

BEVERAGE AUTHORITY

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manage. serve. profit.

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THE BIG PICTURE



Kiddie Cocktails: They're Not Just for Breakfast Anymore

As almost any parent will attest, kids' menus are lifesavers. But open one up and what you likely won't find are specialty drinks marketed exclusively to kids. If there are special food items for kids, why not offer them special drink choices as well? Why make them suffer with the usual post-mix sodas and industrial orange juice?

Good things happen when restaurants enhance the dining experience for kids by offering them groovy things to drink. Showing consideration for kids generates loyalty in their parents, as well as increases the odds that the whole family will want to return another night.

If generating good will isn't motivation enough, there's also the little matter of increased profits. While most of these small fry specialties retail for less than their adult counterparts, they deliver relatively the same amount of gross profit. All things considered, marketing signature drinks to the minor leaguers makes good sense.

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SPOTLIGHT ON COCKTAILS

The Seven Secrets to Making Sensational Coffee Drinks

Warding off winter doldrums is also effortless with the warmth and insulation of a coffee-based specialty drink. Temperatures are dropping and raising expectations of hot frothy concoction braced with a spirit and laced with a liqueur or two. Creating a contemporary masterpiece may be less involved and a touch more fun than you may have thought.

To that end, we've consulted the wisdom of the world and have unraveled the seven secrets to making sensation coffee drinks.

⇒ **Starting Fresh** — Using the best tasting coffee possible is essential. For optimum results use freshly ground coffee. Coffee beans rapidly lose their flavor once ground, so whenever possible, grind beans just prior to brewing. While

noisy, grinding coffee conveys freshness, quality and value, not to mention it smells wonderful.

Brew smaller amounts of coffee more frequently. Sitting on a burner hour after unattended hour, coffee deteriorates into an acidic, bitter-tasting offense. Instead of brewing 240 cups at the beginning of the shift, brew one or two pots an hour. If possible, brew your coffee with spring or softened water. The hard mineral content in tap water adversely affects the flavor of coffee.

⇒ **Proper Foundation** — Why fight nature? There's a reason that nearly every classic coffee drink starts with

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PRODUCT PROFILE by Robert Plotkin

Boru Vodka



Ireland has a rich and distinguished distilling history. Irish whiskeys have quietly become the fastest growing, barrel-aged spirit in America. They're accessible, highly aromatic and loaded with palate pleasing flavors. Those character traits also best describe **Boru Vodka**, a satiny smooth, thoroughly appealing spirit with an Irish heritage.

The brand has been phenomenally well received in America, the reasons for which

are immediately evident once the vodka is alone in a glass. The elegant, classically structured spirit has crystalline clarity and a featherweight, lushly textured body. Within minutes its prominent bouquet fully develops, releasing waves of alluring floral and zesty citrus notes. The brand's wafting aromatics alone qualify it as a top-notch contender.

On the palate Boru has everything one could hope for in a vodka. Its initial entry generates little heat and fills the mouth with puckery, grainy sweetness. The finish is long, clean and delectable with

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The Ten Commandments of Service Excellence

We all have our thresholds. Render lousy service and any one of us is capable of going ballistic. There are unwritten conventions governing professional bar conduct. You know most of them intuitively. Then why is it that so many bartenders consistently step on these seemingly straightforward rules?

A bartender's degree of professionalism is most apparent when the bar is slammed. Whether it's that certain "calm under fire" quality or their precise bursts of movement, really great bartenders are a genuine pleasure to watch. On the flip side, a bartender who loses his cool, making guests bear the brunt of his anger is like a cold hard slap of reality. People get kicked around plenty in their day-to-day lives without being subjected to it during "happy hour."

Murphy's Law — *people get the worst service on those days when they can least emotionally afford it.*

One such breach of convention is failing to acknowledge that customers exist. When people sit down at a bar, they typically will extend the bartender a grace period before he sidles over to take their order. Miss the grace period and he'll have

to kill them with hospitality to overcome the snub. If a bartender is temporarily too busy to wait on guests, that grace period can be easily extended with a smile and an "I'll be right with you."

Likewise, few things are more disturbing to gin & tonic drinkers than bartenders who drop lime wedges into a drink without first squeezing the juice out of them. Fishing a lime wedge out of a drink is low on most people's list of fun things to do in public. Tacky too is a bartender who is conspicuous when counting his tips. Gratuities are a private matter between two people, the customer and bartender, played out in a public setting.

