of each highlighted vodka, Abou-Ganim helps readers better understand, appreciate, and enjoy this noble spirit.

history of titos vodka: *Vodka* Victorino Matus, 2014-07-01 It began as poisonous rotgut in Medieval Russia—Ivan the Terrible liked it, Peter the Great loved it—but this grain alcohol “without distinctive character, aroma, taste, or color” has become our uncontested king of spirits. Over a th

history of titos vodka: *The SAGE Encyclopedia of Alcohol* Scott C. Martin, 2014-12-16 Alcohol consumption goes to the very roots of nearly all human societies. Different countries and regions have become associated with different sorts of alcohol, for instance, the “beer culture” of Germany, the “wine culture” of France, Japan and saki, Russia and vodka, the Caribbean and rum, or the “moonshine culture” of Appalachia. Wine is used in religious rituals, and toasts are used to seal business deals or to celebrate marriages and state dinners. However, our relation with alcohol is one of love/hate. We also regulate it and tax it, we pass laws about when and where it’s appropriate, we crack down severely on drunk driving, and the United States and other countries tried the failed “Noble Experiment” of Prohibition. While there are many encyclopedias on alcohol, nearly all approach it as a substance of abuse, taking a clinical, medical perspective (alcohol, alcoholism, and treatment). The SAGE Encyclopedia of Alcohol examines the history of alcohol worldwide and goes beyond the historical lens to examine alcohol as a cultural and social phenomenon, as well—both for good and for ill—from the earliest days of humankind.

history of titos vodka: Tipsy Texan David Alan, 2013-06-11 “Don’t let the Tipsy Texan’s clever nickname fool you: Here’s a man who seriously understands the art and the lore of the cocktail.” —Rebecca Rather, author of *The Pastry Queen* From the man at the forefront of Texas mixology, get recipes for Big & Boozy drinks for when hearty, spirit-forward cocktails are the order; Light, Bright, and Refreshing cocktails that will get you through those long, hot summers; and Sweet, Creamy, and Desserty cocktails that will satisfy the sweet tooth. A section on techniques reveals tricks of the trade, with each recipe accompanied by ingredient notes for anything that’s out of the ordinary or must be house-made. Recipes include the author's own creations as well as classics with local and regional twists, such as the Old Austin, a Texas update on the Old Fashioned sweetened with toasted pecan syrup. The Peach Tom Collins is a simple variation on the classic that tastes like Hill Country in a glass. The Harvest Punch showcases local rum, seasonal spices, and fresh pressed apple cider. A bowl of Absinthe Eggnog or a Golden Sleigh, an eggnog variation on the old Golden Cadillac, bring extra cheer to the holidays. Succulent red grapefruits—the crown jewels of Texas’s indigenous cocktail ingredients from the Rio Grande valley—figure prominently here. You’ll also meet the

bartenders who ushered in the Texas cocktail revival; see the places where they ply their trade; and read about the distillers who've put Texas on the national craft distilling map—and all the wonderful cocktails that Texas bartenders (and bar patrons!) have devised in which to use these homegrown spirits. You'll even join a tour of the gardens and farmers' markets that give Texans an incredible year-round assortment of fruits and vegetables, ripe for the picking—and ripe for the drinking.

"Thanks to his truly delicious book, we can all mix up our own tastes of David's Texas—from Austin loquats to Hill Country peaches, blended with the state's finest artisan liquors. Cheers!" —Jim Hightower, New York Times-bestselling author of *Swim Against the Current* Includes color photos

history of titos vodka: *Tito and the Rise and Fall of Yugoslavia* Richard West, 2012-11-15 Few figures have dominated a nation's destiny as much as Marshal Tito of former Yugoslavia. For nearly thirty years he held together mutually hostile religious groups in a deeply divided country, but his death in 1980 rekindled centuries-old hatreds and by 1992 Yugoslavia ceased to exist. In this revealing biography, Richard West questions the full impact of Tito's reign of power and his implicit responsibility for the ensuing violent, bloody war in Bosnia. 'Excellent ... I recommend his book for those who already know about Yugoslavia and want food for thought about the future.' David Owen, Sunday Times 'Admirable ... Carefully researched and extremely readable.' Literary Review 'A passionate book, in which West's historical sense is interlaced with his own very intimate knowledge of Yugoslavia from the late 1940s on and of the poignancy of [subsequent] events.' Fergus Pyle, Irish Times 'Masterly'. Glasgow Herald

history of titos vodka: *Vodka* Robert Von Goeben, 1999 Featuring recipes for vodka-based drinks and dishes, this guide also includes a complete, cross-cultural history of vodka, with information on production, brands, and popularity throughout the world. Color photos.

history of titos vodka: Fires, Floods, Explosions, and Bloodshed Andrew Braunberg, 2025-09-17 When Americans settled Texas in the 1830s, they brought their booze with them and found some made by the locals when they got here! Before long, the Lone Star State had a thriving distillery business, more than a century ahead of modern craft distillers that are changing the face of the spirits industry today. This is a fascinating history filled all too frequently with floods, fires, explosions, and lots of bad luck. Had the development of Texas happened a little differently, the state might have well become a major whiskey producer intertwined with barbed wire, refrigeration, cattle, railways, oil, and cooperage all coming into play. Texas distilling is older than both the American and Texan Republics, but the history of transforming grains into whiskey in Texas goes back to at least the early 1840s. No spirit is more associated with the state's frontier history than American whiskey. But even during its wildest days, there was a vocal prohibitionist element in Texas that was working to outlaw distilleries, and more importantly, close the saloons. Texas distillers also made liquor for the Confederate war effort, and operations in Tyler and near present day Denison played an often-overlooked role in supporting the troops in the field with medicinal whiskey. After the war, home-grown Texas whiskey found a market and seemed destined to take its place among the great American spirits of its day.

