

# BEVERAGE AUTHORITY

manage. serve. profit.

December 2008 ~ Volume 7, Issue 12

©Liquid Enterprises 2008

## THE BIG PICTURE

### Fast-Tracking Single Malts



The figures for overall case depletions strongly suggest that single malt Scotches will continue to sell extremely well on-premise, this despite the down-turning economy. Though smaller in total volume than other whiskey categories, Scotch malts carry more sway with Americans. They're collectively positioned in an upscale, sophisticated way and offer consumers a lot of indulgence for the buck, a value proposition that will likely become an increasingly more significant growth factor as time goes on.

Of particular note to retailers, Scotch whisky enjoys a fiercely loyal consumer base, individuals who are typically well-heeled, highly educated and know precisely what they want. While the category continues to skew heavily male aged 35-50+, its composition is diversifying in age. The fastest growing segment is the 21- to 35-year old demographic—the Millennial and Echo Boomers. These younger consumers are taking a proactive role in

*continued on page 4*

## SPOTLIGHT ON COCKTAILS

### Champagne Classics Dressed to the Nines

Don't get caught toasting the New Year with something boring in your glass. This time why not ring in the new with a truly inspired cocktail worthy of the occasion. For those times when an ordinary cocktail won't do, savvy mixologists invariably enlist the drink making services of the grand dame of sparkling wines.

Champagne's effervescence and sensational flavors can transform a lifeless cocktail into something genuinely memorable. Champagne libations are light, effervescent and exceptionally delicious. Reusable bottle-stoppers keep the wine carbonated overnight, so you can pour Champagne into cocktails without being concerned that the unused portion will go flat and be wasted.

The original Champagne Cocktail was created in the mid-19<sup>th</sup> century, the recipe for



which appears in Professor Jerry Thomas' seminal work, *The Bon Vivant's Companion or How to Mix Drinks*.

For nearly a century and a half the cocktail has remained relatively unchanged. The contemporary version is prepared by placing a sugar cube into a flute, tulip or Champagne saucer, saturating it with a few dashes of Angostura Bitters and slowly pouring in the chilled Champagne. When the Champagne comes into contact with the sugar the glass will quickly fill with a frothy head, which with patience dissipates, allowing for more Champagne to be added until the service portion is reached.

The finishing touch is twisting a lemon rind such that its essential oils are expressed in the direction of the glass. The spiraled lemon twist is then dropped into the cocktail and served.

*continued on page 5*

**Safeguarding Your Profits ... 2**  
Experts Predict the Next Big Thing

**"One More Thing ..." ..... 2**  
Don't "No Problem" Me

**Beverage Management.....3**  
Exploring the Cappuccino World

**Improving Your Business ... 4**  
Cornerstones of the Bar Business

**Featured Recipes..... 6**  
Cocktails Flirting With Greatness

**Trivia..... 6**  
Mixology—Part II



## PRODUCT PROFILE by Robert Plotkin

### The Macallan Fine Oak Malts

Craftsmen tinker. It's the nature of the beast, they have a nearly impossible time leaving well enough alone. So it is with the extraordinary craftsmen at The Macallan Distillery. After 180-years, Macallan Speyside Malts have garnered international prestige for their sophistication, elegance and Sherry-influenced complexity.

Yet, in an innovative departure of house style, the renowned distillery has launched a new range called

*The Macallan Fine Oak Highland Single Malt Scotch Whisky*. Craftsmen tinker, and in this case, humanity is much better off for it. So much so that spirits authority F. Paul Pacult and *Wine Enthusiast Magazine* honored The Macallan as the 2008 "Distiller of the Year."

