

# NextLevelMarketing

# BEVERAGE AUTHORITY

June 2006 ~ Volume 5, Issue 6

manage. serve. profit.

©Next Level Marketing 2006

## THE BIG PICTURE



## Spirit Trends – Where are We Going from Here?

You've probably heard the adage before that the only constant is change. It's especially true in the beverage industry, where manufacturers continue to introduce new products to capture the drinking public's imagination. Often watching where the major shakers and movers in our industry place their resources is an excellent indicator of future trends. Here's a quick look at the spirit categories that appear to have the brightest futures.

⇒ **Rum** – Not everyone can jaunt off to the Caribbean, but sipping a fine old rum may be the next best thing. There is a cachet surrounding añejo rum few other spirits enjoy. They are made in exotic places and imbued with rich aromas and captivating flavors. And that's exactly how they should be marketed—as romantic adventures in a glass.

*continued on page 4*

## SPOTLIGHT ON COCKTAILS

## Cosmopolitans: A New Breed of Classic Cocktail

When it comes to cocktails, the one to be seen with these days is the Cosmopolitan. The drink has come of age, and while the Martini still grabs a lot of attention, the Cosmo is the drink in the know. Here's our take on why it's a high lottery pick, a bona fide franchise player.

The Cosmopolitan is rich with marketing opportunities and up-selling potential. In addition to style and a sublime taste, the cocktail has something else going for it that will keep it highly popular with both bartenders and an adoring public adaptability. The drink has an unrivaled ability to adopt different personalities.

Making a livelihood with the Cosmopolitan is a matter of tweaking the drink's essential components. The good news is that the possibilities are nearly endless. Who said the drink had

to be made with vodka? For example, the delectable *Chi Chi Cosmo* is made with all-world Malibu Rum, while the *London Cosmopolitan* features dry, flavorful Beefeater Gin.

Tequila aficionados will naturally gravitate to the *Margarita Cosmopolitan*, which is made ultra-premium Patron Silver, Grand Marnier, lime and cranberry juice, and refined *Tres Cosmo*, which combines Tres Generaciones Añejo, fresh lime juice, Cointreau and cranberry juice.

Of course, the Cosmopolitan is tailor-made for showcasing flavored vodkas. Creative examples abound. The *Miami Cosmo* is the creation of David Axford, resident master mixologist at Club Deco in Cleveland. This specialty Cosmo is made with Stoli Strasberi, Malibu Rum, pineapple and cranberry juice. Head over to Bazaar in Atlanta and you'll find that



*continued on page 5*

### Spotlight on a Professional... 2

Start Flipping Those Bottles!

### Featured Specialty... 2

A New Cosmopolitan Approach

### Beverage Management... 3

Making the Grade at Zero Proof

### Improving Your Business... 4

Management Mistakes that Make Bartenders Cringe

### Blended Cocktails... 7

Blended Profits, Cool Runnings



## PRODUCT PROFILE by Robert Plotkin

## Stolichnaya Vodka Range

When Americans got their first taste of authentic Russian vodka, no other vodka would do. They are bold, distinctive spirits revered by vodka aficionados everywhere. Stolichnaya is a classically structured Russian vodka, double distilled from wheat and filtered five times through crushed quartz and charcoal before being rested in stainless steel holding tanks.

The reasons why Stolichnaya has attained preeminence are quickly evident. It is crystal clear with a light,

herbal and pine bouquet. The fun really begins when the medium-weight, satiny body glides over the palate, immediately filling the mouth with warmth and sweet, slightly peppery flavors. It has a long, lemon-citrus finish.

The distillery raised the bar with the release of *Stolichnaya Elit Vodka*, the first ultra-luxury vodka available in the United States. This most appropriately named spirit is arguably the finest vodka made. It is skillfully crafted employing small batch distillation from pristine glacier water and select winter wheat. But the secret to

*continued on page 3*

# Start Flipping Those Bottles!

Ours is a business of subtleties and intangibles, where small things often make a huge difference. After all, we tend to stock the same products on our back bars, carry the same styles of glassware and rely on the same types of drink mixes. So what differentiates your bar from those on either side of you?

