

# NextLevelMarketing

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# BEVERAGE AUTHORITY

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## THE BIG PICTURE



## ZEN and the Island of Manhattan

I've mentioned before that my job is not for the feint of heart. I have to travel to big cities, visit the latest and hottest restaurants, bars and cocktail haunts and meet cool folks every darn day. On top of that I regularly get to eat great food and sample groovy cocktails.

Case in point, my associate Marjanka Amari introduced me to an extraordinary restaurant in Manhattan named **Geisha**. It's on East 61st between Madison and Park. Geisha is an Asian-French restaurant located in a diverse neighborhood and caters to an equally diverse clientele. But Geisha does it with panache and a flair that has made it a happening.

On my visit I was able to sit at the bar with bar manager Mark Ujszaszi and taste a number of his specialties of the house. The first was a sensationally refreshing drink named the **Geisha Blossom**. It's tall, bracing and delicious. The drink features Suntory ZEN Green Tea Liqueur.

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## SPOTLIGHT ON COCKTAILS

## The Return of Romance – Daiquiris Roll into the Limelight

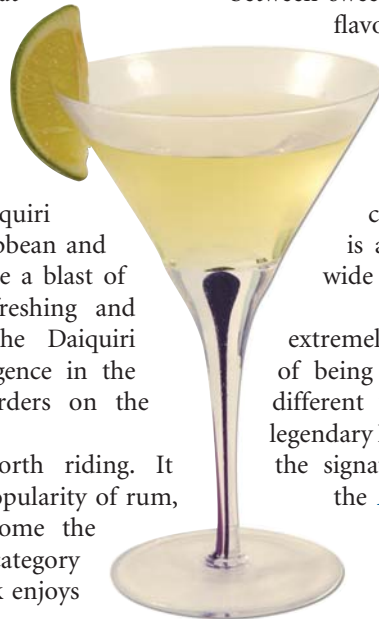
The Daiquiri is the quintessential rum libation. No, we're not talking about the syrupy-sweet, blended concoction that it is often served, but rather the classic daiquiri, the cocktail that originated in Cuba back in the '20s and '30s, when the island was renowned for having the most capable, professional bartenders in the world. The Daiquiri swept through the Caribbean and eventually the world like a blast of good news. Crisp, refreshing and amazingly delicious, the Daiquiri is experiencing a resurgence in the United States that borders on the phenomenal.

This is a trend worth riding. It mirrors the booming popularity of rum, which has quietly become the hottest growth spirits category in the nation. The drink enjoys

all of the attributes requisite for longevity. It's easy to make well and loaded with exotic appeal.

The Daiquiri is a perfect balance between sweet and tart, and loaded with flavor. The original was made with light rum, sugar and fresh lime juice, shaken and then strained into a chilled cocktail glass. The classic hand-shaken Daiquiri is an excellent way to enjoy a wide array of rums.

The Daiquiri is also an extremely versatile drink, capable of being modified in a number of different ways. For example, at the legendary La Floridita Hotel in Havana, the signature of the house remains the **La Floridita Daiquiri**, which adds 3/4 oz. of Cointreau to the original recipe. The **Charles Daiquiri** is made



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Blending Your Way to Cooler Profits



## PRODUCT PROFILE by Robert Plotkin

## Midori Melon Liqueur

Midori burst into the American limelight in the early 1980s and the brand can now be found on every self-respecting back bar in the country, not to mention the world. In fact, its popularity continues to grow as steadily increasing numbers of contemporary mixologists incorporate **Midori Melon Liqueur** into their recipes.

This indispensable liqueur is produced in Japan by the famed spirits company, Suntory. Midori is made from a base of neutral spirits

and proprietary flavors, the most readily identifiable of which is honeydew melon. Its lustrous, emerald green color is absolutely intriguing, which has certainly played a role in the liqueur's meteoric success.

