

# BEVERAGE AUTHORITY

July 2007 ~ Volume 6, Issue 7

manage. serve. profit.

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## THE BIG PICTURE



### Order Influencers

One of the keys of effective marketing is to have insights into what makes your clientele buy certain things and pass on others. You get a handle on that question and you're well on your way to success. The bar business is no exception.

For instance, would it surprise you to learn that almost two thirds of consumers who frequent casual restaurants don't know what beverage alcohol drink they will order in advance? These are guests who know that they will order a mixed drink, beer, or glass of wine, only they don't have a preconceived idea what specifically that will be. Savvy beverage operators see this as an ideal marketing opportunity.

So what is that influences guests to decide what they will eventually purchase on-premise? Are table tents more effective than drink discounting or daily specials? Are people more motivated to purchase a specialty drink if they read about it first in a drink menu?

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## SPOTLIGHT ON COCKTAILS

### The Ultimate Summer Libation

Between the thinning ozone and rising temperatures, your clientele will be developing a palpable thirst. There's nothing like heat and humidity to make people belly up to the bar. The question is how do you best revive their wilting spirits?

When you turn down the thermostat, few libations are more satisfying than the *Sangria*. It is essentially a punch, an extraordinary blend of wine, fresh fruit and an assortment of spirits and liqueurs. There isn't one definitive version of the Sangria. It is a drink perfectly suited for individuality and an artisan's touch. Often served in a pitcher, Sangria

can also be made in single servings. So delicious is the drink that it has evolved into a national treasure of Spain.

This light, thirst-quenching classic is typically made with a moderately priced red wine. The famed wines from the Rioja or Penedes regions of Spain are quite appropriate, as are California Zinfandel or Cabernet Sauvignon. In fact, wine choices are limited only by availability and personal preference. Nacional 27 in Chicago promotes a savory version of the drink named the *White Sangria*, which is concocted with South American Sauvignon Blanc or Chardonnay, while the *White Sangria* at the Las Vegas Rio All-Suite Hotel and Casino is built on a base of Pinot Grigio.

Champagne, sparkling wine or club soda is occasionally added

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## PRODUCT PROFILE by Robert Plotkin

### Daily's Mixes Go High Tech

When good people make good products easier and quicker to use, good things are surely to follow as a result. Such is the case with the recent debut of Daily's innovative, bartender designed packages outfitted with new groovy pour spouts. Now their purees pour faster, syrups smoother and drink mixes more effortlessly.

The improved bottles and spouts involve ergonomics, the applied science of designing

products for the workplace to maximize productivity by reducing fatigue and discomfort. The new Daily's bottle shape is contoured to better fit the grip of bartenders and makes for a smooth transition from store to pour and back.

The second improvement involves the Daily's proprietary pour spouts. They feature a quick-flip hinge that keeps its re-sealable cap open in a fixed position, which prevents the cap from dangling into the pouring area. The spouts are also angled allowing for easy pouring with minimal wrist action and vented to

*continued on page 3*

## Your Barware Speaks Volumes

Much like you can tell a great mechanic from the quality of his tools, the accoutrements behind the bar will speak volumes about your knowledge of the business. You have a much better chance of achieving greatness outfitting your staff with professional grade barware than you will supplying them tools designed during the Truman administration.

Considering the current cocktail culture and surging spirits sales, selecting the right small wares and bar equipment can have a significant impact on speed of service and the excellence of your drinks. Just as the purity of the water affects the quality of your ice cubes, which in turn affects the taste of the drinks you serve, seemingly little things matter.

There are a number of bar related items upon which commerce behind the bar seems to depend. As in all things, there are practical considerations to weigh when making purchasing decisions. Whenever in doubt, our advice is to err on the side of quality and quantity.



→**Bar Essentials** — Unless screw-top enclosures become the universal standard for wine bottles, you'll need an adequate supply of French waiter's wine openers. When selecting which to purchase, choose one equipped with a straight blade for cutting away the foil on the neck of a wine bottle, the curved blades often tear the foil. Select an opener that has a worm screw with five coils, instead of four, and preferably one that has a center groove etched down the middle of the coils. The groove will reduce friction and is easier to use.

Wall-mounted wine openers are an excellent option. These devices are capable of removing the cork from a bottle in one smooth, effortless motion.