The distinguishing feature of The Macallan Fine Oak Single Malts is that their blends are comprised of whiskies aged in 3 different types of wood—the only whiskies matured using this cask combination. The Macallan Master of Wood George Espie hand-selects every

*continued on page 3*

## Experts Predict the Next Big Thing

Drinking patterns are interesting things. In the 1980s, time-compressed and over-committed Americans slammed shooters of every imaginable color in a rush to relax. While still time-compressed and over-committed, we as a society have acclimated by allowing ourselves small indulgences, such as springing for a few high-end Martinis now and then and thus begins the return of the cocktail culture.

Mixologists have met rising consumer demand with increasingly more engaging libations, a mega-trend turned incandescent by last century's tour de force, the *Cosmopolitan*. Curious, we asked our experts whether it's still possible for a drink to spark the same kind of widespread frenzy as the Cosmo? And if so, what cocktail might that be?

Seattle-based drinks authority Robert Hess believes the *Cosmopolitan* was a once in a lifetime lightning strike. "I want to think that the next drink trend is one of 'historical rediscovery,' in which venerable cocktails such as the *Last Word*, *Bijou* and *Japanese* make a return to the mainstream.

The *Aviation* is the first 'lost' classic to make the rounds across the country.

There are scores of forgotten cocktails out there which are worth rediscovery."

Who better to ask about the *Cosmopolitan* than the guy who invented it? Author of *Cosmopolitan, A Bartender's Life*, Toby Cecchini is convinced another cocktail phenom is poised for immortality. Topping his list of candidates is the *Bramble*, a classy British import he insists is as much of a liquid staple in England as the *Cosmopolitan* here. Created by famed mixologist Dick Bradsell, the cocktail is made with gin, fresh lemon sour and crème de mûre (blackberry liqueur). Adds Cecchini, "The drink is deceptively delicious and quickly became a hugely popular call at our bar."

After several trips to the *London Bar Show*, Cecchini now believes England is where to look for evolving trends. He cites as an example Tiki bars, which have been dominating the London scene for several years and are now spreading through New York.

In complete agreement about the return of Tiki bars and their trademark tropical drinks is Simon Ford, veteran London bar operator and brand relations manager for *Plymouth Gin*, *Cruzan Rum*s

and *LEVEL by Absolut*. "Tiki is the next great era to be rediscovered in the U.S. These bars are hip, lively and non-threatening, all of which are essential components for longevity. And as for Tiki drinks, they're tall, fun and unpretentious. It's a marvelously engaging concept whose time has come again."

Ford also predicts a surge in demand for cocktails featuring low-carbon footprints; "green" drinks prepared using organic, locally sourced produce. He points to the increasing number of organic spirits on the market and believes that seasonal bar menus and specialty cocktails loaded with fresh ingredients is another beverage trend with legs.

### What's Next?

Before allowing these good folks to get off the phone and continue on with their lives, it seemed fitting to ask for a final prediction, a last bit of bankable wisdom.

Spirits judge and renowned mixologist Jacques Bezuidenhout thinks the keystone for future success is authenticity. "Consumers today are looking for bars  
*continued on page 5*

"ONE MORE THING. . ." by Robert Plotkin

## Don't "No Problem" Me

I hereby ban the phrase "No Problem" from being spoken on-premise. What is the fascination with this horrible phrase? Seriously, from now on when I hear a food server or bartender say "no problem" to a guest I'll slap them with a technical. Those damnable words have absolutely no place in the front of the house lexicon.

What's the problem, you ask? When combined these two innocuous words—no and problem—form the perfect representation of the decline in gracious hospitality. While some shake their heads in disbelief that 2 itty-bitty words could be bringing about the ruination of an industry, I nevertheless contend it's true.

Here's a real example. While out having breakfast with my family, our server stopped at the table and refilled my coffee. When I expressed my thanks, she replied "no problem" and left. Now how is

that gracious or hospitable? Even were it true that she encountered no problem, it's an inappropriate to say.

Old school or not, the time-tested response to thank you is "you're welcome." Before you dismiss me as an inflexible coot, consider the differences between the

### "What is the fascination with this horrible phrase?"

two phrases and what each suggests about the quality of your establishment's service.