Midori has a lively bouquet with the engaging aromas of melon, banana and strawberry. Its soft, supple body immediately fills the mouth with the fresh fruit flavors of honeydew, ripe cantaloupe and bananas. The medium-weight body and slightly sweet palate make it ideal for use in mixed drinks. The liqueur has excellent persistence of flavor.

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# Secure Your Margins with Portion Control

Bars are often nickled and dimed into submission, or considering today's high prices, they're typically quartered to death. And it happens with almost every flick of the wrist.

The culprit is lax or nonexistent portioning controls. The sales price of a drink is hinged to a specified portion of alcohol. If that amount fluctuates, so will the drink's profit margin. For example, if your bartender over-pours an ounce portion of alcohol by a mere 1/4 ounce, the resulting drink's cost percentage will increase 25%. After the fourth time it happens, you've essentially lost a drink's worth of product and the sales proceeds it would have generated.

Another problem is that each of the drinks now contain 25% more alcohol. In today's .08 society, most people are acutely aware of how much alcohol they can safely consume. They set limits for themselves. Serving potent drinks reduces the number of drinks people can safely consume and increases the risk of legal liability.

Under-portioning is an equally vexing problem and a not so uncommon scam that lines many a bartender's pocket. Instead of using the specified 1 1/4 ounce of liquor in a drink, for example, the bartender cuts short the pour at an ounce.

After the fourth short-pour, the bartender has created a surplus of liquor that he is free to sell and pocket the proceeds. The bar's pour cost will be unaffected and the theft will likely go undetected. The true victims of the scheme are your guests and the bar's good name.

## Implementing a Measured Defense

Of the four different methods that can be used to portion spirits at a bar, there is no technique that is clearly better than the others. There are advantages

and disadvantages to each and you'll need to assess the viability of each for your concept, clientele and operation.

⇒ **Free Pouring**, a technique in which an internal cadence is used to estimate the rate of flow. Its enhanced flair makes it a popular method with bartenders.

Free pouring is advantageous in high-volume operations. It's a fast method of preparing mixed drinks, since one hand holds the bottle while the other is free to dispense the mixer. Free pouring requires little training to attain proficiency.

This method does have its shortcomings though. It is more difficult to ensure consistency and accurately gauge legitimacy of pour. In addition, it's easier for bartenders to under-pour or over-pour liquor when free pouring.

⇒ **Hand-Held Measuring** involves the use of jiggers or shot glasses. Among its advantages, it is easier to perceive how much liquor is being poured. Using jiggers decrease inadvertent over-pouring or under-pouring and greatly facilitates drink consistency.

While accurate, hand measuring is the slowest method of dispensing liquor. It requires two hands to pour a shot—one to hold the bottle and the other to hold the jigger. It requires training and practice before bartenders can master the technique and attain the necessary wrist speed. Jiggers can also retain the residue of the previously poured product, thereby affecting the taste of subsequent drinks.

Finally, there are concepts where the use of a jigger might be considered inappropriate. One example would be a

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## FEATURED SPECIALTY by Robert Plotkin

# A Fresh and Sassy Cocktail Mix

Veteran bartenders know the drill all too well. To make strawberry puree behind the bar you start with several packages of frozen strawberries. Once thawed, the berries and the thick, sugary syrup are emptied into a blender, paired with sweet 'n' sour and blended until homogenous. Messy? Time consuming? Well, yeah.

In a world where results matter more than process, the viable alternative is a carefully devised drink base like *Daily's Strawberry Daiquiri/Margarita Mix*. It has everything that that you'll need for creating



specialty strawberry Daiquiris or Margaritas, none of which being more important than an authentic taste. Made from real fruit, the light bodied puree is tart and impressively aromatic, tailor made for use in cocktails. The mix is lushly textured and has miniscule pieces of strawberry and seeds in the 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.