They are a fast and efficient method of opening a bottle of wine. We should mention that they're fun to use and look cool.

In the age of the Mojito and Caipirinhas and with Old Fashioneds making a spirited comeback, outfitting the bar with a muddler is a must. It's essentially

nothing more than a hefty, wooden pestle used to squash fruit inside a glass. While muddling fruit with the back of spoon may work as well, the traditional device greatly adds to the theatrics.

Most top-loading coolers are equipped with a mounted bottle opener that is partially enclosed and designed to prevent the bottle caps from flying off and landing on the floor. Another advantage mounted openers have over hand-held types is that they require the bartender to only use one hand to open bottles.

Several sharp paring knives are absolutely essential for preparing fruit garnishes. By the way, a dull knife poses a greater hazard to your bartenders than one that is extremely sharp. You'll also need several cutting boards for the bar.

Bartenders can never be permitted to use a glass to scoop ice, thus necessitating the use of hard plastic or Lexan ice scoops. The health department considers ice a food substance, which means that it cannot be touched or come in contact with skin. Metal scoops are less preferable because they may scrape against the cold plate in the ice bin.

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“ONE MORE THING. . .” by Robert Plotkin

### *Hurry Up and Slow Down!*

I was concerned. The restaurant was packed, the lounge was filled to capacity and the bar was like a war zone. The underside of being a popular joint on New Year's Eve, I thought to myself as I slowly made my way to the service station at the bar.

Lori was deep in the weeds. “No one ever told me there'd be days like this!” And with that she grabbed two drinks and bolted toward the hot end of the bar. That was 25-years ago, but it's still clear as a bell. I was about to learn a valuable lesson about managing a bar.

Lori was a superb, seasoned bartender, the implacable type and here she was melting down before my eyes. I glanced at the other four bartenders working and they too were sweating, looking frenetic and anything but

hospitable. The two bar backs seemed close to tears.

Out of the corner of my eye I saw Lori steaming back, and from out of nowhere I told her to slow down. Her eyes shot open, “What?!” She looked stunned as if

**“Regardless of the din and madness, my steadfast rules of engagement are slow down and craft each cocktail as if it was for your childhood idol.”**

I had just demanded she drop and give me fifty. “No, no, I'm serious, slow down. It's your New Year's Eve too. Enjoy it and slow down. I mean it!”

I repeated the directive to each of the bartenders until they blinked in recognition. Excruciating slowly they

shifted from panic mode into cool, calm and collected. As they returned to working within their capabilities, their wide-eyed, “caught in the headlights” look disappeared. It turned out to be a great night. What's interesting is that none of the guests pressing against the bar seemed to notice that the bartenders had slowed down.

What I learned that night about managing a bar has served me well. Bartenders can't make superior cocktails while sprinting on treadmills and a sweaty, stressed out countenance does little to engender fuzzy feelings in your guests. Regardless of the din and madness, my steadfast rules of engagement are slow down and craft each cocktail as if it was for your childhood idol.

As they say, speed kills. —RP♦

# The Spritz Dimension

Adding a fine spritz in a drink is a marvelous thing, a centuries old practice. Mere carbonation is passé, now it's about adding quality effervescence. Spritz helps achieve the all-important balance between the various elements in a cocktail. It enhances a drink's mouth feel and most importantly, effervescence energizes a libation, transforming it from flat and lifeless to teeming with vibrancy and pizzazz.

Artificially charged water from the beverage gun can hardly compare to the natural effervescence of sparkling waters, source derived products like San Pellegrino or Perrier. These famous waters have an abundance of fine bubbles and mild acidity that invigorates a cocktail. Club soda can't begin to measure up.

So put down the siphon bottle and consider your options.

⇒**The Classic Sparkler** — Champagne-laced cocktails are light, effervescent and exceptionally delicious. For example, the World Bar in Manhattan promotes a signature dubbed the *World Cocktail*. It's concocted with Rémy Martin XO Cognac, white grape juice, bitters and Pineau des Charentes. The drink is shaken, strained into a chilled glass and filled with Veuve Clicquot Champagne.

At Harry Denton's Starlight Room in San Francisco one of the headline attractions is a

sensational specialty drink called *Drinking the Stars*, a luxurious combination of Dom Pérignon Champagne and Bas Armagnac that has been infused with vanilla, raisins and orange.

