

# BEVERAGE AUTHORITY

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## THE BIG PICTURE



### What do Women Really Want?

What do women really want? When it comes to the beverage business, there may not be a more compelling marketing question. Get a handle on that question and you're well on your way to success.

In December of 2006, Next Level Marketing conducted an extensive online consumer study for *Cheers Magazine* and 2,260 people who frequent casual restaurants participated. We uncovered a number of significant consumer trends when it comes to what women are looking for from a beverage experience. For example, we 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 than men to try new cocktails. In the survey 41% said that they had ordered a new cocktail within the

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## SPOTLIGHT ON COCKTAILS

### The Best Things You Can Do To Tequila

Tequila is a most rarified of spirits, second only to cognac. It is distilled from mature agaves, stately plants that require 10-12 years to reach maturity. Premium tequilas are crafted using techniques that date back centuries and aged in oak barrels for years. For all of its refinement, tequila is also fun, as in "loosen your tie and crank up the tunes" kind of fun.

Well isn't it about time somebody talks about it openly? Tequila is flat out a good time in a bottle. It's not meant to be served in tiny porcelain cups at a garden party. Tequila is for people who want to feel the blood surging through their veins. It's for people not content to merely tap their feet to the music, but to kick off their shoes and grab life by the scruff of the neck.

Perhaps that's why when marketing types refer to tequila drinkers they use descriptive phrases like "urban adventurers" and "thrill seekers." Creating new and exciting ways to tempt these prowling revelers is made much simpler with a few guidelines to light the way. So grab some glasses, the tequila of your choice and create some history of your own.



⇒ **Michelada** — Virtually unknown outside the Latino community, the Michelada is a phenomenally refreshing concoction served in a tall iced glass with a salted rim. The recipe calls for a dose of fresh lime juice, a fill with a Mexican lager and a lime wedge garnish. One variation of the drink calls for a shot of tequila,

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### Daily's Divine Creative Cocktail Mixes

With legions of bartenders on a constant lookout for new flavors to use in drink making, *Daily's Divine Creative Cocktail Mixes* represent a bold step in the art and science of crafting innovative cocktails. These highly versatile, alcohol-free products are designed to be mixed with spirits and liqueurs to create cocktails with an indulgent, dessert-like appeal.

Available in three versions — *Chocolate*, *Cheesecake* and the melted ice cream-like *A La Mode* — the Daily's Divine Mixes are products brimming with character and loaded with operational benefits. For one thing, they are ideal substitutes for more expensive liqueurs and spirits in cocktails already burdened by high alcohol content. The lack of freezer space behind the bar often makes ice cream unavailable to bartenders. As ice cream replacements, *A La Mode* and the *Cheesecake* mixes are

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# What do Bartenders Really Need to Know?

Considering the pivotal role bartenders play within your business, what they don't know can hurt you. But honestly, what's easier to put off than staff training? The irony is that few things are more pivotal to your operation's success than ensuring your frontline employees are well-trained. If a mind is a terrible thing to waste, imagine the terrible cost of squandering the intellectual capacity of your entire staff.

Training is a dollars and cents issue. If bartenders and servers are insufficiently trained, every aspect of the operation suffers. Consider the ramifications of servers who aren't familiar with the menu, bartenders who don't know about the products on the back bar, or who aren't comfortable cutting someone off. This begins to scratch the surface of the things your staff needs to know.

The most advantageous course is to institute a continuous training program. Typically bars and restaurants concentrate on training employees only before they initially open for business. But why leave it at that? With turnover and the natural effects of time, you can anticipate that the benefits of the initial training will

decrease dramatically. Bartenders often get complacent and begin taking liberties with portioning or deviate from stated procedures. Inevitably these breeches exact a toll.

The first step to designing a training program is to determine what your staff needs to know, provide them with the education and then hold them accountable for learning it. To that end, here's a short list of what you should consider including in your program.

⇒**Product Training** — Maintaining consistency of product is crucial to longevity. It's a cornerstone of the kitchen, so too behind the bar. This means ensuring that your bartenders are pouring the same recipes in the same types of glasses and charging the same prices. To find out what recipes they're pouring, call a meeting and give them a test. Ask the bartenders to write down the ingredients, portion, glass and price for the top-selling drinks at your bar. The results may surprise you.