Now don't let anyone talk you into thinking this mix can only be used in Daiquiris or Margaritas. It has applications in scores of recipes ranging from a strawberry laced Cosmopolitan or Kamikaze to a berry infused Mojito or Caipirinha. The versatile mix can be shaken as well as used in a blender. Good stuff. —RP ♦



# Are There Smoking Guns on Your Staff?

Between 15% and 20% of your employees abuse alcohol, illicit drugs, or both while on the job, according to the National Council on Alcoholism. As much as 35% of the American labor force reports to work “high,” say some analysts.

A survey of 450 hospitality industry employees conducted by Reid Psychological Systems suggests that drug use in hotels, bars and restaurants exceeds national norms. The study found that 36% admitted that they had used substances on the job. The drugs of choice were marijuana and cocaine, a combined 12% reported that they used either right before or while at work. The psychologists conducting the study said that these admissions were probably understated; in such surveys, people normally confess to only half of their counter-productive acts.

Why is drug use in this industry so rampant? There are several explanations.

A composite of a typical employee in the hospitality industry is 17-22 years old, single and without a college education, a profile that conforms with norms of substance abusers. Servers of alcohol are regularly in direct contact with a drug-using clientele, an environment of ready access and availability.

For bartenders and servers, purchasing drugs is often no more involved than trading a night’s tips for an ounce of marijuana or a gram of cocaine. The drug business is strictly a cash trade and tipped employees generate large sums of cash nightly.

The management consultancy Joseph Weber places the cost to employers at roughly \$7500 per impaired employee. Lost productivity, increased theft, absenteeism and on the job accidents are among the costs directly attributable to employee substance abuse. Harder to quantify are the long-term damages impaired employees can inflict.

In addition, employees who use drugs on the job often sell them to co-workers. Use of drugs within a business is rarely confined to a single individual.

## Substance abusers:

- ⇒ Are 3 times more likely to be late for work.
- ⇒ Have an absenteeism rate 16 times higher than the national norm and have 3.5 times as many absences of 8 days or longer.
- ⇒ Are 6 times as likely to use medical benefits or claims unemployment insurance.
- ⇒ Work approximately 25% less efficiently than other employees.

As if financial imperatives weren’t motivation enough, employers are federally mandated to ensure a safe and healthy work force. Employers may be held responsible if the actions of an employee endanger the safety of other employees or the public.

## Recognizing Substance Abusers

Learning how to recognize substance abuse is the most reliable and cost-effective

means of protecting your business against the affects of illicit drug use.

Marijuana and cocaine have a predictable effect on the physiology and psychology, a fact upon which employers must take full advantage. For example, the eyes of a person who has ingested a central nervous system depressant will literally “bounce,” or twitch. The more that the eyes bounce, the higher the degree of intoxication. Eye bounce occurs in 90% of all substance abusers. Police check for eye bounce during field sobriety tests. Subjects are asked to follow the motion of pen moving directly in front of their face arcing 90 degrees to the left or right.

There are some cautions, however, when learning to identify substance abusers. Not everyone will exhibit the same symptoms of drug use. Nor will everyone exhibiting symptoms necessarily be a drug user. They may be suffering from allergies, lack of sleep, or some other innocuous condition.

Changes in appearance and personality are telltale. Employees who are chronic abusers may report to work impaired yet exhibit no noticeable changes. Their impaired state is considered normal or baseline appearance and behavior.

When confronting employees suspected of substance abuse, employers should base disciplinary action on performance issues, such as absenteeism, aberrant behavior, or substandard work performance. ♦

## PRODUCT PROFILE *continued from page 1*

Midori’s ascendancy into celebrity status can be attributed to its one-of-a-kind flavor, vivid color and moderate 42 proof, all of which contribute to its exceptionally high mixability quotient. Add to that a distinctively shaped, textured bottle and you’ve got a modern classic.



It’s difficult to imagine operating a popular club without Midori. Like most great supporting actors, it receives little fanfare, but among professionals, it ranks on the short list of “must have” back bar entries. Without it a large segment of popular mixology drops off-line.

The *Alien Secretion*, *Melon Margarita*, *Sex on the Beach* and *Jamaican Ten Speed* are among a long list of mainstream libations dependent on Midori for their identities. But that’s only just the beginning.

