

# BEVERAGE AUTHORITY

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## THE BIG PICTURE



### Beverage Trends into the New Year

The deceptive thing about change is the nearly imperceptible pace at which it happens. Such is the case with shifts in consumer preferences. At times these trends can be perceived at the street level, but more often than not they're so broad in scope that it takes an aerial view to really see what's going on.

In an extensive on-line consumer study conducted for *Cheers Magazine*, Next Level Marketing surveyed 2,260 people who frequent casual restaurants. It uncovered a number of significant consumer trends that throw light on to the question of what people really want to drink. The largest group of consumers (22%) responded that they prefer socializing with cocktails and spirits, compared with 19% who said that they are primarily beer drinkers and 11% who drink wine.

For most in this business, beverage plays a huge role in profitability. Industry wide beverage sales average around 25% of revenue, while at the same time

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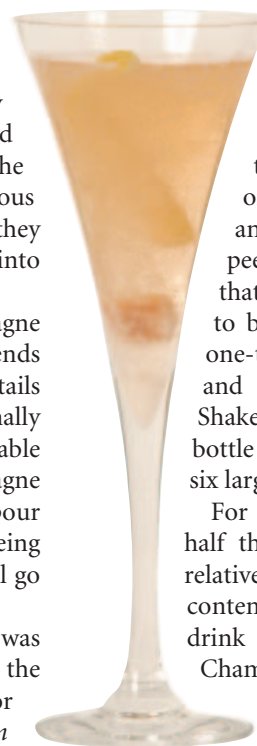
## SPOTLIGHT ON COCKTAILS

### Ring in the New Year with Class

Champagne has a nearly universal appeal. Perhaps no other product enjoys such a sterling reputation for outstanding quality. It's unlikely that when Dom Pérignon discovered the process of making Champagne he had any idea it would spawn a fabulous array of cocktails so sensational that they have the capacity of turning any night into something genuinely memorable.

The new breed of Champagne libations is among the latest trends sweeping the country. These cocktails are light, effervescent and exceptionally delicious. With the advent of the reusable bottle-stopper that keeps champagne carbonated overnight, you can pour champagne by the glass without being concerned that the unused portion will go flat and be wasted.

The original *Champagne Cocktail* was created in the mid-19th century, the recipe for which appears in Professor Jerry Thomas' seminal work, *The Bon*



*Vivant's Companion* or *How to Mix Drinks*. Published in 1862, the guide cites the formula to be one-half teaspoon of sugar, one or two dashes of bitters and one piece of lemon peel. It further instructs that the ingredients were to be poured into a tumbler one-third full of broken ice, and fill balance with wine. Shake well and serve. Use one bottle of Champagne to every six large glasses.

For nearly a century and a half the cocktail has remained relatively unchanged. The contemporary version of the drink is made directly into a Champagne flute, tulip glass, or saucer. Typically a sugar cube is placed

*continued on page 5*

### Safeguarding Your Profits ... 2

Scratch Drink Mix Artistry

### "One More Thing ..." ... 2

Simple Syrup isn't so Simple Anymore

### Beverage Management ... 3

The New Faces of Java

### Improving Your Business ... 4

Top Ten Bar Resolutions for 2008

### Blended Cocktails ... 7

Frozen Margaritas Lead the Field

## PRODUCT PROFILE by Robert Plotkin

### Rémy Martin XO Excellence Cognac



Nobility. It's the one word that best describes the stature of *Rémy Martin Cognac*. Established in 1724, the firm's lineage and uncompromised quality have made Rémy Martin one of the preeminent cognac houses and among the most respected names in the international community of spirits.

The sales of Rémy Martin Cognac in the United States

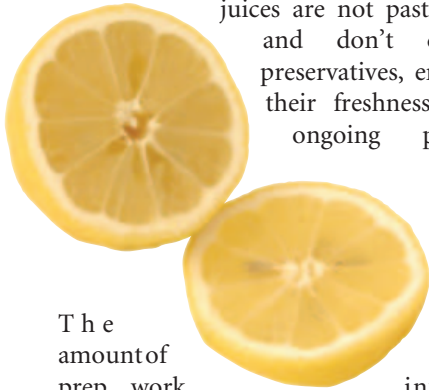
continues to outpace the category. The prestigious brand exclusively features Fine Champagne cognacs, highly esteemed assemblages comprised solely of eaux de vie obtained from the Grande and Petite Champagne regions. Rémy Martin is the only major cognac house that continues to distill exclusively on the lees; a technique in which the grape skins, pips and stems are included in distillation that arguably yields spirits with a greater range of complexity.

