

# NextLevelMarketing

# BEVERAGE AUTHORITY

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manage. serve. profit.

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## THE BIG PICTURE



## A Call to Arms!

Whoops...that's a mistake. It's supposed to read, "A Call For Action." Kind of a big difference, sorry. Anyway, this is the 62nd issue of the *Beverage Authority* and Robert Plotkin and I began the newsletter in 2001 as a business-to-business device. It's an independent publication about the on-premise beverage business. No filler, no ads, no political op/eds, no hidden agendas, which largely explains why our distribution list has grown to the many thousands.

Robert and I spend a great deal of our so-called professional lives working on-premise, snooping around for new specialty cocktails, interesting spirit trends and talking with the nation's best and brightest bartenders and beverage managers. We distill all of those insights and observations down into bit-sized morsels and spread them evenly across the pages of the *Beverage Authority* newsletter.

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## SPOTLIGHT ON COCKTAILS

## Summer is the Mixologists' Favorite Season

For most, summer is the beverage season in the sun. Between the thinning ozone and rising temperatures, your clientele will be developing a palpable thirst. The question is how do you best revive their wilting spirits? There is a wide array of drink types and styles that lend themselves to summer promotions, more than at any other time of the year. Don't wait for things to happen, formulate a plan. Flex your creative muscle and devise summer drink specialties that reflect the individuality of your establishment.

Offering a balanced line-up of summer specialties is key. Ensure that you offer your guests a broad range of signature drinks from which to choose, a selection designed to meet any taste preference.

⇒ **Summer Mixers** — Don't overlook the obvious. America's favorite summertime potable is lemonade, and



fortunately it makes an unsurpassed mixer. Lemonade marries beautifully with many types of spirits, including flavored vodkas and rums, Chambord and Midori. Even conventional concoctions are inspired when you add a splash of such relatively exotic flavors as papaya juice, mango, kiwi or tangerine juices.

⇒ **European Thirst Quencher** — In Spain and throughout Europe the prescribed remedy for beating the heat is Sangria, the most beautiful marriage of fruit and wine. The Sangria is essentially a punch, a refreshing blend of red wine, fresh fruit, lime juice, and an assortment of spirits and liqueurs.

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## PRODUCT PROFILE by Robert Plotkin

## Suntory ZEN

There are some products with first impressions that are about as demure as a slap in the face. While I'm all for spirits and liqueurs being assertive and upfront, I also think highly of restraint. There's something rather confident about a product that doesn't feel the need to overstate its case.

Which brings us to *Suntory ZEN Green Tea Liqueur*, the latest release from the makers of all-world Midori. It's delectably understated, yet varied with nuance and appeal. Rest

assured there isn't another liqueur on the market equal in intrigue as Suntory ZEN.

For thousands of years, Japanese have enjoyed blending green tea with fine spirits. Suntory has styled ZEN in this tradition. The shining ingredient in the liqueur is ultra-premium Kyoto green tea, leaves cultivated by one of Japan's finest tea brands, Marukyu-Koyama-En. The master distiller uses a blend of whole and ground green tea leaves, herbs, lemongrass and spices to infuse the spirits.

Suntory ZEN is a class act. It glimmers in a glass with the color of brewed green

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# Drink Pricing For Optimum Profits

Simply stated, the objective when developing price lists for the bar is to establish a set of prices that will yield the highest profit margins and result in products selling at their optimum sales volume. If you raise the sales price substantially past this equilibrium point, you can anticipate the sales volume will drop, thereby decreasing the amount of profit realized. After all, how many people will be willing to pay \$20 for a vodka and tonic?

On the other hand, if you price that same drink under a dollar, you can expect it to sell fairly vigorously, but you'll make little to no profit on the many transaction.

Establishing the various price lists for your bar is as much an art as it is a science. The process is dependent on your knowledge of the business, marketplace and the following three pricing considerations:

⇒ **Portion Cost** — The first variable when setting prices is portion cost. It stands to reason that the more an item costs to serve, the higher the retail price must be to realize the desired profit margin. Portion cost is determined by multiplying the product's cost per ounce by the quantity poured.

⇒ **Direct Competition and Market Positioning** — How you position your

beverage operation in relation to your competitors will have a direct bearing on the pricing structure. Market positioning inevitably renders down to the "meet or beat" decision.

