

BEVERAGE AUTHORITY

January 2007 ~ Volume 6, Issue 1

manage. serve. profit.

©Liquid Enterprises 2007

THE BIG PICTURE



Glimpse into the Future of Tabletops

Like it or not, the world is becoming more automated, one industry at a time. The banking industry seemed to have started the trend with ATMs. Now, the air travel industry has established electronic check-in kiosks in airports and almost every company has some sort of automated voice serving us when we call.

Get ready, because a new automated system may be hitting the on-premise industry soon. A company called Bar Media—not to be confused with BarMedia, the publisher of this newsletter—has developed an automated ordering system for casual dining restaurants. Imagine walking into your neighborhood Applebee's, sitting down at a table and being greeted by an electronic touch screen set up right on your table. You can page through an electronic menu displaying beautiful pictures of cocktails and entrees and enter your order without ever having a human stop by your table. The order

continued on page 4

SPOTLIGHT ON COCKTAILS

Steamy Java Specialties are Unsurpassed Sensations

As your customers are forced to contend with howling winter winds and frostbitten extremities, crank up the heat with spirited drink specialties. Dust off the coffee grinder because your clientele will soon be knocking on your bar looking for hot bracers to invigorate their flagging spirits.

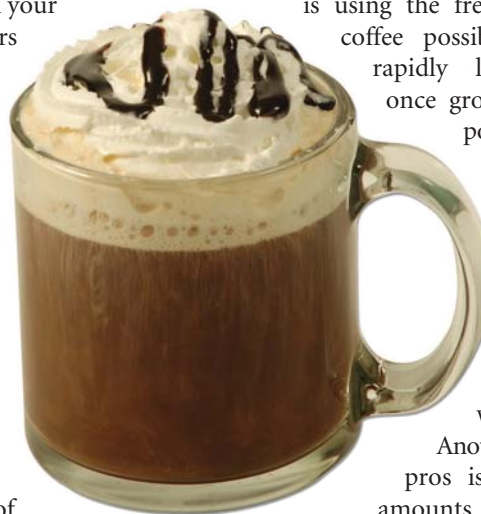
Fleming's Prime Steakhouse and Wine Bar is known for their marvelous cocktails. For devotees of great drinks and sophisticated cocktails, it's bar menu makes for excellent reading. High on Fleming's hit parade are the *Fleming's 52*, which is made with coffee and equal parts of Kahlúa, Grand Marnier and Baileys, and the *Iced Caffeinno*, a cool

sensation featuring Stoli Vanil, Kahlúa and iced coffee topped with a cinnamon stick.

Cashing in on the coffee craze is likely easier than you may think. At the risk of stating the obvious, the essential first step is using the freshest, best tasting coffee possible. Coffee beans rapidly lose their flavor once ground, so whenever possible, grind beans just prior to brewing. While noisy, grinding coffee conveys freshness, quality and value, not to mention it smells wonderful.

Another tip from the pros is to brew smaller amounts of coffee more frequently. Sitting on a burner, hour after unattended hour, coffee

continued on page 5



Safeguarding Your Profits... 2

Bar Productivity: Spotting the Fingerprints of Theft

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

Out with the Old School and in with the New

Beverage Management... 3

De-Mystifying the World's Noblest Brandy

Improving Your Business... 4

Can You Spot the Onset of Intoxication?

Blended Cocktails... 7

Blending Killer Cappuccinos



PRODUCT PROFILE by Robert Plotkin

Kahlúa

Exactly when and where *Kahlúa* originated is a matter of some debate. There are people who contend that the now world famous liqueur was created in Morocco. They point to the Moorish archway depicted on the label as evidence. Another curiosity is that Kahlúa labels from as far back as the '30s show a sitting man wearing a turban, not a sombrero as it is today.

Two things are for certain, however. Kahlúa has been made in Mexico for nearly a century

and it steadfastly remains one of the best-selling liqueurs in the world.

Kahlúa is made from a base of distilled sugar cane that is steeped with vanilla beans and mountain grown Mexican coffee. The liqueur has a deep brown color, a velvety smooth texture and a freshly ground coffee bouquet. Kahlúa's well-rounded body delivers the rich flavors of roasted coffee, cocoa and mint. While moderately sweet, it is never cloying or overbearing. The liqueur has a long, flavorful finish.

