

BEVERAGE AUTHORITY

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manage. serve. profit.

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THE BIG PICTURE



Suntory ZEN is Groovin'

I've mentioned before that my job is not for the feint of heart. I have to dine on continental cuisine, sip marvelous cocktails and be treated like a visiting potentate. It's not all merriment and laughter, however. I still have to answer my cell phone and check email. Thankfully few people hound me for my autograph and so far I remain unscathed by the relentless paparazzi.

Of late I've frequented a few classy places that are promoting signature drinks made with Suntory ZEN. For example, at super hip **Michael's Kitchen** in Hollywood, FL, one of the specialties of the house is the delectable **Green Tea Martini**. The cocktail is made with a jigger each of ZEN Green Tea Liqueur and Grey Goose Le Citron and a splash of fresh lemon juice. The drink is shaken and served in a chilled cocktail glass with a lemon wedge garnish. The cocktail is fabulous and one of many reasons why open tables at Michael's Kitchen are such hot commodities in South Florida.

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SPOTLIGHT ON COCKTAILS

Welcome the Margarita – America's Favorite Cocktail

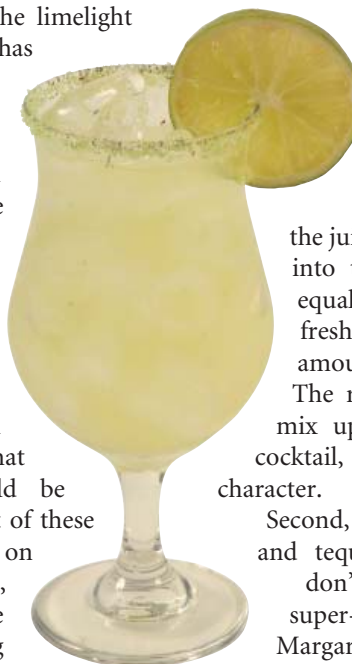
The Margarita has enjoyed far more than its allotted fifteen minutes of fame. In fact, after climbing into the limelight in the 1970s, the drink has continually ranked among the most frequently requested cocktails in America. A devastating tequila shortage in the '90s and subsequent price hikes notwithstanding, the Margarita rage has persevered. The truth is that despite the Margarita's enormous popularity there is no consensus as to its recipe.

There are five essential truths about Margaritas that with few exceptions should be considered inviolate. The first of these is that the cocktail is built on a foundation of lime juice, not lemon as is often the case, which means that using standard, lemon-based sweet 'n'

sour is incorrect. A lime-based sweet 'n' sour is concocted the same way as a conventional lemon juice sweet 'n' sour. If trapped behind the bar with nothing but a bottle of sour mix and an order for a Margarita, squeeze the juice from four lime wedges into the mixing glass (which equals roughly 3/4 ounce of fresh juice) and add an equal amount of the sweet 'n' sour. The result will be a balanced mix upon which to build the cocktail, one with a lime-forward character.

Second, the concept of Margaritas and tequila are inseparable. So don't hesitate committing super-premium tequila to a Margarita. The better the liquor, the better the finished cocktail will

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Creating Killer Blended Long Islands



PRODUCT PROFILE by Robert Plotkin

Sauza Extra Gold Tequila

There is something wonderfully appealing about gold tequila, which is why it's the bestselling, most popular type of tequila in America. **Sauza Extra Gold** possesses every quality that one looks for in a traditionally structured tequila, namely an assertive character, a lush, golden hue and a rich, agave and oak flavor.

Far from an overnight wonder, Sauza has been crafting Sauza Extra Gold Tequila for

more than a century. It is what is referred to as a premium joven abocado tequila, which means that it contains more than 51% blue agave. After the tequila emerges for a second time from the still, it is rested in stainless steel vats for a minimum of four months prior to bottling. Caramel coloring and flavorings are added to give it an amber/golden hue with a touch of sweetness and wood/oak flavor.