The *Flirtini* at Manhattan's Stone Rose Lounge pairs Grey Goose L'Orange Vodka, pineapple juice and Champagne, while the *French 59* at Brasserie JO in Chicago is made with Tanqueray, Crème de Gingembre liqueur, fresh lemon sour mix and a fill with Crémant d'Alsace Brut. The *Platinum Apricot Bellini* is a specialty cocktail at Rosemary's Restaurant in Las Vegas. It's a sensational cocktail concocted using Gran Patrón Platinum Tequila, apricot puree and J Vintage Brut from J Vineyards.

⇒**Exotic Sparklers** — Although celebrated, Champagne is not the only variety of sparkling wine that can be used in the construction of this style of cocktail. 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 creatively altered as well.

American sparkling wines have steadily increased in renown and popularity. Also popular is Prosecco, a delicious sparkling wine made in the Veneto region of Italy.



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 Crémant d'Alsace Brut. Lastly, the Mosaic Restaurant in Scottsdale, Arizona promotes a specialty called *The Bull*, a cocktail made with Absolut Kurant, Chambord and sparkling Shiraz.

⇒**Ginger Brews** — Ginger beers are a non-alcohol fermented brew flavored principally with ginger, lemon and sugar. It is also gloriously effervescent and a delight to use in preparing cocktails. At

Tommy's Mexican Restaurant in San Francisco, the *Yerba Buena* is a popular signature drink featuring muddled mint leaves, lime juice, falernum, Corazon Tequila Blanco and topped with Stewart's Ginger Beer.

⇒**The Few, The Proud** — Few carbonated beverages have more contemporary appeal than energized Red Bull, making it a frequently relied on behind the bar to give a cocktail a shot of flavor and effervescence. Hard ciders, sparkling lemonades ales, lagers and ales are all highly advantageous featured in cocktails. ♦

## PRODUCT PROFILE *continued from page 1*

**“When good people make good products easier and quicker to use, good things are surely to follow as a result.”**

increase pouring speed, smoothness and enhanced measuring capabilities. The cap is color-coded such that differentiating products behind the bar is a breeze.

The spouts are produced with two different sized openings depending on the specific products. For example, the spout on the *Daily's Strawberry Mix* has a large opening intended for high volume or high viscosity products. Among the Daily's mixes with the fast pouring spouts are the lemon-forward *Sweet & Sour Mix*, and the company's versatile repertoire of

tart and aromatic, purees including *Peach, Mango and Raspberry Mixes*.

There are those products behind the bar that require spouts with smaller openings, which allows for more accurate shorter pours. These spouts, for instance, can be found on Daily's alcohol-free *Triple Sec*, light-bodied *Grenadine Syrup*, delicately balanced *Lime Juice* and the company's winning *Cosmopolitan Mix*.

Rounding out the exemplary range are *Daily's Pomegranate, Margarita, Piña Colada, Mudslide* and *Mojito Mixes*. The entire Daily's repertoire of highly popular drink mixes is now available in the upgraded liter packages.

All of Daily's products are made with real fruit and the finest ingredients available. —RP♦



# For Goodness Sake, Shake it Up!

Every day you open your doors and then close them. Open. Close. Soon everything in middle begins to blur together as little more than what happens between opening and closing the doors. Little wonder why we lapse into complacency and let our businesses go stale.

Well, grab your beverage operation by the ears and shake it up! Today it's all about stepping over the rut, not falling in it. So take our list, grab a stepladder and start shaking things up.

⇒**Facility Facelifts** — Regularly change how your place looks. Move a mirror, or paint a wall. Even subtle changes can make a difference in the feel of the place. Guests will appreciate the scenery change, and so will the staff.

⇒**Sales Contests** — Light a fire under your staff with regular sales contests. Base it on something easily tracked, such as weekly sales, highest ticket average, or most specials sold in a week. Then acknowledge the winner at a staff meeting and make the award truly desirable.

⇒**Periodic Profit Sharing** — At the end of a good month, give your staff unexpected bonuses. Opening an envelope and finding cash builds good will and is a great motivator. Don't forget anyone on your staff, including bussers and dishwashers. If they contributed, they should share in the benefits.

⇒**Featured Events** — Don't call your "special of the day" a special if it's not. Coming up with fresh ideas every day is challenging, but featuring dull, boring specials is worse than featuring nothing at all. Get your best people on it and plan a month in advance.