Kahlúa was first imported into the United States after the repeal of

continued on page 3

Bar Productivity: Spotting the Fingerprints of Theft

Do you have a problem with theft behind the bar? Many in the bar business do. But if you're waiting for a rise in your pour cost to alert you to a potential problem, you may be out of luck.

Tracking pour cost has long been the accepted way of detecting bartender theft. However, there are ways to steal from a bar that won't have the slightest affect on pour cost than will. In fact, a clever thief can steal from your bar and actually make your pour cost percentage drop.

Pour cost analyzes the relationship between cost and sales. If a bartender serves a drink and pockets the cash proceeds, he's basically increasing cost without increasing sales, which will cause pour cost to rise. While the increase may be imperceptible, pour cost will rise. If the bartender then replaces the stolen ounce of liquor with an equal amount of water, pour cost will remain unaffected.

Substitutions are examples of a type of theft that won't cause pour cost to rise. The scam involves a bartender making drinks with well liquor instead of call

brands, charging customers call prices and pocketing the difference. Since the bartender pours well liquor and registers the transaction as a well sale, pour cost remains unaffected.

Underpouring schemes are another example. A bartender short pours a series of four drinks by a quarter of an ounce, thereby creating a surplus ounce of liquor. The bartender then sells that shot of liquor and pockets the cash. Again, pour cost is unaffected.

While measuring your pour cost is a smart thing to do, it's not enough. If the early detection of internal theft is important to you, there's more that you should know.

With nearly all types of theft behind the bar, one thing is certain — the cash proceeds are not ending up in the register. Regardless of the scam the money winds up in the bartenders pockets. So to spot the first signs of theft, look at sales.

Bar productivity measures bartender sales per hour, and is computed by

dividing the shift's gross sales by the number of hours the bartender worked. There are two aspects to tracking productivity, calculating the staff's average sales per hour figured on a weekly basis, as well as computing the daily sales per hour figures for each shift.

Calculating the staff's productivity involves totaling the bar's gross sales, and dividing it by the total bartenders' payroll hours for the week. It's advisable to calculate the day shift's average sales per hour separately from the night staff's average. Because there is often a considerable difference between the two figures, calculating the day shift's productivity separately from the night makes the analysis more relevant.

For example, if the night bartenders ring-in \$6,935 in sales for the week, and clocked-in a combined 83 payroll hours, the staff average for the night crew works out to \$83.55 per hour. During the day, the bartending staff ring-in \$2,250 in sales

continued on page 5



“ONE MORE THING. . .” by Robert Plotkin

Out with the Old School and in with the New

I started bartending in college in the early '70s, which if you do the math makes me old. The sole benefit of being over fifty seems to be the perspective it affords. When people today speak about “old school,” they're talking about my alma mater. As a card carrying alum of this often referred to institution, allow me to say that when it comes to life behind bars, few things about the “old school” were better than they are now. In fact, the world of bartending 30 years ago bears scant resemblance to the ultra-efficient, premium-laden, creatively inspired beverage programs of today.

Bartending back then was a different animal. Popular drinks included the *Harvey Wallbanger*, *Whiskey Stone Sour*, *Zombie*, *Stinger* and *Sloe Gin Fizz*. Bloody Marys were prepared by scratch — no two ever tasted the

same — and gimlets were made with gin. We poured things like *Rock 'n' Rye*, *Vandermint*, *Pimm's Cup*, *Old Overholt* and *Cherry Herring*. Canadian whiskies outsold Scotch.

Back in the '70s most mixed drinks were made with well liquor. When in doubt as to a drink recipe the conventional wisdom was to throw in some grenadine and add an umbrella. Calls for Chablis and Burgundy meant pouring the house white or red. Drinking Lancer's Rosé, or Riunite on ice was hip, draft beer was cheap and people drank water from the tap, not a bottle.