⇒**Public Safety** — Your entire service staff must be cognizant of the legal

responsibilities they incur serving alcohol. This involves making certain that they know how to responsibly serve alcohol, effectively refuse service and properly request identification. Each directly impacts public safety and incurs civil liability. Add to the list how to maintain health codes and an explanation of the establishment's emergency procedures.

⇒**Product Knowledge** — Operators are stocking more premium and super-premium brands on their back bars than ever before. This means that bartenders need to be increasingly more knowledgeable about what these spirits are and why they are worth their elevated sales prices. From a sales standpoint, some guests need a little prompting to switch from their usual brand to a more elite spirit. This is easier to accomplish when the bartenders can speak informatively about the products.

⇒**Food Service** — Today it is more fun to dine in the bar than drink in the dining room. This trend necessitates that the bar staff be comfortable with food service and thoroughly familiar with the food menu.

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“ONE MORE THING. . .” by Robert Plotkin

## Lysol's New King of the Hill

I'm no germaphobe. Guys rarely are. Drop a hunk of steak on the bathroom floor, we'll still eat it. While I may be a slob, I'm not as much of a slob as to hand someone his or her drink while holding the top half of the glass. Isn't that akin to touching the tines of someone's fork, or scooping ice into a glass with your fingers? Yes? Well, it may be happening more than you know.

I've been doing some undercover work of late that has required me to hang out at highbrow joints in different cities. I was distressed by the rampant disregard for public's health. Scratching. Picking. Touching. Rubbing. It all gets a little too much to watch.

**“Bartenders are in an ideal position to get people sick.”**

Bartenders and servers are in ideal positions to get people sick. It can happen in a split second, or flick of the wrist. With all of the stories about bacteria and viruses, the public — your public — is becoming hyper-sensitized to our friend the germ.

Could a sanitary gaffe provoke one of your guests to go postal on Timmy the busser? Could a lipstick-stained glass be the last straw that drives someone to madness? Stranger things have happened, my friends.

Join with me in calling for an end to “Publican Slovenliness.” Let's not get noisy about the crusade...bad for business. Perhaps a quiet, yet passionate appeal to our fellow trench warriors to accept the following four directives as inviolate:

⇒**Glassware** — Never make a drink without first scrutinizing the glass. Is it clean and intact? Also, washing glassware entails more than getting glasses clean, they must be sanitized.

⇒**Ice** — Ice is a food substance and needs to be treated as such, which means touching the stuff is strictly verboten. It also means that a scoop handle shouldn't come in contact with the ice.

⇒**Date/Rotate** — Perishable items are problematic from a food safety perspective. Juices, garnishes and drink mixes have shelf lives that should not be exceeded.

⇒**Finger Management** — Always keep your fingers clean by washing them frequently. If you keep your fingers washed, you'll probably quite accidentally get your hands clean. —RP◆

# Injecting Drinks With Panache & Pizzazz

A signature drink needs three things to become an enduring classic — great taste, good production value and perceived value. Successful specialty drinks invariably have intriguing flavors not easily replicated without the recipe. If your guests want to taste it again, they'll have to come back.

People buy with their eyes, making production value a critical consideration. A signature drink must look special, like something one couldn't easily concoct at home. Unusually colored drinks attract attention and stir the imagination. Don't discount the importance of aroma, the better a drink smells, the better it sells. Even the act of shaking a drink enhances its production value. The sights and sounds of a drink being masterfully prepared certainly improve its marketability.

Perceived value in a specialty drink renders down to good quality at a fair price. Sticking with high quality brands and products is an unerring strategy. Likewise, people know when they're being gouged on price and rarely will they allow themselves to be consistently taken.

Embellishing drinks is a classic way to spark interest. For instance, there's a wide array of fresh fruit, vegetables, candies, pretzels, and cookies that can be used to garnish drinks. And where's it written that a Bloody Mary can only be garnished with stalk of celery? Garnishing is an art, not a burden.

Glassware is another vehicle for enhancing a cocktail's presentation. Companies such as Libbey and Anchor-Hocking have catalogs filled with interesting, cost-effective specialty glassware. In a world where first impressions are often the most significant, ensuring that drinks look their best is a marketing imperative.