No expression better illustrates the firm's signature style than the impeccable

*continued on page 3*

## Scratch Drink Mix Artistry

You don't need a college degree to know that the best cocktails are crafted using the freshest ingredients. The resulting drinks are more flavorful, vital and exuberant on the palate. While using the freshest possible ingredients seems to be the path to cocktail glory, it does pose challenges. Fruit needs to be procured and juiced on a near daily basis. Because the juices are not pasteurized and don't contain preservatives, ensuring their freshness is an ongoing process.



The amount of prep work and the labor costs incurred makes the concept of "fresh" too steep for many operators.

The decision to retool your beverage program depends entirely on looking at the most frequently requested cocktails at your bar and scrutinizing whether there's

room to enhance their taste, quality and presentation. If they could stand a little improvement — and let's face it, whose couldn't — then all that's left to decide is what changes need to be made and how they can best be implemented.

Firmly in the fresh camp is Jacques Bezuidenhout, an award-winning mixologist and beverage manager at San Francisco's Harry Denton's Starlight Room. "Detractors of the strategy are correct that fresh ingredients are more expensive and labor intensive, but something done exceptionally well normally is. Bumping the price of a drink a few quarters should offset the increased cost. People are willing to pay a little more to drink better quality cocktails."

No one has more experience dealing in the realm of fresh than legendary mixologist Dale DeGroff. That having been said, DeGroff believes that some products, such as orange and grapefruit juice, some commercial alternatives may well be the best. "Most bars around the country have access to purveyors who sell fresh squeezed orange and grapefruit juice by the gallon or half gallon. They are very acceptable products. But they

are unpasteurized and without proper handling will spoil rapidly. They must be delivered cold and kept refrigerated until used."

When it comes to lime and lemon juice, however, DeGroff sees no viable alternative to freshly squeezing them in-house. They are the foundation of most popular contemporary cocktails; prepared lime and lemon juice fall short of the mark.

"The problem is two fold. First, commercial juicers often grind into the white pithy portion of the fruit and produce an unacceptably high percentage of the bitter pith. When the juice is thawed — these products are usually frozen after squeezing to extend their shelf life — the pith will produce a white milky substance on the bottom of the bottle. When mixed into solution it will render the juice too bitter for use in cocktails. Second, lemon and lime juice don't have the same sugar content as orange and grapefruit juice. Thus, they have shorter shelf lives."

If you're switching over to using fresh juices, DeGroff advises only squeezing room temperature fruit. Cold fruit will yield roughly one third less juice. "There will be times when excessively tart, acidic

*continued on page 5*

"ONE MORE THING. . ." by Robert Plotkin

### *Simple Syrup isn't so Simple Anymore*

My interest in simple syrup is purely intellectual. For generations the sweetener has been a workhorse behind the bar and crucial to the preparation of such classics as the *Old Fashioned*, *Irish Coffee*, *Caipirinha* and *Mojito*. Its advantage when making cocktails is that unlike granulated sugar, simple syrup will immediately go into solution.

Equally important, simple syrup is irreplaceable when preparing fresh lime and lemon sour mixes, and with the earth's axis now tilting toward making cocktails with only the freshest ingredients, scratch mixes have become more the norm.

This is simple syrup's time to shine. While bottled sugar syrups are available commercially, it's much more satisfying making it yourself with equal parts of boiling water and sugar. Creative options include substituting

the granulated white sugar with guarapo (fresh sugar cane juice), agave nectar, brown, raw, or powdered sugar.

Increasingly mixologists are devising their own fresh lime or lemon sour mixes, the quality and creative composition of which greatly affects the finished cocktail. The artistry comes into play in the proportions used. Most scratch recipes call for 3 parts lime or lemon juice to 1 part of simple syrup (3:1). If the resulting mix is deemed too tart, shift the proportions closer toward 2:1.

Another growing trend among mixologists and bar chefs is creating proprietary simple syrups by infusing them with distinctive flavors. For example, PF Chang's China Bistro promotes a sensational cocktail named the *Jasmine Gimlet* that derives its singular flavor in part from the use of jasmine syrup as a sweetener.

The *Balmy Spring* is a signature drink at Sonoma's Cyrus Restaurant. Created by bar chef guru Scott Beattie, the drink's engaging personality in part is derived using cucumber flavored simple syrup. Another Cyrus specialty, the *Rhubarbarella* is prepared with ginger/rhubarb simple syrup, chopped shiso leaves and candied rhubarb pieces.