By their very nature, gold tequilas have a robust, exuberant spirit and Sauza Extra is no exception. It is well structured with a round, smooth body and a light earthy

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Does Anyone Really Know What Women Want?

What do women really want? Mike Ginley knows. And does anyone else want to know how Mike Ginley knows what women really want? Get this, he asked them.

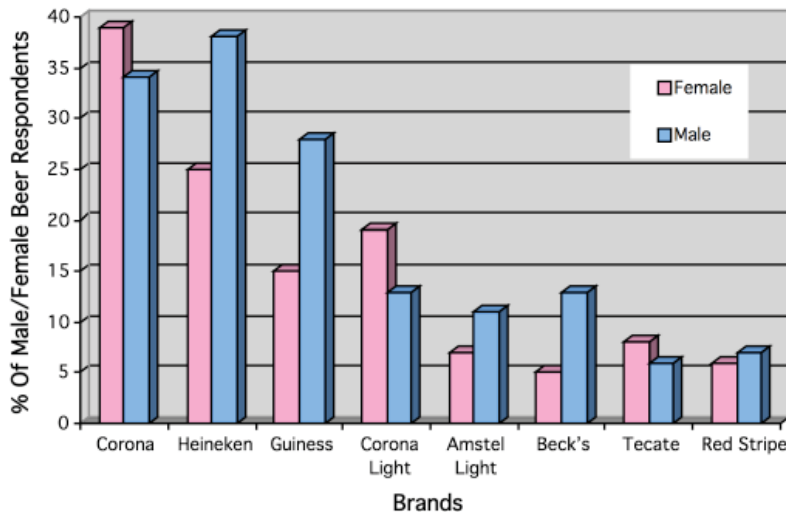
Ginley is the president of Next Level Marketing and in an on-line study of consumers he found that 30% of the women who frequent casual restaurants said that they preferred drinking spirits and cocktails, compared to 12% who responded wine and 7% beer. In contrast, men skewed to drinking primarily beer (34%) and spirits (14%).

Women are more likely to try new cocktails.

In the survey 41% said that they had ordered a new cocktail within the last 30 days, compared to only one third of the men. When asked what was the most important attribute in a beverage, both

the women (65%) and men (59%) overwhelmingly responded taste. It turns

Top Imported Beer Brands Order (Aided) - Gender



out that women are more price conscious than men, 12% of whom said price was the most important factor, whereas men were more influenced (18%) by the beverage brand.

Regardless of gender, the Margarita remains this nation's favorite cocktail with (40%) of women and (33%) of men saying it is their drink of choice. After that, preferences differ sharply between the sexes. Women prefer flavored Martinis (23%), Daiquiris (21%), Piña Coladas (15%), Mudslides (12%), Cosmopolitans (11%) and Mojitos (8%). In contrast, men skewed toward mixed drinks such as Rum & Coke (28%), Vodka Martini (15%), Screwdriver (11%) and bourbon on the rocks (8%).

When it comes to spirit brands, women and men again share little common ground. Women preferred drinking Bacardi Rum (33%) more than any other spirit, followed by Kahlúa (27%), Baileys (26%), Absolut (24%), Smirnoff (20%), Malibu (12%) and SKYY Vodka (8%).

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“ONE MORE THING. . .” by Robert Plotkin

Don't Serve What You Wouldn't Drink

At the risk of attracting unwanted controversy, I think it would be for the best if we got rid of inexpensive booze altogether. There's not a cheap brand that's worth its selling price. I'm not a spirit snob, it's just that I can't imagine pouring the stuff down my throat, or anyone else's throat for that matter.

Life is far too short to waste a moment drinking cheap booze. Decades ago it was convention to feature inexpensive pouring brands in the well. It didn't matter that these liquors were fiery, harsh and virtually unknown products. Their low cost yielded excessively high profit margins and profit is good.

