

NextLevelMarketing

BEVERAGE AUTHORITY

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THE BIG PICTURE



Bar Resolutions For 2007

The upcoming could well be the most profitable year you and your bar will ever have. To that end, I've put together ten New Year's Resolutions that will help make it so.

1. Bleed Off Dead Stock — The back bar is your prime merchandising space. It sends a marketing message to every guest seated at the bar. So why continue to devote precious shelf space to products that don't sell? Dead stock can be loosely defined as those brands that take more than 6-9 months to deplete.

2. Try Some New Products — While you're shaking things up on the back bar, why not entice your clientele with a few new spirits and liqueurs now and again? A fresh product mix keeps things interesting for everyone concerned. The market is awash in new, intriguing products ideal for creative mixology.

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SPOTLIGHT ON COCKTAILS

Ringling in the New Year with Class

It's unlikely that when Dom Perignon discovered the process of making champagne he had any idea his sparkling wine would spawn a fabulous array of sensational cocktails. So exceptional are these libations that they have the capacity of making any night something memorable. The new breed of champagne cocktails is among the latest trends sweeping the country.

These cocktails are light, effervescent and exceptionally delicious. Like their famous predecessors, classics such as the *French 75* and *Ritz Fizz*, these spirited libations possess all the necessary components for popular longevity. Eye appeal alone qualifies them as bona fide works of art. It's their luscious flavor, though, that makes them masterpieces.

With the advent of the reusable bottle-stopper that keeps champagne carbonated overnight, you can pour champagne by the glass without being concerned that the unused portion will go flat and go to waste.



⇒ French Connection

— Not surprisingly, many of the famous champagne-based drink recipes have their origins in France. Ernest Hemingway is credited with creating *Death in the Afternoon* (pastis and champagne) at Harry's New York Bar in Paris in the '20s. Other French imports include the *Champagne Imperial*, a blend of Cognac, Grand Marnier, a bitters saturated sugar cube, and champagne; the *Champs Elysees Cocktail*, featuring brandy, Benedictine, sweet 'n' sour, and champagne; and the *De Gaulle Cocktail*, which is

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PRODUCT PROFILE by Robert Plotkin

Chivas Regal Premium Scotch Whisky

Scan the back bar of any lounge on the planet and if you don't see a bottle of Chivas...leave. Somewhere you've taken a horribly wrong turn. Created in 1891, the iconic brand has become an international phenomenon and is deserving of its reputation as just about the smoothest and most balanced whisky ever bottled.

Famed *Chivas Regal Premium Scotch Whisky* is comprised of

a deluxe blend of over thirty whiskies. The core malt comes from the Strathisla Distillery located by Keith in the Highlands. Additionally the Chivas Regal blend contains a high percentage of single malts from (The) Glenlivet, Glen Grant and Longmorn. In all, the whisky contains well-aged malts from every region of Scotland, as well as fine grain whiskies imbued with their own individual characteristics and flavors. The youngest whisky contained in the blend

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Reducing Draft Beer Costs

Archie Bunker maintained that you don't buy beer, you just rent it for a while. Well a lot of Americans must be renting these days because it remains one of the country's favorite alcoholic potables. Since it typically accounts for a sizeable portion of any restaurant's beverage sales, implementing a dynamic beer program is crucial to long-term success.

In a perfect world, every ounce of draft beer purchased would be dispensed and sold. As it is, one industry survey estimates that on average losses of draft beer due to over-pouring, giveaways and pilferage is roughly 20%, which translates to one out of every five kegs purchased.

Reducing Draft Beer Losses

Draft beer is one of the largest profit centers in any beverage operation, often yielding margins of 85% to 90%. Conventional inventory controls, however, are largely ineffective in stemming the waste and pilferage associated with draft beer. Improperly maintained dispensing systems, improper pouring practices, poor sanitary conditions and internal theft are the primary areas of concern. The



following are crucial to controlling draft beer costs.

⇒Keep the Draft Beer Delivery System Properly Pressurized

— Maintaining a constant and uniform pressure in the draft beer feed lines is crucial. Most American beers have a natural carbonation in the keg of 12-14 pounds per square inch (psi) at a temperature of 38°F. Additional gauge pressure of 12-14psi is required to propel the beer through the lines and dispenser, and prevent the beer from losing its natural carbonation. It requires 1/2 lb. of carbon dioxide (CO₂) at 12-14psi of pressure to dispense a half-barrel of beer at 38°F.