⇒**Change the Uniform** — Give your staff a new look. Wearing the same clothes to work gets old, and takes a toll on staff morale. Put a bounce in their step with a uniform change. Better yet, form an employee committee and let them choose their new look.

⇒**Random Acts of Generosity** — What if you periodically bought people in your establishment their dinners? Or sent

a bottle of wine to a table compliments of the management? Or bought a party a round of drinks? There'd be an massive outbreak of goodwill.

⇒**Give Yourself a "Retro"** — Change decades now and again, and go "retro." It's a blast for the staff, a novel change for the clientele, and a boost for business. Pick a decade and work with it — music, costumes, vintage drinks, period decor, etc. Have fun.

⇒**What's Your Sign?** — Give your business a slightly new public image by changing your exterior signs. Swap out the neon beer signs in your windows. Change the color of the exterior trim. Spruce up your curb appeal.

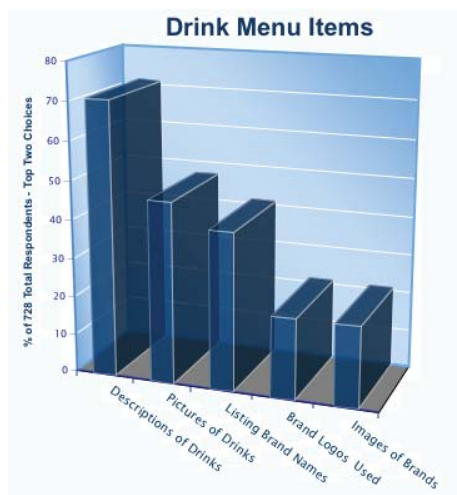
⇒**Throw Yourself a Party** — Why not throw a "Christmas in July" party for your customers? Or a beach party in January? Any excuse to have a celebration helps break-up the week for both the clientele and staff and increases sales in the process. ♦

## THE BIG PICTURE *continued from page 1*

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 on-premise drink influencers. It may come as a surprise that 75% of consumers take the time to read drink menus and 25% of people identified drink menus as what influenced their decisions on what to buy.

With respect to bar menus, 71% of consumers said that the descriptions of drinks was most influential, while 47% of the people were swayed by pictures of the drinks and 41% influenced by drinks listing brand names. These findings validate the thinking that bar menus are a must, and that spirit branding, colorful pictures and well-written drink descriptions positive sales drivers.

In addition, the survey revealed that consumers are significantly influenced by special price promotions. Twenty percent of the respondents said that they were



favorably predisposed to ordering drinks that were discounted in price.

According to the survey, the third most significant order influencer was promoting drinks within the restaurant's food menu. Seventeen percent of consumers reported that they were positively swayed to purchase a specialty drink they saw while pursuing the food menu. This dovetails perfectly with the growing trend of pairing

food items on the menu with cocktails, wines and beer.

Then there's the question of how much influence do others have on what people order. The fourth largest response in the survey (13%) from consumers was that they would follow the recommendations of friends or family. It's interesting to note that the respondents rated the influence of servers and bartenders each at 8%.

Lastly, we discovered that the best way to get guests to order new drinks is by offering small samples of them. Over half of the respondents said that sampling the drink beforehand was most persuasive.

It's fascinating to learn what motivates consumers and compare those insights with your present marketing strategy. If it doesn't include a well-conceived drink menu, you might wind up spinning your wheels.

Mike Ginley  
Next Level Marketing

to Sangria for a refreshing splash of effervescence. An example is the **Red Sangria** at Rosemary's Restaurant in Las Vegas. It's made with, among other things, light- to medium- bodied red wine, a bevy of juices and dry sparkling wine.

Their popular **White Sangria** is made with light- bodied dry white wine and sparkling wine.

There isn't one definitive version of the Sangria. It is a forgiving concoction, so have fun and experiment. You can't go too far astray. A few pointers usually prove helpful, however.

⇒**Spirited Designs** — The Sangria's wine and fruit base makes a wonderfully hospitable environment for many different spirits, liqueurs and fortified wines. All-stars such as Cointreau, crème de cassis, peach schnapps, apricot liqueurs, Chambord, fraise

and others of their ilk are used in Sangrias. For example, along with the Sauvignon Blanc and Chardonnay, the **White Sangria** at Nacional 27 derives some of its marvelous flavor from a bracer of Pisco Peruvian brandy.

