

NextLevelMarketing

BEVERAGE AUTHORITY

May 2006 ~ Volume 5, Issue 5

manage. serve. profit.

©Next Level Marketing 2006

THE BIG PICTURE



Trading Up To Affordable Luxury

Welcome to the age of small indulgences. This mega-trend suggests that as a society our confidence in how things are going permits us to feel justified in occasionally indulging ourselves in the finer things in life. To a large degree, this trend explains why high-end spirits in all categories have been surging in sales.

It's no secret that increasing the sales of premium spirits makes good things happen, namely your revenues will go up, profit levels rise and the guest experience is enhanced. As is true with all high-ticket items, however, ultra-premium goods won't sell themselves.

Not surprisingly, the ever-growing fascination with cocktails has been a boon to premium spirits. When it comes to cocktails, research shows that consumers are willing to pay a premium for drinks prepared with high quality, branded ingredients.

continued on page 4

SPOTLIGHT ON COCKTAILS

Welcome the Margarita – America's Favorite Cocktail

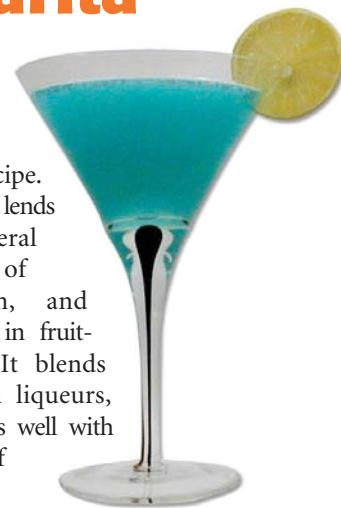
Ask your friends and associates what they drink socially and chances are the answer will be "... beer, wine and Margaritas." The Margarita has quietly, steadily become an international phenomenon, and according to the readers of *Gourmet* magazine, it is now the most popular cocktail in the United States.

The Margarita has defied the odds. It has become an American success story despite not being from around these parts. Born and raised in Mexico, the Margarita's personality reflects the flavor of its native land. Its fate has also been inextricably bound with tequila, a spirit that used to be perceived as raw, raspy and suitable only for a shot glass with salt. Not exactly the profile of a mainstream contender.

One reason for the Margarita's rise in popularity has been that it is an exceptionally

versatile recipe.

The cocktail lends itself to several methods of preparation, and variations in fruit-flavorings. It blends easily with liqueurs, and marries well with the taste of many different types of ingredients. For these reasons, restaurateurs have taken advantage of the Margarita's versatility by creating scores of creative variations. It has become popular to promote variations of the Margarita as specialties of the house.



Creating Gourmet Margaritas

Gourmet Margaritas best illustrate why leaving well enough alone is not always

continued on page 5

Spotlight on a Professional ... 2

Hard Rock Beverage Guru Goes Global

Featured Specialty ... 2

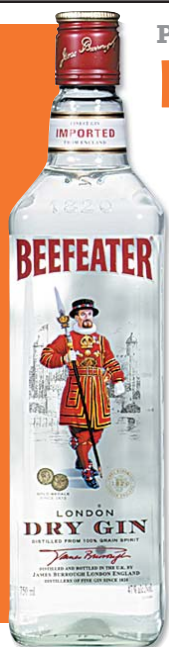
Make Exotic a Daily Occurrence

Beverage Management ... 3

Iced Teas Perched at the Top of America's Hit Parade

Improving Your Business ... 4

Refusing Service Without Guilt or Hesitation



PRODUCT PROFILE by Robert Plotkin

Beefeater Gin

First produced in 1820 by British pharmacist James Burrough, *Beefeater London Dry Gin* is still made according to the same family-held recipe using time-honored production techniques. Burrough opened his distillery on the banks of the River Thames and named the spirit after the Yeomen of the Guard at the Tower of London, who are commonly known as Beefeaters.