The famed Margarita mix at Tommy's Restaurant in San Francisco is sweetened with agave syrup, which is made using equal parts of agave nectar, bottled water and simple syrup. The mixture is heated slowly until all of the components have fully integrated. The agave syrup is one reason why the Margaritas at the famed tequilaria taste singularly delicious.

Lucky for us, simple syrup isn't so simple anymore. —RP ♦

# The New Faces of Java

Specialty drinks made with hot coffee have timeless appeal. The fact of the matter is that coffee's heat and robust flavor make it an ideal vehicle for spirits and liqueurs. Scratch the surface of most contemporary coffee drinks and you'll find their backbones contain a bracer of classic *Kahlúa*, by far the bestselling coffee liqueur in the world.

The reasons for its frequent use are readily apparent. *Kahlúa* bolsters the body and flavor of the coffee and sweetens the finished drink. The liqueur has the aromas of lightly roasted coffee with notes of caramel and vanilla. It immediately bathes the palate with coffee and dark chocolate. Its easygoing nature accommodates numerous other complementary liqueurs, laying the groundwork for endless creative possibilities.

Now in the 21st century, however, there are other options available to mixologists, a prime example being *Starbucks Coffee Liqueur*. It has the rich, inviting look of brewed espresso, a satiny, lightweight

body and the irresistible aroma of ground coffee. It rolls over the palate without a trace of sweetness, another attribute that distinguishes it from the competition. The coffee-steeped finish is delectable, slightly bitter and remarkably long lasting. Starbucks' light body and dry, authentic flavor are perfectly suited for drink making.

## *Patrón XO Café Coffee Liqueur*

is another welcome addition to the back bar. Imported by the same folks who make *Patrón Tequila*, *XO Café* is made in Mexico from well-aged añejo tequila and the

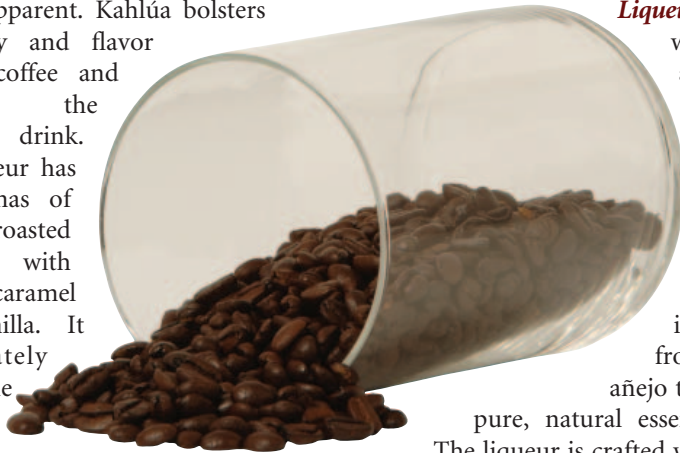
pure, natural essence of coffee. The liqueur is crafted with a minimal amount of sweetener, which makes it drier and more of a coffee-flavored tequila than a typical liqueur.

*Patrón XO Café* has a luxuriously smooth, medium-weight body and an engaging bouquet of cocoa, vanilla and roasted coffee. It has a surprisingly dry palate that at once fills the mouth with the balanced flavors of coffee and mellow aged tequila. Its finish is long

and memorable. The marriage of tequila and coffee is luscious, making the liqueur a superb ingredient for use in a slew of hot drinks.

Baristas and bartenders are also going to appreciate top-shelf *Van Gogh Double Espresso Vodka*, an extraordinary caffeine-enriched vodka with more taste than it knows what to do with. This singular release has an intriguing burnished, coppery brown appearance and a generous bouquet of just brewed coffee. The medium-weight vodka tingles on entry as it immediately fills the mouth with the warm taste of espresso. Its persistence of flavor is remarkable. This double espresso vodka needs to be sampled neat to be fully appreciated.

In the alcohol-free realm, the definitive choice is *Monin Espresso Concentrate*, a gourmet product made entirely from Italian roasted, Colombian Arabica coffee beans. This versatile product delivers a concentrated burst of authentic, soul satisfying espresso flavor, all without the hassle and expense of a machine. The concentrate is aromatic, highly versatile and produces amazingly delicious drinks. In a country that finds tremendous joy in coffee, its potential is unlimited. We should all have futures so bright. ♦



## PRODUCT PROFILE *continued from page 1*

***Rémy Martin XO Excellence Cognac.*** This most famous designation is an assemblage comprised of more than 100 eaux de vie derived from Grande (85%) and Petite Champagne (15%). The constituent elements are aged between 10 and 37 years in seasoned Limousin oak barrels and receive further aging after blending to allow the cognacs in the assemblage to fully integrate.