## Selling the Sizzle, Not the Steak

You're not shy about letting your clientele know what food specials you're offering. You take great pains to develop a food menu that will portray your bill of fare in the best possible light. Then you instruct your servers to be assertive and suggest appetizers and desserts to your clientele. Each is an advisable marketing technique. But what marketing plan have you set in motion for your bar?

Before you answer, remember that the profit margins behind the bar exceed those in the kitchen. All things considered, internally marketing your beverage program makes good financial sense. To that end, you have several tools that you can use to your best advantage.

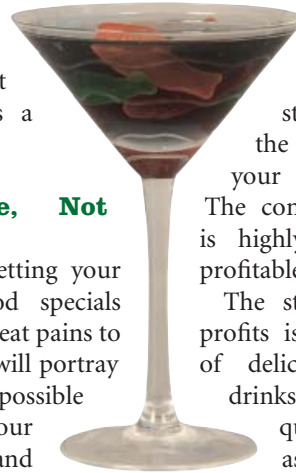
Without question, the most creative marketing tool at your disposal is the bar menu. In it you can promote your house

signature drinks, draft and bottled beers, appetizers and bar food items. Bar menus should be dynamic, exciting and full of color. It should also be easy to read in low lighting.

Bar menus afford guests the opportunity to casually peruse the entire scope of your beverage marketing. The staff can then follow-up and close the sale. Table tents also support your operation's marketing efforts. The combination of marketing devices is highly effective, not too mention profitable.

The strategy for increasing beverage profits is straightforward. Create a line of delicious, one-of-a-kind cocktails, drinks that are of such exceptional quality and taste that they serve as your trademark. Then, in every conceivable way, let the world know about them. Like the creator of a better mousetrap, people will beat a path to your door.

The question may occur to some, why do I have to build better specialty drinks? What's wrong with the drinks I'm marketing now? Perhaps nothing. However, your clientele has to pass many other restaurants to get to your front door. Are you sure that serving them tired, uninspired specialties is in your best long-term interests? ♦



## PRODUCT PROFILE *continued from page 1*

shelf stable, which means that they can be stored in the bar's cooler for easy access. They are easily measured, have good viscosity and appealing colors and aromas.

Preparing ice cream drinks behind the bar is made a breeze with the Daily's Divine A La Mode Mix. It has a pure white hue, an appetizing blank canvas with which to work. The light-bodied mix has the consistency, aroma and taste of melted ice cream with

a slight tanginess reminiscent of yogurt. Here's a cream-based product that offers all of the drink making benefits of working with ice cream without the hassle, spoilage and high cost.

Daily's Divine Chocolate Mix was created no doubt with an icy cold specialty Martini in mind. The syrup has a light, delicate body, true to chocolate appearance and ideal opacity for use in cocktails. It is a blend of milk and dark chocolate flavors of moderate intensity, a marvelous attribute to consider when looking for partners with vodka. Noteworthy as well is the syrup's lack of cloying sweetness, another drink making plus.

Creating dessert-like cocktails is made that much easier beginning the creative process with Daily's Divine Cheesecake Mix. The shelf stable, cream-based mix has a lightweight body, creamy, pale yellow hue and the alluring aroma of cheesecake. Its flavor of cream cheese with light citrus and graham cracker notes makes for a delightful addition to a cocktail.

Daily's new range of zero proof Divine Mixes have unlimited applications behind the bar. Their accessible personalities accommodate just about every fruit flavored spirit or liqueur and their depth of character affords them enormous creative latitude. It's a win-win product line. —RP ♦



# Bartending Etiquette

A quick look around the room tells the story. The guy in the corner booth, the one with the irritated expression, has a drink sloshing over the rim with little pieces of sopping paper napkin stuck to the sides. The woman to his right is miffed. The cigarette she just lit has turned into a soggy mess because the ashtray the bartender left her was wet on the inside.

She looks happier though, than the guys in the suits at the bar. They've been waiting easily ten or twelve minutes with empty glasses. The impatient rapping of their glasses on the bar is a sure sign that they're a lost cause. A few minutes later the two briskly head out the front door with the deportment of men who have tolerated enough bad service for one night.

The problem is that the bartender is occupied, occasionally making drinks for the servers and flirting with the coed at the bar is about all the young man can handle.