Times have changed though. The mantra today is don't serve your guests products that you wouldn't

drink yourself. Americans are once again drinking spirits and when they do they're choosing the good stuff. There's no longer the same profit potential pouring cheap, unknown brands of spirits. It is highly likely that your guests would be willing to

Americans are once again drinking spirits and when they do they're choosing the good stuff.

pay an extra quarter or two to get a drink made with quality spirits.

Those involved in marketing cheap booze often contend that despite the modest price tags their products are high quality stuff. Right. Ladies and gentlemen, cheap booze is cheap for a reason.

But without getting into a verbal tussle over the relative worth of the stuff, there's an even more compelling reason to elevate spirit standards behind the bar. When

guests see that their drinks are being made with pedestrian brands, they'll naturally presume that the same low quality standards exist in the back of the house as well. Well liquors are supposed to be selected to reflect positively on your establishment, not because they cost next to nothing.

It's difficult to succeed in today's marketplace with a "quality be damned" strategy. There is nothing success oriented about a Margarita made with 20¢ per ounce tequila and run of the mill triple sec. Call brands are not necessarily cost prohibitive, but they are decidedly better products.

All right, I know I'm asking the companies that rectify this stuff to voluntarily fall on their swords for the best interest of others. But hey, aren't we worth it? —RP ♦

Mineral Waters: A Profitable Source for a New Generation

Don't let their simplicity fool you. Bottled mineral waters comprise one of the fastest growing segments of the beverage industry, and simplicity perhaps best explains their ever-expanding popularity. These waters have a clean, unassuming flavor and are bottled at their source—pristine and uncompromised with no additives, calories, or warning labels. This is a beverage trend easily fathomed.

One of the mystiques of mineral waters involve its origins. Rain and melted snow percolate through permeable soil and rock, leaching various minerals in the process. The water filters down until stopped deep underground by strata of impervious rock, a trek that can take 20 to 30 years. Varying amounts of minerals endow each particular water with different tastes and characteristics and in many instances these differences are quite pronounced.

Perrier is an incomparable example of a naturally carbonated, highly effervescent water. The Italian San Pellegrino has fine, elegant bubbles, mild acidity and is moderately effervescent. Swedish Ramlösa is a lightly carbonated water, while Acqua Panna and Evian are pristine and still.

The sources for most mineral waters are deep subterranean artesian aquifers, porous water-bearing rock. Tremendous pressure forces water to rise through fissures in

the surrounding geological formations. Constant temperature and chemical composition assure purity, while capping the source prevents outside contamination.

Marketing Opportunities

Minerals waters are best served chilled. When warm, the carbonation in the water may prove too active and vigorous. For those patrons who want mineral water served with ice, the use of cubes made with tap water is rather self-defeating.

The up-selling opportunities are numerous and easily seized upon. At a recent dinner at the Hudson Hotel in Manhattan, the server inquired of our group whether we cared for still water, carbonated water, or water from the tap. Not surprisingly we opted for the still. At \$6 a bottle, it added another \$24 to our tab. Not an eyebrow was raised, which perhaps best sums it up.

Deciphering Label Information

Need some help understanding what's written on the labels of mineral waters? Here's a brief explanation.

⇒**Mineral Water:** A still or sparkling water obtained from a natural or drilled spring whose mineral and salt content give it specific properties that may be

beneficial to health. Mineralization, temperature and flow at the source must be constant. Bacteriological purity is assured, as the only treatment is filtration and elimination of iron.

⇒**Spring Water:** A water obtained from a natural or drilled source, usually still or lightly carbonated and which no therapeutic claims are made. It is subject to full bacteriological purity tests.

⇒**Naturally Carbonated:** The water emerges from underground with enough carbon dioxide to make it effervescent. Carbonation levels are measured in grams per liter. A lightly carbonated water contains up to 3 grams per liter; moderately carbonated waters contain 3-6 grams per liter while highly carbonated waters contain 6-9 grams per liter.