*Rémy XO Excellence* is a rare and sublime pleasure. The cognac has an alluring mahogany hue with gold highlights and a wafting bouquet of cinnamon, oranges, plums and subtle floral notes. The light, velvety body delivers waves of delectable



spicy, ripe fruit flavors that persist remarkably long on the palate.

Another of the firm's benchmark expressions is ***Rémy Martin V.S.O.P Fine Champagne Cognac.*** Introduced in 1927, the blend used for the famous marque is comprised of 240 cognacs that are aged between 4 and 14 years. Rémy Martin dominates the American market at the V.S.O.P grade with a 70% share. The marque recently underwent a packaging update, with a redesigned label and a modified bottle shape.

The incomparable top-end of the Rémy Martin portfolio is loaded with talent. ***Rémy Martin Extra,*** a

distinguished and critically acclaimed cognac whose constituent eaux de vie have been barrel aged a minimum of between 20 and 50 years.

The altogether exquisite ***Louis XIII de Rémy Martin Grande Champagne Cognac*** is deserving of its status as the world's most recognized ultra-premium spirit. The youngest eau de vie in its rare and prized assemblage registers a half-century in age. Presented in Baccarat crystal, *Louis XIII de Rémy Martin* appropriately retails \$1300 per 750ml. For a few dollars more, you can purchase the luxurious marque in a limited edition, diamond-encrusted decanter. Every year Rémy Martin produces a hundred of the special bottling priced at \$10,000 each.

The brand is imported into the United States by Rémy Cointreau USA. —RP ♦

# Top Ten Bar Resolutions for 2008

The year 2008 could well be the most profitable and enjoyable year you and your bar will ever have. To that end, we've put together ten New Year's Resolutions that will help make it so.

**1. Bleed off Dead Stock** — The back bar is your prime merchandising space. It sends a marketing message to every guest seated at the bar. So why continue to devote precious shelf space to products that don't sell?

**2. Try Some New Products** — While you're shaking things up on the back bar, why not entice your clientele with a few new spirits and liqueurs now and again? A fresh product mix keeps things interesting for everyone concerned.

**3. Create a Different Looking Bar** — Move things around your bar and lounge. Reposition mirrors and neon signs. Move a plant or two and spruce things up. Look to make your bar more functional and visually appealing.

**4. Adopt a New Staff Uniform** — Wearing the same thing day in, day out gets boring for both your staff and clientele. Start the year off right with a new look and some groovy threads.

**5. Change Your Beer Selection** — Offering the same tired list of beers gets as stale as last night's coffee. There is an ever-changing marketplace in which new labels of micro-brews, imports and American beers come and go. Bring in some new brands as specials and gauge the response.

**6. Review Your Prices** — Why is it that wholesale prices change on a monthly basis, yet we review the prices we charge for those products annually? If left unchecked, rising wholesale costs take their toll on profitability. So take some time to review your current pricing structures to ensure that they are yielding the profit margins that you need to be successful.

**7. Conduct Product Tastings** — Horizontal tastings are fun and informative for your clientele and staff. People tend

to order what is familiar, so exposing guests to new and exciting brands creates an opportunity for them to expand their horizons and develop an appreciation for top-shelf spirits.

**8. Create an In-House Newsletter** — A monthly publication is a dynamic way to inform people of what things are happening at your bar, such as new promotions or special events. Put your drink menu on the other side. Most of all, make it fun reading.

**9. Adopt a Cause** — Go environmental and turn your business green. Hold fundraisers for local charities. Adopt-a-highway and keep the road free of trash. Do the right thing and get free publicity at the same time.

**10. Arrange Some Early Spring Cleaning** — Keeping a bar clean is an ongoing challenge. Bring the whole staff in and give the bar a thorough cleaning. Make it a catered affair and have some fun. ♦

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## THE BIG PICTURE *continued from page 1*

account for over 50% of average gross profits. The survey found that 60% of the respondents — more than half of which were women — told us that they “usually to always” order a beverage alcohol drink when they go out for dinner. Of interest also is how the consumers responded when asked how many drinks they order per occasion. Over 80% responded that they stop after the second drink, while 32% said that they hold after the first.