In 1908, the Burrough Company built a larger gin

distillery in Lambeth, London. Ten years later, Beefeater Gin was being exported to the United States where consumer demand sent production spiraling. Surging worldwide sales propelled the company to relocate several times, the last being to their current distillery in Kennington, London.

The flavoring agents — called botanicals — used to make Beefeater Gin are steeped in the neutral spirits for a full 24 hours before being redistilled for about eight hours in an alembic still. The botanicals used include juniper

continued on page 3

Hard Rock Beverage Guru Goes Global

If you think it's hard to anticipate what your clientele wants in the way of groovy new cocktails, imagine having Cindy Busi's job. She's the Global



Beverage Manager for **Hard Rock Cafes**, which makes her responsible for the operation and product development of 122 Hard Rock Cafes in 41 countries. She's learned from experience that what people enjoy drinking in Sidney is often

markedly different than what guests want to sip in Cancun, Malta, Mumbai, or London. For the record, fruit-forward cocktails don't appeal to most consumers in New Zealand.

While most multi-unit, national operators deal with the challenges of catering to people in various regions of the country, Busi deals with those same issues on a global scale. "Hard Rock Cafes are iconic. Regardless of what country we're talking about, when people see a Hard Rock they immediately think of American fare, so that makes the task of deciding what cocktails to promote a little less daunting. But different cultural and societal preferences are something that we spend a considerable amount of time and effort accommodating."

To develop the Hard Rock Cafe's beverage specialties, Busi relies heavily on a consortium of bartenders and managers informally referred to as the beverage council. "Their contributions are innumerable. They give us feedback on trending issues and provide insights into the wants and desires of their clientele that no focus group can provide."

The elite group is comprised of Hard Rock beverage pros from such varied locales as Barcelona, Copenhagen, Sidney, Cabo San Lucas, Mexico City, Manchester,

New York, Orlando and Chicago, to mention but a few. Each month they are tasked with different assignments ranging from recommendations on new drinks and beverages to glassware upgrades and beverage menu inserts.

"I'll often pose a challenge to the group to come up with a new specialty drink, one in a certain style and made with a specific spirit. Tapping into the collective creative talents of our resident experts always yields tremendous results," says Busi. "On our drink menus there are 25-30 core Hard Rock signature drinks, specialties that we're known for around the world. We also promote "swing" recipes on the menu and seasonal inserts that are products of our talented team of mixologists."

In one such challenge to the Hard Rock Cafes in the United States, Busi requested the team devise drinks using Cabo Wabo Blanco Tequila. In a short while she had received over 75 recipes. She chose ten and then passed them on to the brand's owner, rocker Sammy Hagar, to select his favorite. The winning submission was dubbed the **Cabotini**, a light and flavorful libation featuring Cabo Wabo Blanco, peach schnapps and sweetened lemon juice.

An accomplished mixologist in her own right, Busi has gained an appreciation for how people approach bartending in *continued on page 5*

FEATURED SPECIALTY by Robert Plotkin

Make Exotic a Daily Occurrence

There are three unassailable reasons why this new **Daily's Mango Daiquiri/Margarita Mix** is a slam-dunk sensational product. The first is that Americans have turned onto the lush, savory flavor of mangos in a big way. Long a favorite taste of numerous ethnic cuisines, mangos have crossed over into the American mainstream. Mangos are now prominently featured in cuisine and beverage specialties from coast to coast, making the release of this well conceived mix perfectly timed.

Better than its timing is the mix's true-to-fruit flavor. Even at room temperature the mix



displays no flaws, or off tastes. While the delectable, fresh fruit flavor is to be anticipated, the generous aroma of mangos is a much appreciated surprise. The mix has the viscosity of mango puree, which is ideally suited for making blended libations.

The Daily's Mango Daiquiri/Margarita Mix is an operational boon. No longer will operators need to be concerned about the relative freshness of the mangos, or whether the frozen fruit has freezer burn. The mix takes the guesswork out of working with the fruit, making the quasi-exotic mango operationally

friendly. Then there's the cost to consider. This mix delivers the luscious flavor of fresh mangos at a fraction of the cost of relying on perishable fruit.