Before you answer, ask yourself what most people are looking for from your bar, lounge, or club. In my experience it's connectivity—the pervasive feeling of belonging and being at ease. Ultimately guests are looking for a place with which to identify, a place they can call their own. That connection is facilitated by dousing their experience with liberal amounts of panache.

In this context, panache is a magical and often unexpected spark of electricity that turns an ordinary night out into something extraordinary. That's what gets people talking about your place the next day around the water cooler.

If you've checked your pockets and desk drawers for a healthy measure of panache, but seem to be coming up empty handed, worry not, ample amounts of kinetic, crowd pleasing pizzazz are close at hand.

I'm specifically referring to teaching your staff the secrets of flair bartending. Like an untapped reservoir of excitement, grace and dazzling dexterity, flair bartending is a time-proven means of wowing guests, building repeat business and driving sales to new heights.



If by flair bartending you're thinking about the time consuming, liquor wasting circus routines



featured in the film "Cocktail", well, forget it. Those kinds of side show performances best belong at sponsored events and competitions, not behind working bars.

No, by flair bartending, I'm talking about the admirable ability to flip a few bottles, toss a mixing set now and again, and conclusively demonstrate to the

clientele a complete mastery of all things behind the bar.

Perhaps no one better illustrates the point than master mixologist and flair guru Scott Young. Watching this tall, intelligent young man work a bar affords a rare glimpse into just how graceful and exciting the profession can be. His occasional bursts of flair are well timed and invariably draw smiles of appreciation from guests throughout the lounge. They seem captivated by his abilities to defy gravity, all the while keeping in time with the music and not missing a beat preparing a drink order.

"I don't think there's any question that flair bartending gives guests a reason to stay longer, spend more money, tip better and leave talking about what a great experience they had," says Young, president of [extremebartending.com](http://extremebartending.com), an international concern dedicated to training flair bartending. "The way I see it, if a bartender isn't helping you build your business by making a connection with your guests, find someone who will. Otherwise you're leaving money on the table and short changing your clientele."

While Young is an accomplished performance bartender and winner of numerous international events, he spends

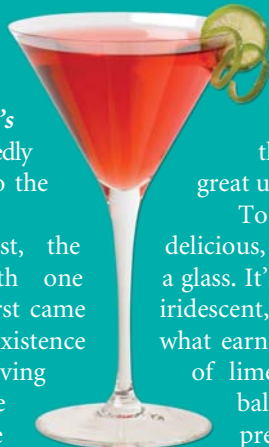
*continued on page 5*

FEATURED SPECIALTY by Robert Plotkin

## A New Cosmopolitan Approach

Looking at the big picture, the Cosmopolitan is a mere toddler relative to its classic cocktail brethren. Now in its second decade as a franchise player, the Cosmo is still evolving, reinventing itself on a nightly basis. The release of *Daily's Cosmopolitan Mix* will undoubtedly strap a humongous booster to the creative process.

As a seasoned mixologist, the product presented me with one surprise after another. The first came when my doubts about its existence were shattered. Certainly having a mix consisting of lime juice and cranberry juice



makes drink making speedier and more convenient, but does it really help things out? To my surprise I quickly decided that yes, there are plenty of reasons why a bartender, be the person a weekend warrior type or a bottle flipping pro, would pop the top off and put the mix to great use.

To my surprise the mix is delicious, by itself naked and alone in a glass. It's lightweight and spry with an iridescent, Ferrari-red hue. The taste is what earned my thumbs up. The blend of lime and cranberry is perfectly balanced, with each flavor presenting itself to the same

degree and the cranberry just a moment in front of the lime. Both are moderately tart with a scant trace of sweetness.

