

# BEVERAGE AUTHORITY

October 2007 ~ Volume 6, Issue 10

manage. serve. profit.

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## THE BIG PICTURE



### Driving Incremental Beverage Sales

Next Level conducted research on behalf of *Cheers Magazine* that revealed 38% of consumers typically order only one drink when visiting bars and restaurants. While excellent news from a responsibility perspective, it did make me wonder why almost 40% of people hold after the first drink. Curious, I delved into it a bit deeper and was surprised to learn that consumers would be inclined to order another drink if only asked, which suggests operators are leaving money on the table.

This underscores the tremendous profit opportunity behind ensuring that a dynamic in-house marketing plan is in place. The majority of consumers don't know what they want to order in advance and drink sampling, bar menus and drinks listed on the food menus are among the biggest drink order influencers. It's all about timing, training and execution.

Operating a bar without a drink menu is like running a restaurant without a food menu. Actually, a beverage program

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## SPOTLIGHT ON COCKTAILS

### Old Fashioneds – Cool and Trendy

Despite its name, the *Old Fashioned* is very much in step with contemporary tastes. Thankfully for whiskey aficionados, the neoclassic cocktail is experiencing something of a renaissance.

Credit for originating the Old Fashioned goes to the Pendennis Club, a gentlemen's club in Louisville, Kentucky. In the mid-1880s, the drink was popular with its members, one of whom was bourbon distiller Colonel James Pepper. In turn Pepper introduced the concoction to the bar staff at the Waldorf-Astoria Hotel in Manhattan, which provided the drink with its big break.

The Old Fashioned of that era was constructed in a whiskey glass with a small lump of sugar, Angostura Bitters and a small amount of water, ostensibly to hasten the sugar dissolving. Recipes of the day

instructed the barman to add a jigger of bourbon, piece of lemon peel and to mix the ingredients with a spoon, which was to be left with the guest.

The practice of muddling a cherry and orange slice in the bottom of the drink can be traced back to Prohibition. Times were rough and bootleg whiskey even rougher. Muddling fruit into the mix was no doubt a necessary response to the raw, inferior liquor.

The present incarnation of the Old Fashioned is prepared in a rocks or bucket glass by adding 2-3 dashes of Angostura Bitters, a maraschino cherry, orange slice and simple syrup. The ingredients are muddled together before adding ice, a healthy measure of whiskey and a splash of soda.

The drink's timeless appeal lies in the interplay of the whiskey and murky

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Blended Profits, Cool Runnings



#### PRODUCT PROFILE by Robert Plotkin

### Imperia Vodka

When it comes to vodka, purity is an extremely difficult standard to achieve. The slightest imperfection drops it out of contention. Flaws or production shortcuts are easily perceived and diminish the overall sensory experience. Arguably no one does pure better than the Russians, and possibly no brand better proves the point than *Imperia Vodka*.

Appreciating a world-class vodka like Imperia, something

neutral in character and essentially devoid of impurities, is a pleasure not confined to aficionados or those with well-educated palates. To the contrary, the widespread popularity of vodka suggests that neutrality is extremely appealing. This bodes well for this classy ultra-premium brand from St. Petersburg.

Imperia Vodka is produced according to a recipe that dates back to Czarist Russia in 1894. It is distilled eight times from hand-selected winter wheat grown in the fertile black soil of the Russian Steppes and pristine glacial waters of Lake Lagoda.

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# Infusing Spirits a Hit with Bar Chefs

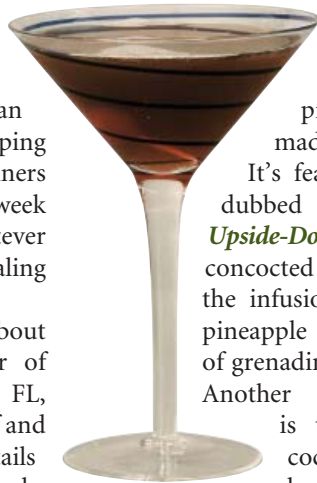
The infused spirits phenomenon is all about delivering flavor, robust, fill-your-mouth, true-to-nature flavor. From coast to coast and all points between, mixologists and distillers are flexing their imaginations and macerating their hearts out in search of palate pleasing taste combinations. Infusing spirits fits the bill perfectly.