Some decide to "meet" the competition by featuring the same type of products and pricing them similarly. This strategy



is most often used when the establishment enjoys significant advantages over the competition, such as location, concept, interior design, lighting and sound—the operator believes they will control a majority of the market, drawing large customer counts and healthy gross sales. Others opt to "beat" the competition by charging less for comparable products, or charging similar prices for higher quality products.

⇒ **Demographics of the Clientele** — Operations that charge above-market prices tend to attract patrons who are accustomed to paying higher drink

prices in exchange for being able to enjoy the exclusivity of the establishment. All things being equal, operations that charge lower than market prices will experience increased customer counts, thereby stimulating the volume-end of the profit equation.

## Establishing Pricing Structures

It important to make your price lists user-friendly. The more involved and complicated you make them, the more likely employee pricing errors become. Your research and hard work are negated when your employees fail to charge the right sales prices; even if those errors result in higher gross sales, treating the clientele fairly and safeguarding the business's reputation is worth more than a few extra dollars.

Some believe that point of sale (POS) systems alleviate the need to train employees on the bar's drink prices. The rational that with a few keystrokes servers or bartenders can quickly find any drink, product or menu item price. The problem is that guests frequently ask servers and bartenders about prices. If the staff can't quickly and competently answer the question, they have to excuse themselves and check the POS for the information. This needlessly wastes time and reduces the employee's productivity. Guests are

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## FEATURED SPECIALTY by Robert Plotkin

# America's Mix of Choice — Sweet & Sour

Sweet and sour is the stuff legendary drinks are made of. There are more drinks in the lexicon of American mixology made with a lemon-forward sweet 'n' sour than all other drink mixes combined. That makes sweet 'n' sour, if for no other reason, the most important ingredient stocked behind the bar.

Finding a really good one is cause for celebration. The challenge is that it's a difficult product to make well. Achieving a balanced foundation for drink making is a tougher assignment than it may sound. Use a touch too



much sweetness and the cocktails made with the mix will be cloying. Back off too much of the sweetness and you'll have an acidic and potentially bitter mess.

Considering how much you have riding on the decision of what sweet 'n' sour to feature at your bar, you'd be well advised to sample *Daily's Sweet & Sour Mix*. Among the many things that this product has going for it is the mix's relative degree of tartness. Many producers strive for absolute balance.

That's fine if you'll be serving the mix straight, but as a foundation for modern cocktails it's off

the mark. You need a wee bit of the lemon's natural tartness to shine through to work with the drink's spirited ingredients.

The Daily's Sweet & Sour Mix has an authentic lemon hue, excellent opacity and a lightweight body. In the all-important category of taste, the vibrant, lemon flavored mix is tangy and almost puckery. Take it for a test drive. It's up to the challenge. —RP ♦



# Why Bad Things Happen to Good Bars

Doing something simply because it is the way that it's been done in the past may only serve to perpetuate a costly, inefficient or otherwise unfounded practice. Familiarity impairs the decision-making process. Most of us spend untold hours in our operation engaged with day-to-day concerns seeing things as they are and not as they could or should be. Slowly we grow to believe maintaining the status quo as the ultimate objective.

Consider shaking up your point of view. Look to get all of the different input and insight you can. Things of value will survive the process, the rest will be replaced.

## Managing the Human Factor

One chronic problem is understaffing, not scheduling enough people to handle expectedly busy shifts. Aside from subjecting employees to undue stress, running a skeleton crew when it's busy will undoubtedly cost you sales, cost the bartender gratuities and cost clientele the level of hospitable service they have come to expect. Understaffing is expensive and far exceeds any savings in payroll.

If the anticipated business seems too brisk for one bartender, yet not busy enough for two, schedule a bar back to work the shift. You'll get another set of hands behind the bar, the clientele will be well served, the bar back will gain valuable experience, and the bartender will get to

keep a larger percentage of the tips. In addition, you save the bartender from being besieged.

Does your business encourage the practice of cross-training? Imagine the potential benefits if food servers were trained to tend bar, or bar backs knew how to work the floor and bus tables. Likewise, bartenders should be comfortable with the menu and be capable of serving and properly presenting menu items. When necessary, bussers should be able to go behind the bar and competently make cappuccinos or help wash glassware. Cross-training allows employees to expand their skills to the fullest. The business will benefit by having a more capable, versatile staff and a smoother running operation.