It's particularly interesting to look at what consumers have to say about what motivates them to order a particular cocktail or drink special. According to the research, it's clear that if your marketing strategy doesn't include a well-conceived drink menu, you might be spinning your wheels.

The majority of consumers (75%) said that they take the time to read drink menus and 25% of people identified drink menus as what most influences

their purchasing decisions. Over 70% of consumers said that the drink descriptions

**“It's clear that if your marketing strategy doesn't include a well-conceived drink menu, you might be spinning your wheels.”**

are most influential, 47% were swayed by pictures of the drinks, while 41% were influenced by drinks listing brand names. These findings suggest that bar menus are a must, and that spirit branding, colorful pictures and well-written drink descriptions are positive sales drivers.

In addition, the survey revealed that consumers are influenced by special price promotions. Twenty percent of the respondents stated that they were favorably predisposed to ordering drinks that were discounted in price. Incidentally, the fifth (12%) and sixth (12%) most significant influencers were drink special boards and table tents.

According to the survey, another significant order influencer was promoting drinks within the restaurant's food menu. Seventeen percent of consumers reported that they were swayed to purchase a specialty drink while pursuing the food menu. This dovetails perfectly with the growing trend of pairing food items on the menu with cocktails, wines and beer.

We also discovered that the best way of motivating guests to order new drinks is by offering them small samples. Over half of the respondents said that sampling the drink beforehand prompted their decision to purchase.

One last interesting glimpse into the collective minds of your guests. When not socializing with beverage alcohol, 42% of the respondents said that they would be interested in ordering alcohol-free beverages priced up to \$4.00. There has been a steady increase in the acceptance of beverages without alcohol.

Mike Ginley  
Next Level Marketing

into the glass and saturated with one or two dashes of Angostura Bitters, after which cold Champagne is slowly added. Anticipate that the Champagne will create an immediate froth when it comes into contact with the sugar, thus the need to pour the wine slowly. The finishing touch is twisting a lemon rind such that its essential oils are expressed in the direction

## The new breed of Champagne libations is among the latest trends sweeping the country.

of the glass. The spiraled lemon twist is then dropped into the cocktail and served.

The venerable Champagne Cocktail was named one of the ten best drinks by Esquire Magazine in 1934. One famous variation on the drink originated at London Savoy Hotel in the 1920s. The *Savoy Champagne Cocktail* was made with an Angostura Bitters saturated sugar cube, equal parts of Grand Marnier and V.S. cognac, filled with chilled Champagne and garnished with an orange twist.

Like all wines, the characteristics between the various brands of Champagne

and sparkling wine differ greatly. It only stands to reason that choosing the most appropriate Champagne or sparkling wine for use in a particular cocktail is a significant success factor. The better the sparkler, the better the cocktail.

Although celebrated, Champagne is not the only variety of sparkling wine that can be used in the construction of this style of cocktail.

It is, however, the only sparkling wine that can be labeled as Champagne. What's important to note is that when you change

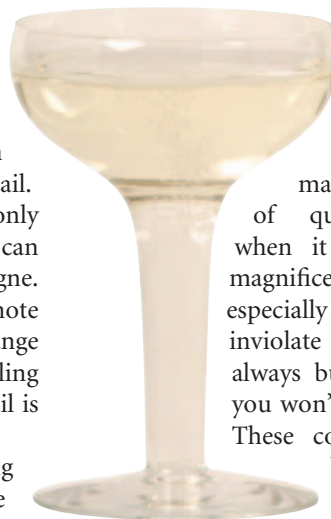
the flavor and character of the sparkling wine in a cocktail, the resulting cocktail is altered as well.

Creative examples of other sparkling wines to consider abound. Brasserie JO in Chicago serves a cocktail dubbed the *Apple Sour*, which is made with Daron Calvados and Bel Normande Sparkling Cider, while their cocktail *April in Paris* is finished with Klipfel Cremant d'Alsace Brut. One of the signature drinks at the World Bar in Manhattan is the *Sake Blossom*, which is finished with Gekkeikan Sparkling Sake. Lastly, the

Mosaic Restaurant in Scottsdale, Arizona promotes a specialty called *The Bull*, a cocktail made with Absolut Kurant, Chambord and sparkling Shiraz.