You can turn virtually any spirit into something extraordinary by steeping it with everything from kiwis to sun-dried tomatoes. Infusing is an uncomplicated process involving steeping fruit, among other things, in containers filled with spirits. Several days to a week later, the vodka, tequila, rum, or whatever will be imbued with loads of appealing flavor, color and tantalizing aromas.

Chef Michael Blum knows all about the allure of infusions. The owner of Michael's Kitchen in Hollywood, FL, Blum's culinary skills inspired his staff and him while developing signature cocktails made with infused spirits. One such creation is the *Pepper Martini*, an infusion made with chili peppers, cherry peppers, roasted peppers, olives, caper berries and grilled onions. The mélange is steeped

in Fris Vodka for a minimum of a week. The cocktail of the same name is prepared using a jigger of the peppered infusion and an equal amount of Fris Vodka. It's served straight up with a garnish of green olives.

At Houston's Rickshaw Far East Bistro, infusions are a way of life. The staff at the Pan-Asian restaurant keeps several



infusion jars at the ready, a popular favorite being a vanilla bean and pineapple infusion made with Rain Vodka.

It's featured in a cocktail dubbed the *Pineapple Upside-Down Cake*, which is concocted with 1¾ ounces of the infusion, Absolut Vanilia, pineapple juice and splashes of grenadine and simple syrup.

Another Rickshaw favorite is the *Tender Kiss*, a cocktail based on wild berry infused vodka.

The *Bloody Mary à la Verdi*, a long running specialty at the L'Allegria Restaurant in New York, features vodka infused with sun-dried

tomatoes, jalapeños, lemons and a helping of horseradish. Tucson's Café Terra Cotta promotes a signature drink dubbed *110 in the Shade*, a fiery blend of jalapeño-infused vodka and iced Negro Modelo beer. Popular at London hotspot Dog House, the *Prairie Oyster* is a specialty made with chili-infused vodka, Tabasco and oyster sauce. Down the road in Soho a local attraction is a concoction made with garlic-infused vodka.

There's no reason, however, to limit oneself to using vodka in an infusion. Adam Seger is one of Chicago's top mixologists and general manager of Nacional 27, an upscale, Pan-Latin restaurant in the Lettuce Entertain You portfolio. Among his many achievements behind the bar is the *Latin Manhattan*, a cocktail made with cigar-infused Maker's Mark. Seger creates the infusion by crushing a premium, hand-rolled cigar, wrapping it in cheesecloth and steeping the tobacco in the whiskey. He then combines the infused bourbon with sweet vermouth, Angostura bitters and homemade maraschino juice.

Mixologist/sommelier Scott Beattie is another celebrated practitioner of

*continued on page 5*

“ONE MORE THING. . .” by Robert Plotkin

## Aged Rums and the Quality of Life

I'm captivated by aged rums with their dark, mahogany hues and wafting aromas of fruit, vanilla and molasses. That's why as of 6:15 am this morning I've decreed that sipping snifters of barrel-aged rums is now the new groovy drink in bars. When people ask you why dark rums are so hip and happening, the following is a point-by-point breakdown of the approved response. Read through the talking points and commit them to memory. Let their irrefutable reasoning secure a foothold in your mind and wash all other conscious thoughts away.

Ladies and gentlemen, this is how revolutions begin. So repeat after me, “Sipping dark rums is really groovy because of their...”

“...brilliant range of styles” — You can sample a new dark rum every night

for months and not run out of glorious options. Rums adapt well to barrel aging and are produced in an intriguing array of styles and types, including single barrel, vintage dated, wood finished and extended aged rums. The road to discovery is downhill with the wind at your back.