Back in the day bar stools were vinyl, there were peanut shells on the floor and

we hand-dried glassware. Bars stocked things called ashtrays (small, portable receptacles for extinguished cigarettes) and we had shaved ice for mists and frappés. Cocktail napkins had jokes printed on them and bartenders told belligerent customers to “take it outside.” Music came from jukeboxes, age identification was a quick glance and refusing further service was a last resort. Best of all, in the morning bars smelled of stale smoke, stale beer and Pine-Sol.

I appreciate that today people refer to “old school” with a certain amount of deference, as if any of us back then had a clue. I didn't. My advice is to stick to the 21st century. Life behind bars is much better now. —RP ♦



De-Mystifying the World's Noblest Brandy

Cognac is an intimidating subject for nearly all of us. After all, it's French, expensive, and the names are hard to pronounce. Most of us are uncomfortable even talking about it lest we unwittingly reveal an utter lack of savoir-faire. Yet, cognac is arguably the noblest of brandies and typifies the height of elegance and sophistication. With our society firmly entrenched in a return to pleasure and small indulgences, consumer interest in cognac has never been higher.

Fear of cognac is an understandable syndrome. There are roughly 175 producers of cognac, each with widely differing styles. These cognac houses produce a variety of different grades of cognac, many of which eschew the accepted designations—e.g. VS, VSOP, XO—for more colorful and elaborate names, further adding to the general confusion. There are hundreds of labels of cognacs roaming the planet, no two sharing exactly the same characteristics.

Yet cognac's extraordinary diversity is at the heart of much of the fascination. Cognac is distilled in the Charente district, located on the west coast of France along the Bay of Biscay. The region is renowned for its chalky soil, ideal for cultivating grapes. Nearly all are the Ugni Blanc, better known as the Trebbiano, the oldest grape varietal in Italy. The remaining 10% of the vineyards grow Columbard and Folle Blanche.

The vast majority of cognacs are blends of aged brandies distilled from grapes grown in various areas of the district. The cognac district has its own appellation contrôlée, which designates six contiguous growing regions, called crus. The most highly prized of these crus, valued for its gray-brown, chalky-lime soil, is the Grande Champagne. Nearly 18% of all cognac is produced in this region. Brandies from Grande Champagne are the most expensive because of their rich, full bouquets and multi-faceted character.

The next crus in stature is the Petite Champagne, from which approximately 20% of all cognac is produced. The soil in this region is lighter in color and contains a lower concentration of chalk. Petite Champagne brandies lack the intensity to those of the Grande Champagne region. When a cognac blend contains brandies from both regions, with more than half originating in Grande Champagne, the cognac is labeled as a Fine Champagne cognac.

The smallest of the crus is the Borderies. Its brandies are soft and round, and highly valued for use in blending. The Fin Bois region surrounds the aforementioned regions. Nearly 40% of all brandies produced in the cognac district come from Fin Bois, and they too are prized for their ability to add fullness and dimension to the finished blend.

Aside from its superior soil and nearly perfect microclimate, cognac's preeminence can also be attributed to the elements — copper and wood. Cognac is double-distilled in traditional copper alembic stills, a relatively slow and labor intensive distilling process. This insistence on distilling the brandy in alembic stills ensures the utmost quality and character-laden distillate.

Unlike most distilled spirits that exit the still raw and fiery, new cognac brandy comes out of the still fruity and potable, albeit immature. Much of the brandy's success results from its long, undisturbed aging in oak. Cognac can accept aging in wood longer than nearly all other spirits— 50 years is considered its peak age. After that, the brandy is transferred to sealed glass vessels for up to another half century. The wood used to age cognac comes from the Limousin or Tronçais forests in France.

Cognac labels bear no age statements. Typically, however, brandies carrying a VS designation have been aged between 4 and 7 years. VSOP cognacs usually have been aged for 5 to 13 years, while XO, Extra, Napoleon, Vielle Reserve or Hors d'Age cognacs range in age from 7 to 40 years. These enormous age spreads account for much of the tremendous individuality and distinctions between cognac houses. ♦

PRODUCT PROFILE *continued from page 1*

prohibition and quickly became a favorite with bartenders. It has now become one of the fundamental building blocks in modern mixology and is as indispensable to operating a thriving beverage business as ice cubes. In fact, you can build a universe of amazing drinks all with a bottle of Kahlúa close at hand.