history of titos vodka: *Doctors and Distillers* Camper English, 2022-07-19 "At last, a definitive guide to the medicinal origins of every bottle behind the bar! This is the cocktail book of the year, if not the decade." —Amy Stewart, author of *The Drunken Botanist* and *Wicked Plants* "A fascinating book that makes a brilliant historical case for what I've been saying all along: alcohol is good for you...okay maybe it's not technically good for you, but [English] shows that through most of human history, it's sure beat the heck out of water." —Alton Brown, creator of Good Eats Beer-based wound care, deworming with wine, whiskey for snakebites, and medicinal mixers to defeat malaria, scurvy, and plague: how today's tipples were the tonics of old. Alcohol and Medicine have an inextricably intertwined history, with innovations in each altering the path of the other. The story stretches back to ancient times, when beer and wine were used to provide nutrition and hydration, and were employed as solvents for healing botanicals. Over time, alchemists distilled elixirs designed to cure all diseases, monastic apothecaries developed mystical botanical liqueurs, traveling physicians concocted dubious intoxicating nostrums, and the drinks we're familiar with today began to take

form. In turn, scientists studied fermentation and formed the germ theory of disease, and developed an understanding of elemental gases and anesthetics. Modern cocktails like the Old-Fashioned, Gimlet, and Gin and Tonic were born as delicious remedies for diseases and discomforts. In *Doctors and Distillers*, cocktails and spirits expert Camper English reveals how and why the contents of our medicine and liquor cabinets were, until surprisingly recently, one and the same.

history of titos vodka: *The Cocktail Companion* Cheryl Charming, 2018-11-30 Drink your way through history, learn tips from the best bartenders, and become a cocktail connoisseur with this fantastic guide. *The Cocktail Companion* spans the cocktail's curious history from its roots in beer-swilling, 18th-century England through the illicit speakeasy culture of the United States Prohibition to the explosive, dynamic industry it is today. Learn about famous and classic cocktails from around the globe, how ice became one of the most important ingredients in mixed drink making, and how craft beers got so big, all with your own amazing drink that you made yourself in hand. In *The Cocktail Companion*, well-known bartenders from across the United States offer up advice on everything, including using fresh-squeezed juices, finding artisanal bitters, and creating perfect cubes of ice that will help create intriguing, balanced cocktails. You'll want to take your newfound knowledge from this cocktail book everywhere! *The Cocktail Companion* is a compendium of all things cocktail. This bar book features: 25 must-know recipes for iconic drinks such as the Manhattan and the Martini Cultural anecdotes and often-told myths about drinks' origins Bar etiquette, terms, and tools to make even the newest drinker an expert in no time! If you liked *The Drunken Botanist*, *The 12 Bottle Bar*, or *The Savoy Cocktail Book*, you'll love *The Cocktail Companion*! "Cheryl has demystified the cocktail and made it . . . fun and approachable! She takes us on an entertaining journey into the world of libations and those who serve them; their histories, stories, and antidotes. In the end, we better understand how we have arrived where we have and leave a more educated and appreciative imbibers!" —Tony Abou-Ganim *The Modern Mixologist*

history of titos vodka: *The Bartender's Ultimate Guide to Cocktails* Cheryl Charming, 2022-02-15 Fantastic Alcohol Facts, Cocktail Culture, and More "A wealth of knowledge and experiences from virtually every corner of cocktail culture."— T.A. Breaux, Author of *Breaux Absinthe: The Exquisite Elixir #1* Bestseller in Alcoholic Drinks & Beverages Peruse the interesting histories and lore of alcohol as you fill your cocktail glass and sip a drink—hand-made by you—using one of the many artisanal yet simple recipes inside. Learn fun alcohol facts and tidbits you'll bring with you everywhere you go. Learn, concoct, and be merry. Are you brand new to alcohol and don't know where to start? Are you more experienced but looking for something that gives context to the art of mixology? Books with nothing but recipes get stale fast, but this bartender bible is a cocktail codex, combining all the facets of alcohol and classic cocktails—recipes, traditions, stories, and more—so you'll always find something interesting within. Step into yesteryear and peer at the history of classic cocktails through the lens of those who have created and loved mixed drinks throughout time. Alcohol's culture is a storied saga full of lore, anecdotes, and experiences. Author Cheryl Charming gathers information from almost every corner of the drinking world and brings it all together in one fun, easy to read, and informative love letter to the heritage of the drinks we all love today. Inside *The Bartender's Ultimate Guide to Cocktails*, you'll find: Recipes for basic bar drinks and classic cocktails everyone should know, like the Manhattan Advice from your favorite bartender on everything alcohol—facts like what makes the perfect ice cube, bar tool essentials, and the best places to get specialty drinks or artisanal bitters Cultural anecdotes, myths, and stories about drinks, their origins, and their rise to popularity If you liked *Liquid Intelligence*, *The Drunken Botanist*, or *Death & Co*, you'll love *The Bartender's Ultimate Guide to Cocktails*.

history of titos vodka: *Social Media Marketing* Tracy L. Tuten, Michael R. Solomon, 2017-11-25 ****Winner of the TAA 2017 Textbook Excellence Award**** *Social Media Marketing* deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users. TAA Judges Panel *Social Media Marketing* was the first textbook to cover this vital subject and has quickly become the market leader. It melds essential theory with practical

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