Midori is popularly added to Martinis, Cosmopolitans and Kamikazes for a refreshing burst of flavor. The liqueur is unrivaled in Piña Coladas, Daiquiris and Long Island Iced Teas. Midori is also a featured ingredient in the *Jolly Rancher*, a popular concoction made with Midori, vodka, amaretto, sweet ‘n’ sour and pineapple juice. The *Acapulco Breeze*, a tall, iced specialty is also made with Midori, Sauza Hornitos, sweet ‘n’ sour and cranberry juice.

# MIDORI®

THE ORIGINAL MELON LIQUEUR

The Margarita is especially accommodating to Midori. The Melon Margarita is made with roughly equal parts of Midori, Hornitos and sweet ‘n’ sour. Add in some triple sec and frozen seedless watermelon cubes to create the delectable *Neon Watermelon Margarita*. This liqueur is also a performer in both the *Santiago Margarita* and *Two-Toned Margarita*.

In a world of substitutes and knock-offs, it’s interesting to note that no brand has even made an attempt to go head-to-head with Midori. Some things just can’t be duplicated. —RP ♦

# Top Ten Things Bartenders Do That Vex Their Managers

Bartending is a challenging occupation and when someone does it really well, it's a sight to behold. Getting to that lofty position requires humility and a resolve to excel. Few have gotten there without making every mistake in the book, perhaps more than once. To make the trip a bit less frenetic, here's some constructive criticism:

⇒ **Maintaining Perspective** — Success in the bar business requires a cooperative effort, people helping each other to accomplish the stated objective, even when there may be no direct financial compensation involved. Prima donnas should pick another trade.

⇒ **Disregarding Specified Serving Portions** — Over-portioning liquor jacks up costs, swells potency and increases liability. Pouring heavy shots undermines the business and leaves the other bartenders on the staff who pour according to the rules in a bad way.

⇒ **Allowing Ones Professional Demeanor to Slip** — Crank up the pressure and even common courtesy quickly disappears. Regardless, bartenders

must maintain their composure and remain in control of their emotions. Stress and frustration must be internalized, not vented onto the clientele or co-workers.

⇒ **Serving an Inferior Product** — Whatever the reason, if a drink is not up to quality standards, don't serve it. Make sure that mixes are well prepared and juices taste fresh. When it comes to the business's product, don't take short cuts.

⇒ **Improprieties Handling Cash** — Depositing all of the bar's cash proceeds should be done without hesitation. Theft undermines trust and staff morale. Running an honest till is the only financially and ethically sound course of action.

⇒ **Being an Order Taker** — Suggest new drinks, new products and energize your guests. There is no more effective form of marketing than the enthusiastic efforts of servers at the point of sale.

⇒ **Fixating on Gratuities** — Concentrating on tips during a shift diverts

your concentration from the job at-hand, namely rendering prompt, competent service. Take care of your guests and the tips will take care of themselves.

⇒ **Inadequate Short-term Memory** — Fault lies in the undeveloped ability to recall customers' names and what they're drinking. While people appreciate bartenders remembering their names, they expect bartenders to remember what they're drinking.

⇒ **Scattered Priorities** — Working a high volume bar requires the ability to "take care of first things first." Prioritizing tasks according to their highest and best use of time is a proven method of wrenching order out of chaos.

⇒ **Preferential Treatment** — While it's natural to prefer some people to others, it is a mistake to act upon those sentiments. Treating select customers like second-class citizens is not part of the job description. Your attitude and demeanor can betray how you feel as clearly as inattentive service. ♦

## THE BIG PICTURE *continued from page 1*

"I wanted to create a refreshing summer drink that was built around ZEN liqueur," said Ujszaszi. "Prior to ZEN hitting the market I was making drinks with regular green tea, but I still had to add other flavors to make the cocktail taste like green tea. Now that I have been using ZEN, the delicate flavor of green tea is perfectly evident and I work with other ingredients to make a variety of great tasting cocktails."