“...outstanding value” — Fine aged rums are inexpensive relative to single malts, artisan tequilas and alembic brandies. For one thing, rums age quickly in the warm, humid Caribbean climate. A spirit aged in oak barrels for four to six years in the Caribbean drinks as if it had been matured in northern climes upwards of 12-14 years. Another factor is that sugar cane is a renewable resource harvested three times a year. Its cultivation is less labor- and cost-intensive than, say, growing cognac grapes or blue agaves.

“...delectable taste” — There's no learning curve necessary to immediately enjoy the rich, semisweet flavor of rum. It's distilled sugar, after all. Rums taste marvelous with the first sip, sniff and swallow.

“...incomparable mixability.” — Dark and full-flavored rum is also exceptionally mixable, equaling vodka in that respect. But unlike vodka, rum has an irresistible taste and aroma that lifts it head and shoulders above any other light liquor. In most cocktails, vodka's characteristics go unnoticed, while rum is always a primary contributor.

The smart money says that rum is the next category to get blistering hot. —RP ♦

# The Three-Minute Tequila Primer

In Mexico, they're referred to as Tequila Puro. In the United States, we know them as 100% blue agave tequilas. The first sniff, sip and swallow will quickly reveal why it is so tremendously popular. The extraordinary character and aroma of the agave is remarkably appealing. These tequilas are so rich and vibrant that you're left with the unmistakable conclusion that this is how tequila is meant to taste.

Unlike their blended counterparts, 100% blue agave tequilas are distilled from nothing but the Weber blue agave, a majestic green succulent native to Mexico, related to the aloe. While there are nearly 360 varieties of the agave, tequila can only be made from the Weber blue agave.

From the planting of the agave to unbarreling the añejo, the production cycle can take more than a decade to complete. Once an agave is deemed ready for harvesting, its large, spiny leaves are lopped off, and the remaining plant — referred to as a *piña* — is taken directly to the distillery. There they are steamed, crushed and placed in vats to ferment. The fermented wash is then double-distilled. Premium brands of 100% agave tequilas are distilled in alembic stills, similar to those used to distill cognac. The result is an exquisite spirit of incomparable quality. By law, a 100% blue agave tequila must state that fact on its front label.

The production of these tequilas is closely scrutinized by the government

to ensure exacting quality standards are maintained. Because the blue agave is so expensive to cultivate for the eight to ten years it takes the plant to reach maturity, the Mexican government permits rank and file tequila, called *mixto*, to contain up to 49% sugar (caña or glucosa) as an adjunct during fermentation.

## Marketing 100% Agave Tequila

Handcrafting 100% blue agave tequila is a laborious, expensive process. Ounce per ounce, these ultra-premium tequilas are comparable in quality to older single malt Scotch and well-aged cognac.

The best way to assess a tequila's inherent attributes is to sample the silver version. They are unaged, unaffected by aging and bottled directly from the still. Silver tequilas are vibrant, bursting with flavor and best represent the wonderfully compelling qualities of tequila.

A reposado (rested) tequila is aged in oak between two months and one year. The wood imparts tannins that soften and mellow the tequila. It strikes a true balance between the fresh, spirited character of a silver tequila and the refinement of an añejo.

To be labeled an añejo tequila, the spirit must be aged in oak barrels for more than a year. Aging in wood leaves some añejo tequilas smooth and luxurious, with a subtle amber hue. In others, the character of the wood is dominant, with prominent tannin and a broad vanilla flavor.

As with any high-ticket item, proper marketing will greatly assist your efforts to create customer brand recognition.

⇒ Ensure the staff is well informed about what makes 100% blue agave tequilas so exceptional and why they're worth their higher price.

⇒ Encourage the clientele to sample short-portions of several different brands of tequila, so they can compare the attributes of each and determine their favorite styles.

