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IN PARTNERSHIP WITH  
TOM SANDHAM & BEN MCFARLAND  
THINKING DRINKERS

# THE DISTILLED GUIDE TO: GLOBAL TRENDS



**DISTILLED**

WORLD SPIRITS FROM CARLSBERG UK



# WELCOME TO THE SIXTH EDITION OF 2019 SPIRITS SUPPLEMENTS FROM DISTILLED.

Get ready to set sail on a globe trotting trip to bring you some really exciting new brands to the Distilled range with our sixth edition spirits supplement.

So let's start with gin – believe it or not, gin isn't just hot in the UK! The Spanish have been gin-mad for many years and the copa glass G&T serve has certainly spread much further afield, and one we are firm fans of here in the UK. Larios, now part of the Edrington Beam-Suntory portfolio is creating quite a stir this year in the UK and features in this edition.

Now for a short hop across the Mediterranean to Italy's Amalfi coast and the wonderfully zesty Malfy Limoné. The gin you all loved in last year's gin range, is now joined by the equally impressive Malfy Blood Orange and Pink Grapefruit flavours – now this is a trio that deserve a place on any back bar & gin menu.

All the way down under, the gang at Four Pillars are celebrating the 100th anniversary of the Negroni with their very own Spiced Negroni gin. Packed with peppery spice and blood orange, at 43.8% strength this gin really won't disappoint.

Heading north on a slow boat to Asia, the next gin Tarsier (yes, named after the small primate of Asia) not only has Asian influence in the liquid, they also donate 10% of their profits to the Tarsia conservation project in the Philippines.

Silverback gin, the final gin to make it in this edition is a really interesting brand from Gorilla Spirits. For every bottle they sell, Gorilla Spirits donate £1 to The Gorilla Organisation charity. There are only 880 mountain gorillas existing in the world and the money raised by sales of Gorilla Spirits is used to support ranger patrols and also fund local community projects in Rwanda, Uganda and DR Congo.

Alongside the gin, take a look at the Maraba Coffee liqueur from Gorilla. Gorilla Spirits have teamed up with local Hampshire coffee specialists Moonroast Coffee and sourced some superlative Single Estate Maraba Red Bourbon Arabica coffee beans from Rwanda. This makes an amazing sipping liqueur for a perk-up after dinner or of course in an great Espresso Martini

Japan has become a real hot-spot in the world of Whisky. Toki from Suntory takes a blend of carefully selected whiskies from the House of Suntory's globally acclaimed Hakushu Distillery, Yamazaki Distillery, and Chita Distiller.

Across the Pacific, on to South America and our first stop is in Peru, not only a popular holiday destination, Peru also produces some of the world's best Pisco, including our new Pisco in the range – Barsol. Barsol is the number 1 Pisco brand in the USA and it has topped the World's 50 Best Bars Top Selling / Trending lists for the last 3 years, so make sure it's on your list to try.

Think Brazil, think Cachaça! The Responsible Trading Company (RTC), who produce Abelha Cachaça, are developing fair partnerships with small holding farmers. They share with them their values and organic teaching methods to enable farmers to grow sugar cane 100% organically on the highland sandy soils.

Now let's spice things up with a hit of chilli from Kahlua and their chilli chocolate coffee liqueur! What more can I say...spice, coffee, chocolate...yum!

Rum continues to create huge interest around the world. From Jamaica, Appleton 12 is a great addition to the Signature Blend. Appleton 12yr Old is stocked in 1 in 4 of the most influential bars in London and can be savoured as a sipping rum or enjoyed in quality classic cocktails like this Estate Old Fashioned.

Finally, a new entry and perhaps a new category. Ketel One have really ticked the innovation box with their botanicals range. At 30% ABV, this gives a great option for a slightly lighter and refreshing spritz serve with soda and plenty of fruit.

So, you know what to do by now – try the range, all the brands will be available until the end of June. For those you really like, there's a fair chance they will be here to stay for the rest of the year, Bon Voyage!

**Katie Hewitt**  
Category Manager Spirits

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# GLOBAL TRENDS

Welcome to our trends supplement, a glance at bartender behaviour in a host of cities around the world. It's nice to see what other people are up to, isn't it? Yes, it is. But the main reason for us doing it here, in this magazine, is to inspire you with your spirits.

To that end we have travelled far and wide to gather some of the most significant trends in spirits and bartending right now. Safe to say, boundaries in drink are being pushed beyond anything that once seemed sensible. Fermentables in the form of kombucha and kefir have earned an unlikely cool, Midori is apparently making a return to discerning drinks and bourbon rested in coffee beans is catching the eye of some. These are admirable attempts at changing

the customers perception of drinks, but it's also important to stay on top of the more general trends, particularly in spirits.

So, in this magazine, we'll dip into some of the more niche local foraging of rosehips and sorrel wood; take a sip of a drink with Buffalo Clotted Cream Fat Washed Dry Vermouth; and try a garnish of Anise Myrtle laced Corella pear. But we'll also focus on some of the more generic trends that will help you with loading the back bar.