⇒**Mineral Content:** The mineral content of a water is measured by the total dissolved solids or dry residue. Lightly mineralized water has less than 500mg per liter; medium is up to 1000mg per liter and high mineralization is over 1000mg per liter.

⇒**pH Factor:** The balance between alkalinity and acidity. Water with pH above 7 tends to be alkaline. Below 7 tends to be acidic. ♦

PRODUCT PROFILE *continued from page 1*

bouquet with floral and peppery notes. The tequila has a peppery, spicy palate and an impressively long and flavorful finish. Factor in its accessible price and you have a tequila that stands heads and shoulders above other premium brands.

Sauza Extra Gold is a vibrant, unpretentious spirit, but don't take my word for it. If you're looking to determine for yourself how exceptional this tequila actually is, sample it next to several of its competitors. The differences in quality will become readily apparent as you

begin to assess their bouquets. Sauza Gold Extra is distinguished by an array of crisp, earthy aromas, thankfully free of the pungent, petroleum aromas that tend to plague lesser brands.

The most significant differences between the tequilas appear on the palate, where the quality concessions made during the production of many low cost brands become evident. Sauza Gold Extra glides over the palate delivering its flavor payload without harshness or excess heat, gradually fading in a pleasant, satisfying finish. In contrast, others burn and pillage the palate causing recipients to wince as if scalded.

In a marketplace where the superpremium tequila brands attract the lion share of publicity, Sauza Extra Gold is something of an unsung hero. The tequila does its job day in, day out



without spin, or image enhancement. The brand is unsurpassed in a huge variety of cocktails and mixed drinks. It is also an excellent candidate for use in margaritas, or any other tequila-based cocktail for that matter.

If not for the fact that it is Mexican by ancestry and birthright, Sauza Extra Gold would be the all-American spirit. —RP ♦



Bar Backs – Cornerstones of the Bar Business

My first days behind the bar were spent as a bar back. This was in the early '70s, the undeniable heyday of drinking. I worked at a busy college club where the bartenders were expert at what they did and did it extremely fast. The shifts were long and hard. I washed mountains of glasses, scooped endless buckets of ice and cleaned more than my fair share of ashtrays. But the most important thing I did behind the bar was to catch on to the rhythm and rhyme of bartending.

Such was my indoctrination into tending bar. To my way of thinking, a tour of duty as a bar back is about the best way to learn bartending. You learn how to see bartending as a nightlong series of interactions and transactions interspersed with making a few hundred cocktails.

You discover what it's like working on stage for hours on end. As a bar back, you learn how to appear calm in front of guests even when there's ample cause to panic.

As a bar back, I watched as the bartenders were confronted with a steady stream of situations. They usually handled

the demands of the job like butter, other times they said or did the wrong thing and sparks flew. I made mental notes of the good, bad and the ugly. Everything left its impression on me.

As a bar back, I learned the difference between a clean glass and a beer clean glass. I mastered the art of cutting fruit garnishes quickly without slicing off a finger and how to amuse guests when the bar was slow. Both can be quite painful if handled wrong.

Most of all, I drank up what the bartenders told me about making drinks. I learned when to shake drinks and when not. They not only taught me the difference between Scotch and bourbons, but they let me know which brands to push and which to steer people clear of. To me, these guys knew it all, and what they didn't know, I wouldn't find out about for years.



For most types of beverage operations, a talented crew of bar backs is an invaluable asset. They allow management to never get shorthanded behind the bar.

Typically every bar has shifts that are too busy for one bartender yet not quite busy enough to warrant bringing in two. The solution is scheduling a bartender and bar back to work the shift. The bartender gets the other set of hands that he or she needs to handle the rush, while the bar back get experience behind the bar. Furthermore,

when someone leaves the staff, you've got a well-trained bartender waiting in the wings.