⇒ Feature signature 100% blue agave tequila Margaritas made with fresh lime juice. Serve the drink straight up so your patrons will be better able to appreciate the quality tequila. To enhance customer appreciation, serve añejo tequila in a snifter or wine glass. ♦



## PRODUCT PROFILE *continued from page 1*

After distillation, the vodka is filtered twice through charcoal and twice again through quartz crystals from the Ural Mountains. The result is luxurious.

nasal-scorching waves of ethanol. The vodka fills the mouth with a dry, tingling warmth that lingers before

The brand is naturally graced with unlimited drink making possibilities. Its most inspired use is, however, as the headline performer in a Martini, one prepared in the manner preferred by the movie James Bond, shaken, not stirred. Imperia's delicate neutrality permits the vermouth, olive brine and vodka to meld seamlessly. Vigorously shaking the cocktail brings about several significant things, namely rendering it icy cold, adding a little water, and most importantly, aerating the drink with palate stimulating air bubbles. In this instance, shaking the Martini produces a vitality that gently stirring couldn't possibly duplicate.

Imperia Vodka is an elegant *tour de force*, a spirit on a mission. *Nazdaróvy!* —RP ♦



**“Appreciating a world-class vodka like Imperia... is a pleasure not confined to aficionados or those with well-educated palates.”**

In fact, Imperia is classified as a luxury brand in Russia and remains the country's category leader. A sip or two quickly confirms why. The vodka has crystalline clarity, a silky, lightweight body and wispy notes of grain. Imperia's skillfully crafted nose is bereft of off odors and hot,

gradually fading away. Imperia is outstanding, among the most revered of Russian vodkas. What a marvelous form of cultural exchange.

# You Too Can Yuzu in Cocktails

Ladies and gentlemen, please put your hands together and help us welcome the newest citrus sensation from the Orient, the yuzu. It is a hybrid between the sour mandarin and the Ichang Lemon, a hardy, slow-growing variety native to East Asia. In today's cocktail culture where innovation is king and a premium is placed on incorporating cutting edge flavors, the yuzu is money in the bank.

The yuzu is a fruit tailor-made for drink making. It has a tart palate and tastes like a cross between grapefruit and Mandarin orange. The delectable citrus was the inspiration for the *Dew Drop Cocktail*, a sensation specialty at Scottsdale's Jade Bar. Ensclosed in the Sanctuary Resort on the slopes of Camelback Mountain, the Jade Bar is a sought after cocktail haven. A few sips of this yuzu-laced libation will quickly show why.

The cocktail is made with Pyrat X.O. Rum, lemongrass simple syrup and equal parts of fresh yuzu and lime juice. The ingredients are shaken and strained into a sugar rimmed cocktail glass adorned with a spiraled orange peel. The yuzu

juice lends the drink an intriguing and indisputably delicious taste dimension.



At the ultra-swank Bar Mesa in Manhattan's Time Warner Center, the drink to be seen with is the *Yuzu Champagne Cocktail*. The restaurant is famous for its world-class sushi and seafood, and resident mixologist Mike Vacheresse has crafted an elegant signature perfectly adapted with its surroundings. The cocktail is prepared by muddling in a mixing glass — yuzu peels (quarter-size), simple syrup and a spray of rose water. Ice and champagne are added. The drink is gently stirred and carefully strained into a chilled champagne glass. Muddling the peels imbues the cocktail with the yuzu's highly aromatic essential oils.

Yet another example from Scottsdale is the *Wandering Poet*, a specialty drink at

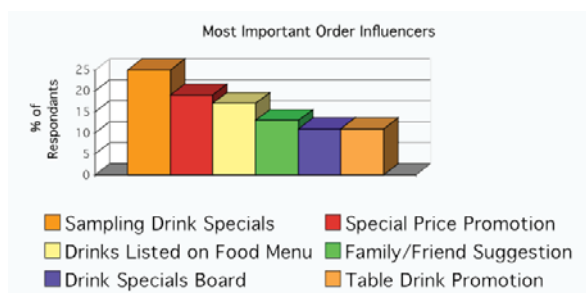
the Mosaic Restaurant. Crafted by cocktail aficionados Stephanie Kozicki and chef Deborah Knight, the drink is made with Hangar One Buddha's Hand Vodka, Rihaku-Wanderering Poet Junmai Ginjo Sake, triple sec and fresh yuzu juice. The disparate ingredients meld seamlessly rendering the cocktail fabulously delicious and silky smooth.