The Spanish Kitchen in Beverly Hills celebrates summer with two very different versions of the drink. The **White Sangria** gets its kicks with Cruzan Orange and Pineapple Rums, DeKuyper Tropical Pineapple Schnapps and white wine, and the **Red Sangria** is fueled by Cruzan Citrus Rum, Brandy Presidente and red wine. Both are heavenly.

⇒**Fresh, Fresh, Fresh** — Most seasonal fruits make excellent additions in Sangria. Especially suitable are the citrus fruits, such as oranges, lemons, and limes. Their high acidity offsets the drink's natural sweetness and keeps the other fruit in the drink from discoloring. Also popular are fragrant fruit and berries, such as peaches, nectarines, blackberries, strawberries and pitted cherries, as well as apples, pears, or grapes.



A luscious example of creative "fruiting" is the Backstreet Cafe's **Pomegranate & Peach Sangria**, a blend of pomegranate juice, fresh pureed peaches, guava nectar, orange juice, Cointreau and New Zealand Sauvignon Blanc.

It's worth the trip.

Muddle the fruit along with sugar or simple syrup before adding in the other ingredients. It is also highly advisable to let the Sangria steep so the flavor of the wine, fruit and spirits has time to become fully integrated. If you make the Sangria in advance, add soft fruit, such as pears and strawberries, just before serving to prevent them from getting mushy.

Life is far too short to tolerate thirst. It should be extinguished every time that it rears its leathery, shriveled head. The most effective thirst-buster in the mixologist's repertoire is the Sangria. With the full brunt of summer's heat upon us, civic duty requires you to put aside whatever you may be doing, grab a pitcher, some wine, fruit and go to town. Let steep and dispense to the parched. *Salud!* ♦

## SAFEGUARDING YOUR PROFITS *continued from page 2*

⇒**Drink Making Essentials** — Regardless of the particular style of shaker set you choose, four things are crucial. The first is that the shaker must be of sufficient volume to prepare two cocktails at once. Second, ensure that

supervisors to visually confirm how much liquor is being poured. If you allow bartenders to free pour, there are devices that can be used to test the accuracy of their free pouring abilities.

important, try squeezing a lime wedge with a cut on your finger. It's enough to ruin your night. ♦

## "The accoutrements behind the bar speak volumes about your knowledge of the business."

the shaker sets don't leak. Third buy a sufficient quantity of shakers such that multiple cocktail orders can be prepared simultaneously. Finally, some shaker sets are more fashionable than others so don't discount aesthetic considerations. Lastly, you'll need long handled bar spoons and sturdy spring strainers.

⇒**Pouring Essentials** — While there are a number of different handheld jiggers, it's advantageous to choose a transparent device with multiple measurements, allowing patrons or

greatly reduce back strain and leg fatigue. Standing and working on a hard surface can be physically brutal. It's difficult for a bartender to continue smiling with an aching back.

Another often-overlooked necessity is sufficient trash disposal at the bar. Imagine the impression patrons seated at the bar form when they see overflowing trash containers.

Lastly, make sure that you keep a well-stocked first aid kit behind the bar with a replenished supply of bandages. If you don't think that they're that

### ⇒**Practical Essentials**

— Anti-fatigue mats will greatly improve your staff's quality of life behind the bar. Not only do these hard rubber floor mats provide needed traction, they also

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July 2007 ~ Volume 6, Issue 7

©Liquid Enterprises 2007

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# Gourmet Sangrias for Summer

Living a stone's throw from the North African coast, the Spanish know a thing or two about slaking thirst. For generations the answer to the oppressive heat has been the Sangria, an irresistibly delicious drink with so much creative potential that growing tired of it is quite impossible. Its mélange of vibrant flavors are created by swirling together wine, juice, fresh fruit, spirits and liqueurs. Here are a few Sangria recipes to whet your whistle. —RP♦

## Pomegranate & Peach Sangria

*Specialty of Backstreet Cafe*

*Created by Sean Beck*

Glass pitcher, 64 oz., ice

*Build in pitcher*

Bottle New Zealand

Sauvignon Blanc (26.2 oz.)