Initiating a bar back program is sound management. Regardless of the size, type, concept or geographical location of your operation, hiring a bar back or two may provide the last piece to the puzzle. ♦

THE BIG PICTURE *continued from page 1*

For anyone heading to Seattle, trust me, there's no place else on Earth like **Marcus' Martini Heaven**. A night on the town spent at this thoroughly engaging, subterranean haunt is an experience not to be missed. This destination bar has it all—romantic setting, tons of ambience, an easy to appreciate cuisine and a world-class portfolio of cocktails. High on that particular list in popularity is the **Now and ZEN**, a cocktail concocted with Yazi Ginger Vodka and Suntory ZEN.

Located on the other coast in Manhattan is an extraordinary restaurant named **Geisha**. It's located 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 place.

In addition to the sumptuous fare, the restaurant offers guests a roster of expertly conceived cocktails, all of which are the creations of bar manager extraordinaire Mark Ujszaszi. One of these specialties is a

sensationally refreshing cocktail named the **Geisha Blossom**. It's made with ZEN Green Tea Liqueur, 10 Cane Rum, litchi juice, mint and fresh lime sour mix. The drink is finished with a splash of club soda and garnished with an orchid.

Another Geisha original that I assure you is a sublime pleasure is a cocktail named **ZEN**. The flavorful and elegant concoction features ZEN Green Tea Liqueur, Van Gogh Mango Vodka, sake and fresh lime juice.

It's great to see a marvelous new product doing so well in the market. Suntory ZEN was bred for drink making. The liqueur is like an advanced mixology degree in a bottle. ZEN is made with the highest grade Kyoto green tea leaves grown by one of the most famous producers of fine teas in Japan, Marukyu-Koyama-En. The whole and ground green tea leaves are infused in spirits and a blend of herbs, lemongrass and spices.

As I said, I have a tough job, and I'm grateful.

Mike Ginley
Next Level Marketing

Geisha Blossom

Cocktail glass, chilled
Pour ingredients into an iced mixing glass

1 part ZEN Green Tea Liqueur
1 part 10 Cane Rum
1 part litchi juice
1 sprig fresh mint
1/4 oz. honey simple syrup
1/2 oz. fresh lime juice
Shake and strain
Splash with seltzer
Garnish with flower

ZEN

Cocktail glass, chilled
Pour ingredients into an iced mixing glass
1part 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.

taste. A growing phenomenon is to create a Margarita made with ultra premium tequila, which are those costing more than \$100 per 750ml. When looking to devise a top-shelf Margarita choose a recipe that adequately showcases the tequila. The recipe should have a minimum of ingredients that may obscure the enhanced quality of the tequila. Also to best accentuate the flavor of the tequila, the cocktail should be served straight up rather than on the rocks or blended.

The third immutable truth about the Margarita involves balance. There are four flavor elements in the cocktail that must be balanced on the palate, namely sweet, tart, the taste of the tequila and the flavor of an orange modifier. Vary too far toward any one extreme and you're headed for trouble. Balance in this instance means being able to taste all four about equally.

The fourth is that Margaritas need to be vigorously shaken, anything less is problematic. The purpose

behind energetically shaking the drink is three-fold. The action thoroughly integrates the ingredients, properly chills the drink and introduces a modicum of water into the mix. The enhanced production value alone of enthusiastically shaking the cocktail makes the exertion worthwhile.

Finally, the garnish on a Margarita is a fresh lime wedge. It is a most functional embellishment, one that allows a guest the option of squeezing more fresh lime juice into the drink. While lime wheels are attractive, they're not designed for extracting the juice they contain. Using both a lime wheel and lime wedge in combination is a clever compromise between form and function.

A mistake often made when garnishing a Margarita is outfitting the cocktail with a puny lime wedge.