For example, the popular combination of Kahlúa and milk is called a **Sombrero**. If you splash in some club soda you've created the **Smith & Kerns**. Replace cola for the club soda and it becomes a **Smith & Wesson**.

Add vodka to Kahlúa and Milk and you've

created the **White Russian**. Serve the White Russian in a tall glass and add some cola to make the **Colorado Bulldog**.



From Manhattan to Manhattan Beach, the **Black Russian** is currently undergoing something of a renaissance. If you replace the vodka in a Black Russian with tequila you've got a **Brave Bull**. Add cream to a Brave Bull to make a **White Bull**. The combination of brandy and Kahlúa is

called a **Dirty Mother**. Splash in some cream to make a **Dirty White Mother**.

If you're into aviation, you already know that the layered combination of Kahlúa, Irish cream and Grand Marnier is called a **B-52**. If you replace the Grand Marnier with Frangelico the drink is called the **F-16**. The fusion of Kahlúa, Irish Cream and butterscotch schnapps is called the **Neutron Bomb**. Replace the butterscotch schnapps with peppermint schnapps to make the **After Five**. Possibly the best of the bunch is called the **727**, a dreamy combination of Stolichnaya Vodka, Kahlúa, Grand Marnier and Irish cream.

Obviously Kahlúa is a "must have" product. —RP ♦



Can You Spot the Onset of Intoxication?

It doesn't take an advanced degree to spot a drunk at ten paces. The indications are fairly obvious — loss of coordination, articulation and the ability to think coherently.

If you're a server of alcohol, however, you face a significantly more challenging task. It's your responsibility to spot the initial signs of intoxication, the telltale evidence that someone is starting to "feel the alcohol." If you wait until a guest is obviously impaired before refusing further service, it'll be too late. A person's blood alcohol concentration doesn't reach its highest level for 15-30 minutes after he or she stops drinking. In addition, the impairing effects of alcohol will continue to increase roughly 25% during that hour.

Certain physiological factors affect intoxication. The bigger and more fit a person is the less affected he or she is by each ounce of alcohol consumed. Women are more adversely affected by alcohol than men. What a person is drinking also plays a role. Distilled spirits cause blood alcohol levels to rise faster and higher than will an equivalent amount of beer or wine.

As with most things, early detection is key. Alcohol initially affects behavior, usually lessening inhibitions. People may also become noticeably emotional or demonstrate sudden, inexplicable mood swings. Along with a general relaxation of behavior, people are often overtly friendly, become animated or speak increasingly louder.

"A person's blood alcohol concentration doesn't reach its highest level for 15-30 minutes after he or she stops drinking. In addition, the impairing effects of alcohol will continue to increase roughly 25% during that hour."

As a person's blood alcohol level steadily increases, reasonable behavior and rational thinking diminishes. They start drinking faster, ordering doubles or buying the "house a round." Many get careless with their money or loudly complain about drink strength, preparation or price. Activities that normally require no conscious thought gradually become more difficult. People have difficulty lighting cigarettes, light the wrong end or have two cigarettes burning at once. Speech patterns become altered, slurred, exaggerated or

deliberate. Pupils dilate and eyes get glassy and unfocused.

If you have any question as to a person's sobriety, don't serve him or her more alcohol. The adage "better safe than sorry" applies here. When in doubt, don't serve.

Tact and diplomacy are the two strongest attributes you can possess. When refusing further service, it is important to avoid using inflammatory language or assume a judgmental, disapproving attitude. Telling someone under the influence that he or she is drunk or intoxicated will likely provoke an incident.

Make a concerted effort to avoid embarrassing the patron by keeping your voice quiet and remaining sensitive to the customer's feelings and predicament. However, remain firm about refusing the individual further service of alcohol. Your tone should be authoritative without being overbearing or condescending.