Like most commodities, sparkling wines are offered in many different grades of quality. Especially when it comes to these magnificent cocktails, it is especially important to hold inviolate the adage about always buying quality and you won't be disappointed. These cocktails will only be as great as the character of the Champagne or sparkling wine used in its creation.

With the New Year's fast approaching, this year why not treat your guests with truly inspired libations worthy of the occasion? Champagne cocktails are bona fide gems that must be sipped and savored to be fully appreciated. ♦



## SAFEGUARDING YOUR PROFITS *continued from page 2*

juice will require the addition of simple syrup to bring it around to where it needs to be to make the cocktail taste right."

While pulp in orange or grapefruit juice is a cache of quality, lime and lemon juice needs to be strained before use. Pouring freshly squeezed juice through a chinois or kitchen strainer will do the trick.

• **Sour Mixes** — The underlying foundation of many popular cocktails, such as the Margarita, Side Car, Daiquiri, Sour and Collins, relies on the use of sour mix. Trying to get by with just one sour mix, though, won't do. The Margarita and Daiquiri, for example, require lime-based sour mix, while Side Cars and Lemon Drops are made with lemon-based sour mix. The quality of the sour mix used greatly affects the finished cocktail. Much of the vibrancy of today's finest cocktails can be attributed to the outstanding character of the bar's sour mix.

• **Purchasing** — Produce may need to be purchased and delivered on a more regular basis. For juicing DeGroff advises

buying thin-skinned limes and lemons in 169 to 200 count boxes. Both yield the most juice for the buck. Fruit in lower box counts is better suited for use as garnishes. "While limes can vary dramatically by the season, the average yield is about three quarters of an ounce per lime," adds DeGroff.

• **Quality Assurance** — Fresh juices must be refrigerated and therefore can't be kept at the bartender's well. The consensus is that a large part of the operational success of the program is dependent on the ability to predict usage levels. While only a guideline, most fresh juice won't keep for more than 24 hours before needing to be discarded.

• **Changes in Drink Recipes** — Because fresh juices are vibrant and robust they will alter your bar's recipes. Anticipate using less of the fresh juice, or scratch sour mix than you did with prepared mixes. "Fresh juice is concentrated and cocktails made with it rarely use more than a three quarter ounce portion, so usage will be

differ dramatically," says DeGroff. "You get a lot of bang for the buck!" ♦

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# Cocktails Flirting With Greatness

Champagne cocktails possess all the necessary components for popular longevity. Eye appeal alone qualifies them as bona fide works of art. It's their luscious flavor, though, that makes them enduring masterpieces. Accept no limitations on what is possible when creating cocktails using the preeminent sparkling wine. Need a creative jump start? Try uncorking these specialties. —RP ♦

## Apple Sour

*Specialty of Brasserie JO*  
 Created by David Johnson  
 Champagne glass, chilled  
*Build in glass*  
 1 1/2 oz. Daron Calvados  
 1/4 oz. fresh lemon juice  
 1 1/2 oz. Bel Normande  
 French Sparkling Cider  
 Garnish with an apple slice

## April in Paris

*Specialty of Nacional 27*  
 Created by Adam Seager  
 Cocktail glass, chilled  
*Pour ingredients into an iced mixing glass*  
 1 1/2 oz. passion fruit nectar  
 1 oz. Homemade Parfait Amour  
*Shake and strain*  
 Top with 1 1/2 oz. Klipfel  
 Cremant d'Alsace Brut  
 Garnish with an orange spiral twist

## Blueberry Fizz

*Specialty of Bookmarks*  
 Created by Jonathan Pogash  
 Champagne glass, chilled  
*Pour ingredients into an empty mixing glass*  
 10-12 fresh blueberries  
 1 tsp. sugar  
 1/4 oz. fresh lime juice  
 1/4 oz. simple syrup  
*Muddle contents*  
*Add ice*  
 1/4 oz. Grand Marnier  
*Shake and strain*  
 3 oz. Moët & Chandon Champagne  
 Garnish with 3 blueberries on a pick

## The Bull

*Specialty of Mosaic Restaurant*  
 Created by Stephanie Kozicki  
 and Matt Rinn  
 Cocktail glass, chilled  
*Pour ingredients into an iced mixing glass*  
 2 oz. Absolut Kurant Vodka  
 1/2 oz. Chambord  
*Shake and strain*  
 1 oz. Sparkling Shiraz  
 Garnish with a lemon spiral twist