Do you schedule your employees two weeks at a time? If requested, will you give employees permanent schedules? A two week schedule has the stabilizing effect of enabling employees to better plan their lives outside the workplace. Also, fewer scheduling conflicts occur when employees are given more advance notice of their work schedule.

## Evaluating Your Beverage Program

Are the brands of liquor in your well still the best labels to feature? House brands should reflect the character of the business and help establish its identity. Perhaps you need to break out of a rut by running with

different labels in your well. Like a blood transfusion, improving well brands may infuse your operation with new life.

What type of marketing is conducted at the point of sale? Are there daily or weekly drink specials? Does the bar have a specialty drink menu? Do you rotate your beer selection or stock any specialty beers? Is there a varietal wine by-the-glass program?

How well does your bar prepare and present its product? Drinks should be made skillfully and not thrown together like chow on an army mess tray. Take the Bloody Mary for example. Do you use a commercial pre-mix or is it made from scratch according to an established house recipe? Or is it prepared in the glass for each individual drink, a time consuming practice without assurance of consistency.

How well do you take care of guests? Is the bar top kept clean and presentable? Are there bar snacks or finger food available? Do you offer your clientele a food spread during Happy Hour? Is the ambiance in the establishment well suited for your clientele? Is the music and lighting appropriate?

Timothy Leary hit the nail on the head when he advised "question authority." Challenge convention. Be suspect of long-held assumptions and root out faulty reasoning. Question authority, even if your perspective is the one being challenged. Your business will be better for it. ♦

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## PRODUCT PROFILE *continued from page 1*

tea and tantalizes the palate with an array of enticing floral and spice aromas. Its rounded body sports substance without weight, an attribute you'll greatly appreciate when devising cocktails. Its light, delicate mouth feel is a welcome departure from most liqueurs.

The liqueur has a complex of long lasting flavors ranging from the sublime to the exotic. Its initial approach is semi-sweet and floral, but that's quickly replaced with the flavors of herbs, anise and green tea. At 40-proof ZEN warms the body and revitalizes the mind without



drawing attention to itself. From start to lip-smacking finish, this is a classy product.

Bartenders roll up your sleeves, because this new liqueur is like an advanced degree in mixology in a bottle. As splendid as it is to sample neat, the liqueur is even more fun when it plays with the other campers. Like Midori, Suntory ZEN was bred for drink making. It's a natural paired with citrus vodka, limoncello, or lemon-infused rum. You'll

soon realize that the liqueur marries beautifully with a broad palette of flavors, everything from raspberry, mint and mango to passion fruit, orange and ripe berries.

This Japanese import will make a valuable addition to any beverage program. Taste, looks and versatility—what more can you ask? Suntory ZEN is delicious served in lemonade or added to either hot or iced tea. It makes a snappy flavor-enhancer in a Margarita or Long Island Iced Tea. Frankly, it's got a ton of applications behind the bar.

The last words about Suntory ZEN Green Tea Liqueur are: "It's about time!" —RP ♦



# Ways of Improving Bartender Gratuities

Getting tips make good nights better and bad nights more tolerable. When you reach the point where you no longer appreciate getting tipped, it's time to get out from behind the bar.

On any given shift, some bartenders will get tipped better than others. So what do they know about getting tipped well that the rest of us don't? Here's the short list.

## ⇒ Warm Smile and Friendly Attitude

— Gracious hospitality is the cornerstone of our business. Hospitality makes people feel welcome and at home. A genuine smile and friendly attitude are essential to giving people the impression that you're glad they came.

## ⇒ Acknowledging Customers By Name

— People appreciate being referred to by their name. Not only that, but the process by which you learn a person's name is through friendly conversation, after which an invaluable connection has been formed.

## ⇒ Accommodating the Needs of All Guests

— Conventional wisdom asserts that you should never say 'no' to a customer. Within reason, all requests

should be fulfilled, regardless of the degree of hassle. People appreciate being catered to; it's at the heart of gracious hospitality.