Regardless of what is said when "cutting off" a customer, the simpler the approach the more comfortable you'll be when you're obliged to refuse a patron further service. ♦

THE BIG PICTURE *continued from page 1*

would be electronically transmitted to the kitchen and your drinks and food would be served by a runner. Before you dismiss the idea, you should know why this idea might seem mouthwatering to many of today's operators.

As costly as a system like this might seem, it could be the answer to many operator's prayers. Employee turnover in casual dining restaurants is extremely high and operators spend an enormous amount of money on training new staff. With an automated system, costly waitstaff would no longer be needed. Changes to the menu would be simple, just key them into the computer system and never again worry about costly menu printing. Possibly the biggest advantage might be that restaurants could sell advertising space to potentially thousands of vendors,

namely the beverage alcohol suppliers. When customers sit down, they might see a gorgeous frozen mudslide on the screen that could be accompanied by a Kahlua ad, inviting you to order one with dinner. Sales from advertising might help to offset the cost of the system.

There could be advantages to customers as well. No longer would they have to wait for a server to come and take their order. No matter how busy the restaurant might be, customers could enter their order the moment they were ready.

The obvious drawbacks? Casual dining restaurants are usually where families go to eat. Children will be intrigued by this and think it's a toy. Parents might risk spending the evening yanking their children away from the screen. There's also the lack of

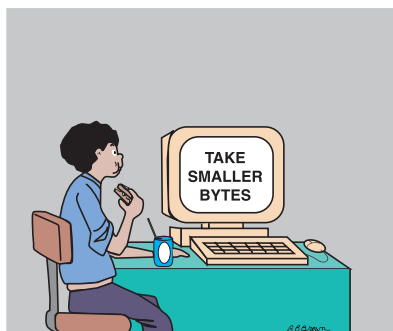
human interaction. Some people simply want traditional service and an automatic system just won't do. Certainly there

"Imagine walking into your neighborhood Applebee's, sitting down at a table and being greeted by an electronic touch screen set up right on your table."

could also be a frustrating learning curve for some. There's also the question of advertising alcohol to minors and what to do in the event of a system glitch.

The system has been tested at airport restaurants in Miami and may roll out to other casual dining restaurants, and even hotels for in-room dining in 2007. Next time you're sitting down for a casual meal, ask yourself what you would prefer. Wait interminably to place your order, or receive your food while it's still hot?

Paige Seager
Next Level Marketing



deteriorates into an acidic, bitter, burnt-tasting offense. Instead of brewing 120 cups at the beginning of the shift, brew one or two pots an hour. If at all possible, brew your coffee with spring or softened water. The hard mineral content in tap water adversely affects the flavor of coffee. Soft water will also extend the life expectancy of your equipment.

Always preheat your glassware with simmering hot water to preheat. Or throughout the evening keep your cups, saucers, mugs, and demitasses mouth down on the vent-tray on top of the espresso machine. Preheating prevents glasses and ceramic ware from cracking due to thermal shock.

The *Keoki Coffee* is an enduring classic and with good reason. It's made with equal parts of Kahlúa, brandy, and crème de cacao, a blend of ingredients that marry beautifully with the robust flavor of coffee. The *Irish Coffee* is another hot classic made with a touch of sugar, Irish whiskey, coffee, and whipped cream. Add Kahlúa and Baileys Irish Cream to make an *Irish Coffee Royale*.

Two piping hot crowd-pleasers are the *Bay Area Garter*, made with Kahlúa,

chocolate liqueur, Frangelico, a drizzle of Hershey's syrup and coffee, and the *Peter Prescription*, a lavish combination of Kahlúa, Grand Marnier, Chambord and dark rum topped with freshly brewed coffee.

The Mosaic Restaurant is an elegant slice of heaven ensconced in the rolling desert hills of North Scottsdale. Over its four year existence the Mosaic has evolved into an acclaimed desert destination due in no small measure to their array of cocktails—all prepared with impeccable ingredients and refreshingly different spirits and liqueurs.

Two of Mosaic's universally pleasing Java specialties are the *Border Café*, which is made with Chambord, Bushmills Irish Cream, coffee, whipped cream and a drizzle of hot caramel syrup, and the *Hot Cactus Bloom*, a delicious blend of Kahlúa, cinnamon schnapps and a bracing shot of Knob Creek Bourbon.