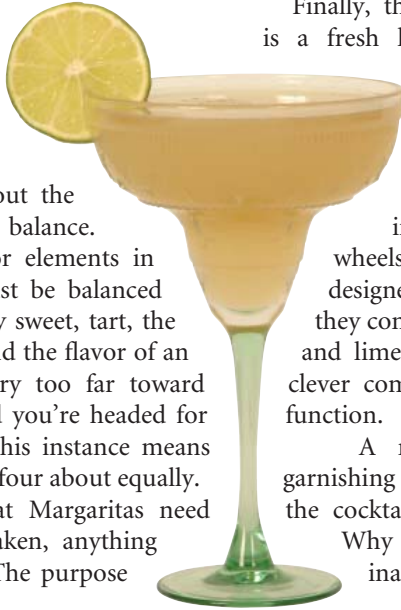
Why garnish the cocktail with an inadequate sliver of fruit? What

people want is a hefty lime wedge that they can get their hands on to squeeze the fresh juice into their drink.

In this day and age consider salting only half the rim. This allows guests to receive a well-dressed Margarita while affording them the opportunity of moderating how much salt they consume. If given the time, salt the Margarita

glasses in advance, allowing the lime juice and salt combination to harden. This will alleviate the messy problem of salt falling off the rim of the glass.

One last piece of advice regarding the process of creating a world-class Margarita. Years of experience suggest, begin by concocting a delicious and imminently refreshing base sour mix. If it's well balanced it will taste sensational by itself. Then add in the tequila and modifier. It should be a smooth, interesting journey from there. ♦



SAFEGUARDING YOUR PROFITS *continued from page 2*

Compare this to the men, who responded that Jack Daniel's (28%) was their spirit brand of choice, followed by Grey Goose (19%), Crown Royal (17%), Jim Beam (14%) and Tanqueray Gin (13%).

Both genders—women (28%) and men (20%)—said that drink specials are the most significant on-premise influencer.

Ginley's study revealed other interesting things about female consumers. When going out to eat at a casual restaurant, 90% of women responded that they would stop after two drinks, with 40% saying that they'd stop after the first. On the other hand, 23% of men say that they would purchase at least a third drink. Around 60% of the respondents said that they start out an evening without a preconceived notion of what they'll drink. Both genders—women (28%) and men (20%)—said that drink specials are

the most significant on-premise influencer. After that, women are most influenced by special price promotions (20%) and drink menus (18%).

While on the subject of drink menus, 82% of women responded that they read it compared to 66% of the men. In addition, 78% women said that the most important element of the menu are the drink descriptions, compared to 54% who responded pictures of the featured drinks.

The methodology used in the study is also of interest. It was conducted in December 2006 for Cheers Magazine and 2,260 consumers participated. Out of that group, 1311 (58%) responded that they had visited a chain restaurant within the past 30 days. Of those people, 728 (56%) said that they had purchased beverage alcohol while at the restaurant and they were ones selected for the study. Four hundred and two of them were (and remain) women.

When Ginley says he knows what the fairer sex really wants, listen to him. ♦

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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, 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 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 ♦