All too quickly that drink was replaced with another of Mark's creations, a strikingly attractive cocktail called simply *Zen*. To a base of fresh lime juice he adds the flavors of ZEN Green Tea Liqueur, Van Gogh Mango Vodka and Sake. I assure you that the Zen Cocktail is a sublime pleasure. It's balanced, flavorful and elegant.

"I think ZEN is very innovative product and its demand is rising," observed Geisha's Mark Ujszaszi. "Guests see the bottle on the shelf and read about the different ZEN cocktails on our menu, it usually makes them curious enough to order it. The response has been

overwhelmingly positive. Obviously we're fans of the brand."

My dinner at Geisha was superb, but perhaps the biggest pleasure of the evening was dessert. Pastry Chef Kathleen Grosch brought to our table several Bento boxes containing a most sumptuous dessert called Geisha's Teamisu. It, too, derives its unique flavor from ZEN Green Tea Liqueur. Grosch told me that the restaurant sells out of the approximately 20 or more servings she prepares every night.

"The owners of Geisha are Italian so I wanted to make a dessert that was in honor of them and their establishment," explained Grosch. The dessert is reminiscent of the Italian classic Tiramisu. "Desserts should be shared and I make them with that thought in mind. This recipe took around a year to finalize because I wanted simple flavors with different textures."

Geisha is a marvelous restaurant and mine continues to be a tough job.

Mike Ginley  
Next Level Marketing

### Zen

Cocktail glass, chilled

*Pour ingredients into an iced mixing glass*

1 part ZEN Green Tea Liqueur

1 part Sake

1 part Van Gogh Mango Vodka

1/2 oz. fresh lime juice

*Shake and strain*

Sprinkle matcha powder on top and garnish with flower.



with a combination of light and dark rums and Cointreau, while the **Florida Daiquiri** is concocted with a splash of grapefruit juice. Tweak the recipe as you wish. Keep the ingredients to a minimum and create your own classic daiquiri.

While most Daiquiri recipes are made with light rum, dark rums such as those hailing from Jamaica, Martinique and Barbados are especially delicious when paired with fresh lime juice in a Daiquiri.

Aged, dark rums are often brimming with flavors of caramel, vanilla and toasted oak. When matched 2:1 with lime juice, the cocktail seems to take on a life of its own. The tantalizing aromas and flavors make a Daiquiri featuring dark rum an unsurpassed treat.

The same can be said about the cocktail made with flavored rums. For example, Malibu adds the light yet compelling taste of coconut to the drink. Going



in another direction, splashing in a measure of raspberry, pineapple or banana flavored rums into a Daiquiri is a stroke of creative genius.

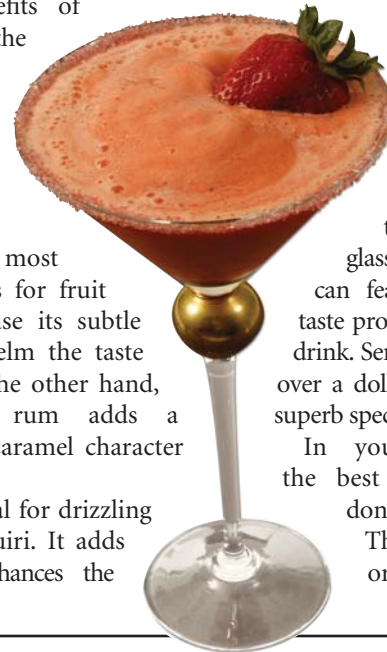
### Blended Sensations

Mention the word Daiquiri to most bartenders and they will immediately look to see if the bar blender is plugged in. One of the benefits of blending the cocktail is the opportunity to use fresh fruit as an ingredient. A well-made banana, raspberry, or kiwi Daiquiri is a thing of beauty.

Light rum is most often used as the basis for fruit daiquiris, largely because its subtle flavor will not overwhelm the taste of the fresh fruit. On the other hand, a dark, full-bodied rum adds a thoroughly delightful, caramel character to the drink.