⇒Keep the Draft Beer Delivery System Properly Maintained

— If the carbon dioxide regulator or air pump is set too low, or for some reason the line pressure drops below 12psi the natural carbonation in the beer will dissipate and the draft beer will go flat. Conversely, if the internal pressure in the lines exceed 16 to 18psi the draft beer will become over-carbonated, which is often

referred to as "wild" beer. The beer feed lines and the spigot must be cleaned on a regular basis to prohibit off-tastes or odors from forming and preventing yeast and bacteria buildup.

⇒Store the Beer Under Proper Conditions

— Bars need a cool, well-ventilated storage space where kegs can be situated such that they are connected by the same dispenser gas main. Because draft beer is not pasteurized it should be stored at a constant 36-38°F (8-10C) to prevent spoilage. High storage temperatures are the cause for beer turning cloudy, sour or otherwise unpalatable. If storage temperatures drop below 36°F, beer may lose its carbonation and go flat.

The walk-in cooler should be of sufficient size to store a three-day supply of kegs. A simple rule of thumb is to allow for 2.25 square feet in area for each keg. Utilizing racks for greater space efficiency can expand the walk-in's storage capacity.

Ideally, draft beer should remain unagitated and untapped for 24 to 36 hours after delivery. The First In, First Out (FIFO) inventory system should be implemented to ensure consistent and high-quality product. Never allow draft beer to freeze, which will cause the solids to separate from the liquid.

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FEATURED SPECIALTY by Robert Plotkin

Fresh Flavors in the Dead of Winter

It's cold outside and summer seems like it was a long time ago. Being chilled down to my bones is not a pleasant way to be. Say hello to winter.

While summer has come and gone, Daily's has the season's finest flavors bottled and ready for drink making. The company's repertoire includes *Daily's Strawberry Daiquiri/Margarita Mix*, a drink base made from real fruit. The light bodied puree is tart and impressively aromatic, tailor made for use in cocktails. The mix is lushly textured with miniscule pieces of strawberry and seeds in solution. It's those telltale remnants of fruit clinging



to the inside of the empty glass that is the cache of quality.

One of the mix's laudable attributes is balance. Its natural tanginess is ably countered with trace sweetness. It's lightweight on the palate, yet supple and sculpted like puree. The mix has a viscosity similar to that of a thick juice.

Daily's Raspberry Daiquiri/Margarita Mix and *Peach Daiquiri/Margarita Mix* are equally luscious. They have excellent viscosity, true-to-fruit color and lively aromas, all attributes that make them extremely easy to work with behind the bar.



Don't let labels fool you into thinking that these dynamic mixes can only be used in Daiquiris or Margaritas. They have applications in scores of recipes ranging from a strawberry laced Cosmopolitan or raspberry fueled Kamikaze to a berry infused Mojito or a peach flavored Caipirinha. They can be shaken into cocktails, or used in a blender. Looks, taste and broad applicability make them the total package.

—RP ♦

Want to Attract the Ladies?

It's the question bar and restaurant owners ponder often—how to draw in female clientele and keep us coming back? In today's economy the female consumer is the golden egg of the on-premise business. Win her over and you'll have a loyal client. Win her over and the boys are sure to follow.

As you know, women aren't as easy to attract as males. You can't just install big screen TVs, turn on the game, offer 2-for-1 drink prices and expect the place to be filled with women. Sure, the ladies nights are OK, but what's the magic recipe for creating female draw?

Whether its girl's night out, dinner with my husband, or dining with clients, I'm looking for the same things. Here is my top ten list of must-haves:

⇒ **Give Us Choices** — Women are open to suggestions and willing to try new things, so have a diverse cocktail menu, a great wine list and recommend your favorites.

⇒ **Carry Premium Brands** — I like to see premium brands on the back bar and am more than willing to pay for a great drink. And if we call our brand by name, don't dare make it with that cheap stuff kept below the counter.

⇒ **Create Atmosphere** — Become known for having the best sushi in town,

the greatest Cosmo, or the most luxurious décor. Girls want an experience that they'll not soon forget and often will go back again to reminisce.