If it's true that rendering hospitable service is a fundamental tenet of the hospitality industry, then the all-too-popular phrase "no problem" conveys exactly the wrong message. In the example above, the inference is that had it been a problem for the server she might not have refilled my coffee. "Well it's a good thing for you buddy I didn't have a problem,

otherwise I wouldn't have stopped." Real warm and fuzzy sentiment there, eh?

Which is why I contend that lingo like "no prob" is best left at the service entrance. On the contrary, it's difficult to misconstrue the meaning behind the phrase "you're welcome."

I should add that I've recently been schooled on this very point by my daughter, Hannah, who works for a major service-oriented company. After listening to me ranting about the insidious affects "no problem" was having on our society, Hannah mentioned that she had thought of an appropriate thing to say to guests other than tried-and-true "you're welcome."

"Really and what's that?" I asked. "Any time," she said.

So I stand corrected. There are only two responses to a thank you and "no problem" ain't one of them. —RP ♦

## Exploring the Cappuccino World



As the largest coffee-consuming nation, it was only a matter of time before this obsession led Americans directly to the satisfyingly rich flavor of cappuccinos. Its popularity has seemingly never been higher making it a trend not likely to run out of steam.

Baristas will tell you that the key to making a fabulous cappuccino lies in learning how to properly steam the cold milk such that it produces dense froth. Espresso machines are equipped with a steaming nozzle. Place the tip of the nozzle just under the surface of the cold, whole milk and slowly release the steam. To prevent scalding the milk, the pitcher should be moved in a circular motion. The vessel should be no more than half full with milk at the beginning of the procedure.

When done properly, the bubbles of the frothed milk should be compact, tightly knit and long lasting, similar to the head of a well-crafted beer. Carefully pour about 3-4 ounces of the steamed milk—into the espresso and then spoon on the frothed milk.

**Cappuccinos** are typically prepared with a demitasse full of espresso coffee

and roughly equal parts of steamed milk and frothed milk. Should you field the request for a dry cappuccino, it's prepared with a larger percentage of frothed milk. A *brevé* cappuccino is made using half & half instead of milk, while a *skinny* cappuccino gets nonfat milk.

The **café au lait** is served in an oversized cup and made with a demitasse of espresso coffee—or strong, freshly brewed coffee—that is highly diluted with steamed milk. The proportion of milk to coffee is often made with 1 part espresso to 4-8 parts steamed milk. A thin layer of frothed milk is often floated on top.

The **caffè latte** originated in Italy and is similar in most respects to the *café au lait*. In Europe, it's typically prepared with a demitasse of espresso, 4 parts steamed milk and no froth. In America, the drink is popularly served as 1 part espresso diluted by 4-6 parts steamed milk and 1 part frothed milk.

The **mochaccino**—a.k.a. **café mocha**—is essentially a cappuccino made with either frothed chocolate milk or a healthy portion of chocolate syrup.



Other treats include the **Vienna cappuccino** (equal parts of espresso, hot cocoa and whipped cream) and the **caramella**, which is a cappuccino with added caramel sauce. Both the *mochaccino* and *caramella* are often modified with a splash of vanilla (**café vanilla**) or orange syrup (**mandarin mocha**).

Although they don't contain espresso, steamers are a popular, delicious spin on things. They're usually made using equal parts of froth and steamed milk and then flavored with 1 or more **Monin Flavored Syrups** of your choice.

One last point, these sumptuous hot drinks can (and likely should) be twisted into tempting specialty drinks by lacing them with some dark rum, brandy, **Kahlúa** or **Baileys Irish Cream**. They're like blank canvases waiting for inspiration to strike.

So go ahead, add a scoop of French vanilla ice cream to your cappuccino. Splash in some chocolate syrup or caramel sauce. Drop in a dollop of whipped cream and crumble a fudge brownie on top. The creative possibilities are bounded only by ones imagination. ♦

### PRODUCT PROFILE *continued from page 1*

barrel used, which include used Bourbon and Sherry casks, as well as new, American oak barrels seasoned with aged Sherries.