While the label clearly states that the mix was created for preparing specialty mango-flavored Daiquiris and Margaritas, it also works beautifully when featured in a wide variety of drinks. So splash the mix into a Mojito, Long Island or your next Sangria. It's a "can't miss" ingredient.—RP ♦



Iced Teas Perched at the Top of America's Hit Parade

The first World's Fair in the United States was held in St. Louis in 1904. One of the exhibitors was a tea plantation owner named Richard Blechynden. He had intended to serve fair goers samples of his hot tea, but an unexpected heat wave spoiled his plans. In an effort to salvage his investment, he offered the parched throngs glasses of brewed tea served with ice. It became an immediate hit and sparked a new phenomenon.

Fast forward a century and ice cold, freshly brewed tea is still an American favorite. In this health conscious, carb-counting age, drinking iced tea makes perfect sense. Medical studies indicate that tea containing antioxidants may significantly lower the risk of heart disease and some types of cancer. Tea is also lower in caffeine than coffee, something a growing number of Americans consider important. An 8 ounce cup of tea contains approximately 60% less caffeine than a typical cup of coffee. Most herbal teas don't contain any caffeine.

If you're already on board the iced tea bandwagon, here are some insights to help you prosper in this boom market.

There are four main types of tea on the world market:

⇒ **Green Tea** is not fermented before it's dried. This allows the leaves to retain more of their natural taste, color and aroma.

Green tea is typically not blended with other teas and served as a single variety.

⇒ **Black Tea** leaves are allowed to ferment in their own moisture before being lightly roasted and dried. The most popular type of tea in the Western world, black teas are rich in tannins and several varieties are frequently mixed together to create now famous blends. For example, **English Breakfast tea** is a blend of Sri Lanka and Assam (Indian) teas, while **Irish Breakfast tea** is a combination of various Indian teas.

⇒ **Oolong (Red) Tea** is allowed to partially ferment prior to roasting and drying. Its color falls between green and black tea. Most oolong teas have delicate, fruity flavors and floral bouquets. It is occasionally blended with black tea for a more pronounced character.

⇒ **Herbal Teas** are comprised of the dried or fresh flowers, herbs, seeds, roots and leaves of plants other than tea (*Camellia sinensis*). Some herbal teas are flavored with fruit, or essential oils and various spices.

There are three methods of preparing great iced tea. The first entails brewing tea using twice as much loose tea or twice as many teabags as usual. After the tea has

cooled, it can be served in a tall glass filled with ice. Depending on the type of tea used, the brew may turn cloudy when poured over ice. Although this won't affect its taste, some people don't care for the appearance. To clarify the tea, stir in a small amount of boiling water.



The second is the cold water method, which involves using 1 1/2 times to twice the number of tea bags as would usually be used for the volume of water. Allow the tea to steep in the cold water for 6 to 8 hours. Once it has attained the desired strength, remove the teabags and the tea is ready to drink.

The sun tea method uses the same tea-to-water ratio as the cold water method. The water and tea are placed in a loosely sealed glass jar and set out in the direct sunlight for up to 4 hours. The sunlight slowly brews the tea. Once brewed, the teabags are removed.

Iced teas are often sweetened. Popular options include honey and brown sugar, as well as granulated sugar. A few healthy splashes of a flavored syrup adds a delightful twist to iced tea. While embellishing the drink with a lemon wedge or sprig of mint are quite appropriate, other creative options include oranges, nectarines, limes, apples, kiwis and peaches. ♦

PRODUCT PROFILE *continued from page 1*

BEEFEATER®

berries, coriander, angelica root, licorice, cassia bark, dried Seville orange peels and Spanish lemon peels. All of the botanicals are carefully scrutinized for quality assurance.