Brooke Crothers has a slightly different take on the subject. She's the beverage manager at the posh Mission Inn in Riverside, California. "Naturally we offer our guests some genuinely marvelous hot drinks. But for us, it's all about the coffee."

Crothers believes strongly in marketing the quality and freshness of their coffee by piquing the clientele's senses. She set up a cart adjacent to the dining room where servers can grind whole beans. The wafting aromas of ground beans and fresh brewed coffee are irresistibly alluring.

"We've found that even the sound of the coffee beans being ground has a favorable impact on sales," says Crothers. "The approach has really bolstered our marketing efforts. Once their dinners are done, our guests are primed and ready to drink some coffee or sample one of our coffee-based specialty drinks."

That's why she says, "It's all about the coffee." ♦

SAFEGUARDING YOUR PROFITS *continued from page 2*

and worked 40.5 hours for a staff average of \$55.55 per hour.

The second aspect of productivity is tracking sales per hour for each shift during the week. To illustrate, two bartenders work on Thursday night. Jim works 6 hours and rings-in sales of \$542, or \$90.34 per hour. Adam, working 6.5 hours at the same bar on the same night, registers sales of \$442, which translates to \$68.15 per hour.

Keep a journal and track productivity figures for each shift on an on-going basis. After several weeks patterns will emerge. It will soon become evident who are your sales leaders, and who fall consistently short of the staff average.

If a bartender's sales per hour comes in consistently below the staff average, five things are possible. One, he may move too slowly and literally can't keep up with demand. Two, he could make lousy drinks, so people don't stick around. Three, his personality and attitude could be so off-

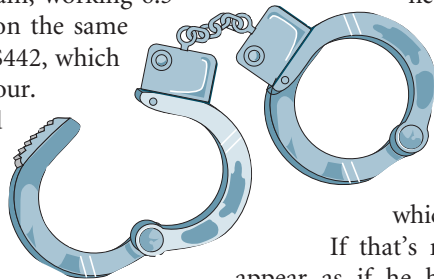
putting that customers leave early. Four, his sales ability could be so unrefined that he consistently undersells. Or five, he could be stealing. That would account for a low sales per hour.

How do you know which it is? Take some time and observe the person. Does he move quickly and with purpose? Or is he more laid back and sluggish? If the person can't keep up behind the bar, then you've identified an area in which he needs to improve.

If that's not a problem, does it appear as if he has the necessary skills for the job? Do his drinks look good, or are they frequently returned? Does the bartender have a good personality for the job? Does it seem as if he has a positive working attitude? Does he exhibit good sales ability?

If none of these things seem to be a problem, he may be stealing. Regardless of the scam, theft takes a toll on productivity. Tracking productivity can prove to be an

invaluable management tool. Between pour cost and bar productivity, there isn't a scam or fraud that you can't catch. ♦



Beverage Authority

January 2007 ~ Volume 6, Issue 1

©Liquid Enterprises 2007

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Katie Alter

Liquid Enterprises

www.nextlevel-co.com ~ Tel.203.292.6295

1330 Post Road East, Westport, CT 06880

BarMedia

www.barmedia.com ~ authority@barmedia.com

Tel.520.747.8131 ~ Fax.520.903.0540

P.O. Box 14486, Tucson, AZ 85732

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

Luscious Hot Specialties

In 1952, Joe Sheridan was the head chef at the restaurant in the Shannon Airport. Located less than 40 miles from Ireland's Atlantic coast, the airport was often wracked by cold, bone-chilling winds and daunting nighttime temperatures. As the story goes, on a particularly bracing evening, Sheridan laced his coffee with a healthy dram of whiskey, a spot of sugar and a layer of whipped cream

The drink quickly took on a life of its own and became a specialty of the airport's bar. That same year, a columnist and travel writer for the San Francisco Chronicle, passed through the Shannon Airport on his way home. He sampled several of the coffees and was immediately smitten with the combination.