The debut of **The Macallan Fine Oak** single malts shocked many aficionados, as heretofore the distillery crafted whiskies matured exclusively in Oloroso Sherry casks. In fact, 60 percent of the Sherry-wood used in Scotch production belongs to The Macallan. Tradition notwithstanding, the bold experiment has been a critical success and something of a market phenomenon as well. Having sold more than 3 million bottles since its launch, the Fine Oak range now ranks 11<sup>th</sup> in global sales of single malts.



The Macallan produces all of its whiskies from hand-cultivated barley and soft spring water drawn from a deep underground aquifer. The distillery is outfitted with 3 uniquely shaped, small capacity, copper pot stills; their singular attributes combine to create exceedingly vital, flavor-rich spirits. The Macallan Whisky Maker Bob Dalgarno selects only the finest “cut” of each distillation to send on to the Master of Wood.

The Fine Oak 15-Years Old is an excellent example of just how close these malts come to achieving perfection. The triple-cask whisky has a shimmery, deep amber color and a bouquet interwoven with delicate fruit and floral notes. Its sultry body bathes the palates with the taste of dried fruit, cinnamon and fresh citrus that gradually diminish revealing

the flavor of toffee and dark chocolate. The whisky's finish is long and satisfying, an experience best described as elegant.

The Macallan Distillery has likely the deepest whisky reserves in Scotland and an immense range comprised of over 60 distinctive bottlings at 37 different vintages dating back to 1926. In the acclaimed line of Fine Oak malts alone there are nine expressions varying between 8 and 30-years in age.

Craftsmen tinker and humanity is better off for it. ♦



# Cornerstones of the Bar Business

My first days behind the bar were spent as a bar back. This was in the early '70s, the undeniable heyday of drinking. I worked at a busy college club where the bartenders were expert at what they did and did it extremely fast. The shifts were long and hard. I washed mountains of glasses, scooped endless buckets of ice and cleaned more than my fair share of ashtrays. But the most important thing I did behind the bar was to absorb the rhythm and rhyme of bartending.

Such was my indoctrination into tending bar. To my way of thinking, a tour of duty as a bar back is about the best way to learn bartending. You learn how to see bartending as a nightlong series of interactions and transactions interspersed making a few hundred cocktails. You discover what it's like working on stage for hours on end. Bar backs learn how to appear calm in front of guests even when there's ample cause to panic.

As a bar back, I watched as the bartenders dealt with a steady stream of situations. They usually handled the

demands of the job like butter, other times they said or did the wrong thing and sparks flew. I made mental notes of the good, the bad and the ugly. Everything left its impression on me.

As a bar back, I learned the difference between a clean glass and a beer clean glass. I mastered the art of cutting fruit garnishes quickly without slicing off a finger and how to amuse guests when the bar was slow. Both can be quite painful if handled wrong.



Most of all, I drank up what the bartenders told me about making drinks. I learned when to shake drinks

and when not. They not only taught me the difference between Scotch and bourbon, they let me know which brands to push and which to steer people clear of. To me, these guys knew it all and what they didn't know, I wouldn't find out about for years.

Typically every bar has shifts that are too busy for 1 bartender yet not quite busy enough to warrant bringing in 2. The solution is scheduling a bartender and bar back to work the shift. The bartender benefits by getting the other set of hands that he or she needs to handle the rush, while the bar back gets invaluable experience behind the bar. Furthermore, when someone leaves the staff, you've got a well-trained bartender waiting in the wings.

A talented crew of bar backs is an invaluable asset. Regardless of the size, type, concept or geographical location of your operation, initiating a bar back program is sound management and may provide the last piece to the profitability puzzle. ♦

## THE BIG PICTURE *continued from page 1*

educating themselves with the nuances of the whisky.