Dark rum is also ideal for drizzling on top of a fruit Daiquiri. It adds a great flavor and enhances the

drink's presentation. Drizzles are especially effective on light-colored, light-flavored drinks, such as banana, pineapple or peach Daiquiris.



Swirl Daiquiris are another creative way to enjoy different rums. Swirls are frozen drinks prepared simultaneously in different blenders. The concoctions are then layered or swirled together in a house specialty glass. Each half of the drink can feature a different look and taste profile making for an intriguing drink. Serve with a drizzle of dark rum over a dollop of whipped cream for a superb specialty.

In your enthusiasm to taste the best and brightest Daiquiris, don't overlook the original. There's a reason it's the original after all. ♦

## SAFEGUARDING YOUR PROFITS *continued from page 2*

country & western bar, where a free-wielding, free-pouring bartender more closely follows concept.

⇒ **Bottle-Attached Control Devices** are innovative pour spouts capable of delivering precise measurements. They rely on a ball bearing assembly to cut off the flow of fluid at the prescribed measure.

These unobtrusive devices pour like a conventional spout, so no specialized training is required. Another advantage is they are concept-friendly, meaning that they can be used at any type of beverage operation without negatively impacting concept or public perception.

One consideration is that they are designed to deliver only one measurement, thereby restricting a bartender's pouring flexibility. They must also be clean to function properly.

⇒ **Liquor Control Systems** are so effective at controlling liquor costs and reducing theft behind the bar that their return on investment is typically a year or less.

Many of these systems are capable of interfacing with a point-of-sale system so every drink poured is registered immediately, making the bartender accountable for the sale. At the end of a shift, all the operational data is downloaded into a series of reports detailing exactly what was poured and at what price.

There are numerous liquor control systems on the market, including all-bottle systems, towers, under-counter systems and freestanding countertop configurations. Selection criteria needs to include installations costs, service reliability and return on investment.

There is a downside to these systems. While portion control is the primary objective, if guests find the technology off-putting or inhospitable, the cost savings will seem inconsequential compared to the loss of good will and the damage done to the business's image.

In some respects, liquor control technology is a sign of things to come. Between the growing concern over DUI issues and steadily rising costs, strict liquor

control will more likely be the standard than the exception and may even someday become a licensing requirement. —RP ♦

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# Daiquiris Hovering in the Great Range

Daiquiris are at the forefront of several mega-trends. It is a poster child of the new cocktail generation, one loaded with flavor, romance and sophistication. Daiquiris are also unsurpassed ambassadors for the rum renaissance. The category is growing in popularity with an entirely new set of consumers and the Daiquiri is an ideal way for people to sample rum's simple elegance.

While the classic Daiquiri is now in its second century, the cocktail remains as fresh and lively as the day it was created back in Cuba. Sample any of the recipes below and see if you don't agree. —RP ♦

## Cosmopolitan Daiquiri

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 2 oz. Bacardi Limon Rum  
 3/4 oz. Cointreau  
 3/4 oz. fresh lime juice  
 3/4 oz. cranberry juice  
 1 oz. Daily's Strawberry Daiquiri/Margarita Mix  
*Shake and strain*  
 Lemon wheel garnish

## Berry Daiquiri

House specialty glass, chilled  
*Pour ingredients into blender canister*  
 1 3/4 oz. Light Rum  
 1/2 cup raspberries or strawberries  
 3/4 oz. fresh lime juice  
 2 oz. sweet 'n' sour  
*Blend with ice*  
 Whipped cream garnish  
 Drizzle 3/4 oz. Chambord  
 Pineapple wedge and cherry garnish

## Calypso Daiquiri

House specialty glass, chilled  
*Pour ingredients into blender canister*  
 1 3/4 oz. Appleton V/X Jamaica Rum  
 1 ripe banana  
 1 tsp. vanilla extract  
 1/2 oz. half & half cream  
 2 1/2 oz. sweet 'n' sour  
*Blend with ice*  
 Pineapple wedge and cherry garnish