A quick sniff is all that's necessary to fully explain Beefeater's enduring popularity. The famous gin has a lavish, thoroughly engaging bouquet, one laced with floral, spice and juniper. Its lightweight body is crisp and exceptionally dry. The gin immediately fills the mouth with layers of delicious

flavors, notably citrus, juniper, lavender and spice. The persistence of flavors is remarkably long. The gin is bottled at a lip-tingly 47% abv (94 proof).

Beefeater deserves its reputation as the driest of the elite London dry gins, making it a natural choice to feature in martinis and gimlets. The brand is sensational in a **Bloody Mary** or mixed with fresh grapefruit juice. But rest assured, this is a spirit that knows no creative limits.

Case in point is a delicious infusion called the **Lemoneater**, which is made with Beefeater gin, lemons and limes. The **Beefeater**

Deli Gin is an innovative infusion made with Beefeater Gin, sun-dried tomatoes, large olives, fresh garlic and dill, and large red onions. The gin also tastes great infused with oranges or mint.

Why is Beefeater Gin found on every back bar throughout the world? Captivating aroma, silky body, great taste, long, dry finish and tremendous versatility. That largely explains it, yes? –RP ♦



Refusing Service Without Guilt or Hesitation

Refusing service needn't necessarily be challenging. But let's be honest, most servers and bartenders find it one of the most daunting aspects of their job.

What makes refusing further service often intimidating is that alcohol can have a destabilizing effect on a drinker's emotional state. It is difficult to anticipate whether a customer will acknowledge the refusal calmly or react in a belligerent manner.

Regardless of what is said when "cutting off" a customer, the simpler the approach, the easier it will be to intervene in the future. The more automatic it becomes to deliver the lines, the more comfortable the server will be when obliged to refuse a patron further service.

Informing a guest that he or she is being refused another drink is better received and less involved when done before the person is intoxicated. For example, a guest orders a cocktail and the bartender knows that it will be the last one that can be safely served to the person that night. When the

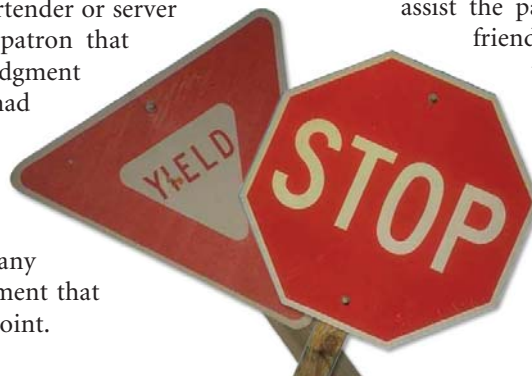
bartender serves the cocktail, he or she should lean forward and quietly say, "Here you are . . . drink this one slowly because it's the last one I can serve you tonight."

In essence, the guest is only being denied further service of alcohol, and is not being deprived the opportunity to "nurse" what will be his or her last drink of the evening. This approach will cause little embarrassment for a patron and will usually not cause a negative response.

Telling someone who is already intoxicated that he or she will not be served any more alcohol is a straightforward proposition. The bartender or server should inform the patron that "in my best judgment you've already had enough to drink, so I won't be serving you any more alcohol." There is no need to add anything else to a statement that is direct and to the point.

The message says that it was the decision based on a bartender's or server's best judgment. It does not accuse the patron of being drunk. If the statement is delivered properly, it will likely not foster a negative response. If the refusal is met with a negative reaction, the manager should be notified immediately. It is management's responsibility to handle these kinds of customer situations.

At this time management should arrange alternate means of transportation for the guest to get home. The options available are to either call a taxi to drive the customer home, or assist the patron in calling a friend or relative to take protective custody, so to speak. It is important that the intoxicated person not get behind the wheel of his or her car. ♦



THE BIG PICTURE *continued from page 1*

The concept that better brands make better drinks has been well received by consumers. An extensive research project conducted last November found that 78% of people surveyed fully expect cocktails made with premium brands to taste better than those made with generic products.

