

TOF Sour vs. the Competition

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Taste of Florida Sour \$2.90 PTR
Daily's Margarita ASP \$3.50 - \$4.50 PTR
Mr. & Mrs. T's ASP \$3.00 to \$4.00
Finest Call Margarita ASP \$3.15 to \$4.50
Island Oasis Margarita ASP \$4.50 to \$5.00

ASP = Average Street Price. Not including split case fees, fuel surcharges & minimum orders

Compare the Sour: Sour is used in hundreds of cocktails and thus can be one of the highest volume mixers you sell. Most bars will have one of three (3) types of sour.

- **Sour on the Gun:** Bars think sour on the gun is fast and cheap. Well, it's not really faster, but it is cheap. However, there's nothing real about it and it almost always tastes BAD. Even if the account says they aren't switching have them compare anyway. Nobody wants to serve a bad drink.
- **Sour in a bottle:** With the exception of Ocean Spray, almost all sour mixes contain NO juice and taste very fake. We should beat other bottled brands quite easily.
- **Powdered Sour:** Some sour mixes are in powdered form and the bar has to add water and stir. Of course, they are fake and taste like Country Time Lemonade. Think about it, do you like powdered eggs, powdered mash potatoes, powdered milk or powdered soups?

Gun inconsistency. Just for fun, have a bar compare sour from two different guns. They usually taste different.

Real Sour? Real sour is made with lemon juice, sugar & water. Let's review the leading brands:

Mr. & Mrs. T's – nothing real
Daily's – less than 4%
Fanco's – nothing real

Margaritaville – nothing real
Finest Call – nothing real
Island Oasis – real, but % not listed

TOF Sour: Our Sour is made with 13% lemon juice. That doesn't seem like a lot on the surface. However, Tropicana Lemonade is made with 10% lemon juice and Simply Lemonade is only 11%.

It's a QUALITY thing: Drinks such as margaritas, sours, Long Island Iced Teas, Kamikazes and many, many more will simply taste better when made with Taste of Florida Sour Mix.

Conclusion: Our Sour is made with real lemon. It tastes significantly better, can be used for a lot more applications and cost less – especially when considering over pouring, doctoring up and drink returns associated with other brands. Sour is the base for many cocktails. A bad sour equals a bad drink – don't let your friends serve bad drinks!