Yuzu juice is also featured in a signature at posh Cyrus Restaurant in Sonoma Valley, Healdsburg to be exact. In addition to a world-class cuisine, the restaurant features the works of master bar chef Scott Beattie. Among his celebrated repertoire of cocktails is the *Huck Yu*, a popular, wine country favorite made with Hangar One Straight Vodka, limoncello, Verjus (unripened grape juice), handmade huckleberry syrup and yuzu juice. The ingredients are vigorously shaken, strained into a chilled cocktail glass and finished off with a fill of sparkling wine.

Fully expect yuzu juice to stake out a place behind American bars. Ounce for ounce it has more character and pizzazz than your average citrus juice, which to a skilled mixologist is great news. ♦

## THE BIG PICTURE *continued from page 1*

optimally should feature at least two, or possibly three different drink menus. First, you need a menu that communicates your entire beverage offerings, which also includes alcohol-free beverages.



Next, you need to incorporate a listing of your drink specialties on the food menu. Depending on your concept, also consider an after dinner menu featuring a collection of decadent dessert drinks, coffee drinks, cognacs, malts and Ports.

Then there's the question of timing. If the only place you list your signature drinks is on the food menu, it's little wonder that so many of people are only

having one drink per occasion. As soon as the food order is placed, the server removes the menu leaving the guests with nothing to prompt the idea of requesting a second drink order. Stand-alone drink menus that are designed to stay on the table successfully alleviate this situation. Finally, your dessert menu should include a section promoting irresistible after dinner drinks

After all of the tools have been developed and put into place, the effectiveness of the marketing strategy comes down to execution. The drink menu should be presented to and taken from the guests before directing their attention to the food menu. Servers need to be trained to suggest more than one beverage type throughout the occasion. For example, when taking the food order the server could inquire of a guest drinking a Martini if he would care for another Martini, or perhaps switch to wine with dinner.

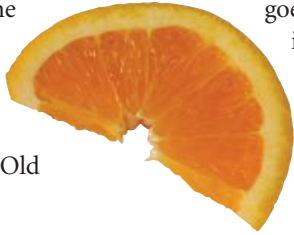
When it comes to suggestive selling, it's not good enough for the server to say, "Hi, may I get you something to drink." The all-important initial contact is an invaluable opportunity to inform people what you do well and to trade them up to the drinks that deliver the best experience for the guest and the most profit for you. It is much more effective for servers to say something along the lines of, "Hi, may I get you started with one of our fabulous signature Margaritas?"

There is one more suggestive selling technique the research found was highly persuasive. Drink sampling is the most effective way to get guests to try a new drink. A whopping 90% of the consumers said that if they like the free taste they'll buy the drink.

Well, here's to higher profits in the fourth quarter.

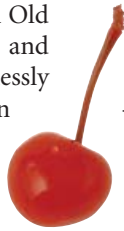
Mike Ginley  
Next Level Marketing

muddled base. The cocktail once again proves the adage about the whole being greater than the sum of its parts. Here are the secrets to crafting world-class Old Fashioneds.



⇒ **Spirit Options** — The drink is ideal for showcasing whiskeys of all nationalities. Bourbons, ryes, Canadians, Irish and the malts of Scotland are at home in the cocktail. Brandies also thrive in the fruit mélange of the Old Fashioned. In Wisconsin, the drink is typically prepared with brandy.

And then there's Southern Comfort. For generations the classic American liqueur has been popularly featured in Old Fashioneds. Its semisweet character and peach-forward palate melds seamlessly with the muddled fruit and bitters. An example, the *New Orleans Tribute*, a signature cocktail at the Refectory Restaurant in Columbus, Ohio, is a muddled Old Fashioned made with Southern Comfort and Woodford Reserve Bourbon.