*Murphy's Law — People get the worst service on those dog days when they can least emotionally afford it.*

We all have our thresholds. Rankle our sensibilities, trod on our concepts of lounge etiquette, and we'll rebel. There are unwritten conventions governing professional bar conduct.

**“Murphy's Law — People get the worst service on those dog days when they can least emotionally afford it.”**

You know most of them intuitively. Then why is it that so

many bartenders consistently step on those conventions?

One such convention suggests that the time to inquire if a customer would like another drink is when the person's drink is about a quarter full (or three-quarters empty). Asking when the guest's glass is still half full (or empty) is pushy and waiting until he is spinning the glass upside down on a length of sip sticks is inattentive.

In a perfect world, glasses wouldn't sweat and cocktail napkins would last longer than 2-3 minutes. In this dimension we're left with the reality that these ubiquitous paper squares disintegrate when wet. Soggy, tattered napkins belie the quality of the service rendered. Cocktail napkins should be changed with regularity.

Customers frequently ask bartenders for their drink suggestions and a quick shrug of the shoulder is an inappropriate response. Bartenders are well-advised to have a repertoire of good tasting, creative drink recipes in mind that will fit the bill. They should also make sure that they hear drink orders in their entirety, noting any and all pouring instructions such as "...with a twist," "...with a splash" or "...with a water back." Customers seldom hide their irritation when their drinks aren't made up to their specifications.

Few things disturb gin and tonic drinkers more than bartenders who drop in lime wedges without first squeezing the juice out of them. Along the same lines, a lemon twist is so named because it is meant to be twisted, an action that expresses the essential oils and fragrance into the drink. The outer peel is then rubbed along the rim of the glass so that the flavor of the lemon can be appreciated.

When all else fails, bartenders should frequently air-out their sense of humor. After all, it may be the only time the customer laughs all day. ♦

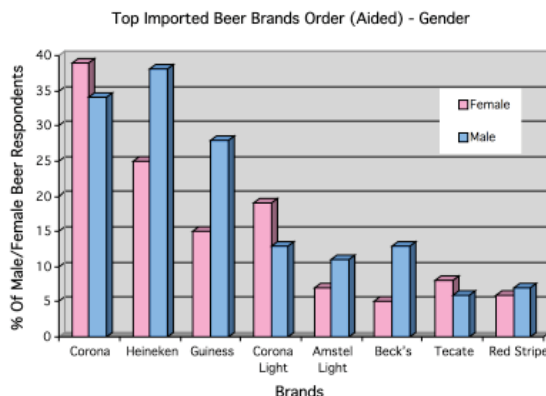
## THE BIG PICTURE *continued from page 1*

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 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%).



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%).

The 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%).

Whatever cocktail haunts the female of our species decides to frequent, the male of the species cannot be far behind. The best course of action, therefore, is to always give them whatever they want.

Mike Ginley  
Next Level Marketing

while another requires an added splash of pepper sauce.

⇒**Squirt** — Sometimes the best answer is the simplest. A hugely popular drink in Mexico is tequila mixed with Squirt, the classic grapefruit soda. The drink is deceptively delicious. For a daring change of pace, drop in a wedge of fresh lime and a swizzle stick.

### ⇒**Bloody Maria**

— The name of the drink says exactly what it is. The fact is that substituting tequila for vodka in a Bloody Mary is a masterstroke. Whereas the flavor of the vodka is indiscernible mixed with Bloody Mary mix, the taste of tequila shines through. Salt the rim of the glass, add in some cooked shrimp and throw open the doors.



⇒**Sangrita** — If you've never had Sangrita, you're in for a rare treat. Sangrita is a traditional mix, similar to Bloody Mary, but instead of a foundation of tomato juice, Sangrita is created using orange juice, pepper and chili sauce. Sangrita is served chilled as a traditional "chaser" for tequila.

⇒**Cosmopolitan** — One of the great things about the Cosmopolitan is its versatility. In this case, the cocktail tastes that much better when made with an ultra-premium silver tequila like Sauza Tres Generaciones Plata. Mix in lime juice, Cointreau and cranberry juice and you've got a Cosmo worth bragging about.