Well, perhaps the tenets of great service aren't intuitive; maybe they have to be learned like everything else. So what hospitality-oriented commandments would make the list?

⇒ **Scattered Priorities** — Working a high-volume bar requires "taking care of first things first;" waiting on bar customers before washing glasses, or preparing drink orders for food servers before finishing a conversation with a regular. Prioritizing tasks according to the

best use of time is essential to rendering great service.

⇒ **Preferential Treatment** — While its natural to prefer serving some people to others, it's a fundamental mistake to act upon those sentiments. Treating select customers like second-class citizens is not part of the job description. Your attitude and demeanor can betray how you feel as clearly as inattentive service.

⇒ **Fixating on Gratuities** — Making a decent living behind a bar is best achieved through rendering prompt, competent service. Focusing on tips during a shift diverts your concentration from the job at-hand. Take care of your guests and the tips will take care of themselves.

⇒ **Improved Short-Term Memory** — People appreciate being referred to by their name. Whether it's early on, or just before he or she departs, make a point of getting a guest's name, work to remember it, and then use it. While people appreciate bartenders remembering their names, they fully expect bartenders to remember what they're drinking.

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"ONE MORE THING. . ." by Robert Plotkin

Bastions of the Classics

Anyone who's attempted to create a cocktail phenomenon knows the difficulty of balancing the flavors of widely disparate ingredients. The margin between sublime and repugnant is narrow and often measured in drops. The more attempts you make, the more appreciation you're bound to develop for those who've tried and succeeded.

Aspiring mixologists have several sources in which to immerse themselves in the classic cocktails, the first is the recently opened Museum of the American Cocktail in New Orleans. Conceived and operated by such libation luminaries as bartender extraordinaire Tony Abou-Ganim, Dale DeGroff, Esquire's Dave Wondrich and cocktail maven Ted Haigh, the Museum is a repository of drink making lore and artifacts and a center of higher learning.

Mixology symposiums and exhibitions are regularly scheduled and delivered by a host of distinguished "cocktailians."

Another option is Southern Comfort's Tour of the Cocktail in New Orleans. Now entering its sixth year, the event brings together the best and brightest drink authorities for a three-day celebration. There are book signings, cocktail parties and the assembled dignitaries host spirit-oriented dinners at the restaurants around the city.

Those in search of a graduate level program on spirits and mixology need to enroll in the Beverage Alcohol Resource (BAR). Based in New York City, the innovative, four-day program is the most comprehensive and authoritative of its type, an achievement due in no small measure to its esteemed faculty of industry heavyweights Dale DeGroff, Doug Frost,

Steven Olson, Paul Pacult, and David Wondrich.

An entirely different, yet equally extraordinary experience can be had attending "Cocktails in the Country," a weekend immersion course dedicated to crafting classic cocktails taught by Gary Regan, the planet's foremost authority on the subject. Offered ten times a year in upper New York, the hands-on program has developed an international reputation of excellence.

"In part, I'm attempting to make this a safer country in which to live," contends Regan. "Recently a close friend ordered a Sidecar made with bourbon. What the poor fellow got nearly took his life. The bartender had switched out the Cointreau for the bourbon, instead of the brandy. You see...we are all at risk. That's what drives me on." —RP ♦

Is Stress Killing America's Bartenders?

Karoshi is the Japanese word for working oneself to death. Whether you realize it or not, some of our country's finest bartenders may be committing karoshi on a nightly basis.

A nine-year study recently published in the *Journal of Occupational Medicine* cited bartenders as having a higher risk of heart attack due to job-related stress than the 243 other occupations reviewed. A report by the University of California at Davis found that the heaviest drinkers by occupation were bartenders for men and waitresses for women.

Stress is generated when challenge exceeds abilities, which is a regular occurrence behind the bar. Bartending is a job replete with stress. Bartenders work in a highly visible, pressure-packed environment. They must simultaneously meet management's expectations and satisfy customers' demands. When the operation gets busy, your bartenders are routinely hard pressed, given far more work than time to complete it.

The net effect of stress on your bartenders and the business is costly. It is a leading cause of burnout, absenteeism, substance abuse, and internal theft. Stressed employees are less productive and increasingly more dissatisfied with their job and quality of performance. Stress can torque even the calmest of personality types into an edgy, ragged mass of nerves. Worse, stress increases heart rate, makes

muscles tense and causes the physiology to work harder. Generally stress increases fatigue and emotional exhaustion.