Upon returning to San Francisco, he went to his favorite watering hole—the Buena Vista Café on Fisherman's Wharf—and told his cronies about the fabulous Irish concoction. Rounds of the drink were ordered and the recipe tinkered with. It was there—back in 1952—that the classic *Irish Coffee* was born. A plaque outside the restaurant commemorates the event.

Hot specialties like the Irish and Keoki Coffees have caught on in a big way. Here are some other equally captivating recipes. —RP ♦

Irish Coffee

Coffee mug, heated
Build in glass
 1 1/2 oz. Irish Whiskey
 1/2 oz. simple syrup
 Near fill with hot coffee
 Top with frothed milk or whipped cream

Irish Coffee Redux

Coffee mug, heated
Build in glass
 1 1/2 oz. Irish Whiskey
 3/4 oz. Kahlúa
 1/2 oz. Irish Mist
 Near fill with hot coffee
 Top with frothed milk or whipped cream
 Dust with powdered cocoa

Irish Coffee Royale

Coffee mug, heated
Build in glass
 1 1/2 oz. Irish Whiskey
 1 oz. Kahlúa
 1/2 oz. simple syrup
 Near fill with hot coffee
 Top with frothed milk or whipped cream
 Sprinkle shaved chocolate

Aspen Coffee

Coffee mug, heated
Build in glass
 1/2 oz. Kahlúa
 1/2 oz. Baileys Irish Cream
 1/2 oz. Frangelico Liqueur
 Near fill with hot coffee
 Whipped cream garnish
 Sprinkle shaved chocolate

Bay Area Garter

Coffee mug, heated
Build in glass
 1/2 oz. Kahlúa
 1/2 oz. Frangelico Liqueur
 1/2 oz. Godiva Chocolate Liqueur
 1/2 oz. chocolate syrup
 Near fill with hot coffee
 Whipped cream garnish
 Dust powdered cocoa

Tight Sweater

Coffee mug, heated
Build in glass
 1/2 oz. Frangelico Liqueur
 1/2 oz. Kahlúa
 1/2 oz. Amaretto Liqueur
 1/2 oz. Baileys Irish Cream
 Near fill with hot coffee
 Whipped cream garnish
 Dust powdered cocoa

Calypso Coffee aka Spanish Coffee

Coffee mug, heated
Build in glass
 1 oz. Light Rum
 1 oz. Tia Maria
 Near fill with hot coffee
 Whipped cream garnish
 Sprinkle shaved chocolate

"Hey Buddy, What the Heck Is That?"

Standing behind the bar you're going to field more than your fair share of questions. Just like when answering a question from a child, the best response is usually the shortest, most direct one.

For example, if you were tending bar and someone asked you what Scotch whisky was, you could say that it was a distilled spirit produced in many different regions of Scotland from a fermented mash of cereal grains—principally malted barley, which may or may not be dried over peated kiln fires—double distilled in pot stills—although some are made in continuous stills—and typically aged in both ex-bourbon oak barrels, although maturing the whisky in port pipes, sherry butts and Madera casks are often employed.

Once you regained your breath you would most likely notice that the guest's eyes had glazed over. Keep your answers short and leave out the extraneous details. Try these explanations out for size.

Questions

1. This spirit is distilled from such starchy items as rye, or wheat.
2. This spirit is twice distilled; the second distillation involving botanicals.
3. This spirit is distilled from a mash bill comprised primarily of corn.
4. This spirit is double distilled from the Weber blue agave.
5. This spirit is distilled from a fermented mash of fruit.
6. This spirit is distilled in Brazil from sugar cane.
7. This spirit is distilled from fermented cane juice or molasses.
8. This spirit is triple distilled from malted or unmalted barley.

8. Irish whiskey
 7. Rum
 6. Cachaca
 5. Brandy
 4. Tequila
 3. Bourbon
 2. Gin
 1. Vodka

Blending Killer Cappuccinos

As the largest coffee-consuming nation in the world, it is little wonder why Americans have turned on to the satisfyingly rich flavor of Cappuccino. Its popularity has never been higher and is a trend not likely to run out of steam.

If it seems as if an espresso machine and a blender have nothing in common other than a power cord, it's time to give the matter some more thought. They both are essential drink making equipment behind the bar and the opportunity of using espresso coffee in blended drinks is an opportunity too rich to pass up.