Besito

Specialty of Tres Agaves, San Francisco

Created by Jacques Bezuidenhout

Highball glass, chilled

Pour ingredients into iced mixing glass

1 1/2 oz. Corazon Reposado Tequila

1/2 oz. Marie Brizard Triple Sec

3/4 oz. fresh lemon juice

1/4 oz. agave nectar

1 oz. apricot puree

Shake and strain

Top with sparkling wine

Garnish with lemon twist

The Billionaire

Specialty of Mission Inn, Riverside, CA

Created by Mission Inn's staff

House specialty glass, chilled

Rim glass with salt

Pour ingredients into iced mixing glass

1 1/4 oz. Casa Noble Añejo Tequila

1/2 oz. Grand Marnier

Cent Cinquanteaire

1/8 oz. Tobala Wild Mountain

Maguey Mezcal

2 1/2 oz. fresh lime sour mix

Shake and strain

Garnish with lime wedge

El Corazon

Specialty of Nacional 27, Chicago

Created by Adam Seger

Cocktail glass, chilled

Rim glass with equal parts kosher

salt and Tellicherry Peppercorn

Pour ingredients into iced mixing glass

2 oz. Corzo Silver Tequila

1 oz. POM Pomegranate Juice

1 oz. fresh lime sour mix

1 1/2 oz. passion fruit puree

Shake and strain

Escalade Margarita

Specialty of Yard House Restaurant, Irvine, CA

Created by Kip Snider

Beer glass, ice

Rim glass with sugar

Pour ingredients into iced mixing glass

1 1/2 oz. 1800 Silver Tequila

1/2 oz. Cointreau

1/2 oz. Rose's Lime Juice

1/4 oz. fresh lime juice

1/4 oz. fresh orange juice

5 oz. sweet & sour

Shake and strain

Float 1/2 oz. HPNOTIQ

El Conquistador Margarita

Excerpted from The Original Guide to

American Cocktails and Drinks - 5th Edition

House specialty glass, ice

Rim glass with salt

Pour ingredients into iced mixing glass

1 oz. El Tesoro Silver Tequila

1 oz. El Tesoro Añejo Tequila

1/2 oz. Chambord

1/2 oz. Grand Marnier

1/2 oz. fresh lime juice

1 1/2 oz. pineapple juice

1 1/2 oz. fresh lime sour mix

Shake and strain

Lime wedge garnish

Floridita Margarita

Excerpted from The Original Guide to

American Cocktails and Drinks - 5th Edition

House specialty glass, ice

Rim glass with pink lemonade mix

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. fresh lime sour mix

Shake and strain

Lime wedge garnish

Testing Your Vodka Geography I.Q.

A quick sniff, sip, and swallow will confirm that not all vodkas are created equally. Many brands are produced to be completely neutral, others have easily discernible taste, color or aroma.

Vodka sales in America confirm that it is this country's spirit of choice. Over 25% of all spirits sold in this country are vodka. So, what do you know about the brands on your shelf? To that end, we've created a little trivia challenge that will test your Vodka Geography I.Q.

Questions

- | | |
|---------------------|------------------|
| 1. Below 42° | A. Austria |
| 2. Boru | B. Belgium |
| 3. Gorbatschow | C. Canada |
| 4. Grey Goose | D. England |
| 5. Luksusowa | E. France |
| 6. Mezzaluna | F. Germany |
| 7. Monopolowa | G. Holland |
| 8. Pearl | H. Ireland |
| 9. Level | I. Italy |
| 10. Three Olives | J. New Zealand |
| 11. Tito's Handmade | K. Poland |
| 12. Van Hoo | L. Sweden |
| 13. Van Gogh | M. United States |



13. G
12. B
11. M
10. D
9. L
8. C
7. A
6. I
5. K
4. E
3. F
2. H
1. J

Answers

Creating Killer Blended Long Islands

Potency notwithstanding, the Long Island Iced Tea is one of the great mixed drinks to emerge from the 20th century. The libation has given flight to a score of creative variations and remains enormously popular, just ask Marge Simpson, one of the drink's legions of devoted followers.

These days it is becoming increasingly more common to see specialty Long Islands blended instead of being hand shaken and served in the traditional tall glass with ice. These cool concoctions are tailor-made heat busters. Here are some tips on making the best Long Islands.

⇒**Spirited Formulations** — Many a bar serves their guests Long Islands prepared with inexpensive brands of liquor. While it might make sense from a cost standpoint, it's a mistake from a mixology perspective. Making the drink with quality brands eliminates the chance an inferior product disturbing the drink's inner workings.

There are always an adventurous few who don't except boundaries, or the status quo. For example, Hard Rock Cafe popularized a spin-off called the **Manhattan Iced Tea**. It's concocted with gin, vodka, light rum, cola and a float of bourbon. Another is the **Havana Iced Tea**, which features equal parts of light and gold rums, brandy and triple sec.