Here are several ways to help alleviate the stress on your bartending staff:

- ✓ Avoid under-scheduling and leaving bartenders to fend for themselves short-handed behind the bar. Look to schedule a bar back on busy shifts to allow bartenders to focus on productive use of their time.

- ✓ Unless there are extraordinary circumstances, don't let bartenders work double shifts or consecutive shifts without time off. Whether they appreciate it or not, the cumulative effect of working long stints behind the bar can be debilitating.

- ✓ Solicit bartenders' input on decisions affecting the beverage operation and act upon them. One of the largest sources of stress is the sense of lack of control. In a *USA Today* poll, employees rated dignity rather than financial compensation as a more significant motivator for job satisfaction and performance.

- ✓ Create a positive working environment. Work to be flexible with demands and deadlines, rather than creating "my way or the highway" relationships. Catch your employees doing things right and acknowledge their efforts.

- ✓ Actively encourage bartenders to foster outside interests or continue their education. A secure and stable individual is less apt to be ravaged by the effects of stress than someone in a more precarious situation or frame of mind.

- ✓ Create a team attitude among bartenders. Competitiveness creates internal stress. Back-stabbing, bickering and gossip undermine the sense that everyone on the staff is looking to accomplish the same objective, whatever it takes to get the job done right. Look to quickly defuse conflict. Likely sources of friction are work schedules, division of tips, and who's responsible for specific opening or closing procedures.

- ✓ Training reduces stress by allowing the staff to be confident in their knowledge and skills. Make sure the staff is operating from the same page of the playbook and are confident in their abilities. Is everyone making drinks the same way and charging the same prices? Along with reducing collective stress, sales and service should also improve.

- ✓ Help the bartenders keep hold of their sense of humor. The ability to laugh and not take things too seriously are time-proven stress-busters. It's unlikely they'll explode from stress if they're too amused to be bothered.

PRODUCT PROFILE *continued from page 1*

notes of malt and cocoa. Those searching for a vodka with loads of personality and absolutely no bite, burn or harsh edges, Boru is an inspired choice.

Its greatness is the result of the distiller's technical skill and a dedication to unsurpassed quality. Boru Vodka is distilled five times from select grain and naturally soft spring water. After distillation, the vodka undergoes rigorous filtration to achieve essential purity, a process that includes slowly filtering it through ten feet of Atlantic oak charcoal.

In 2007, Boru Vodka competed at the prestigious San Francisco World Spirit Competition. Over the two-day event, its attributes were scrutinized by the judges in horizontal tastings and assessed in relation to the other world-class entries. After the scores were

tabulated the vodka was presented with a coveted gold medal.

Fans of Boru have three more reasons for raising their glass. Light and lively **Boru Crazzberry Vodka** is distilled with the natural flavors of cranberry and raspberry. It's endowed with the engaging aroma of sun-ripened raspberries with a hint of fresh cranberry. The vodka's palate is a seamless blend of the two featured flavors, both of which last long into the finish.

Boru Orange Vodka has an oily, medium-weight body, orange blossom bouquet and orange-tangerine palate. The unexpected burst of tangerine lends the vodka depth and prevents it from being a one-dimensional expression. This orange-flavored wonder is deserving of its celebrity status, an opinion validated by the gold medal it received from the

International Wine & Spirits Competition in London.

The incomparable range also includes **Boru Citrus Vodka**. It fills the mouth with fresh, zesty lemon and lime flavors with tantalizing notes of grapefruit and tangerine. The flavor package is surgically balanced and fully integrated on the palate. The finish is warm and pleasing.

Curious about the brand name? Brian Boru was the first High King of Ireland. He and his army defeated the Norse invaders at the Battle of Clontarf in 1014 A.D., one of the most celebrated events in Irish history. His name still evokes reverence and national pride.

Nearly a millennium later the brand he inspired, Boru Vodka, is solidifying its own international reputation.

Why You Should Walk Through Your Own Front Door

For years you've reserved the parking space close to the back door, walked past the time clock and directly into your office. It's a nearly universal routine. And why not? It's the shortest distance to the coffee machine and your overflowing in-basket.

But not everyone in this business subscribes to the theory that the fewer steps to the office the better. In fact, there are ample reasons to avoid the loading dock and map out an alternative route. Here are but a few benefits of entering your business through the front door.

⇒**Check Out the Front Parking Lot** — Poor parking is a turn-off and can cost you business. Is there sufficient lighting for your customers to feel secure? Is the lot clean and in good condition? Is there ample parking?