⇒ **Looking Your Best** — Your appearance affects the impression you make on the clientele. It also speaks volumes about your degree of professionalism. Looking your best and dressing for success are important aspects of your job and making great tips.

## ⇒ Product Knowledge and Menu Familiarization

— You should be able to accurately answer questions regarding the menu or a specific product. Long searches looking for someone else to provide information diminish your standing with guests.

## ⇒ Improving Your Sales Abilities

— Timely suggestions and appropriate recommendations enhance a guest's overall experience. They also boost your ticket averages, the very amount upon which your gratuity is generally calculated.

## ⇒ Communicate Effectively

— Using vague and imprecise language often leads to guests' expectations going unfulfilled. This

also applies to handling guests' complaints, most of which can be dealt with using listening skills.

⇒ **Anticipating Guests Needs** — Service excellence can be defined as anticipating guests' needs before they realize the needs themselves. Refilling water glasses, replenishing bread baskets, and supplying condiments without being asked illustrate the point.

⇒ **Stress-Free Service** — Sure it's busy and you're in the weeds, but it's not the guests' responsibility to accurately perceive your plight. People seem to be most demanding when you can emotionally least afford it, but transferring that stress onto your guests does them a disservice and dampens their evening.

## ⇒ Cooperating Fully With Fellow Employees

— Providing timely assistance to a fellow employee improves the positive working environment and leads to a higher standard of service. They, in turn, will bail you out in a time of need. As you know, the better the service, the better the tip. ♦

## THE BIG PICTURE *continued from page 1*

So what's the call for action? While Robert and I do get around, we're don't get everywhere. So we'd like to hear from you. What have you seen that's particularly noteworthy? Any really interesting cocktails being requested at your bar? That's the kind of thing we're looking for.

In every issue of the newsletter we try to give you a balanced offering of information. For instance each month we look at a different category of drinks. We look at what's new and what your people should know about the cocktail and its creative variations. On top of that, we publish eight to ten drink recipes in the category to help you get your creative juices flowing. Much of our focus is on advocating new and exciting ways to

increase sales and enhance your guests' degree of satisfaction.

We are also mindful that the bar business is one in which the margin of success is narrow. Knowledge and timely information is often exactly what up and coming bartenders and beverage managers need to round off their education. We publish beverage management related features such as preventing internal theft, spotting drug use among employees, creating effective drink prices and how to devise winning drink menus.

Back in the day this newsletter would have made marvelous fodder for bulletin boards in the back of the house. Today it's passed along to untold thousands of email addresses. Robert and I take the mission seriously and have reached the conclusion that if we don't do it, then who will? Yeah right, might as well be us.



*Raspberry Truffletini*



*La Rumba Kahlua Especial*

Mike Ginley  
Next Level Marketing

So if you'd like to share anything timely about the bar business gleaned from your unique vantage point, please take a moment and pay it forward. We promise to come close to correctly spelling your name and will include photos of your bar's liquid masterpieces whenever possible. And who knows,

perhaps being seen in the *Beverage Authority* newsletter will be the beginning of something big and wonderful for you. Just because it's never happened before shouldn't dissuade you from trying to be the first.

Robert, let me know if I've forgotten anything.

There isn't one definitive version of Sangria. A descendant of this famous Spanish drink, the *New World Sangria*, has taken the original one step better. The contemporary version has the added flavor of peach schnapps and effervescence of champagne. It's not quickly prepared, but well worth the wait.



⇒ **Splended When Blended** — Blended, slushy drinks such as Margaritas, Piña Coladas and Daiquiris are always popular. But don't stop there. Feature a blended *Seabreeze* (vodka, cranberry and grapefruit juice), or Madras (vodka, cranberry and orange juice). A *Long Island Iced Tea* also tastes great frozen, as does a *Blue Hawaiian*, *Mai Tai*, *Zombie* and *Singapore Sling*. The options are endless.

⇒ **Summer Sparklers** — If you're looking for some effervescent thirst quenchers, consider promoting champagne drinks. They add a touch of

excitement and class to any occasion that few other types of mixed drinks can match.

A stand-up performer with long-lasting appeal is the *Ed Sullivan*, a delicious blend of light rum, amaretto, strawberries and champagne. Consider also the *Tryst & Shout*, a summer chart-buster made with amaretto and champagne.