## Charles Daiquiri

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Light Rum  
 3/4 oz. Dark Rum  
 3/4 oz. Cointreau  
 1 oz. fresh lime juice  
 1 1/2 oz. sweet 'n' sour  
*Shake and strain*  
 Lime wheel garnish

## Daiquiri De Acapulco

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Appleton V/X Jamaica Rum  
 1/2 oz. fresh lime juice  
 1/2 oz. grapefruit juice  
 2 oz. sweet 'n' sour  
*Shake and strain*  
 Lime wedge garnish

## Georgia Daiquiri

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Light Rum  
 3/4 oz. Peach Schnapps  
 2 oz. sweet 'n' sour  
*Shake and strain*  
 Lime wedge garnish

## La Floridita Daiquiri

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Light Rum  
 3/4 oz. Cointreau  
 3/4 oz. fresh lime juice  
 2 oz. sweet 'n' sour  
*Shake and strain*  
 Lime wheel garnish

## Malibu Sunset Daiquiri

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Malibu Rum  
 1/2 oz. Rose's Lime Juice  
 1/2 oz. grapefruit juice  
 1 1/2 oz. sweet 'n' sour  
*Shake and strain*  
 Lime wheel garnish

# What's All the Brouhaha About Beer?

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. Beer remains the favorite alcoholic beverage of men and the second most frequent request of women. Yet despite its enormous popularity, there is a lot about beer you might not know.

## Questions

1. What will prolonged exposure to fluorescent light do to beer?
2. What will happen to draft beer if it is dispensed at too high of a pressure?
3. What will happen if draft beer is dispensed at too low of a pressure?
4. What will happen to draft beer if it is dispensed at too low of a temperature?
5. What will happen if draft beer is dispensed at too high of a temperature?
6. What is a lager?
7. What is ale?
8. What is Belgium (Brussels) lace?
9. What are the basic components of most beer?
10. What characteristics do you look for in the head of a well-made beer?

1. Prolonged exposure to direct sunlight or fluorescent light causes a photochemical reaction that will adversely affect the beer's taste and create an offensive odor.
2. Should the pressure within the CO<sub>2</sub> lines exceed 14 p.s.i. the beer will be over-carbonated and come out wild and foamy.
3. If the pressure within the CO<sub>2</sub> lines falls below 12 p.s.i. the beer will lose its carbonation and come out flat.
4. If the temperature of the draft beer drops below 36°F the beer will come out flat.
5. If the temperature of the draft beer raises much above 38°F the beer will come out cloudy, wild and foamy.
6. Lagers are a style of beer brewed using bottom-fermenting yeasts.
7. Ales are a style of beer brewed using top-fermenting yeasts.
8. The beer foam that sticks to the inside of a glass as the head recedes; a sign of a well-crafted beer and a clean glass.
9. Barley malt, hops, yeasts, and water.
10. A well-crafted beer produces a tightly knit, dense and uneven head comprised of small, uniformly sized bubbles.

# Blending Your Way to Cooler Profits

If doctorates for blended drinks were handed out, Scott Hinckley would be the first recipient. As the National Director of Sales and Marketing for Vita-Mix blenders, Hinckley has made it his business to know everything there is to know about preparing and marketing killer frozen drinks.

Hinckley recently conducted a market survey of leading casual dining establishments around the country and found that the average 16-ounce blended drink yielded a profit margin of \$3.02. Selling fifty blended drinks a day equates to a profit of just under \$55,000 per year.

“It’s hard to imagine a more lucrative, more responsible type of adult beverage to serve at a bar,” states Hinckley. “Blended drinks possess every marketing attribute one looks for in a specialty drink. You just need two things to successfully pull off the strategy—know-how and the proper equipment.”