⇒**Assess Your Curb Appeal** — What does your establishment look like from the street? Does it look like someplace you'd want to frequent? Does your business have a contemporary look, or does the outside of your business look

dated, and in need of a face-lift? Is the exterior of your building showing signs of disrepair?

⇒**Inspect Exterior Signs** — Are your signs effective and portray your business in the best possible light? Are they in good working order? A broken exterior sign reflects poorly on the business inside.

⇒**Check the Condition of Front Entry** — Is the front entry in good condition? Or is it showing signs of wear and tear? Does your front entry give a good first impression of your business?

⇒**Appearance of Host/Hostess** — Do your host or hostess give a good first impression? Do they smile and make people feel welcome?

⇒**Effective Marketing** — Have you posted a current menu by the front entry? Do you have a board listing your daily specials somewhere in the lobby? Many operators begin to market their wares immediately as people enter their establishment.

⇒**Sweet Smell of Success** — As you walk in from the outside take a sniff. Does your establishment have an off-odor? Enclosed areas often do and your business may be no exception. Is the odor off-putting to customers?

⇒**Eye Appeal** — What level is your lighting set at in the walkway and front entry? Is it too dim, creating a safety hazard? Is it too bright, blinding people as they enter from the dark? Does your lighting create the atmosphere you're looking for?

⇒**Sound Check** — Is your sound system set at a decibel level that deafens people when they enter your establishment? Or is it set so low as to be barely audible? Does the sound level in your establishment help generate excitement or is it audible filler?

⇒**Press the Flesh** — Walking in the front door allows you an opportunity to be seen by your clientele and staff. Shake some hands. Pat some backs and let yourself be seen.

THE BIG PICTURE *continued from page 1*

So what do kids consider a special drink to be? Invariably it's a sensational looking, great tasting concoction that mom and dad wouldn't normally let them drink at home. The objective is to create specialty drinks that will knock their tiny socks off.

So where to start? Here are some ideas that should help you create an Olympic class beverage program for our country's youth.

⇒**Lemonade** — This great American beverage is a good starting point. Monin or Torani flavored syrups allow for an unlimited variety of colorful combinations, such as blueberry or strawberry lemonade. Two other creative options are to blend lemonade with sorbet and fresh fruit into a slushy drink, or mix Hawaiian Punch with lemonade and ice for a novel specialty.

⇒**Smoothies** — Kids love smoothies, as long as they don't know that they're drinking something borderline healthy. Smoothies need not be more complicated

than blending juice, fruit, yogurt and ice together. For fun, blend in a few cookies or chunks of candy bars.

⇒**The Spin Doctor of Drinks** — Frozen drinks are tall, colorful, delicious and extremely lucrative. There are scores of creative blended specialty drinks ideally suited for young people. For instance, starting with an alcohol-free strawberry daiquiri or piña colada, add a banana, some vanilla ice cream, a few sweet strawberries and a healthy dash of chocolate syrup.

⇒**Soda Drinks** — Looking at life from a kid's perspective, every restaurant that their parents take them to offers the same selection of sodas. Why not offer these future voters sodas with unusual flavors that aren't typically stocked like black cherry, root beer, vanilla, or kiwi strawberry? These sodas can also be used to create fabulous floats, such

as Mandarin lime soda and lemon sorbet, vanilla soda and chocolate ice cream, or cream soda and Cherry Garcia ice cream.



⇒**Hot Cocoa and Chocolate Milk** — When in doubt, call on a kid's best friend, chocolate. Make hot cocoa something truly special by floating a scoop of ice cream on top with whipped cream and a sprinkle of shaved chocolate. Hot cocoa can also

be served with a layer of frothed chocolate milk on top. Chocolate milk can be served as a tall, slushy specialty drink by flash blending with ice in a blender.

Have fun and think like a kid. The drinks will be smash hits with the kids and their parents, too.

Mike Ginley
Next Level Marketing

a foundation of a coffee liqueur like Kahlúa. Marrying the flavors of freshly brewed coffee and the liqueur sets the stage for greatness. There are several other coffee-based liqueurs from which to choose, the newest happens to be Kahlúa Especial, a 70-proof, superpremium version of the original. Made entirely from high grade, Arabica coffee beans, it's aromatic, richly textured with a complex palate of coffee, dark chocolate with hints of vanilla and mocha.