Equally important, when those same consumers were asked how much more that they'd pay for a branded cocktail, 28% said an additional \$1.50 or more. The study concluded that the majority of consumers are fully prepared to pay more for cocktails made with premium brands because they anticipated that the drinks would taste appreciably better.



This past March, my company conducted a market research study with over 50 consumers. We presented them a drink menu with three different Margaritas and no mention of prices. The first drink was a house Margarita made with Jose Cuervo Gold Tequila, the second was a top-shelf Margarita made with Sauza Hornitos and the third was an ultra-premium Margarita featuring Patrón Tequila. Almost half of the consumers (45%) said that they would likely purchase the "House"

Margarita, 36% the top-shelf and 19% the ultra-premium version.

But when we presented those consumers the same menus with drink prices the responses changed dramatically. The

prices were \$5.95 for the house, \$6.95 for the top shelf and a full \$8.95 for the ultra-premium Margarita. Purchase intent for the \$8.95 ultra-premium Margarita soared to 65% compared to only 23% who would buy the top-shelf Margarita at \$6.95, or 11% who would chose the "House" Margarita priced at \$5.95. The message is clear.

Consumers are three times more likely to trade-up to ultra-premium when they see a range in price. In the above study, people opted for the best cocktail thinking that the \$3 difference was well worth it. It's what's called affordable luxury.

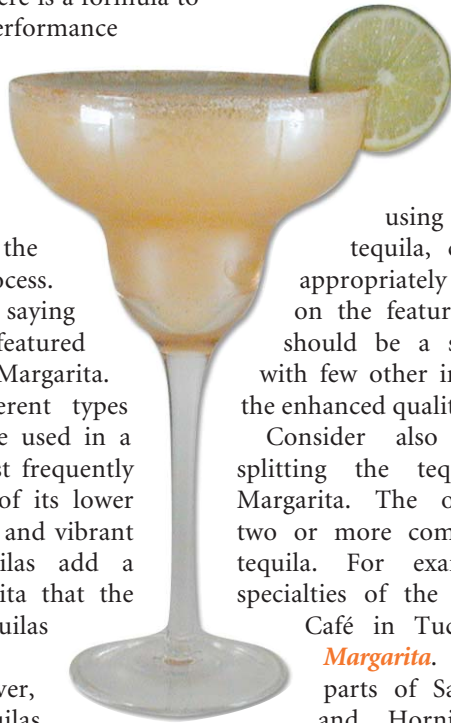
Mike Ginley
Next Level Marketing



sound advice. At the risk of stripping the creative process of its mystery and inspirational genius, there is a formula to engineering a high performance Margarita. It involves tweaking one or more of the variables. Learning how these elements affect the dynamics of the finished Margarita is at the heart of the creative process.

It goes without saying that tequila is the featured performer in the Margarita. While there are different types of tequilas that can be used in a Margarita, gold is most frequently selected, not because of its lower cost, but for its robust and vibrant character. Gold tequilas add a vitality to the Margarita that the more reserved, aged tequilas don't quite manage.

Don't hesitate, however, to use premium tequilas in Margaritas. Committing top-shelf tequila such as Patrón Silver or Sauza Tres Generaciones Plata to a



Margarita is not sacrilege; it's creative genius. These impeccable silver tequilas add an exuberant peppery palate to the cocktail that lesser tequilas can't match. It's advisable that when using an ultra-premium tequila, choose a recipe that appropriately places an emphasis on the featured spirit. The recipe should be a straightforward affair with few other ingredients to obscure the enhanced quality of the tequila.

Consider also the technique of splitting the tequila portion in a Margarita. The objective is to pair two or more complementary styles of tequila. For example, one of the specialties of the house at El Charro Café in Tucson is the *Elegante Margarita*. It's made with equal parts of Sauza Conmemorativo and Hornitos. The Hornitos Reposado adds complexity and a fresh agave flavor, while the Conmemorativo Añejo contributes a spicy, well-rounded

vitality to the Margarita. The result is magnificent.