The award for sheer innovative wizardry goes to Scott Beattie of Cyrus Restaurant in Sonoma for his *Burley Old Fashioned*. His muddled masterpiece features 12-year old Weller Bourbon infused with Burley tobacco.

Finally, the *New Age Old Fashioned* is appropriately named. Its recipe features a muddled base comprised of a half-ounce of limoncello, a cherry, lemon slice and orange slice. The drink is finished off with a double shot of premium bourbon and a splash of chilled champagne. The drink is exceptionally flavorful and effervescent.

#### ⇒ **Muddling the Works**

— For many a bartender, the Old Fashioned was their first experience with a cocktail that required muddling. While now an increasingly frequent technique for infusing the flavor of fresh ingredients into a cocktail, for decades the Old Fashioned

was the only such example in contemporary drink making.

Altering the composition of the muddled base in an Old Fashioned will also significantly change how the drink will taste. Two such examples include the *Knob Creek Old Fashioned*, which is prepared with a muddled peach slice instead of the conventional cherry and orange slice, and the *Santa Anita Old Fashioned*, a classy recipe calling for muddled raspberries and an orange slice.

In parting, the only regrettable thing about the Old Fashioned is its name. The cocktail is far from being a relic, or out of step with contemporary trends. To the contrary, few drinks are more perfectly aligned with what people are looking for from the cocktail experience, namely brilliant fresh flavors in an easy to drink style. —RP ♦



## SAFEGUARDING YOUR PROFITS *continued from page 2*

infusing spirits. He holds court at Cyrus, a renowned restaurant situated amidst the vineyards and rolling countryside of Sonoma. One of Beattie's original cocktails is the *Clermont Manhattan*, which derives its singular character from an infusion made with bourbon, vanilla beans, lemon zest and orange zest. Beattie allows the infusion to sit untouched for a month before unveiling it in the specialty Manhattan.

Jenn Harvey is the bar manager at Boston's 33 Restaurant & Lounge, an upscale restaurant and high volume club. She has concocted a number of specialties predicated on infused spirits. The *33 Old Fashioned* is built atop a base of fig and almond infused Jim Beam Black Bourbon, while the *Black Cherry Julep* is constructed with black cherry infused bourbon. Both have garnered a considerable following.

Another Harvey specialty at 33 Restaurant is the *Chai Latte Martini*, a cocktail made with chai tea infused rum, Disaronno Amaretto, simple syrup and cream.

There seems no limit on the types of spirits being infused at bars. The *Brazilian*

*Daiquiri* is the specialty of the house at the Coyote Cafe in Santa Fe. The heart of the drink is an infusion made from an array of Bacardi rums steeped with pineapple, vanilla and brown sugar.

Tequila aficionados are bound to appreciate the *Valhalla*, a cocktail devised by mixologists Jonny Raglin and Jeff Holinger at Absinthe Brasserie & Bar in San Francisco. The drink is an inspired variation on the Margarita made with blood orange infused tequila. It's prepared by wrapping the rinds of 10-12 blood oranges in cheesecloth and steeping them in a liter of tequila for about a week. Once ready the tequila is mixed with velvet falernum, fresh lime juice, a dash of Angostura Bitters and garnished with a flamed, clove-studded orange twist.

Greg Morris, owner of the Spanish Kitchen in Beverly Hills, promotes a tequila infusion of his own making. It's prepared by steeping three liters of Sauza Silver Tequila with a ½ flat each of fresh strawberries and kiwis. The fruit is sliced and diced and layered in an infusion jar.

Spirit Infusions made behind the bar are exciting, a fast-growing aspect of the beverage business. ♦

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# Hot New Old Fashioneds

There's nothing dated or out of style about the classic cocktails from the earliest days of mixology. These drinks have timeless themes and rely on formulations that are every bit as relevant today as they were when first conceived. Such is the case with the venerable Old Fashioned.