The 5 bestselling brands of single malt are growing in market share at impressive rates. Certainly a large aspect of their unbridled success is each distiller's ability to engage consumers with a rich diversity of offerings, a steady release of new bottlings and bold, innovative expressions. Collectively, these creative line extensions ensure strong demand.

The bestselling single malt Scotch in the U.S., *(The) Glenlivet* continued its winning ways growing 6.3 percent last year, benefiting greatly by sales of *The Glenlivet 15 Years Old French Oak Reserve*. The whisky is aged in American ex-bourbon barrels, after which a portion is matured in new, Limousin oak barrels. The range is imported by *Pernod Ricard* and also includes category leader *The Glenlivet 12 Years Old* and *Cellar Collection* vintages 1959, 1964, 1967 and 1983.

Ranked second in sales is another lord of the Speyside, *(The) Glenfiddich*. Imported by *Wm. Grant & Sons*, the famous brand increased its share of the

market by 4.3 percent, with the addition of *(The) Glenfiddich Solera Reserve Single Malt*. It's comprised of malts matured in bourbon barrels, Sherry butts and new oak casks, all of which are further aged in Solera vats.

The third bestselling range in the U.S.—*The Macallan*—increased sales of its single malts by 8.7 percent in 2007. Long famous for their prestigious Sherry-wood finished whiskies, the distillery in 2004 introduced the now popular *Macallan Fine Oak Single Malts*, an innovative line of light-bodied whiskies matured in 3 different types of wood. The Macallan is imported by *Remy Cointreau USA*.

The fourth fastest growing brand is *(The) Balvenie*, whose range of artisanal expressions grew just under 4 percent last year. Also imported by *Wm. Grant & Sons*, the distillery's flagship is *The Balvenie PortWood 21-year-old Single Malt*, a

whisky double barreled—first in traditional oak casks and then 30-year old, oak port pipes.

Rounding out the fast-tracking brands is *(The) Glenmorangie*, which grew an impressive 16.7 percent in 2007. In addition to its line of classic malts, the distillery also markets an ever-growing set of 12-years old, wood finished malts, a portfolio that includes *Port Wood*, *Burgundy Wood* and *Oloroso Sherry Wood* offerings.

Scotch enthusiasts enjoy discovering new styles and flavor profiles, especially when it bears a familiar, time-tested brand name. The 5 distillers leading the charge are famous for their uncompromised quality, breadth of expression and dynamic range of flavor, all of which explains their tremendous success with American consumers.

Mike Ginley  
Next Level Marketing

Glenlivet	Pernod Ricard USA	256	272	6.3%
Glenfiddich	William Grant & Sons	115	120	4.3%
Macallan	Remy Cointreau USA	103	112	8.7%
Balvenie	William Grant & Sons	51	53	3.9%
Glenmorangie	Möet Hennessy USA	36	42	16.7%

The venerable Champagne Cocktail was named 1 of the 10 best drinks by *Esquire Magazine* in 1934. One famous variation on the drink originated at the *London Savoy Hotel* in the 1920s. The **Savoy Champagne Cocktail** was made with an Angostura Bitters saturated sugar cube, equal parts of *Grand Marnier* and V.S. cognac, filled with chilled Champagne and garnished with an orange twist.

Not surprisingly, many classic Champagne-based cocktails have their origins in France. The **Kir Royale** (Champagne and crème de cassis) is just one example. Other French imports include the **Champagne Imperial** (bitters-saturated sugar cube, cognac, Grand Marnier and Champagne; **Champs Elysees Cocktail** (brandy, *Benedictine*, sour mix and Champagne) and the

**De Gaulle Cocktail** (VS cognac, *Chambord*, sweet ‘n’ sour and Champagne). Finally, there’s **Death in the Afternoon** (*Absinthe* and Champagne), an exuberant cocktail created by Ernest Hemingway at *Harry’s New York Bar* in Paris in the ‘20s.