⇒**Martini** — Here we go again...the Martini is also a versatile cocktail. And yes, featuring a great silver tequila in a Martini is very much in vogue (and really tastes great). Sauza Three Gs Plata is ideally suited for the task. Just add in a splash of fresh lime juice and Cointreau and a generous lime garnish.



⇒**Snifter** — For many enthusiasts, sipping a world-class tequila in a snifter is just about as good as it gets.

A tip from the pros — always let a spirit open up in the glass for 3-5 minutes before sipping it in earnest. Like most red wines, the tequila will become appreciably more flavorful and aromatic with each successive minute that it is exposed to the air.

⇒**Margarita** — The Margarita is likely the most magical thing ever to happen to a shot of premium tequila. Refreshing and delicious, it has introduced more Americans to tequila than all of the hard rocking musicians thrown together. By the way, committing high-end tequila to a Margarita isn't sacrilege, it's creative genius. ♦

## SAFEGUARDING YOUR PROFITS *continued from page 2*

They also must be versed in the proper procedures for placing food orders with the kitchen. Providing competent food service is not an inherent ability, it is a learned skill.

⇒**Service Standards** — One consistent thread running through all genuinely successful food and beverage operations is the ability of their staff to render efficient and hospitable service. Guests deserve to be treated as guests, not paying customers. In the lounge, bartenders should be indoctrinated to work quickly and expediently, but never rush through a guest interaction. Each person seated at the bar should be made to feel welcome and unhurried.

⇒**Operations Review** — Employees often need to be reminded that they are operating within a business and made to understand what is expected of them. For example, bartenders need to comply with the operation's cash handling procedures and capably perform their opening and closing responsibilities. Likewise, they

need to be proficient with the POS system, know how to requisition inventory and properly take a dinner reservation or "to go" order.

⇒**Terms of Employment** — A sobering trend in the industry is the growing number of people who sue their employers for wrongful discharge. One aspect of training should be a periodic review of the employee handbook and the conditions of employment. If something is important for the employees to know, tell them in plain English. People can't be held accountable for things they haven't be told in writing.

⇒**Cross-Training** — There are considerable benefits to training food servers how to tend bar, or bar backs on how to work the floor and bus tables. Along the same lines, bartenders should be well versed on the menu and capable of properly presenting food menu items. When necessary, bussers should be able to go behind the bar and competently prepare cappuccinos or help wash glassware. Cross

training allows employees to expand their skills to the fullest. Your business will benefit by having a more capable, versatile staff and a smoother running operation. ♦

## Beverage Authority

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# The Season Of Tequila is Upon Us

Tequila has risen from rather humble beginnings to its current status as a global commodity in growing demand. And now that we've officially ushered in summer, be prepared for your parched, sun-baked clientele to belly up to the bar and want to slug down something tequila-laced and thirst busting.

Before the onslaught becomes overbearing, here are some delicious tequila concoctions guaranteed to slake any thirst. —RP◆

## Bloody Mary Michilada

Pint glass, ice  
Rim glass with salt (optional)  
*Pour ingredients into iced mixing glass*  
1 1/2 oz. Tequila  
3/4 oz. fresh lime juice  
1/2 oz. fresh lemon juice  
4 dashes Tabasco Sauce  
1/4 oz. white wine vinegar  
2 pinches salt, pepper and seasoned salt  
3 oz. tomato juice  
*Shake and strain*  
Fill with Mexican Lager  
Garnish with a lime wedge

## Tequila a la Bertita

Bucket glass, ice  
*Pour ingredients into iced mixing glass*  
2 oz. Sauza Tres Generaciones Plata Tequila  
3/4 oz. fresh lime juice  
1/2 oz. Rose's Lime Juice  
2 oz. lemonade  
*Shake and strain*  
Fill with Squirt  
Garnish with a lime wedge

## Sangrita Mix

Pitcher (64 oz.)  
*Build in pitcher*  
1 cup tomato juice  
1 cup orange juice  
4 oz. grenadine  
4 oz. fresh lime juice  
5 oz. Worcestershire sauce  
1/2 tsp. black pepper  
1 tsp. salt  
12 dashes Tabasco Sauce  
1 tsp. grated red onion  
1 pinch allspice  
*Stir thoroughly*  
Serve over ice (serves 6)