## Flapper's Delight

*Specialty of The Campbell Apartment*  
 Created by Mark Grossich  
 Champagne glass, chilled  
*Build in glass*  
 1/2 oz. Disaronno Amaretto  
 1/2 oz. papaya juice  
 Fill with Moët & Chandon  
 White Star Champagne  
 Garnish with an orange spiral twist

## Flirtini

*Specialty of Stone Rose Lounge*  
 Created by Jeff Isaacson  
 Cocktail glass, chilled  
*Pour ingredients into an iced mixing glass*  
 1 1/2 oz. Grey Goose L'Orange  
 1 oz. pineapple juice  
*Shake and strain*  
 Fill with Champagne

## Grande Champagne Cocktail

*Specialty of Brasserie JO*  
 Created by David Johnston  
 House specialty glass, ice  
*Build in glass*  
 1 oz. Chateau de Montifaud  
 VSOP Cognac  
 1 oz. Cointreau  
 1/2 oz. G.E. Massenez Crème de Cassis  
 3-4 drops Fee's Orange Bitters  
*Stir gently*  
 Fill with 2 oz. Cremant d'Alsace  
 Brut Sparkling Wine  
 Garnish with a strip of orange peel

## Sweeney 75

*Specialty of Harry Denton's Starlight Room*  
 Created by Jacques Bezuidenhout  
 Bucket glass, ice  
*Pour ingredients into an iced mixing glass*  
 1 1/2 oz. Beefeater Gin  
 1/2 oz. Mathide Framboise Liqueur  
 1 oz. fresh lemon sour mix  
*Shake and strain*  
 Top with Brut Champagne  
 or sparkling wine  
 Garnish with a lemon spiral twist

# Questions for the Seasoned Pro

You can just imagine what a boring guest I am at cocktails parties. Unless someone is interested in the origins of the Mojito, I have little to add to polite conversation. I can talk about tequila hours on end, but don't expect me to be aware of whether it's raining or not. If perchance you can relate to this narrow view of the world, try this trivia quiz on for size. —RP ♦

## Questions

1. In what city was the original Bacardi distillery located?
2. How does the pear get into the bottle of Poire William?
3. What ingredient in Sambuca, Ouzo and Pernod turns them cloudy when in contact with ice?
4. This blended Caribbean rum was standard issue for sailors of the British Royal Navy.
5. What whisky was introduced in 1939 to commemorate the visit of King George and Queen Elizabeth to Canada?
6. Legend has it that this Italian liqueur was formulated as a love potion by a coven of witches?
7. This liqueur is made from black currants grown in the Burgundy region of France.
8. What was America's first proprietary liqueur?
9. What is the principal difference between a brandy and an eau de vie?
10. What do the initials "V.O." on the label of Seagram's Canadian Whisky stand for?

## Answers

1. Santiago, Cuba
2. Bottles are attached to the branches of pear trees such that the budding fruit grows inside the bottles
3. Oil of anise
4. Pusser's British Navy Rum
5. Crown Royal Canadian Whisky
6. Liqueur Strega
7. Crème de Cassis
8. Southern Comfort
9. Brandies are invariably aged in wood; eaux de vie are either left unaged or aged in glass vessels so they retain their clarity.
10. Very Own

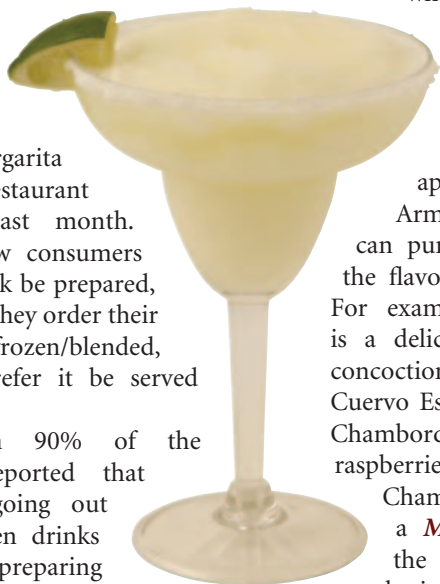
# Frozen Margaritas Lead the Field

In today's booming cocktail culture the bar blender is a revenue-generating machine and an indispensable component of the creative process. According to a market research study conducted in May 2007 by Mike Ginley and Next Level Marketing, frozen/blended drinks are the most popular type with today's consumers, now accounting for 25% of on-premise consumption. More than half of the people (54%) responded that they had ordered a blended drink containing alcohol at a bar or restaurant within the past month.