⇒ **Don't Blast the Music** — Girls like to go out to gossip with friends, talk with colleagues and have romantic conversations with our significant others. If we want to hear really loud music, we'll go to a concert.

⇒ **Be Consistent** — Don't change the menu every week, but offer great specials or consider a seasonal menu. While it's great to try new dishes, often times we're looking to sip that old favorite.

⇒ **Have Friendly Servers** — There's nothing worse than slow, inattentive service. Employ a friendly and knowledgeable bar and wait staff who are enthusiastic to serve us.

⇒ **Offer Great Food** — Use fresh ingredients, be innovative and make great tasting dishes. Even if you operate a sports bar, have the best wings in town.

⇒ **Open Spaces** — Have a large enough space so that the crowd can move around. No one wants to feel confined with not enough space to turn around, no less move around. By the time you've pushed and

shoved your way to the bar, it's practically last call.

⇒ **Don't Be Pretentious** — We don't want to try too hard, we're out to have fun, remember? It's one thing to be the "in" place where people go to been seen and an entirely different one to be stuffy and uninviting.

⇒ **Cleanliness Matters** — A dirty restroom is a huge turn off. We spend far more time in restrooms than men and need a nice clean space to powder our noses.

A few establishments come to mind when I think of the perfect bar or restaurant. **Grand** in Stamford, Conn. is one of my favorites. It's got a great NYC feel, without all the hype. Grand serves excellent cocktails and has an interesting menu. Another of my favorites is **Splash** in Westport. Not only does it boast waterfront dining, but it's located on a beautiful golf course. The bar is a mosaic of sea glass and the food is an eclectic Asian fusion mix. And finally, there's **Barcelona** in South Norwalk. It's located in the heart of Fairfield County's nightlife district and is known for its excellent wine selection and tapas dishes.

So leave the velvet ropes, long lines and ladies nights to the amateurs, I'll choose good friends, good food, and great drinks every single time. ♦

PRODUCT PROFILE *continued from page 1*

is barrel aged for 12 years. The whisky is bottled at 80 proof.

Chivas Regal has long set the standard by which other Scotch whiskies are measured. The whisky has a glorious amber hue and wafting, slightly sweet bouquet consisting of malty, fruity and cedar-laced aromas. Its velvety smooth body rolls over the palate delivering an array of delectable buttery flavors that fill the mouth and linger. The protracted finish is a spectacularly flavorful



affair of coffee, butterscotch, vanilla, malt and a hint of peaty smoke.

From start to finish Chivas Regal is a magnificent dram. Indeed, it's hard to imagine a more savory and elegant whisky experience than this 12 year old blend; that is until the **Chivas Regal Gold Signature** hits your glass. Introduced in 1997, the whisky is a blend of hand-selected casks of malts that have aged for a minimum of 18 years. At the heart of the blend are the Speyside whiskies of Strathisla.

The Chivas Regal Gold Signature is a luxurious excursion into the sublime. It has a striking amber/brown hue and an alluring



bouquet of fruit and floral aromas with notes of peaty smoke. The bouquet is almost mesmerizing. Its lean, lightweight body delivers a payload of bakery fresh flavors — vanilla, butterscotch, plums, malt and toasty oak. The finish is remarkably satisfying and long lasting.

Beyond every great work of art there is a passionate soul striving to achieve an ideal. In the case of Chivas Regal, that individual is Master Blender Colin Scott. His skill and inherent abilities are evident in every sip. —RP ♦

Avoiding the Classic Bar Pitfalls

Every great endeavor comes with its own unique set of problems and challenges. Why would life behind bars be any different? The reality is that working a busy bar is fraught with pitfalls ranging from popping champagne corks to slicing a finger on broken glass. All the while sidestepping an array of shift ending calamities, one must maintain a smile, stay composed and always represent the best interests of the house.

Well, as they say, that's why bartenders get the big money. Not just anyone can pull off this tight wire act. It takes steady nerves, a solid character and a heavy dose of experience. Once you learn to avoid the pitfalls, your smile will come more naturally.

⇒ **Serving Doubles** — If the management still allows the service of doubles, be extremely wary of the patron looking to ingest that much alcohol so quickly. A double is more than twice as potent as a regularly prepared drink. Complicating matters,

people consume doubles at the same rate that they do other cocktails.