## Acapulco Breeze

House specialty glass, ice  
*Pour ingredients into iced mixing glass*  
1 1/2 oz. Tequila  
1/2 oz. Midori  
2 oz. fresh lemon sour mix  
3 oz. cranberry juice  
*Shake and strain*  
Garnish with a lemon wedge

## Cajun Margarita

Cocktail glass, chilled  
Rim glass with salt and pepper  
*Pour ingredients into iced mixing glass*  
1 3/4 oz. Pepper-infused Silver Tequila  
2 dashes Tabasco Sauce  
2 dashes jalapeño pepper juice  
3 oz. fresh lime sour mix  
*Shake and strain*  
Garnish with small jalapeño peppers

## Pink Grapefruit Squeeze

Salt rimmed pint glass, ice  
*Pour ingredients into an empty mixing glass*  
1/4 fresh ruby red grapefruit, peel removed, cut in half  
2 sugar cubes  
*Muddle thoroughly*  
*Add ice*  
1 1/4 oz. Silver Tequila  
1 1/2 oz. Hiram Walker Pink Grapefruit Flavored Schnapps  
1 oz. fresh lime juice  
2 oz. fresh lime sour mix  
*Shake and strain*  
Garnish with a lime wedge

# What's Your Tequila I.Q.?

Tequila is a hot commodity. Its sales in the United States grew a vigorous 8.6% in 2006, with much of the increases being within the super- and ultra-premium segments, both of which grew at double-digit rates.

Demand for the good stuff has never been higher. So we thought that it would be a good time to test your tequila I.Q. Put down your pencils and pick up a glass, let's see what you know.

## Questions

1. What is only one variety of agave that tequila can legally be produced from?
2. Why are the agaves not harvested until the plants reach their optimum maturity?
3. Why is a harvested agave referred to as a piña?
4. After the agaves are crushed at the distillery, why are they loaded into a hornos?
5. What happens to the juice, called *aguamiel*, after it is extracted from the baked agaves?
6. What transpires during fermentation?
7. What happens to the juice after fermentation?
8. According to Mexican law, how many times must tequila be distilled?
9. What is a reposado tequila?
10. What is an añejo tequila?

1. The Agave tequilana Weber, or Weber blue agave.
2. After 8-12 years the agaves contain the highest amount of residual sugar. It is that sugar that is eventually fermented into alcohol.
3. With the leaves trimmed away, the agave's core resembles a pineapple, or piña.
4. After the piñas are split into quarters, they are baked in a hornos (oven) to convert the plant's natural starches into fermentable sugars.
5. The aguamiel is transferred to a large fermentation tank. Water and yeast are added to the tank to start fermentation.
6. During fermentation, the juice boils as the sugars are slowly converted into alcohol and carbon dioxide.
7. The fermented juice is transferred to either a pot still or continuous still.
8. Tequila must be distilled a minimum of two times.
9. A reposado (rested) tequila is aged in wood for a minimum of two months, although most remain in the wood four to eight months.
10. An añejo tequila must be aged a minimum of one year in barrels 600 liters or smaller, with most aged in 180-liter oak barrels.

# Frozen Drinks are Sizzling Hot

It is perhaps the most important innovation to hit the bar since the bottle opener. In fact, you and your staff may use it every day, and not fully realize what a dynamic profit-center it actually is.

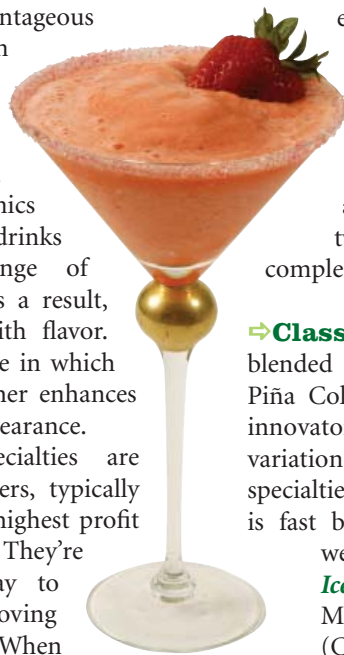
It's the electric blender, a machine that has single-handedly added another dimension to drink making. The arrival of "frozen" drinks revolutionized our business. Once the only options you had on most cocktails was preparing them straight up, or on the rocks. Now, blended drinks are more popular than ever.