### Contemporary Classics

Although celebrated, Champagne is not the only variety of sparkling wine that can be used in the construction of this style of cocktail. It is, however, the only sparkling wine that can be labeled as Champagne. What’s important to note is that when you change the flavor and character of the sparkling wine in a cocktail, the resulting cocktail is altered as well.

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

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

Champagne marries with about every type of fruit juice or puree imaginable. The **Mimosa**, which originated in the 1920s, combines orange juice and Champagne. Other similarly oriented cocktails include the **Bellini** (peach puree), **Poinsettia** (cranberry juice), **Puccini** (tangerine juice), **Pizzetti** (orange and grapefruit juice), **Ruddy Mimosa** (orange and cranberry juice) and **Champagne Hawaiian** (pineapple juice).

Those asked of the norm may prefer getting a **Lobotomy**, a delicious cocktail made with *Disaronno Amaretto*, *Chambord*, pineapple juice and Champagne. Another drink worth sampling—despite its daunting name—is **Nelson’s Blood**, which is Champagne laced with a jigger of tawny Port.

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

### SAFEGUARDING YOUR PROFITS *continued from page 2*

and restaurants that exceed expectations, that live up to their own hype. I’ve been in many highly touted tequila bars that stocked nearly as many vodkas and flavored vodkas as they do tequila. Commit to a concept and execute down to the smallest detail. That’s what I mean by authenticity.”

Working on a new bar, Toby Cecchini has of late devoted considerable thought to what makes people want to frequent a joint. “For all the pomp and polish of the cocktail world, I’m a devotee of the dive bar. I’ve noticed that people gravitate to the most authentic thing they can, in whatever market they’re in. At the end of all the discussion, you go to a bar to let down your daily load for a few hours.”

The merging of food and beverage was on Robert Hess’ mind. “I’m bullish on restaurants pairing cocktails with their appetizers and light fare. The menu at *Licorou* here in Seattle features a selection of amouse buche-sized appetizers paired with complementary and equally tempting cocktails. It’s a thoroughly enjoyable experience with trend written all over it.”

Simon Ford predicts we’ll be soon be heralding the arrival of long-lost classic

liqueur’s, such as *Batavia Arrack*, *crème de violet* and *Allspice Dram*. A recent example is handcrafted *Plymouth Sloe Gin*. After decades of fervent requests from mixologists, Black Friars Distillery is re-launching their famous liqueur in the U.S. this summer.

“Liqueurs like these open up a whole new world for bartenders,” says Ford. “There are many seasoned pros who’ve waited a long time for their first taste of these fine old elixirs. Imagine having the opportunity to sit back and enjoy a cocktail that hasn’t been made here in the States since the 19<sup>th</sup> century. I think people will find it an intriguing experience.”

The final trend prediction comes from the dean of American mixology himself, Gary Regan. Author of numerous books including the seminal work, *The Joy of Mixology*, Regan asserts he knows only one thing: say something often enough and people will start to believe you.

“I’ve been telling people for years now that the next big thing in both spirits and cocktails is pisco. It hasn’t come true yet, but it will. Promise.” ♦

## Beverage Authority

December 2008 – Volume 7, Issue 12

©Liquid Enterprises 2008

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Peter Dilks

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

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.

# Mixology—Part II

Okay, maybe the following doesn't contain any "who" questions, but the rest of them are downright interesting. Not only are they interesting, but the answers may prove informative, and dare we say, enlightening. Remember, if knowledge is power, then this quiz is a guaranteed 20-volt jolt. ♦

1. What is another name for quinine?
2. What is the difference between a Kir and a Kir Royalé?
3. How is a "sweet" Manhattan prepared?
4. How is a drink to be prepared and served if the recipe calls for it to be "built?"
5. What does the mixology term "float" mean?
6. What name is given to the combination of champagne and orange juice?
7. What are the 2 fortified aperitif wines used most frequently behind a commercial bar?
8. What is added to beer to make "red beer?"
9. What is the garnish for sambuca served neat?
10. What piece of bar equipment is used to make a B-52?