If you're looking to modify your Margaritas with something a little more interesting than triple sec, consider Midori ZEN Green Tea Liqueur or Tuaca. All of these liqueurs are sensational served straight up in a Margarita. The entire range of Frujá Exotic Liqueurs are natural flavor enhancers. The Frujá Raspberry, Mango and Tangerine are ideally suited for a tour of duty in Margaritas. Another often relied upon cordial is blue Curaçao, an orange-flavored liqueur slightly sweeter than triple sec and beloved for its luminous blue color.

For those aching to try out their blender, consider the *Midnight Madness Margarita*, a novel swirled drink prepared in two parts. The first is made with gold tequila and blue Curaçao and the second with a gold tequila and Chambord. The resulting drink is both delicious and visually striking. Another gourmet Margarita worth being seen with is the *Raspberry Torte Margarita*, a blended concoction separated in the middle by a layer of luscious raspberry puree. ♦

SPOTLIGHT ON A PROFESSIONAL *continued from page 2*

Europe. "They consider the position a profession over there and you can see its impact in so many ways. For instance, if certain mixes or infusions need to be prepared in advance of a shift, bartenders will voluntarily come in early to make sure the items are prepped and fully stocked. That degree of professionalism is reflected in everything from the cleanliness of their bars to their enthusiasm for continuing education and training."

With her finger on the global pulse, Busi often sees trends blossom elsewhere, well before crossing our shores. She is especially keen on the long-term viability of Latin cocktails. "I think drinks like the *Caipirinha*, *Caipirissima* and *Caipiroshka* all have tremendous potential for catching on big in the States. They're fresh, delicious and have great production value."

With time running down in the interview, I asked Busi what three pieces of advice she would give a rookie about the art and science of tending bar. The line was quiet for a few moments before

she said, "The first piece of advice would be to get a mentor who is passionate about bartending. The job entails so much more than slinging drinks and washing glasses. Bartending is an intricate and spontaneous dance, requiring depth of character, breadth of knowledge and panache. Mentors can significantly flatten out the learning curve."

Her second piece of advice for rookies is to treat the bar as if it were their own. "If the bartender were making drinks for guests in his or her own home, I bet they'd be extremely conscientious about their drink making. The bar would be spotlessly clean and they'd be adept at anticipating their guests' needs. That's at the heart of hospitable service."

Finally, Busi would advise that rookie bartenders work on what is often referred to as "people skills," including being engaging, friendly and accessible. Although commonly cited as essential bartending skills, Busi considers them anything but common. Being genuinely gracious and forthcoming with the public-at-large are learned abilities.

"Let's face it, even the finest and most skillfully crafted cocktail will leave a bitter after taste if served by a surly and unpleasant bartender." —RP ♦

Next Level Marketing Beverage Authority

May 2006 ~ Volume 5, Issue 5

©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.

Gourmet Margaritas Bordering on the Sensational

The Margarita originated in Acapulco during the winter of 1948, when a socialite named Margarita Sames, looking to concoct a refreshing daytime drink, mixed tequila, Cointreau, and fresh lime juice, and then put a light dusting of salt around the rim of the glass.

The Margarita has come a long way since its inception. While still essentially concocted from a base of tequila, lime or lemon juice, and triple sec, variations on the theme are the current craze. These gourmet Margaritas take the cocktail to the next level, and trust us, this is the neighborhood you want to be seen in. —RP ♦

Margarita Azul

House specialty glass, ice

Rim glass with salt (optional)

Pour ingredients into iced mixing glass

1 3/4 oz. Sauza Hornitos Tequila

3/4 oz. Amaretto Disaronno

3/4 oz. Blue Curaçao

1/2 oz. fresh lime juice

2 oz. sweet 'n' sour

Shake and strain

Lime wedge garnish

Bahama Mama Margarita

House specialty glass, ice

Rim glass with sugar (optional)