Advocates of using fresh juices admit that sometimes the fresh fruit that the world economy delivers doesn't taste all that fresh or palatable. This mix tastes splendid all the time. Add in the featured vodka and Cointreau and watch a spot-on Cosmopolitan blossom in the shaker.

—RP ♦



# Making the Grade at Zero Proof

What if you found out that there was a large and growing segment of the population that you weren't catering to? These are people who want to enjoy the vitality and ambiance of your establishment, and are primed and ready to spend some of their hard-earned discretionary income. However, since you haven't identified their particular wants and needs, they go and spend their discretionary income at someone else's business.

That's essentially what's happening if you don't actively market alcohol-free beverages. More than a passing fad, these products are now part of the dynamics of our industry. Today, people are more predisposed to socializing without alcohol. There are numerous reasons why, including stricter DUI laws, health concerns, caloric content and personal preference. This trend has propelled alcohol-free products into a multi-billion dollar industry, and the fastest growing category of beverages in the country.

In addition to increased consumer demand, another reason to market non-alcoholic products is that they usually command profit margins equal to their more potent counterparts. Also, marketing alcohol-free beverages incurs no third-party liability, and precipitates no service-related problems. From a management standpoint, incentives for selling non-alcoholic beverages are rife.

Attitudes are changing toward the marketing of these products. Long gone are the old stigmas and stereotypes surrounding alcohol-free beverages and the people who order them in bars.

## Selecting an Alcohol-Free Line-up

Never before has there been such an availability of interesting, non-alcoholic products from which to choose. The key is to create an alcohol-free menu that is as diversified as your clientele. Here's a quick glance at some of what's available:

⇒ **Energy Drinks** — So why market energy drinks at your bar? For starters, their surging popularity and great taste make them highly desirable beverages. They are also fabulously creative ingredients in specialty drinks. For clubs and bars that cater to a late-night trade, energy drinks are ideal for rejuvenating flagging constitutions and help revelers dance into the night.

⇒ **Non-Alcoholic Beers** — Few bars today are successful marketing only one label of non-alcoholic beer. Personal preferences are such that people have come to expect a selection of non-alcoholic beers to choose from. Non-alcoholic brews have ascended in quality to the point where, in many instances, they are indistinguishable from the alcoholic versions.

⇒ **Iced Tea** — An American institution, over 35 million gallons of iced tea are consumed in this country each year, which equates to about 9.3 glasses per man, woman, and child. Its tremendous appeal is only surpassed by its high profit margins.

⇒ **Smoothies** — Popular with the health-conscious crowd for years, fruit-based smoothies can generate hefty profits, particularly in warm weather. Several companies offer pre-made mixes and machines that will help you crank out these tempting drinks all day long.

⇒ **Bottled Waters** — Bottled waters are skyrocketing in popularity. People are becoming increasingly more familiar with the many different types and brands of bottled waters, and as a result, savvy operators are today stocking more than just one type for their customers. Water is bottled both sparkling and still. Also, sparkling waters vary greatly in the amount of carbonation they contain, so carry a selection.

⇒ **Lemonade** — This great American beverage has become a fixture in many nightclubs and bars. In addition to being a delicious, thirst-satisfying beverage, it has scores of drink-making applications. Flavored lemonades, such as raspberry and kiwi, are also gaining in popularity. ♦

## PRODUCT PROFILE *continued from page 1*



this amazing spirit is “freeze filtration.”

The technique was first employed in the days of the czars when vodka was barreled and subjected to the terrible cold of the Russian winters. Impurities in the vodka slowly gravitated to the wooden staves where they would become frozen and fall out of solution. Later the essentially pure vodka would be poured out through an opening in the bottom of the barrel.

Be prepared to be amazed. Stolichnaya Elit is not what you have come to expect...not in the least. It has a

seamless, featherweight body and a wafting citrus bouquet. Its entry is soft as cotton and it gradually, almost hesitantly fills the mouth with a touch of warmth that swiftly dissipates into a relaxed finish.