⇒ **Dull Paring Knives** — One of the similarities bartending veterans share is an assortment of scars obtained by attempting to hurriedly cut fruit garnishes with dull paring knives. Dull knives are much more hazardous than sharp ones. The problem is that dull knives require extra pressure to make an incision. When in a hurry the knife can slip off the fruit and slice open a finger or palm. If you find yourself behind the bar with a dull knife, go to the kitchen and ask to have it sharpened. If time doesn't permit you to do that, flip over a ceramic coffee mug and use the unglazed bottom to hone the blade.

⇒ **Pre-Opening Bottles of Wine** — Preparing a bar for opening is akin

to preparing for an invasion. One line item on everyone's opening duties is to pre-open bottles of house and varietal wines. This allows bartenders to grab a new bottle of wine, yank the cork and continue pouring. It's a rookie mistake, however, to completely remove the cork from the bottle when pre-opening. The savvy thing to do is to bring the cork out about 2/3rds of the way and leave it. This maintains the vacuum seal and extends the useful life of the wine.

⇒ **Dirty Glassware** — Holding a glass up to the light to visually inspect if it's spotlessly clean is the mark of a conscientious bartender. Also check that the rim is not chipped or cracked. To verify the cleanliness of your shelved glassware, pick a glass at random and fill it with club soda. A clean glass will not have streams of carbonation rising from the sides or bottom. Carbonation streams indicate a source of dirt, oil or film. While you're at it, check the cleanliness of your pitchers and carafes. ♦



THE BIG PICTURE *continued from page 1*

3. **Create a Different Looking Space** — Move things around your bar and lounge. Reposition mirrors and neon signs. Move a plant or two and spruce things up. Look to make your bar more functional and visually appealing.

4. **Adopt a New Staff Uniform** — Wearing the same thing day in, day out gets boring for both your staff and clientele. Start the year off right with a new look and some groovy threads.

5. **Change Your Beer Selection** — Offering the same tired list of beers gets as stale as last night's coffee. There is an ever-changing marketplace in which new labels of micro-brews, imports and American beers come and go. Bring in some new brands as specials and gauge the response.

6. **Review Your Prices** — Why is it that wholesale prices change on a monthly basis, yet we review the prices we charge for those products annually?

If left unchecked, rising wholesale costs take their toll on profitability. So invest a few minutes and review your current pricing structure to ensure that they are yielding the profit margins that you need to be successful.

7. **Conduct Product Tastings** — Horizontal tastings are fun and informative for your clientele and staff. People tend to order what is familiar, so exposing guests to new and exciting brands creates an opportunity for them to expand their horizons and develop an appreciation for top-shelf spirits.

8. **Create an In-House Newsletter** — A monthly publication is a dynamic way to inform people of what is happening at your bar, such as new promotions or special events. Put your drink menu

on the other side. Most of all, make it fun reading.



9. **Adopt a Cause** — Go environmental and turn your business green. Hold fundraisers for local charities. Adopt-a-highway and keep the road free of trash. Do the right thing and get free publicity at the same time.

10. **Do Some Early Spring Cleaning** — Keeping a bar clean is an ongoing challenge. Bring the whole staff in and give the bar a thorough cleaning. Make it a catered affair and have some fun.

Happy New Year!

Mike Ginley
Next Level Marketing

made with V.S. cognac, Chambord, sweet 'n' sour, and champagne.

⇒ **New World Libations** — The classic Ritz Fizz was created at the Ritz-Carlton Hotel in Boston, and is made with amaretto, blue Curaçao, sweet 'n' sour, and champagne. The *Blue Train Special* is an intriguing combination of cognac, pineapple juice, and champagne. The savory *Santiago* features a selection of dark rums, triple sec, lime juice, sweet 'n' sour, and champagne.

⇒ **Summer Fare** — For a light change of pace, consider sampling the *What's Your Honey Dew?* It's made with Midori, lemonade and a fill of champagne. A classic in the making is the *Down Under*, featuring amaretto, sweet 'n' sour, orange juice, and champagne. Another fabulously flavorful concoction is dubbed *Caribbean Champagne*, which is made with light rum, crème de banana and a fill of champagne. Another



blended sensation is the *Champagne Cornucopia*, which features vodka, peach schnapps, cranberry juice, orange sorbet, and champagne.