⇒ **Summer Classics**

— Tempting guests with irresistible, dessert-like libations is a "can't miss" proposition. It appeals to the child within all of us, and whether they admit it or not, people are attracted most to the instant gratification of taste. Ice cream and frozen yogurt are a nearly perfect medium for liqueurs, cordials, and distilled spirits. Their sweet, creamy consistency accept a wide variety of flavors. Mix ice cream with



sorbet or sherbet to make *Creamsicles*, or frozen *Peach Mambas*. While you're at it, why not feature Kahlúa-spiked root beer floats, ice cream *Colorado Bulldogs* or Malibu frosted cokes. Consider offering your clientele the patriotic *E Pluribus Unum*, a blend of Kahlúa, Frangelico, Chambord and chocolate ice cream. After all, not everyone's watching their waistlines.

On the extreme end of the creativity curve is the *Mel's Chocolate/PB/Nana Shake*, a delicious creation made with Kahlúa, Appleton Estate Rum, chocolate syrup, peanut butter, milk, vanilla ice cream and a fresh banana. It's so big and satisfying that it could be served as an entrée. Equally sensational is the *Raspberry Banana Split*, a swirled specialty consisting of three separate blended layers. The bottom is made with Courvoisier VS and chocolate ice cream, the second is crème de banana, Mount Gay Eclipse and vanilla ice cream, and the top layer is Kahlúa, Chambord and French vanilla. ♦

**SAFEGUARDING YOUR PROFITS** *continued from page 2*

left wondering if the server doesn't know the prices, what other surprises are in store for the evening.

The following are suggestions on how to make your price list easier to use and less prone to employee pricing errors:

⇒ **Establish Major Price Categories** — Group products together based primarily on their wholesale costs. Use a standard increment such as fifty cents to separate the price categories, such that the well price + fifty cents = the call price, call + fifty cents = the premium price, etc. Often the high cost of super-premium liquors will necessitate an incremental increase of \$.75 or more. Grouping similarly priced products together requires the staff learning fewer prices.



⇒ **Keep Drink Prices Based Only on Quarters** — Prices ending in \$.25,

\$.50, or \$.75 are easier for bartenders and servers to add mentally. In addition, rounding prices up to the nearest quarter makes them less sensitive to wholesale cost increases.

⇒ **Product Prices Hinged to a Specific Portion** — All sales prices for each product in the liquor inventory should be listed with a corresponding portion.

For example, the listed sales price for a Stoli and tonic, made with 1 1/4 ounce of Stoli, is \$5.00. A Stolichnaya Martini made with 1 3/4 ounces of Stoli is listed at \$5.75.

⇒ **Staff Training and Avoiding Employee Pricing Errors** — Regardless of the reason, employee pricing errors hurt the operation's profitability and its reputation. It is therefore important to work with the service staff on learning the bar's prices. This is best accomplished by reviewing the pricing structures with the staff, and explaining as you go the rationale for

the prices. A test should be given several days later after the staff has had a chance to study and learn the prices. —RP ♦

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# Summer Drinks Are Hot Items

Is it any wonder why summer makes us a little goofy? The heat makes us less enthusiastic about working and a bit more inclined to leave the job early. Let's face it, August is the definitive month to forget we're adults and act more like kids.

Summer is also the season to cash in on marketing tall iced libations. What a stretch, huh? Here's the catch, everyone's selling cold icy drinks. To be truly successful, your icy cold drinks have got to be appreciably better than what the next guy is selling. Fortunately, we've got a few creative ideas to help get your motor revved up. —RP ♦

## Neon Watermelon Margarita

House specialty glass, chilled  
Rim glass with sugar (optional)  
*Pour ingredients into blender*  
1 1/4 oz. Sauza Gold Tequila  
1 oz. Midori  
1/2 oz. Triple Sec  
1/2 cup frozen seedless watermelon cubes  
3 oz. Daily's Sweet & Sour Mix  
*Blend with ice*  
Watermelon slice garnish