If you're looking for some creative inspiration on how to capitalize on the drink's revival, consider the following recipes. —RP◆

## 33 Old Fashioned

*Specialty of 33 Restaurant & Lounge*

*Created by Jenn Harvey*

Bucket glass, chilled

Build in glass

1 orange slice

1 cherry

1/2 oz. simple syrup

2-3 dashes Angostura Aromatic Bitters

*Muddle contents and add ice*

1 1/2 oz. Fig and Almond Infused

Jim Beam Black Bourbon

Splash club soda

### Fig and Almond Infused

**Jim Beam Black**

**Bourbon Recipe**

1 liter Jim Beam Black Bourbon

1/2 lb. figs

1/2 lb. blanched almonds

*Steep the figs and blanched almonds in a liter of Jim Beam Black Bourbon for 2-3 days in a sealed glass container.*

## Burley Old Fashioned

*Specialty of Cyrus Restaurant*

*Created by Scott Beattie*

Bucket glass, chilled

Build in glass

1 orange wheel

1 sugar cube

Splash club soda

*Muddle contents and add ice*

1 1/2 oz. Burley Tobacco-Infused

W.L. Weller 12-Year Old Bourbon

3 dashes Angostura Aromatic Bitters

Garnish with 2 Amarena cherries

### Burley Tobacco-Infused W.L. Weller

**12-Year Old Bourbon Recipe**

20 cured Burley Tobacco leaves

9 liters W.L. Weller

12-Year Old Bourbon

*Steep for 2-3 days.*

## Knob Creek Old Fashioned

*Excerpted from The Original Guide to American Cocktails and Drinks- 6th Ed.*

Old fashioned glass, chilled

Build in glass

3 dashes Angostura Aromatic Bitters

1/2 oz. simple syrup

1 peach slice, peeled

*Muddle contents and add ice*

2 1/2 oz. Knob Creek Bourbon

Splash club soda

## New Age Old Fashioned

*Excerpted from The Original Guide to American Cocktails and Drinks- 6th Ed.*

Old fashioned glass, chilled

Build in glass

3 dashes Angostura Aromatic Bitters

1/2 oz. Limoncello

1 lemon slice

1 orange slice

1 cherry

*Muddle contents and add ice*

2 oz. Bourbon

Splash Champagne

## Santa Anita Old Fashioned

*Excerpted from The Original Guide to American Cocktails and Drinks- 6th Ed.*

Old fashioned glass, chilled

Build in glass

3 dashes Angostura Aromatic Bitters

1/2 oz. simple syrup

1 orange slice

5 fresh raspberries

*Muddle contents and add ice*

2 1/2 oz. Bourbon

Splash club soda

# Testing Your Rum/Rhum Geography IQ Part Two

Rum is the most popular spirit in the world. Every bar in the country carries it in their well and several brands on their back bar. With rum sales surging, now is the time to capitalize on rum's nearly universal appeal. But first, you have to know who the players are. To that end, we've created a little trivia challenge that will test your Rum/Rhum IQ. Match the spirit to its country of origin.

## Questions

1. El Dorado 15-Year
2. Rhum Clément
3. 10 Cane
4. Havana Club Añejo Reserva
5. Westerhall Plantation
6. Kaniche
7. Zaya Gran Reserve
8. Pampero Anniversario
9. Doorly's XO
10. Flor de Caña Gran Reserve

- A. Guatemala
- B. Grenada
- C. Cuba
- D. Martinique
- E. Barbados
- F. Venezuela
- G. Guyana
- H. Nicaragua
- I. Guadeloupe
- J. Trinidad



- H-10  
E-6  
F-8  
A-7  
I-6  
B-5  
C-4  
J-3  
D-2  
G-1
- Answers**



# Blended Profits, Cool Runnings

There was a time when beverage operators were content letting their bar blenders sit idle and gather dust between the occasional call for a frozen *Margarita* or *Strawberry Daiquiri*. Those days are long gone. In today's booming cocktail culture though, the bar blender is acknowledged as a dynamic, revenue generating machine and an indispensable component of the creative process.