The study found that the **Margarita** remains the most popular and frequently requested drink, this by almost a two-to-one margin over flavored **Martinis**. Nearly 80% of those surveyed said that they had ordered a Margarita at a bar or restaurant within the last month. Regarding how consumers prefer the drink be prepared, 59% said that they order their Margaritas frozen/blended, while 35% prefer it be served on the rocks.

More than 90% of the consumers reported that they prefer going out to enjoy frozen drinks rather than preparing them at home, this because of the perceived difficulty and expertise required in preparing them. Ironically, it's likely not a matter of the consumers lacking the expertise, or not being up to the challenge of preparing frozen drinks, rather the explanation has everything to do with them not using the right equipment. Not every blender is up to the task.

Outdated, poorly maintained, or underpowered blenders are prohibitively loud and do a poor job blending drinks. They're incapable of thoroughly crushing ice into minute particles, thereby failing to homogenize the ice with the ingredients. The result is drinks that within minutes begin to separate with the ice rising to the top of the drink and the other ingredients sinking to the bottom.



The secret to a technologically advanced blender like the Vita-Mix can be found in the design of its blades, the singular shape of their canisters and the power efficiency of their 2-3 horsepower motors. The state-of-the-art equipment is durable, gear-driven and makes consistent, ideally blended drinks every time.

## “But There’s Booze in the Blender...”

When consumers were asked what flavors they preferred in their Margaritas, 45% of the people responded strawberry, 31% lime, 29% raspberry, pineapple and peach tied at 28%. Almost two-thirds prefer the classic, unadulterated taste of the Margarita. However, when asked what new flavors they'd be most interested trying in the cocktail, 17% said either raspberry or pomegranate, 14% would like to try mango or watermelon, and 12% answered vanilla, sour apple or chocolate.

Armed with an electric blender, you can puree any fresh fruit to enhance the flavor of your specialty Margaritas. For example, the **Raspberry Margarita** is a delicious and remarkably creative concoction. It's made with a blend of Cuervo Especial Tequila, Grand Marnier, Chambord, fresh lime sour mix and raspberries. Instead of blending the Chambord into the Margarita, create a **Meltdown Margarita** by serving the Chambord on the side and letting your guests pour the liqueur themselves. The liqueur will slowly wind its way down through the drink adding the marvelous flavor of raspberries and creating a striking presentation.

The **Blue Moon Margarita** is made with añejo tequila, blue Curaçao, lime juice and lemon sorbet. Another blended Margarita worth promoting is the **Giggling Margarita**, a flavorful concoction made with tequila, Disaronno Amaretto, blue Curaçao and fresh pineapple.

Make every frozen Margarita you serve a work of art. Involve your staff and clientele in the process of devising a signature cocktail or two. Once the winners have been selected, don't keep their recipes a secret. Great Margaritas are meant to be shared. ♦

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FOODSERVICE

# All-World Frozen Margaritas

There's something deliciously entertaining about drinking a frozen Margarita. For one thing, it's a difficult drink not to slurp, which in this case is excusable and not a breach of etiquette. It's also hard to sip one without simultaneously humming the *Margaritaville* tune. The slushy bottom line is that blended Margaritas are like recess in a glass. Combine that with their good looks and great taste and you've got a bonanza in the making.

## Blue Moon Margarita

House specialty glass, chilled  
Rim glass with salt

*Pour ingredients into a blender canister*

1 3/4 oz. Jose Cuervo Tradicional

Reposado Tequila

3/4 oz. Blue Curaçao

1 oz. fresh lime juice

2 oz. sweetened lemon juice

2 large scoops lemon sorbet

*Blend ingredients*

Garnish with a lime wheel

## Cranberry Margarita

House specialty glass, chilled  
Rim glass with red sugar

*Pour ingredients into an iced blender canister*

1 3/4 oz. Patrón Silver 100% Agave Tequila

3/4 oz. Grand Marnier Liqueur

1/4 cup jellied cranberry sauce

3/4 oz. simple syrup

1 1/2 oz. cranberry juice

1 1/2 oz. fresh lime juice

*Blend with ice*

Garnish with a lime wheel

## Mangorita

House specialty glass, chilled  
Rim glass with sugar

*Pour ingredients into an iced blender canister*

1 3/4 oz. Sauza Hornitos Reposado Tequila

3/4 oz. Mount Gay Mango Rum

1/2 cup mango cubes

1 oz. fresh lime juice

2 oz. sweetened lemon juice

*Blend with ice*

Garnish with a lime wedge



Vita-Mix BarBoss Advance