⇒ **Classics** — The legendary *Champagne Cocktail* is most frequently served in a champagne saucer, and is made with a bitters saturated sugar cube, champagne and a twist of lemon. Light and brimming with flavor, the Champagne Cocktail is a superb aperitif. An exquisite variation is the *Savoy Champagne Cocktail*. It features the addition of Grand Marnier and V.S. cognac.

Made with gin, sweet 'n' sour and champagne, the French 75 was created during World War I by American army officers. While some prepare a French 75 with cognac, it is most frequently made with a base of gin. Substitute bourbon to make a *French 95*. The cognac-based version is a *French 125*.

⇒ **Incomparable Mixer** — Champagne marries with about every type of fruit

juice or puree imaginable. The *Mimosa*, the famed combination of orange juice and champagne, originated in the 1920's. Others include the *Bellini* (peach puree), *Poinsettia* (cranberry juice), *Puccini* (tangerine juice), *Pizzetti* (orange and grapefruit juice), *Ruddy Mimosa* (orange and cranberry juice), and *Champagne Hawaiian* (pineapple juice).

⇒ **Contemporary Classics** — Those of us who are just askew of the norm may want to consider getting a *Lobotomy*, a delicious concoction made with amaretto, raspberry liqueur, pineapple juice, and champagne. Two other specialties to strongly consider are the *Pacific Rim*, which is made with Midori, peach schnapps, orange and cranberry juice, sweet 'n' sour, and champagne, and the *Caribbean Contessa*, a blend of Vodka, Cointreau, cranberry and orange juice. The *Kir Royale* — champagne laced with crème de cassis — is a regal variation of the *Kir*. Another drink well worth sampling, despite its slightly daunting name, is *Nelson's Blood*, which is charged with a jigger of tawny Port and champagne. ♦

SAFEGUARDING YOUR PROFITS *continued from page 2*

Draft beer should not be stored near foodstuffs, such as in a restaurant's walk-in cooler. Exposure to food odors, condensation pooling on the keg top, and/or fungal growth can adversely affect the beer within the keg.

⇒ **Serve Draft Beer at the Proper Temperature**

— Draft beer absorbs heat rapidly. If served immediately, beer drawn at 36°F will rise to 38-40° by the time it reaches the patron. The ideal serving temperature for most American and imported lagers is generally considered to be 40°F. Flat beer is often a sign the beer is too cold. On the contrary, wild, foamy beer is an indication that the beer is too warm.

⇒ **Fob Detectors** — When a keg empties, foam begins to spray out of the spigot as the gas pressure drains the last of the beer out of the feed lines. This rush of gas causes "fobbing." Once



a new keg is brought on-line, the beer displaces the considerable volume of gas from the line. This takes time and creates further beer waste. The installation of

a fob detector overcomes the problems. It is a device mounted on the wall of the walk-in cooler connected to a draft beer feed line. When the keg empties, the float in the central chamber of the fob detector cuts off the flow, pouring ceases and gas is prevented from entering the gas line. Once the chamber is recharged with beer, pouring can continue with little or no waste or disruption from gas spraying from the tap. Fob detectors are highly effective at reducing waste and lowering costs. This is especially true in operations with long

draft beer feed lines because the greater volume of beer in the lines that will be saved when the keg empties. —RP ♦

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Cocktails That Flirt With the Sensational

Champagne has a nearly universal appeal. Perhaps no other product enjoys such a sterling reputation for outstanding quality. It is also the one wine that may be appropriately served any time of day, with any meal, and about any type of food.

Champagne is a bona fide treasure with no creative bounds, so accept no limitations on what is possible with the grand dame of sparkling wines. Need a creative jump start? Try uncorking these specialties. —RP ♦