Consider also Tia Maria, a Jamaican rum-based liqueur flavored with Blue Mountain coffee beans, and Patrón XO Café, a delectable coffee liqueur from Mexico made with a base of Patrón tequila.

⇒**Flavor Determinants** — At this point you're free to determine the exact flavor profile of the drink. The range of complementary flavors with coffee includes chocolate (crème de cacao, Godiva), hazelnut (Frangelico), orange (Grand Marnier, Cointreau), mint (crème de menthe), almonds (Disaronno Amaretto), licorice (anisette, sambuca) and banana (crème de banana). Spirits

that pair well with coffee are brandy, whisk(e)y, schnapps, dark rum and aged tequila. Mix and match the various flavors to create a specialty unique to your bar.

⇒**Adding a Creamer**

— Adding Baileys or Carolans Irish Cream to your masterpiece is as natural as pouring milk into your morning cup of coffee. It's almost as if they were created to be paired with coffee. Other cream liqueurs to contemplate include Cruzan Rum Cream, Drambuie Sylk and KeKe Beach, which tastes like a key lime pie with a graham cracker crust.

⇒**Capping Your Creation** — Most coffee creations are finished with a mound of whipped cream. It enhances the presentation of the drink, and as the whipped cream melts into the coffee, the sweet cream adds another flavor dimension to the drink. Capping your coffee specialty with frothed milk like a cappuccino is also a delectable option.



⇒**Finish With a Flourish**

— Don't forget to add some pizzazz to the drink. Drizzle chocolate syrup over the whipped cream, or dust the layer of frothed milk with powdered cocoa. They're small flourishes with big appeal.

⇒**Explore the Unexpected**

— There is a school of thought that challenges the convention that coffee must be served hot. It explores the creative possibilities of serving coffee freshly brewed and icy cold. There are considerable benefits to creating iced coffee specialties in winter, not the least of which is that they're fabulously delicious, refreshing and quite unexpected.

Another option is the *Mocha Float*. Take a scoop of ice cream and drop it into the bottom of a beer mug or thick insulated glass. Pour iced coffee onto the center of the ice cream until the glass is half full and add a dollop of whipped cream.

Life doesn't get much better than this. *Bon appetit!*

SAFEGUARDING YOUR PROFITS *continued from page 2*

⇒**Warm Smile and Friendly Attitude** — Gracious hospitality is the cornerstone of our business. Welcome people into the business as you would welcome guests into your home. Hardware stores wait on customers. In this business we serve guests.

⇒**Accommodate the Needs of All Guests** — Conventional wisdom suggests that you should never say 'no' to a customer. Within reason, all requests should be fulfilled, regardless of the degree of hassle. People appreciate being catered to; it's at the core of being hospitable.

⇒**Take the Lead** — Guests will nearly always heed menu recommendations and suggestions on what to drink. But get rid of the canned delivery. Offer suggestions like you were feeding guests insider information; they'll love the personal attention. And don't be reticent to ask your guests questions. The more you know about your guests' preferences, the better service you can render.

⇒**Anticipating Guests Needs**

— Service excellence can be defined as anticipating a guest's need well before they realize the need themselves. Refill water glasses and replenish breadbaskets without being asked. Likewise, many cocktails should be served with a back of water. So after serving a Martini or Scotch, neat, return moments later with a glass of water. It's a classy thing to do.

⇒**Cooperating Fully with Fellow Employees**

— Providing timely assistance to a fellow employee improves the positive working environment and leads to a higher standard of service. That entails a cooperative effort, people helping each other to accomplish the stated objective, even when there may be no direct financial compensation pending. Teamwork will inevitably bail you out in a time of need. As you know, the better the service, the better the tip. Prima donnas should pick another trade.

⇒**Be Entertaining** — Humor is the great equalizer and something that nearly

everyone appreciates. If you can make someone smile, it may be the best thing that happens to that person all whole day.