## Stoli Around the World

House specialty glass, ice  
*Pour ingredients into iced mixing glass*  
1/2 oz. Stoli Ohranj Vodka  
1/2 oz. Stoli Vanil Vodka  
1/2 oz. Stoli Razberi Vodka  
1/2 oz. Stoli Citros Vodka  
1/2 oz. Stoli Strasberi Vodka  
2 oz. cola  
2 oz. sweet 'n' sour  
*Shake and strain*  
Lemon wedge garnish

## Acapulco Sunburn

Bucket glass, ice  
*Build in glass*  
1 3/4 oz. Sauza Conmemorativo Añejo  
1/2 oz. Midori  
1/4 oz. fresh lime juice  
1 oz. pineapple juice  
1/2 fill with cranberry juice  
1/2 fill with lemonade  
Lemon wedge garnish

## Sante Fe Kamikaze

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
1 oz. Stoli Razberi Vodka  
1/2 oz. Stoli Citros Vodka  
1/2 oz. Stolichnaya Vodka  
1/2 oz. Rose's Lime Juice  
1/2 oz. lemonade  
*Stir and strain*  
Lime wedge garnish

## Key Lime Pie Martini

Cocktail glass, chilled  
Rim glass with lime juice and crushed graham crackers  
*Pour ingredients into iced mixing glass*  
1 1/4 oz. Stolichnaya Citros Vodka  
1 1/4 oz. Stolichnaya Vanil Vodka  
3/4 oz. Midori  
1/4 oz. Rose's Lime Juice  
1/4 oz. half & half cream  
*Shake and strain*

## Kozumel Colada

House specialty glass, chilled  
*Pour ingredients into blender*  
1 oz. Captain Morgan Spiced Rum  
1 oz. Malibu Rum  
1 oz. orange juice  
2 oz. coconut cream syrup  
2 oz. pineapple juice  
1/2 oz. half & half cream (optional)  
*Blend with ice*  
Float 1 oz. Kahlúa Especial  
Pineapple wedge and cherry garnish

## Dirty Ashtray Iced Tea

House specialty glass, chilled  
*Pour ingredients into iced mixing glass*  
1/2 oz. Gold Tequila  
1/2 oz. Gin  
1/2 oz. Vodka  
1/2 oz. Light Rum  
1/2 oz. Blue Curaçao  
1/2 oz. grenadine  
1 1/2 oz. pineapple juice  
2 oz. sweet 'n' sour  
*Shake and strain*  
Lemon wedge garnish

# Beverage Management By The Numbers

The marketplace has become decidedly more competitive. Bar managers today are far more savvy and knowledgeable than in the old days before white zinfandel and light beer. Just to prove our point, here's a little trivia challenge on modern bar mathematics. Sharpen your pencils...this quiz is nasty.

## Questions

1. Divide the number of ounces in a magnum by the percentage of alcohol in a bottle of Budweiser.
2. Multiply the number found on the label of Rolling Rock by the number of ounces in a keg of American beer.
3. Add the number of ounces in a gallon and the percentage of alcohol of Absolut Red Label Vodka, and then subtract the number of ounces in a split of champagne.
4. Multiply the number of crowns in Seagram's blended whiskey by the age of Chivas Regal, and then multiply that result by the number of ounces in a jigger.
5. Add the year that prohibition in the US was repealed to the number of ounces in a bottle of wine.
6. Multiply the alcoholic proof of Baileys Irish Cream by the denomination of a "double sawbuck."
7. Multiply the number of ounces in a liter by the alcoholic proof of Wild Turkey White Label.
8. Add the respective ages of Glenlivet and Glenfiddich single malts, then multiply that sum by the percentage of agave used to make Patrón tequila.

1. 50.7/4.8 = 10.56, 2. 33 x 1984 = 65,472  
3. 128 + 50 - 6.35 = 171.65, 4. 7 x 12 x 1.5 = 126  
5. 1933 + 25.4 = 1958.4, 6. 34 x 20 = 680  
7. 33.8 x 101 = 3413.8, 8. 12 + 12 x 100 = 2400

# Frozen Drinks are Sizzling Hot

It is perhaps the most important innovation to hit the bar since the bottle opener. In fact, you and your staff may use it every day, and not fully realize what a dynamic profit-center it actually is.

It's the electric blender, a machine that has single-handedly added another dimension to drink making. The arrival of "frozen" drinks revolutionized our business. Once the only options you had on most cocktails was preparing them straight up, or on the rocks. Now, blended drinks are more popular than ever.