Sparkling Raspberry Daiquiri

House specialty glass, chilled

Pour ingredients into blender

1 1/4 oz. Mount Gay Eclipse Rum

3/4 oz. Chambord

1/2 oz. Kahlúa Especial

1/4 cup fresh raspberries

1 1/2 oz. Daily's Raspberry Daiquiri Mix

3/4 oz. fresh lime juice

1 oz. sweet 'n' sour

Blend with ice

Fill with Champagne

Strawberry garnish

Caribbean Champagne

Champagne glass, chilled

Build in glass

3/4 oz. Light Rum

3/4 oz. Crème de Banana

Fill with Champagne

Banana and cherry garnish

Champagne Jubilee

Champagne glass, chilled

Build in glass

1 1/4 oz. Amaretto

2 oz. cranberry juice

Fill with Champagne

Orange twist garnish

Champagne St. Petersburg

Champagne glass, chilled

Grenadine and sugar rim

Pour ingredients into iced mixing glass

1 oz. Stolichnaya Rasberi

1 oz. orange juice

1/4 oz. grenadine

Stir and strain

Fill with Champagne

Lemon twist garnish

Down Under

Champagne glass, chilled

Pour ingredients into iced mixing glass

1 1/4 oz. Amaretto

2 oz. orange juice

2 oz. sweet 'n' sour

Shake and strain

Fill with Champagne

Dry Arroyo

Champagne glass, chilled

Pour ingredients into iced mixing glass

3/4 oz. Starbucks Coffee Liqueur

3/4 oz. Chambord

3/4 oz. sweet 'n' sour

1 1/2 oz. orange juice

Shake and strain

Fill with Champagne

Orange twist garnish

Seville Champagne

Champagne glass, chilled

Grenadine and sugar rim

Pour ingredients into iced mixing glass

1 oz. Absolut Mandarin Vodka

1 oz. orange juice

1/4 oz. grenadine

Stir and strain

Fill with Champagne

Lemon twist garnish

Spanish 75

Champagne glass, chilled

Pour ingredients into iced mixing glass

1 1/2 oz. Midori

3/4 oz. Absolut Citron

2 oz. sweet 'n' sour

Shake and strain

Fill with Champagne

Lemon twist garnish

Questions for the Seasoned Pro

The best thing about trivia is finding what those around you don't know yet. Then, regardless of whether you knew the answers at first, you can act superior when your pals are stumped. "Geez, I thought for sure that you'd have known that." You can choose to be more mature than that, but why? Why have specific knowledge if you're not going to rub it in people's faces? To that end, here is this month's trivia quiz.

Questions

1. What is the most unusual characteristic of Kensington Gin?
2. The repeal of the 18th Amendment allowed Americans to do this?
3. This type of spirit was distilled at George Washington's Mount Vernon estate?
4. What is Fraise?
5. What is Himbeergeist?
6. Similar in character to vodka, this Asian spirit has been distilled since the 1500s from grain, molasses or sweet potatoes.
7. This South American cane spirit is likely the oldest distilled spirit in the world.
8. Drier and more potent than anisette, this anise liqueur is made in Greece and Cyprus.
9. What American liquor was the first to be marketed in a square-shaped bottle?
10. What fortified wine is most closely associated with Solera aging?
11. What was America's first proprietary liqueur?

Answers

1. Kensington Gin obtains its dark amber hue from being aged in oak barrels.
2. The repeal of the 18th Amendment brought about the end of Prohibition.
3. George Washington distilled rye whiskey at Mount Vernon.
4. Fraise is a French eau de vie made from wild strawberries.
5. Himbeergeist is a Eastern European raspberry liqueur.
6. Shochu
7. Aguardiente
8. Ouzo
9. Jack Daniel's Tennessee Whiskey
10. Sherry
11. Southern Comfort

“But There’s Booze in the Blender...”

“And soon it will render that frozen concoction that helps me hang on.” Jimmy Buffett certainly knows a good thing when he drinks it. The Margarita has quietly, steadily become an international phenomenon and according to the readers of *Gourmet* magazine, it is now the most frequently requested cocktail in the United States.

A large portion of credit for the Margarita’s extraordinary popularity can be attributed to advances in blender technology. Today’s machines are powerful and capable of thoroughly crushing ice into minute particles, thereby homogenizing the ice with the drink ingredients. The result is a cocktail that won’t separate which often happens with drinks made in underpowered, or poorly maintained blenders. Separating is an all too common occurrence where the crushed ice rises to the top of the drink and the other ingredients sink to the bottom.

Armed with an electric blender, you can puree any fresh fruit to enhance the flavor of your specialty Margaritas. The partial shopping list includes jellied cranberry sauce, prickly pear marmalade, canned Bartlett pears, applesauce, and blueberries. You’ll also need to pick up some prickly pear juice, mangoes, pineapples, strawberries, raspberries, bananas and a pomegranate or two.