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Coffee Specialties Brimming with Appeal and Profit

Americans love coffee. We guzzle it like vampires suck down plasma. It's difficult to imagine a time when we more heavily rely on coffee's life-sustaining abilities than when the temperature hovers at zero and we are forced to contend with sleet, hail, and frigid Arctic air. Helping the huddled masses best deal with the elements calls for offering them something more bracing than Sanka and hazelnut creamer. No, it's time to give them your best shot, or two, and rollout a few smashing coffee drinks. Who knows, these might do splendidly. —RP ♦

Patricia's Bittersweet Goodnight

Specialty of Backstreet Café

Created by Sean Beck

Irish coffee glass, preheated

Build in glass

1/2 oz. Makers Mark

1/2 oz. Disaronno Amaretto

1/2 oz. Frangelico

1/2 oz. Tuaca

1/2 oz. cocoa powder

2 oz. freshly brewed espresso

6 oz. steamed milk

Garnish with cocoa powder

Island Hopping Java

Specialty of Backstreet Café

Created by Sean Beck

Irish coffee glass, pre-heated

Build in glass

3/4 oz. Malibu Rum

3/4 oz. Mount Gay Eclipse Rum

1/2 oz. Frangelico

1/4 oz. simple syrup

2 oz. freshly brewed espresso

Fill with steamed milk

Garnish with shredded toasted coconut and toasted almond slices

El Sueño

Specialty of Tommy's Mexican Restaurant

Created by Jacques Bezuidenhout

Glass mug, preheated

Build in glass

2 teaspoons cinnamon sugar

Near fill with hot cocoa

Stir thoroughly

1 1/2 oz. Corzo Silver Tequila

Float with horchata whipped cream

Garnish with freshly grated nutmeg

Mayan Chipotle Chocolate

Coffee mug, preheated

Build in glass

3/4 oz. Hangar One Chipotle Vodka

3/4 oz. Starbucks Coffee Liqueur

3/4 oz. Godiva Chocolate Liqueur

Near fill with hot cocoa

Spoon on a layer of frothed milk

Garnish with shaved chocolate

Shanghai Millionaire

Specialty of Rickshaw Far East Bistro

Created by Richshaw's staff

Coffee mug, preheated

Build in glass

1/4 oz. Baileys Irish Cream

1/4 oz. Kahlúa

1/4 oz. Chambord

2 oz. freshly brewed espresso

Filled with steamed milk

Café Bruléé

Snifter glass, chilled

Build in glass

3/4 oz. Frangelico

3/4 oz. Baileys Irish Cream

3/4 oz. Grand Marnier

3/4 oz. Kahlúa

3 oz. freshly brewed coffee

Shake and strain

Dollop Baileys flavored whipped cream on top

Caffé Anguilla

Coffee mug, preheated

Build in glass

1 3/4 oz. Pyrat XO Reserve Rum

1 oz. Monin Dark Chocolate Syrup

1/2 fill with hot cocoa

1/2 fill with hot coffee

Top with large scoop of vanilla ice cream

Float 1 oz. Patrón X.O. Café

Tequila Liqueur

Goodnight Kiss

Specialty of Rosemary's Restaurant

Created by Michael Shetler

Coffee mug, preheated

Build in glass

1 oz. Godiva Chocolate Liqueur

1 oz. Nocello Walnut Liqueur

1 oz. chocolate syrup

1 oz. freshly brewed espresso

Fill with steamed milk

Top with whipped cream

Questions for the Seasoned Pro

The best thing about trivia is finding what those around you don't know yet. Then, regardless of whether you knew the answers at first, you can act superior when your pals are stumped. "Geez, I thought for sure that you'd have known that." You can choose to be more mature than that, but why? Why have specific knowledge if you're not going to rub it in people's faces? To that end, here is this month's trivia quiz.

Questions

1. Also known as Arrack, this pale golden liqueur is made from a base of Batavia Arak.
2. What is Old Tom Gin?
3. What is a bottled-in-bond bourbon?
4. This distillery in Tullahoma, Tennessee has been producing sour mash whiskey since 1870.
5. What rum did Paul Revere quaff after his famous midnight ride?
6. This golden Norwegian Aquavit is aged in wooden casks stored in the holds of ships bound for the equator.
7. What is a "Belgium lace?"
8. Aged 15 years, this label is the rarest of the Chartreuse liqueurs.
9. What is Fraise?
10. This violet-petal liqueur is named after the French actress, Yvette Gilbert.

1. Swedish Punsch
2. Old Tom Gin is a London-style gin with added sweetening agents.
3. To qualify as bottled bourbon held in bond, it must be a straight bourbon whiskey, aged a minimum of 6 years and 100 proof.
4. George Dickel & Co.
5. Old Medford New England Rum
6. Lime Aquavit
7. Also known as "Brussels Lace," it refers to the beer foam that sticks to the inside of a glass as the head recedes; a sign of a good beer and clean glass.
8. Chartreuse V.E.P. Liqueur
9. Fraise is a French eau de vie made from wild strawberries.
10. Creme de Yvette (a.k.a. Creme de Violette)