Pour ingredients into iced mixing glass

1 oz. Añejo Tequila

1 oz. Malibu Rum

3/4 oz. Triple Sec

1/2 oz. fresh lime juice

1 1/2 oz. pineapple juice

1 1/2 oz. sweet 'n' sour

Shake and strain

Pineapple wedge and cherry garnish

Tres Amigos Margarita

House specialty glass, ice

Rim glass with salt (optional)

Pour ingredients into iced mixing glass

3/4 oz. Sauza Conmemorativo Tequila

3/4 oz. Sauza Hornitos Tequila

1/2 oz. Cointreau

1/2 oz. fresh lime juice

1 1/4 oz. sweet 'n' sour

Shake and strain

Float 3/4 oz. Sauza Tres Generaciones

Añejo Tequila

Lime wedge garnish

El Conquistador Margarita

House specialty glass, ice

Rim glass with salt (optional)

Pour ingredients into iced mixing glass

1 oz. El Tesoro Añejo Tequila

1 oz. El Tesoro Silver Tequila

1/2 oz. Chambord

1/2 oz. Grand Marnier

1/2 oz. fresh lime juice

1 1/2 oz. sweet 'n' sour

1 1/2 oz. pineapple juice

Shake and strain

Lime wedge garnish

Floridita Margarita

House specialty glass, ice

Rim glass with pink granulated
lemonade mix (optional)

Pour ingredients into iced mixing glass

1 3/4 oz. Patrón Añejo Tequila

3/4 oz. Cointreau

1/4 oz. Rose's Lime Juice

3/4 oz. cranberry juice

1 1/2 oz. grapefruit juice

1 1/2 oz. sweet 'n' sour

Shake and strain

Lime wedge garnish

Mangorita Suprema

House specialty glass, chilled

Rim glass with raw sugar (optional)

Pour ingredients into iced blender canister

1 3/4 oz. Añejo Tequila

3/4 oz. Cointreau

3/4 oz. fresh lime juice

2/3 cup of frozen mango chunks

2 1/2 oz. Daily's Mango Margarita Mix

Blend thoroughly

Lime wedge and mango slice garnish

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

Gauging professional aptitude is a challenge. It's one of those things that you just know when you see it. But as an owner or beverage manager, ensuring that your staff is knowledgeable and well versed in particulars of their craft is crucial. A little quiz is always fitting.

Questions

1. What is the difference between a "Mist" and "Frappé"?
2. What is the visible indicator that Rose's Lime Juice is turning bad?
3. What is the difference between a Chi-Chi and a Piña Colada?
4. When is the combination of gin and dry vermouth not called a Martini?
5. What is the given name for a Margarita made with brandy instead of tequila?
6. What is the standard garnish on a Whiskey Sour?
7. What name is given to a Vodka Collins made with gin instead of vodka?
8. What is a Shandy Gaff?
9. How do you affix sugar to the rim of a glass?
10. What does the term "breakage" mean?

Answers

1. A Mist is made with a liquor poured over crushed ice and a Frappé is a liqueur served over crushed ice.
2. Rose's Lime Juice gradually turns dark as it is turning bad.
3. The Chi-Chi is made with vodka, coconut syrup and pineapple juice; the piña colada is made with light rum, coconut syrup and pineapple juice.
4. It is called a Gibson when garnished with cocktail onions.
5. Side Car, which made with brandy, triple sec and sweetened lemon juice; the margarita is made with tequila, triple sec and sweetened lemon juice.
6. An "orange flag," a half-moon orange slice and a speared cherry, is the standard garnish on a whiskey sour.
7. Tom Collins
8. A Shandy Gaff is made with equal parts of beer and ginger ale.
9. Water, lime juice, or grenadine are used to affix sugar to the rim of a glass.
10. Breakage refers to the bottles emptied during the course of a shift.