Examples in nature abound. The **Raspberry Margarita** is a delicious and remarkably creative concoction. It’s made with a blend of Cuervo Especial tequila, Grand Marnier, Chambord, fresh lime sour mix and raspberries. Instead of blending the Chambord into the Margarita, however, create a **Meltdown Margarita** by serving the Chambord on the side, and letting your guests pour the liqueur themselves. The liqueur will slowly wind its way down

through the drink adding the marvelous flavor of raspberries and creating a striking presentation.

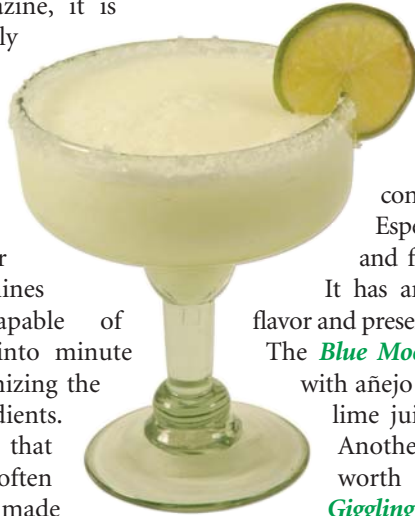
Tucson landmark restaurant *Janos* was voted one of the 10 most beautiful bars by *Food Arts* magazine. The elegant Southwestern restaurant has made famous the **Prickly Pear Margarita**, a blended concoction comprised of Cuervo Especial tequila, triple sec and fresh prickly pear juice. It has an absolutely intriguing flavor and presentation.

The **Blue Moon Margarita** is made with añejo tequila, blue Curaçao, lime juice and lemon sorbet. Another blended Margarita worth promoting is the **Giggling Margarita**, a flavorful concoction made with tequila, Disaronno Amaretto, blue Curaçao and fresh pineapple.

Don’t hesitate, however, to use great tequila brands in your blended Margaritas. Committing top-shelf tequila to a frozen Margarita is not sacrilege; it’s creative genius. When looking to use a premium tequila choose a recipe that adequately showcases the spirit. The recipe should have a limited

number of ingredients, which may only tend to obscure the enhanced quality of the tequila.

Make every blended Margarita you serve a work of art. Involve your staff and clientele in the process of devising a signature Margarita or two. Promote it as a special event. Once the winners have been selected, don’t keep their recipes a secret. Great Margaritas are meant to be shared. ♦



“A large portion of credit for the Margarita’s extraordinary popularity can be attributed to advances in blender technology.”

Stellar Frozen Margaritas

There’s something deliciously entertaining about drinking a frozen Margarita. For one thing, it’s a difficult drink not to slurp, which in this case is excusable and not a breach of etiquette. It’s also hard to sip one without simultaneously humming the Margaritaville tune. The slushy bottom line is that blended Margaritas are like recess in a glass. Combine that with their good looks and great taste and you’ve got a bonanza in the making.

Blue Moon Margarita

House specialty glass, chilled
Rim glass with salt
Pour ingredients into iced blender canister
1 3/4 oz. Cuervo Tradicional
Reposado Tequila
3/4 oz. Blue Curaçao
3/4 oz. fresh lime juice
2 oz. sweet ‘n’ sour
2 large scoops lemon sorbet
Blend ingredients
Lime wheel garnish

Cranberry Margarita

House specialty glass, chilled
Rim glass with red sugar
Pour ingredients into iced blender canister
1 3/4 oz. Patrón Silver 100% Agave Tequila
3/4 oz. Grand Marnier Liqueur
3/4 oz. fresh lime juice
3/4 oz. sweet ‘n’ sour
1/4 cup jellied cranberry sauce
1 1/2 oz. cranberry juice
Blend with ice
Lime wheel garnish

Mangorita

House specialty glass, chilled
Rim glass with sugar
Pour ingredients into iced blender canister
1 1/4 oz. Sauza Hornitos Reposado Tequila
3/4 oz. Mount Gay Mango Rum
1/2 cup mango cubes
3/4 oz. fresh lime juice
2 oz. sweet ‘n’ sour
Blend with ice
Lime wedge garnish



Vita-Mix Barboss Advance