Blended, or frozen, concoctions are about the most advantageous type of drink you can market. They're bigger than most drinks, and presented with a high-perceived value. The mechanics of preparing frozen drinks allows you a fuller range of ingredient options. As a result, most are bursting with flavor. The specialty glassware in which they're marketed further enhances their great looking appearance.

Frozen drink specialties are huge moneymakers, typically yielding some of the highest profit margins in the house. They're an effective way to turn-over your slower moving cordials and liqueurs. When you consider that they're usually lower in alcohol than most other types of mixed drinks, you're left with the unmistakable conclusion that marketing blended drinks is good for business.

## Where to Start

Like most endeavors, it's best to master the basics. Behind the bar, the classic frozen drinks include the Piña Colada, and Margarita. Each recipe's popularity is timeless, so taste-test your version until it meets with your approval.



⇒ **Frozen Lemonade** — One of America's favorite potables, lemonade is an exceptionally versatile mixer. Prove it to yourself by blending Stolli Citros Vodka, lemonade, ice and a splash of grenadine for color. It's a simple, unbeatable combination. Consider blending lemonade with bourbon, Midori or amaretto.

⇒ **Swirls** — Swirling involves preparing two different drinks simultaneously in two different blenders, and then pouring them together in the same specialty glass. The effect is dramatic and greatly enhances the resulting drink's presentation. Among the original swirled recipes is the **Pain in the Butt**, a sensational blend of a Rumrunner and a Strawberry Daiquiri. The key to a great swirl is marrying together two different colored drinks with complementary tastes.

⇒ **Classics Revisited** — While blended Margaritas, Daiquiris, and Piña Coladas get most of the attention, innovators are also promoting blended variations of other well-established specialties. A frozen Long Island Iced Tea is fast becoming a popular favorite, as well as variations including the **Iced Green Tea** (cranberry juice and Midori) and the **Raspberry Iced Tea** (Chambord).

Other blended specialties to consider include the **Tropical Hurricane**, a blend of Bacardi Limón Rum, Midori, and cranberry and pineapple juice, and the delicious **Rum Hummer**, made with Amaretto Disaronno, light rum, crème de banana and garnished with a whole banana topped with whipped cream.

The possibilities are nearly endless. And that's the point. So dust off your back bar bottles and blend-up some creative, moneymaking concoctions. ♦

# Groovy Blended Specialties

Blended drinks have added another dimension to mixology. The mechanics of preparing them allows for a fuller range of ingredient options. As a result, they are typically among the most flavorful drinks at bars these days. Blended specialties are also huge moneymakers, yielding some of the highest profit margins in the house. When you consider their high-perceived value, you're left with the unmistakable conclusion that marketing blended drinks is good for business.

## After Tan

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Malibu Coconut Rum  
 1/2 oz. Bacardi O Rum  
 1/2 oz. Amaretto Disaronno  
 2-3 large scoops French vanilla ice cream  
*Thoroughly blend ingredients*  
 Whipped cream garnish drizzled with  
 1/2 oz. Dark Crème de Cacao

## Caribbean Night Crawler

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Appleton Estate V/X Jamaica Rum  
 1/2 oz. Cruzan Estate Light Rum  
 1/2 oz. Cruzan Estate Banana Rum  
 1/2 oz. Kahlúa Especial  
 1 ripe banana, peeled  
 1 oz. fresh lime sour mix  
 2-3 large scoops lemon sorbet  
*Thoroughly blend ingredients*  
 Lemon wheel garnish

## Monkalda Piña Colada

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Mount Gay Eclipse  
 1/2 oz. Appleton Estate V/X Jamaica Rum  
 1/2 oz. Cruzan Estate Banana Rum  
 2 oz. coconut syrup  
 2 oz. pineapple juice  
 2-3 large scoops vanilla ice cream  
*Thoroughly blend ingredients*  
 Float 1/2 oz. Tia Maria  
 Pineapple spear garnish



Vita-Mix Barboss Advance

## Tip from the Pros:

All blended drink recipes should state how long the drink should be blended. How long a drink is blended is an important variable in attaining a consistent frozen drink. Vita-Mix blenders come equipped with a timer for that very reason.

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