Blended drinks have tremendous appeal. They're tall, colorful, and loaded with flavor. The blender permits a wider, more diverse range of fresh ingredients. Another benefit is that blended drinks are less alcoholically potent than their shaken counterparts. The final consideration is that blended concoctions command high profit margins, among the highest of any mixed drinks.

This lucrative category of drinks, however, necessitates having the proper equipment. 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 a drink that within minutes begins to separate with the ice rising to the top of the drink and the other ingredients sinking to the bottom.

The key to maximizing the profit potential of the blender is to look past the Margarita, Piña Colada and Daiquiri and take full stock of your options. The blender has the remarkable capacity of transforming nearly any conventional, or any combination of ingredients into a frozen work of art. To stir your creative juices, consider the following:

⇒ **Frozen Cappuccinos** — Cappuccinos are piping hot and outrageously popular. A few innovative operators took the espresso/frothed milk combination and served it on the rocks. Now the craze is blending them with ice to create a frozen version. It's tall, cool and delicious.



Frozen cappuccinos are also an excellent vehicle around which to build a noteworthy signature drink. For example, blend a cappuccino with Tia Maria and Chambord for a coffee and raspberry-flavored specialty. Or use Kahlúa and amaretto to make a frozen variation of the *Toasted Almond*. Add vodka, Baileys Irish Cream, and Kahlúa to make a *Mudslide Cappuccino*.

For an indulgent variation, substitute two scoops of vanilla ice cream for the milk in a cappuccino and then blend. Or try using French vanilla or chocolate ice cream and watch what happens. Another creative variation involves adding chocolate syrup, ice cream and Kahlúa to the frozen cappuccino.

⇒ **Classics Revisited**

— While blended margaritas, daiquiris, and piña coladas get most of the attention, innovators are also promoting blended variations of other well-established specialties. A frozen *Long Island Iced Tea* is a popular favorite, as well as variations including the *Iced Green Tea* (cranberry juice and Midori) and the *Raspberry Iced Tea* (Chambord).

⇒ **Frozen Lemonade**

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

⇒ **Swirls** — Swirling involves preparing two different drinks simultaneously in two different blenders and then pouring them together in the same specialty glass. The effect is dramatic and greatly enhances the resulting drink's presentation. Among the original swirled recipes is the *Pain in the Butt*, a sensational blend of a *Rum Runner* and a *Strawberry Daiquiri*. The key to a great swirl is marrying together two different colored drinks with complementary tastes. ♦

# Universally Appealing Drinks

Blended libations are about the most advantageous style of drink you can market. They're bigger than most drinks, sizzle with high-perceived value and are visually striking. The magic of the blender is your passport to stardom. Here are a few of our favorites.

**Peach Perfecta**

*Specialty of 33 Restaurant & Lounge*

*Created by Jenn Harvey*

Cocktail glass, chilled

*Pour ingredients into an empty blender canister*

1 oz. Stoli Persik Vodka

1 oz. Prosecco

1/2 oz. simple syrup

1 oz. white peach puree

*Blend thoroughly with 1 small scoop of ice (optional)*

Float 1/2 oz. Aqua Perfecta Framboise

Eau de Vie

Garnish with a fresh peach slice

**J BAR Pineapple Margarita**

*Specialty of J BAR*

*Created by Stewart Startt*

Margarita glass, chilled

*Pour ingredients into an iced blender canister*

1 1/2 oz. Sauza Extra Gold Tequila

1 oz. fresh lime juice

2 oz. simple syrup

1/2 cup fresh pineapple, cubed

*Blend ingredients*

Garnish with a pineapple wedge

**Peach Sickle**

*Specialty of Mosaic Restaurant*

*Created by Stephanie Kozicki*

House specialty glass, chilled

*Pour ingredients into an empty blender canister*

1 oz. Absolut Apeach Vodka

1 oz. Absolut Vanil Vodka

1/2 fresh peach, peeled and cut into small pieces

2 scoops vanilla ice cream (4-6 oz. each)

*Blend thoroughly with 1 small scoop ice (optional)*

Garnish with a fresh peach slice



Vita-Mix BarBoss Advance