## Cocktails Flirting With Greatness

Champagne-based cocktails are bona fide works of art. They're luscious, effervescent and dazzling to behold. So accept no limitations on what's possible when crafting cocktails with sparkling wines. If you need a creative jump start, try uncorking these specialties. ♦

### Apple Sour

*Specialty of Brasserie JO*

Created by David Johnson

Champagne glass, chilled

*Build in glass*

1 ½ oz. Daron Calvados

¼ oz. fresh lemon juice

1 ½ oz. Bel Normande Sparkling Cider

Apple slice garnish

### April In Paris

*Specialty of Nacional 27*

Cocktail glass, chilled

*Pour into an iced mixing glass*

1 ½ oz. passion fruit nectar

1 oz. Homemade Parfait Amour

*Shake and strain*

Top with 1 ½ oz. Klipfel Brut

Orange spiral twist garnish

### Blueberry Fizz

*Specialty of Bookmarks*

Champagne glass, chilled

*Pour into an iced mixing glass*

10-12 fresh blueberries

1 tsp white sugar

¼ oz. fresh lime juice

¼ oz. simple syrup

*Muddle contents and add ice*

¼ oz. Grand Marnier

3 oz. Moët & Chandon Champagne

3 blueberries on a pick garnish

### The Bull

*Specialty of Mosaic Restaurant*

Cocktail glass, chilled

*Pour into an iced mixing glass*

2 oz. Absolut Kurant Vodka

½ oz. Chambord

*Shake and strain*

1 oz. Sparkling Shiraz

Lemon spiral twist garnish

### Flirtini

*Specialty of Stone Rose Lounge*

Cocktail glass, chilled

*Pour into an iced mixing glass*

1 ½ oz. Grey Goose L'Orange

1 oz. pineapple juice

*Shake and strain*

Fill with Champagne

### Flapper's Delight

*Specialty of The Campbell Apartment*

Champagne glass, chilled

*Build in glass*

½ oz. Disaronno Amaretto

½ oz. papaya juice

Fill with Moët & Chandon

White Star Champagne

Orange spiral twist garnish

### Grande Champagne Cocktail

*Specialty of Brasserie JO*

House specialty glass, chilled

*Build in glass*

1 oz. Chateau de Montifaud VSOP

1 oz. Cointreau

½ oz. G.E. Massenez Crème de Cassis

3-4 drops Fee Bros. Orange Bitters

*Stir gently*

Fill with 2 oz. Cremant d'Alsace

Brut Sparkling Wine

Strip of orange peel garnish

### Sweeney 75

*Specialty of Harry Denton's Starlight Room*

Bucket glass, ice

*Pour into an iced mixing glass*

1 ½ oz. Beefeater Gin

½ oz. Mathide Framboise Liqueur

1 oz. fresh lemon sour mix

*Shake and strain*

Top with Brut Champagne

Lemon spiral twist garnish



1. Tonic water is another name for quinine.
2. A Kir is made with white wine and crème de cassis, while the Kir Royalé is made with champagne and crème de cassis.
3. A sweet Manhattan is prepared with an additional quarter of an ounce of maraschino cherry juice.
4. To build a drink is to make it directly into the glass in which it is to be served.
5. A float means to free pour approximately a half an ounce of the last ingredient on top of a drink.
6. Mimosa or Buck's Fizz
7. Sweet and dry vermouth
8. Tomato juice is added to beer to make a "red beer"
9. Three roasted coffee beans, signifying health, wealth and happiness.
10. A bar spoon is used to make a B-52; each liqueur is sloped over the back of the bar spoon, slowing the force of the pour sufficient such so that it layers on top of the previous liqueur.