Then there's the unlimited potential of devising a Long Island with no other types of liquor than flavored rums and flavored vodkas. The possibilities are staggering.

⇒**Liqueur Essentials** — While its unusual assortment of spirits tends to grab most of the attention, let's not lose sight of the role triple sec has played in the drink's phenomenal success. The liqueur adds body, flavor and sweetness, all things that contribute to the overall effect. That having been said, there is no finer Curaçao liqueur than Cointreau. Not surprisingly, the most immediate improvement one

can make to their Long Islands is to make the drink with the good stuff.

Another lesson learned along the way is that Long Islands taste great modified with liqueurs. Popular examples include the **Green Tea Iced Tea**, which is made with an added float of Midori, the **Italian Iced Tea** is topped off with Disaronno Amaretto and **Raspberry Iced Tea** gets a float of Chambord. Each is thoroughly delicious and satisfying.

⇒**Modifying the Mix** — Long Islands are made with a base of sweetened lemon juice and cola. Change the composition of that base mix and you'll alter the flavor of the finished drink. For instance, if you use equal parts of cranberry juice and sweet 'n' sour the drink is converted into the **Long Beach Iced Tea**. The **Florida Iced Tea** is made with the addition of orange juice, the **Hawaiian Iced Tea** is prepared with pineapple juice. The **Bimini Iced Tea** is made with Blue Curaçao, orange juice and pineapple juice, while the **Californian Iced Tea** is made with all premium spirits and added grapefruit juice.

As one might expect, there are several creative variations that call for iced tea in their recipes. Preparing the drink using equal parts of sweet 'n' sour and iced tea is called the **Plantation Iced Tea**. Substitute citrus flavored vodka to make the **Veranda Iced Tea**.

The last piece of advice about Long Islands is to prepare the drink with a quality sweet 'n' sour, or better yet, use fresh lemon juice sweetened with simple syrup. The natural presumption is that with all of the ingredients in the drink, one won't be able to discern the quality of the base mix. Not so. Rely solely on quality products and you won't be disappointed with the results. ♦



Groovy Blended Iced Teas

The Long Island Iced Tea originated in the late 1970s at the Oak Beach Inn in Babylon, Long Island. The drink's construction is so unique that its creator—bartender Robert Bott—should be knighted and made to do something with the ozone layer. It takes a peculiarly bent mind to even contemplate combining four light liquors in one glass, no less proceed and make the combination work so well.

Bimini Iced Tea

House specialty glass, chilled
Pour ingredients into blender

- 1/2 oz. Gin
- 1/2 oz. Vodka
- 1/2 oz. Light Rum
- 1/2 oz. Tequila
- 1/2 oz. Blue Curaçao
- 2 oz. orange juice
- 2 oz. pineapple juice
- 1 1/2 oz. sweet 'n' sour
- 2 oz. cola

Blend ingredients with ice

Lemon wedge garnish

Blue Kangaroo Iced Tea

House specialty glass, chilled
Pour ingredients into blender

- 1/2 oz. Gin
- 1/2 oz. Vodka
- 1/2 oz. Light Rum
- 1/2 oz. Tequila
- 3/4 oz. Blue Curaçao
- 2 oz. sweet 'n' sour

Blend ingredients with ice

1/2 fill Seven-Up

1/2 fill club soda

Lemon wedge garnish

Dirty Ashtray Iced Tea

House specialty glass, chilled
Pour ingredients into blender

- 1/2 oz. Beefeater Gin
- 1/2 oz. Stolichnaya Vodka
- 1/2 oz. Bacardi Light Rum
- 1/2 oz. Sauza Hornitos Tequila
- 1/2 oz. Blue Curaçao
- 1/2 oz. grenadine
- 1 1/2 oz. pineapple juice
- 2 oz. sweet 'n' sour

Blend ingredients with ice

Lemon wedge garnish