Stolichnaya Elit begs to be sampled neat, or with a slight chill. The classy spirit will make believers out of those who doubt that vodka is a stand alone performer.

Stolichnaya is clearly intent on world domination. This was perfectly evident when they first tempted us with the all-world repertoire of flavored vodkas that includes *Stoli Ohranj*, *Vanil*, *Citros*, *Cranberi*, *Persik*, *Razberi* and *Strasberi*. Most companies would be content at that point. Not the Russians. The latest addition to the portfolio, *Stoli Blueberi Vodka* is made with natural flavoring, not artificial syrups. The vodka has a satiny, lightweight body

and wafting bouquet other flavored vodkas would kill for. The enticing aroma of just-picked blueberries fills the glass, an authentic experience down to the leafy herbal notes.

Stolichnaya Blueberi bathes the palate with mouth-filling flavor — succulent, true-to-fruit flavor, which steadily increases in intensity until the mid-palate point. The taste lingers on the palate long into the graceful and relaxed finish. From start to finish *Stoli Blueberi* is a phenomenon in the making. —RP ♦



# Management Mistakes that Make Bartenders Cringe

Working in a high-pressure environment like a bar, hotel, or restaurant is bound to eventually fray the nerve endings of even the most stalwart of characters. The combination of being human and the debilitating effects of stress often cause managers to make as many mistakes, unwittingly or otherwise, as those they supervise. After all, no one's perfect.

Avoiding just a few of the friction points that plague employee-management relations makes good financial sense. To that end, we've compiled a list of the common mistakes managers make that elevate their bartenders' blood pressure.

⇒ **Scheduling Nightmares** — Few people can maintain a positive attitude working split shifts. While occasionally necessary, splits are as draining as doubleheaders. Worse is scheduling back-to-back, closing and opening shifts. A few hours sleep is insufficient to adequately recharge one's attitude.

⇒ **Detached Reality** — Particularly vexing is a manager who stands idly by

when the bar is swamped instead of jumping in and lending a hand. Often leadership entails rolling up the sleeves and doing whatever is necessary to get the job done.

⇒ **Too Hands-On** — Managers who are flirtatious or overly friendly with guests or employees abuse their position and undermine their authority. Whether networking or advancing a social agenda, fraternization is a classic conflict of interest.

⇒ **Not Hands-On Enough** — Vexing also is a manager who walks by dirty glasses and doesn't bring them back to the bar. Empty glasses are conspicuous players and should always be cleared regardless of the job description of the person who retrieves them.

⇒ **Heavy-Handed Comping** — Doling out free drinks indiscriminately suggests an ego run amuck. Excessive comping is a costly practice that squashes sales, spikes pour cost, and steps on gratuities.

⇒ **Infrequent Meetings** — Scheduling staff meetings only when there's a crisis fails

to create the support system employees need to work as a team. Occasionally schedule meetings for the sole purpose of advancing employees' agendas.

⇒ **Pre-Game Hazards** — Issuing reprimands or warnings before a shift, whether warranted or not, hits someone with a heavy dose of criticism prior to show time and rarely facilitates a good performance.

⇒ **Playing Favorites** — Managers who exhibit obvious bias toward select employees dismantles staff morale. For those bartenders unfortunate enough to be outside the clique, preferential treatment inevitably leads to inequity and turnover.

⇒ **Input Gridlock** — Bartenders often have invaluable insight into what will and won't fly with the clientele. Managers who don't consult with their staff regarding drink specials or bar promotions freeze them out of the process and numb their initiative. ♦

## THE BIG PICTURE *continued from page 1*

Sipping añejo rums has clicked in a big way and they are poised to be the next megatrend in the beverage business. Smooth and luxurious, aged rums have more in common with a cognac or sherry than they do with their unaged counterparts. They are elegant, sophisticated spirits best appreciated in a brandy snifter. Connoisseur consumerism has definitely found a new preoccupation.