1 1/2 oz. Cointreau

8 oz. pomegranate juice

7 oz. fresh pureed peaches

6 oz. guava nectar

4 oz. orange juice

2 oz. simple syrup

1 peach cut into slices

1 orange cut into slices

1 lime cut into slices

Garnish with freshly cut fruit

*Combine all ingredients, except the sliced fruit, and stir well. Add freshly sliced fruit.*

*Serve in glass of choice over ice.*

## Rosemary's Red Sangria

*Specialty of Rosemary's Restaurant*

*Created by Michael Shetler*

(Mix all ingredients in a 1 gallon+ container and refrigerate overnight)

50.8 oz. (2 x 750ml bottle) Light to

Medium Bodied Red Wine

12.7 oz. (1/2 x 750ml bottle)

Dry Sparkling Wine

10 oz. Rosemary's House Brandy Extract

16 oz. fresh orange juice

4 oz. fresh lime juice

4 oz. fresh ruby red grapefruit juice

4 oz. POM Pomegranate Juice

6 oz. simple syrup

Pint glass, ice

*Pour ingredients into an iced mixing glass*

*Shake and strain*

Garnish with fresh orange slices, grapes

and a lime wedge floated in the glass.

NOTE: Rosemary's House Brandy Extract

1 liter Brandy

1 whole vanilla bean

*Macerate stock brandy with whole vanilla bean for minimum of 90 days*

## The Spanish Kitchen's Red Sangria

*Specialty of The Spanish Kitchen*

*Created by Danny Rodriguez*

*(Mix all ingredients in a 5 gallon container and refrigerate overnight, remove cloves before serving)*

8 red apples (cut into 12 pieces)

8 oranges (cut into 12 pieces)

1 liter Brandy Presidente

1 liter Cruzan Citrus Rum

8 liters San Antonio Velvet Burgundy

4 liters Sprite

16-24 oz. canned mandarin oranges with juice

1 oz. whole cloves wrapped in coffee filter

House specialty glass, ice

*Build in glass*

*Fill with The Spanish Kitchen's Red Sangria, leaving room for 1 scoop sangria soaked fruit. Mix fruit in carefully.*

## Nacional 27 White Sangria Recipe

*Specialty of Nacional 27*

*Created by Adam Seger*

*(Mix all ingredients in a 3 gallon+ container and refrigerate 24 hours, strain out fruit and cinnamon before serving)*

9 x 750ml bottles South American

Sauvignon Blanc/Chardonnay

1 liter DeKuyper Peachtree Schnapps

1 liter fresh lemon sour mix

1/2 x 750ml bottle Pisco

12 cinnamon sticks

6 apples, coarsely chopped

6 oranges, coarsely chopped

Wine glass, ice

*Build in glass*

Add a splash of club soda

Garnish with relish of diced Granny

Smith apples and Naval oranges

# The Pousse Café Challenge

There are several immutable laws that govern life behind a bar. One of those certainties is fielding the guest request to make a layered cordial drink in the middle of a rush. All a bartender can really do is feign a smile and gulp back the rising sense of panic. Not only are layered drinks time consuming to make, they require steely control and a rock steady hand.

Well, maybe we can make life a wee bit easier by refreshing your memory on what products are used to prepare some of the most popular layered concoctions in mixology. *Ready? Go!*

## Questions

A. After Eight

B. After Five

C. Beverly Hillbilly

D. B-52

E. F-16

F. Harbor Lights

G. King Alfonse

H. Neutron Bomb

I. Separator

J. Slippery Nipple

1. Dark Crème de Cacao/Cream

2. Sambuca/Irish Cream

3. Kahlúa/Green Crème de

Menthe/Cream

4. Kahlúa/Tequila/151 Rum

5. Kahlúa/Irish Cream/

Butterscotch Schnapps

6. Kahlúa/Frangelico/Irish Cream

7. Kahlúa/Cream/Brandy

8. Kahlúa/Irish Cream/Grand

Marnier

9. Kahlúa/Peppermint Schnapps/Irish Cream

10. Goldschläger/Jägermeister



12  
17  
H.5  
G.1  
F.4  
E.6  
D.8  
C.10  
B.9  
A.3

Answers

# Test Driving the Professional Bartender's Blender

I have been working with Vita-Mix blenders for more than a decade, so it was with no small amount of anticipation that I tore open the box bearing the 2007 model of the *Vita-Mix BarBoss Advance*, which is billed as “*The Professional Bartender's Blender.*”



There's not a mixologist alive that wouldn't appreciate getting their hands on this superb machine. It's a street legal blender that transforms all types of disparate ingredients into masterfully prepared libations. It has the torque of a throaty V8, the proven endurance of a Jeep and the unflinching response of a high performance race car.