Educating the staff on how to prepare consistent blended drinks is crucial. “If the first drink doesn’t taste great, the guest won’t buy a second,” observes Hinckley. “You can have the best recipe on the block, but if your bartenders don’t properly measure the ice, or don’t blend it for the right amount of time, the drink is going to be inferior. Consistency in every sense of the word is critical to the process.”

When it comes to investing in a blender, Hinckley contends that beverage operators today are savvier than ever. They’re looking past purchase price and considering such factors as maintenance cost and speed of service.

Jamba Juice switched to Vita-Mix blenders because they found that the

increased speed of service and the resulting enhanced quality of their smoothies more than offset the higher purchase price of the equipment. Their people were no longer having to re-blend drinks with more ice to achieve the desired consistency.

Don’t try to get Ed Kolesar to go back to using inexpensive bar blenders in his restaurants. As the operating partner of P. F. Chang’s in Scottsdale, he has tossed out more than his fair share of weak, burnt out blenders.

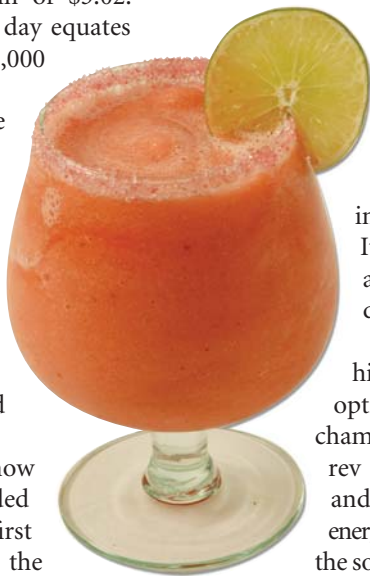
“We actively promote our frozen drink specialties and we need equipment that can keep up with the demand. We found that in the Vita-Mix blender. It’s durable, gear-driven and makes consistent drinks every time.”

Kolesar didn’t outfit his machines with the optional noise abatement chambers. “The blenders rev like well-tuned engines and their sound injects energy into our bistro. I think the sound alone makes people

more receptive to ordering blended drinks. It certainly works well for us.” The machine’s time function allows Kolesar’s bartenders to make other drinks in an order and simultaneously create a perfectly blended drink.

The secret to a technologically advanced blender like the Vita-Mix can be found in the design of its blades, the singular shape of their canisters and the power efficiency of their 2-3 horsepower motors.

Outfitting your bar with state-of-the-art equipment is like handing a talented musician a finely crafted instrument. In both cases expect a standing ovation. ♦



# Cool Summer Specialties

There’s nothing like heat and humidity to make people belly up to the bar. Thirst is a serious motivator and your parched clientele will be looking to you for relief. Summer is also a season ripe with marketing opportunities. Rev up the blender and create some magic.

## Caribbean Grid Lock

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Appleton V/X Jamaica Rum  
 3/4 oz. Bacardi Light Rum  
 3/4 oz. Mount Gay Eclipse Rum  
 3/4 oz. fresh lime juice  
 2 oz. sweet ‘n’ sour  
 2 oz. orange juice  
*Thoroughly blend ingredients*  
 Float 3/4 oz. Gosling’s Black Seal Rum  
 Orange, lime and lemon wheel garnish

## Bananas Barbados

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 1 3/4 oz. Myers’s Jamaican Rum  
 3/4 oz. Crème de Banana  
 3/4 oz. fresh lime juice  
 2-3 dashes vanilla extract  
 1 ripe banana  
 2 1/2 oz. sweet ‘n’ sour  
*Thoroughly blend ingredients*  
 Float 1 oz. Mount Gay Extra Old Rum

## Ed Sullivan

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Bacardi Light Rum  
 3/4 oz. Disaronno Amaretto  
 1/3 cup strawberries  
 1/2 oz. half & half cream  
*Thoroughly blend ingredients*  
 Fill with Champagne  
 Strawberry garnish



Vita-Mix Barboss Advance

### Tip from the Pros:

All blended drink recipes should clearly state how much ice is required to attain uniform consistency. Specifying the amount of ice is typically measured in scoops or ounces.

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