⇒ **Tequila** — People are drinking tequila in record numbers. It's one of the unmistakable trends in the spirit world. Top-end tequilas are now among the most expensive spirits in the house. Their impeccable quality and inherent purity are beyond dispute.

Handcrafting 100% blue agave tequila is a laborious, expensive process. Ounce per ounce, these ultra-premium tequilas are comparable in cost to older single malt Scotch and well-aged cognac. Their extraordinary character more than offsets



the expense and has propelled these highbrow tequilas to the forefront of popularity. Single-handedly they have made tequila the fastest growing category of spirits in the country.

So what are the prospects like for the category? Let's put it this way, all of our futures should be so bright.

⇒ **Vodka** — The rapid growth in ultra-premium vodkas has presented operators with a marketing challenge. Vodka drinkers tend to have entrenched loyalties, convinced that their favorite brand of vodka is the purest and therefore the best. Getting them to try other brands is like getting them to switch political parties.

With the world's finest vodkas perched on your back bar, accelerating the learning curve will have a profound impact on their depletion rate. Start by training your staff. Impress upon them the fine and subtle differences between the brands, and what

makes them worth their enhanced price tags. Next conduct a horizontal tasting for your staff and clientele. Ask your guests to identify each spirit's individual character — aroma, clarity, taste, body, and finish. Most people will likely be amazed that there is such a wide range of character between various brands.

⇒ **Irish Whiskey** — Whiskey aficionados thrive on discovery. While bourbon and Scotch may still rule supreme, Irish whiskeys are screeching up the charts with a bullet. Collectively they rank among the highest rated whiskies in the world. These somewhat overlooked malts have exceptional character and are brimming with intriguing nuances. Perhaps even better, the tempered demand for these whiskies has yet to drive up their price tags, making them bona fide bargains. To connoisseurs this noble whiskey remains something of a treasure.

Mike Ginley  
Next Level Marketing

the specialty of the house is a popular concoction called the **Georgia Peach Cosmo**, which combines Stoli Persik, peach schnapps and a splash of ginger ale.

Harry's in St. Louis has made famous a cocktail they rightly dubbed the **Ultimate Cosmopolitan**, a lavish libation concocted with Stoli Razberi, Cointreau and cranberry juice. Garnish with fresh raspberries and you have a decided winning libation.

Other popular derivations for your repertoire include the **Purple Cosmo**, a luscious combination of Absolut Citron, Blue Curaçao and Chambord, the **Melon Cosmo**, which receives a healthy dose of Midori, and the **Cranberry Bog Cosmo**, which is prepared with a base of Stolichnaya Cranberi Vodka.

### Cosmo Tips from the Pros

The Cosmopolitan is a derivative of the Gimlet, a classic cocktail that originated in colonial India. The Gimlet is prepared with gin or vodka, a portion of lime juice, and strained into a properly chilled cocktail glass accompanied by a generous wedge of fresh lime.

In the '80s the Gimlet morphed into the Kamikaze, the ultra popular cocktail made

with vodka, Rose's Lime Juice, and a shot of Cointreau. Even now in its third decade an icy Kamikaze in classy stemware is a "can't miss" proposition.

The Cosmopolitan originated in the early '90s. Using the Kamikaze as the creative blueprint, the Cosmopolitan is constructed with citrus-infused vodka, Cointreau, lime juice, and a healthy splash of cranberry juice. It's then stirred and strained into the coldest, most elegant cocktail glass handy, and presented with a wedge of fresh lime.

Much of the success of the Cosmo must be credited to the widespread use of bottled lime juice. There are inconsistencies with fresh limes depending on the season and the source of the fruit. Often the limes from which you have to choose are sweet and juicy, other times they're small, hard and

relatively bitter, making them wholly inappropriate for use in a cocktail.

Bottled lime juice, on other hand, is a constant-semi-sweet without the slightest trace of bitterness. If you have some fabulously luscious limes, by all means squeeze in fresh lime juice into the drink to complement to the taste profile of the reconstituted product.