Blended, or frozen concoctions are about the most advantageous type of drink you can market. They're bigger than most drinks, and presented with a high-perceived value. The mechanics of preparing frozen drinks allows a fuller range of ingredient options. As a result, most are bursting with flavor. The specialty glassware in which they're marketed further enhances their great looking appearance.

Frozen drink specialties are also huge moneymakers, typically yielding some of the highest profit margins in the house. They're also an effective way to turn over slower moving cordials and liqueurs. When you consider that they're usually lower in alcohol than most other types of mixed drinks, you're left with the unmistakable conclusion that marketing blended drinks is good for business.

## Where to Start

Like most endeavors, it's best to master the basics. Behind the bar, the classic frozen drinks include the daiquiri, piña colada, and margarita. Each recipe's popularity is timeless, so taste-test each version until it meets with your approval.



⇒ **Frozen Lemonade** — One of America's favorite potables, lemonade is an exceptionally versatile mixer. Prove it to yourself by blending Stolichnitsky Citrus Vodka, lemonade, ice and a splash of grenadine for color. It's a simple, unbeatable combination. Consider blending lemonade with bourbon, Midori or amaretto.

⇒ **Swirls** — Swirling involves preparing two different drinks simultaneously in two different blenders, and then pouring them together in the same specialty glass.

The effect is dramatic and greatly enhances the resulting drink's presentation. Among the original swirled recipes is the **Pain in the Butt**, a sensational blend of a Rumrunner and a Strawberry Daiquiri. The key to a great swirl is marrying together two different colored drinks with complementary tastes.

⇒ **Classics Revisited** — While blended Margaritas, Daiquiris, and Piña Coladas get most of the attention, innovators are also promoting blended variations of other well-established specialties. A frozen **Long Island Iced Tea** is fast becoming a popular favorite, as well as variations including the **Iced Green Tea** (cranberry juice and Midori) and the **Raspberry Iced Tea** (Chambord).

Other blended specialties to consider include the **Tropical Hurricane**, a blend of Bacardi Limón Rum, Midori, cranberry and pineapple juice, and the delicious **Rum Hummer**, made with Amaretto Disaronno, light rum, crème de banana and garnished with a slice of banana topped with whipped cream.

The possibilities are nearly endless, and that's the point. So dust off your back bar bottles and blend-up some creative, moneymaking concoctions. ♦

# Groovy Blended Specialties

Blended drinks have added another dimension to mixology. The mechanics of preparing them allows for a fuller range of ingredient options. As a result, they are typically among the most flavorful drinks at bars these days. Blended specialties are also huge moneymakers, yielding some of the highest profit margins in the house. When you consider their high-perceived value, you're left with the unmistakable conclusion that marketing blended drinks is good for business.

## After Tan

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Malibu Coconut Rum  
 3/4 oz. Bacardi O Rum  
 1/2 oz. Disaronno Amaretto  
 2-3 large scoops French vanilla ice cream  
*Thoroughly blend ingredients*  
 Garnish with whipped cream drizzled with 1/2 oz. Dark Crème de Cacao

## Caribbean Night Crawler

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Appleton Estate V/X Jamaica Rum  
 3/4 oz. Cruzan Estate Light Rum  
 1/2 oz. Cruzan Estate Banana Rum  
 1/2 oz. Kahlúa  
 1 ripe banana, peeled  
 1 oz. fresh lime sour mix  
 2-3 large scoops lemon sorbet  
*Thoroughly blend ingredients*

## Monkalda Piña Colada

House specialty glass, chilled  
*Pour ingredients into iced blender canister*  
 3/4 oz. Appleton Estate V/X Jamaica Rum  
 3/4 oz. Mount Gay Eclipse  
 1/2 oz. Cruzan Estate Banana Rum  
 2 oz. coconut syrup  
 2 oz. pineapple juice  
 2-3 large scoops vanilla ice cream  
*Thoroughly blend ingredients*  
 Float 1/2 oz. Tia Maria  
 Garnish with a pineapple spear



Vita-Mix BarBoss Advance

## Tip from the Pros:

All blended drink recipes should state how long the drink should be blended. How long a drink is blended is an important variable in attaining a consistent frozen drink. Vita-Mix blenders come equipped with a timer for that very reason.

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