Espresso has advantages over regular brewed coffee in these types of drinks. Actually espresso isn't a type of coffee, rather it refers to the brewing process. Espresso is made by forcing hot water under extreme pressure through finely ground coffee beans. The heat and pressure cause the oils and proteins in the coffee to emulsify to produce a slightly syrupy, more viscous brew. The coffee is also marvelously robust and brimming with an incomparable bittersweet flavor. Drip coffee just can't compare in flavor or body to espresso.

An excellent example of an espresso-based blended drink is a sporty libation dubbed the **Kasbah Caffé**, a delicious after dinner drink concocted using espresso coffee and two types of ice cream. Its attention grabbing appearance only seals the deal.

The drink starts with two ounces of cold espresso coffee, an amount equal to a demitasse. Pour the coffee into the blender canister and add in ¾ ounces of Starbucks Coffee Liqueur, Godiva Chocolate Liqueur, brandy, and two scoops (approximately

10 ounces) of chocolate ice cream. Blend the ingredients and pour the drink into a house specialty glass. Next, spoon on a layer of frothed milk and garnish with a crumbled fudge brownie. The best word to use to describe the drink is luxurious.



Another amazingly delicious blended drink concocted with espresso coffee is the **California Dreamin'**. This tall specialty is created using ½ ounce portions of Kahlúa, Stoli Vanil, Baileys Irish Cream and Chambord.

Add in two scoops (approximately 10 ounces) of French vanilla ice cream and a shot of cold espresso coffee. The drink is finished with a thick layer of frothy steamed milk and a sprinkle of shaved chocolate.

Made with added caramel sauce, the Caramella is a popular twist on the Cappuccino. It was obviously the inspiration for the **Caramella Soprano**. This blended sensation is made with chilled espresso and two scoops of vanilla ice cream. The fuel element in the drink is equal parts of Jack Daniel's, Starbucks Coffee Liqueur and Starbucks Cream Liqueur. Before pouring the blended ingredients into the specialty glass, ribbon the inside of the glass with caramel and chocolate sauce. It, too, is finished with frothed milk, a drizzle of chocolate and caramel syrup and a chocolate biscotti.

So go ahead, add a few shots of espresso to your next vanilla milk shake, or blended Brandy Alexander. The world will be better off for it. ♦



Blended Espresso Shakes

In the final analysis, what people really want in a specialty drink is something that looks and tastes special. The surest path to get there is to use ingredients that are stars in their own right, which certainly espresso has become. Adding its rich, savory flavor to ice cream with a well coordinated selection of back bar items is a fast track to success. Start your diet tomorrow, there are always ample excuses to be indulgent.

Kasbah Caffé

House specialty glass, chilled
Pour ingredients into blender canister
 ¾ oz. Starbucks Coffee Liqueur
 ¾ oz. Godiva Chocolate Liqueur
 ¾ oz. E. & J. Brandy
 2 oz. cold espresso coffee
 2 large scoops (8-12 ounces) chocolate ice cream
Blend ingredients
 Spoon on layer of frothed milk
 Crumbled fudge brownie garnish

California Dreamin'

House specialty glass, chilled
Pour ingredients into blender canister
 ½ oz. Kahlúa
 ½ oz. Stolichnaya Vanil
 ½ oz. Baileys Irish Cream
 ½ oz. Chambord
 2 oz. cold espresso coffee
 2 large scoops (8-12 ounces) French vanilla ice cream
Blend ingredients
 Spoon on layer of frothed milk
 Sprinkle shaved chocolate garnish

Caramella Soprano

House specialty glass, chilled
 Ribbon inside of glass with caramel and chocolate syrup
Pour ingredients into blender canister
 ¾ oz. Jack Daniel's
 ¾ oz. Starbucks Coffee Liqueur
 ¾ oz. Starbucks Cream Liqueur
 2 oz. cold espresso coffee
 2 large scoops (8-12 ounces) vanilla ice cream
Blend ingredients
 Spoon on layer of frothed milk
 Chocolate biscotti garnish