Another option gaining in popularity is using white cranberry juice instead of the standard red variety. While the flavor of the resulting cocktail remains unaffected, the drink loses its reddish hue. The advantage in using white cranberry juice is that you can then play with the color of the cocktail. For example, if you substitute Blue Curaçao for the Cointreau the drink will take on an attractive Pacific blue color.

Jump on board the Cosmo bandwagon. There's plenty of room and the ride is guaranteed smooth, and loaded with potential. ♦



### SPOTLIGHT ON A PROFESSIONAL *continued from page 2*

the bulk of his time as a consultant, teaching the art and science of working flair bartending.

"It's the ability to create and serve drinks in a stylish and interesting way. Working flair doesn't have to be complicated, or risky to look good," contends Young. "It involves tossing, spinning, flipping of glasses, bottles, shaker tins, garnishes, straws, napkins, strainers, ice and ice scoops, that sort of thing. A good flair bartender should be able to do something cool and captivating with every object behind the bar."

Watching Young in action illustrates his point. While the actual flair moves are a matter of gravity, trajectories and physics, he moves and grooves in time with the music and interjects a healthy measure of fun. It's a skill that energizes a crowd, one that people typically pay to watch.

Vance Campbell, hospitality consultant and co-creator of the **Granville Entertainment Zone** in Vancouver is a proponent of Young's teaching regimen and asserts that working flair is an invaluable management tool. "The biggest

lesson I've learned is that your front line is your bottom line. Your staff is the single most important asset you have, so you'd better make the most of them. Working flair does just that."

Jennifer Kramer Williams is the marketing director of **Barmuda Corporation**, a highly successful operator of restaurants, nightclubs and lounges in the Midwest. She recently hired Young to teach working flair to their growing legion of bartenders.

"Armed with these newfound skills, our bartenders collectively became more capable behind the bar. They're now a more confident bunch, which people obviously respond well to."

In this competitive market, where the margin of success is often razor thin and always determined by the consumer. They vote with their dollars and today they're spending their time and money at places that give them the best all-around experience.

If you're looking to hedge your chances of success, consider arming your bartending staff with a dynamic new set of

skills. Working flair is easily learned and has an immediate impact. Do it before those competitors on either side of you catch wind of it. —RP ♦

#### Next Level Marketing Beverage Authority

June 2006 ~ Volume 5, Issue 6

©Next Level Marketing 2006

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Katie Alter

Next Level Marketing

www.nextlevel-co.com ~ Tel.203.292.6295

1330 Post Road East, Westport, CT 06880

BarMedia

www.barmedia.com ~ authority@barmedia.com

Tel.520.747.8131 ~ Fax.520.903.0540

P.O. Box 14486, Tucson, AZ 85732

BarMedia and/or Next Level will not be responsible for the misuse of information obtained from this newsletter that results in harm in any form to the person/persons or to others while using this newsletter.

# Taking a Cosmopolitan Point of View

Why leave well enough alone? That's how bars fall into a rut and good people suffer as a result. As is often the case in mixology, even great cocktails can be improved upon, maybe not qualitatively better, just made great in a slightly different way. In any case, experimentation helps break up the week.

The Cosmopolitan is a highly versatile cocktail that seemingly enjoys being seen in public under an assumed name and in different guise. Try changing the base spirit from a citrus-infused vodka to a fine aged tequila or a coconut-flavored rum. Experiment with different orange liqueurs or try using juice combinations for a tart change of pace.