Taking the '07 BarBoss Advance through its paces was a genuine pleasure. It is a serious piece of

equipment designed to withstand the rigors of commercial use. Frankly, when the blender kicks into overdrive even rock solid ice doesn't stand a chance. The machine effortlessly transformed 32 ounces of ice, tequila and fixings into a pitcher of slushy Margaritas in under five seconds. Not only did it make short work of homogenizing the various ingredients, the resulting Margaritas stayed intact and perfectly integrated at room temperature for an impressive amount of time.

The blender's enhanced performance can largely be attributed to two significant design improvements. The first involves the all-important blades. Previous models have been outfitted with blades resembling a plus sign with four sharpened edges and

two raised tips. The BarBoss has a much larger, 3.5 square inch, stainless steel blade. It's a beast of a device, designed to improve blending speed and reducing cavitation.

The second major improvement is the high tech design of the canister. It creates a vortex that continually forces the ingredients to circulate downward toward the whirling blades. So powerful is this downward vortex that it leaves a distinctive, swirling pattern on the surface of the drink, which may soon become the sign of a perfectly blended drink.

The '07 BarBoss utilizes the same dual speed design and heavy-duty, 2 horsepower motor as the Vita-Mix Drink Machine, which has until now been the industry's “go to” blender. The machine's advanced technology includes a pulse feature that greatly increases your control over the blending process. It allows you to rev-up the rpms when in the low speed, or momentarily reduce the blade speed when in high.

**“It's a street legal blender that transforms disparate ingredients into masterfully prepared libations.”**

The machine now sports six program settings that vary the speed and running time. It's an invaluable feature for maintaining drink consistency. The internal noise dampeners and baffling have been also improved, rendering the blender 20% quieter than previous models. It is also noteworthy to mention that the highly efficient coupling system, which connects the drive shaft to the canister's blades, is the same used on previous Vita-Mix blenders. Wise move as their coupling system is the best in the business.

Trust me, the Vita-Mix BarBoss is as indispensable behind the bar as oxygen. Test drive the machine yourself and feel firsthand the exhilaration of being creatively unshackled. ♦

Sponsored by  **Vita-Mix**  
FOODSERVICE

# Fabulous Frozen Signature Drinks

Let's see if I have this right. You want to promote great tasting drinks at your bar. You want them to look great, offer your guests good value for their money and yield the kind of profit margins that attracted you to the bar business in the first place. Well, plug in your blender. Things will start going your way after that. —RP ♦

## Staten Island Berry

House specialty glass, chilled  
*Pour ingredients into blender canister*

- 1/2 oz. Gin
  - 1/2 oz. Vodka
  - 1/2 oz. Rum
  - 1/2 oz. Tequila
  - 1/2 oz. Triple Sec
  - 1 oz. fresh lime juice
  - 1 1/2 oz. strawberry puree
  - 2 oz. fresh lemon sour mix
- Blend ingredients with ice*  
Splash cola  
Garnish with a lemon wedge

## Strummer Hummer

House specialty glass, chilled  
*Pour ingredients into blender canister*

- 3/4 oz. Bacardi Light Rum
  - 3/4 oz. Cruzan Banana Rum
  - 3/4 oz. Disaronno Amaretto
  - 1 ripe banana, peeled
  - 1 1/2 oz. fresh lime sour mix
  - 1 1/2 oz. sweet 'n' sour
- Blend ingredients with ice*  
Garnish with a banana spear

## Zanzibar Dunes

House specialty glass, chilled  
*Pour ingredients into blender canister*

- 1 1/2 oz. Absolut Vodka
  - 1 oz. Midori
  - 1 oz. Peach Schnapps
  - 1 oz. Concord grape juice
  - 1 1/2 oz. cranberry juice
  - 2 oz. orange juice
- Blend ingredients with ice*  
Garnish with a dollop of whipped cream and a pineapple spear



Vita-Mix BarBoss Advance