For example, the tried and tested highball is on trend right now. As is Sootch. Hold the front page, right? Granted, it might seem a little like yesterday's news tomorrow, but when we spoke to the leading pioneers in bartending across the planet about trends, the whisky

highball was mentioned in almost every case. So we pay tribute to the drink on page 6 and throughout the pages you'll hear other bartenders talking about whisky and how they are using it in drinks right now.

Then there's gin. Another staggering revelation for you, gin is popular right now... But whether you have embraced the rise and rise of the spirit or not, you should know this isn't going away. One of the most innovative bartenders in Spain, Diego Cabrera, talks about all sorts of interesting trends on page 26, but when it comes to the number one spirit of the moment there, it's still gin. While we all look to rediscover forgotten spirits, or to create something new, this is evidence that you ignore the customer's favourite at your peril.

For those who haven't seen it, the previous special edition magazine gave the Classics a rigorous going over, please seek it out online at DistilledUK.com, it's packed with great advice. But we return to the subject here because, classics, and more specifically a return to simplicity is a key trend for bars right now. Australian bartender, owner and all round super star Tim Philips gives his strong views on page 32.

In a bid to cover off as many of the trends as we could in a confined space, we spoke to the regional winners of the last World Class cocktail competition. The logic here was that these people are currently at the top of their game, so if they're embracing a trend, it's worth you knowing about it. Interestingly, there were a selection

of themes that were apparent amongst all of them, but perhaps the most significant proved to be sustainability, foraging and local. In Japan the foraging work of emerging bartender legend Hiroyasu Kayama takes things a step further, read about his extraordinary approach to bartending on page 34.

And while vodka continues it's renaissance with a connection to provenance and flavour, the equally interesting project at Ketel One has been its development of the Botanical spirits. Lower in abv and packed with botanical punch, these could fast become an essential in the bar.

Lots to digest then, some new, some old, all important to bartenders around the world right

now. If you only take a few tips away, we hope it might help spark something on a menu and bring in new customers, because one trend that isn't going away is the need to make money.



Whisky doesn't have an illustrious cocktail history, the list of creations using it as a base spirit is considerably shorter than that of gin. But the whisky highball, or whisky and soda, was one of the most common mixed drinks serves of the 20th century and is a drink as strong on a menu as many other classic. And the good news is, the highball is a trend in the best bars across the world.

The gin and tonic helped drive customers back to this classic and as gin drinkers move on to explore the complexities of whisky, it seems Scotch, Irish, Japanese and American whiskey can benefit from a bit of care and attention to a highball menu. Highballs appeared on menus as early as the early 19th century, so if an appreciation of history is your thing, this fits that bill too.

It's a simple drink in terms of recipe spec, and easy to knock out with speed on a busy night, but this is a drink that still requires respect and with a very small amount of bespoke invention, like an inhouse syrup infusion or garnish, you can present plenty of creative ownership. The long, lightly carbonated profile makes it refreshing and drink-able, but don't be sloppy, it needs to look clean, sleek, refined and properly chilled to justify the price tag.



# HIGHBALL

## SCOTCH & SODA

One of the earliest mentions of this drink appears in the 1900 Bartender's Manual by Harry Johnson and suggests two or three lumps of clear ice, a 'wine glass' measure of Scotch (roughly 60ml) and ice cold soda. Also check out Patrick Duffy in the history books, who is widely attributed with the invention of the name.

## BUCKS

The highball emerged with from the popular cocktails of the late 18th century, think Old Fashioned, Martinez, Sazerac and Pink Gin. The buck grew from it and it subsequently inspired the Dark 'n' Stormy so this will help to expand a highball menu.

## MULE

The highball also gave us the mule family, the most famous being the Moscow Mule, a blend of vodka and ginger beer. Other incarnations include tequila and brandy. One of the simplest and most successful serves we've encountered is the Jameson Irish Whiskey Ginger and lime. Simple but incredibly drinkable.

### Ingredients

- 50ml of Jameson Irish Whiskey
- Ginger Ale
- Large wedge of lime

### Method

Fill a highball glass with ice. Add Jameson. Top up the glass with ginger ale. Take a large wedge of lime, give it a squeeze and drop it into the glass, roughly 1 part Jameson to 3 parts ginger ale.

## APPEARANCE

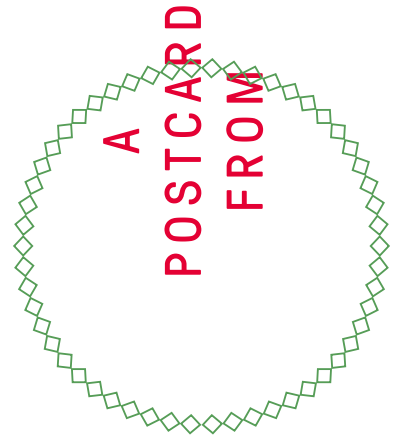
We err on the side of a small and simple glass, standard size is around 350ml but experiment. Ratios depend on customer taste, but in a whisky soda, two parts whisky to three parts soda works for us. If you use a straw, make sure it isn't plastic and the garnish will help justify its inclusion on the cocktail menu. Jorge Meyer is the bar legend who created the gin basil smash. He's behind Le Lion and Boilerman bars, in Hamburg, that focus on the long drink serve. They serve up long drinks in smaller glasses and they look incredible.