Have fun and you may just create the next worldwide libation sensation. —RP ♦

## Raspberry Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 2 oz. Stolichnaya Razberi Vodka  
 3/4 oz. Cointreau  
 3/4 oz. Chambord  
 1 oz. Daily's Cosmopolitan Mix  
*Stir and strain*  
 Lemon twist spiral garnish

## Chi Chi Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 3/4 oz. Malibu Rum  
 3/4 oz. Grand Marnier  
 1/2 oz. cranberry juice  
 3/4 oz. fresh lime juice  
*Stir and strain*  
 Lime wedge garnish

## Cosmorita Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Sauza Tres Generaciones Plata Tequila  
 3/4 oz. Peach Schnapps  
 3/4 oz. fresh lime juice  
 3/4 oz. cranberry juice  
*Stir and strain*  
 Lime wedge garnish

## London Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Beefeater London Dry Gin  
 3/4 oz. Cointreau Liqueur  
 1/2 oz. fresh lime juice  
 1/2 oz. cranberry juice  
*Stir and strain*  
 Orange twist spiral garnish

## Margarita Cosmopolitan

Cocktail glass, chilled  
 Rim glass with salt (optional)  
*Pour ingredients into iced mixing glass*  
 2 oz. Patrón Silver Tequila  
 3/4 oz. Grand Marnier Liqueur  
 3/4 oz. fresh lime juice  
 3/4 oz. cranberry juice  
*Stir and strain*  
 Lime wedge garnish

## Melon Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 2 oz. Stolichnaya Citros Vodka  
 3/4 oz. Midori  
 3/4 oz. fresh lime juice  
 3/4 oz. cranberry juice  
*Stir and strain*  
 Lime wedge garnish

## Purple Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 2 oz. Stolichnaya Citros Vodka  
 3/4 oz. Blue Curaçao  
 1/2 oz. Chambord  
 3/4 oz. fresh lime juice  
 3/4 oz. cranberry juice  
*Stir and strain*  
 Lemon wheel garnish

## Caribbean Cosmopolitan

Cocktail glass, chilled  
*Pour ingredients into iced mixing glass*  
 1 1/2 oz. Cruzan Light Rum  
 1 oz. Cruzan Citrus Rum  
 3/4 oz. Cointreau  
 3/4 oz. fresh lime juice  
 3/4 oz. white cranberry juice  
*Stir and strain*  
 Lemon wheel garnish

# The Who, What, Where and Why of Bartending (Part II)

Okay, maybe the following doesn't contain any "who" questions, but the rest of them are downright interesting. Not only are they interesting, but the answers may prove informative, and dare we say, enlightening. Remember, if knowledge is power, then this quiz is a guaranteed 20-volt jolt.

## Questions

1. What is another name for quinine?
2. What is the difference between a Kir and a Kir Royale?
3. How is a "sweet" Manhattan prepared?
4. How is a drink to be prepared and served if the recipe calls for it to be "built?"
5. What does the mixology term "float" mean?
6. What name is given to the combination of champagne and orange juice?
7. What are the two fortified aperitif wines used most frequently behind a commercial bar?
8. What is added to beer to make "red beer?"
9. What is the garnish for sambuca served neat?
10. What piece of bar equipment is used to make a B-52?

1. Tonic water is another name for quinine.
2. A Kir is made with white wine and creme de cassis, while the Kir Royale is made with champagne and creme de cassis.
3. A sweet Manhattan is prepared with an additional quarter of an ounce of maraschino cherry juice.
4. To build a drink is to make it directly into the glass in which it is to be served.
5. A float means to free pour approximately a half an ounce of the last ingredient on top of a drink.
6. Mimosa, or Buck's Fizz
7. Sweet and dry vermouth
8. Tomato juice is added to beer to make a "red beer."
9. Three roasted coffee beans, signifying health,
10. A bar spoon is used to make a B-52; each liqueur is sloped over the back of the bar spoon, slowing the force of the pour sufficient such that it layers on top of the previous liqueur.

# Blended Profits, Cool Runnings

There are two approaches you can take regarding the electric blender behind the bar. It can be used only when needed for the occasional frozen margarita or strawberry daiquiri, sitting idle gathering dust between orders. On the other hand, the blender can become a dynamic, revenue-generating tool, and an indispensable component of the creative process.



Blended drinks are tall, colorful, and loaded with flavor. The use of a blender allows a wide and diverse range of ingredients. Another benefit is that blended drinks are less alcoholicly potent than their shaken counterparts. The final consideration is that blended concoctions command high profit margins, among the highest of any mixed drinks.

The bar blender does have its detractors who view it as a necessary evil. "Sure, you've got to have one behind the bar, but let's keep its use to a minimum." This attitude is especially prevalent among bartenders who often see frozen drinks as too labor intensive for their own good.

Far too often the real culprit are outdated, poorly maintained blenders. They're prohibitively loud and do a poor job blending drinks. Old, under-powered blenders are incapable of thoroughly crushing ice into minute particles, thereby failing to homogenize the ice with the ingredients. The result is a drink that within minutes begin to separate with the ice rising to the top of the drink and the other ingredients sinking to the bottom.

The key to maximizing the profit potential of the blender is to look past the Margarita, Piña Colada, and Daiquiri, and fully take stock of your options. The blender has the remarkable capacity of transforming nearly any conventional drink, or any combination of ingredients into a frozen work of art.

One hot trend in icy blended drinks is frozen cappuccinos. While lattes and cappuccinos are outrageously popular, a few innovative operators took the espresso/frothed milk combination and served it on the rocks. Now the craze is blending them with ice to create a frozen version. It's tall, cool and delicious.

Frozen cappuccinos are also an excellent vehicle around which to build a noteworthy signature drink. For example, blend a cappuccino with Tia Maria

***"The blender has the remarkable capacity of transforming nearly any conventional drink, or any combination of ingredients into a frozen work of art."***

and Chambord for a coffee and raspberry-flavored specialty. Or use Kahlúa and amaretto to make a frozen variation of the *Toasted Almond*. Add vodka, Baileys Irish Cream, and Kahlúa to make a *Mudslide Cappuccino*.

For an indulgent variation, substitute two scoops of vanilla ice cream for the milk in a cappuccino and then blend. Or try using French vanilla or chocolate ice cream and watch what happens. Another creative variation involves adding chocolate syrup, ice cream and Kahlúa to the frozen cappuccino. ♦

## Tip from the Pros:

Among the factors that affect consistency of a frozen drink, none are more crucial than the ratio of liquid ingredients to the amount of ice used. Roughly speaking, you should use about equal amounts of liquid and ice in a drink. If you use too much ice the resulting drink will be too thick; use too little and the drink will be watery and thin.

Sponsored by 

# Pushing the Creative Envelope

Blended libations are about the most advantageous style of drink you can market. They're bigger than most drinks, sizzle with high-perceived value and are visually striking. The magic of the blender is your passport to stardom. Here are a few of our favorites.

## Gorilla Milk

House specialty glass  
 Pour ingredients into iced blender canister  
 1 oz. Bacardi Light Rum  
 3/4 oz. Kahlúa  
 3/4 oz. Irish Cream  
 1/2 oz. Godiva Chocolate Liqueur  
 1-2 scoops vanilla ice cream  
*Thoroughly blend ingredients*  
 Banana slice garnish

## Death by Chocolate

House specialty glass  
 Pour ingredients into iced blender canister  
 1 oz. Baileys Irish Cream  
 1 oz. Godiva Chocolate Liqueur  
 3/4 oz. Stolichnaya Vodka  
 1-2 scoops chocolate ice cream  
*Thoroughly blend ingredients*  
 Whipped cream garnish with a drizzle of chocolate syrup

## Raspberry Margarita

House specialty glass  
 Rim glass with sugar (optional)  
 Pour ingredients into iced blender canister  
 1 1/4 oz. Sauza Hornitos Tequila  
 3/4 oz. oz. Grand Marnier  
 3/4 oz. oz. Chambord  
 1/2 cup raspberries  
 1 1/2 oz. sweet 'n' sour  
*Blend with ice*  
 Lime wedge garnish



Vita-Mix Barboss Advance