## BUILD

The Japanese have made an art into theatre, their whisky highball, or Mizuwari, is slowly built with a little whisky poured over ice, stirred, topped with a little of the chilled water, stirred, and so on until complete. That said, if you're using soda water, the drink doesn't need much stirring, a metal spoon and interaction of bubbles with ice can diminish the carbonation.

## DILUTION



Quality ice is essential for all your cocktails, but particularly in a drink like this. A single column of large cubes or even large single piece of ice running through the spine of the drink makes it feel proper. Too much wet ice is a crime, floating ice looks a bit rubbish. The ice will make the drink look great but also avoid over dilution. And if you have fridge space, go the extra yard and frost the glasses for visual impact and optimum temperature.



Thanks to  
affordable travel  
and the sharing  
of information

through social media,  
cocktail culture is now a  
global phenomenon.

From **Australia** to **Africa** and  
**Aldershot** to **Accrington**,  
new skills and approaches  
to spirits and cocktails are  
emerging in every town  
that has a bar.



In recent years the true wealth of innovation has been showcased through the World Class Bartender of the Year contest, an almighty gathering of bartending talent that is highly revered. As many as 10,000 bar professionals compete in World Class over the year, and with so many great minds gathered it offers an incredible focus for great ideas and global spirits practices.

With so much on offer, we spoke to some of the countries winners to learn more about progressive bar practices and present these postcards from around the planet in a bid to inspire your approach to spirits in your bar.



K E N Y A

Coffee cocktails have been on many menus for a while now, the espresso martini now an essential addition to every spirits-led bar. But for Patrick Kempinski, Reserve World Class Bartender of the Year 2018 for Kenya, the ingredient has a very significant connection in that he can source it from down the road. As a result, he has been able to showcase fresh and vivid flavours, and bring a new spin to the idea of an espresso martini. But perhaps more inspiring is hearing how his work with the drink also encouraged him to go beyond the cocktail and contribute to the community of coffee makers.



Ketel One Vodka Espresso Martini

**INGREDIENTS**

- 45ml Ketel one vodka
- 30ml Homemade coffee liqueur
- 30ml Sugar cane juice
- 30ml Kangundo arabica coffee
- Atomized citrus flavours

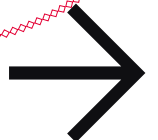
**METHOD**

Combine all ingredients in a mixing glass. Shake with ice and fine strain into a chilled coupe glass. Garnish with three coffee beans on top.

"Having been brought up in a coffee growing community, I have seen a lot of changes in coffee farming and also in the lifestyle of farmers. Coffee is a big trend in cocktails and as something so close to home, I have been inspired to come up with a twist on a classic espresso martini cocktail, which I designed to showcase my appreciation and recognition for our hard-working coffee farmers. The interpretation honours coffee production methods of years gone by, as well as more modern styles and approaches. It has also been created to highlight the lifestyle of coffee farmers, the industry is not what it used to be and due to increasing pricing pressures and the short life span of the coffee once it has been harvested, they now make less profit from their sales.

"I spent time with local farmers to try and understand the issues they face, then used this interaction to inspire a drink. I started an online funding programme to purchase a coffee pulping machine, which can be used by farmers to pulp their coffee, grade it, and store it. This relieves pressure on the farmers to sell quickly at a low price. As coffee is such a big cocktail trend, I knew I needed to raise awareness in the bartending community too, so I started to share the story with the Nairobi bartending network and ask for them to support my work by buying coffee to use in cocktails directly from farms, to ensure a fair price and help raise further awareness of the issue."

With the espresso martini now a ubiquitous modern classic, it's great to experiment with locally sourced coffee, but those looking to play around with the coffee liqueur, try Maraba who teamed up with a local coffee specialist in Hampshire (see page 52). Or spice it up with Kalhua Chili Choc, more on page 54.







# I R E L A N D

In recent years the Irish cocktail scene has progressed dramatically. This year the country was represented by Diageo Reserve Ireland; World Class Bartender of the Year 2018, Carl Dalton, from Cask bar in Cork. The bar is an exceptional example of how to keep things fresh with your menu, and in a very literal sense. They change the menu up every 12 weeks using local suppliers while also foraging for new, seasonal ingredients.

"Ireland has over 400,000km of hedgerows - that's over eight times the length of the Great Wall of China, bursting with ingredients ripe for the picking, not to mention the woodlands and wild and diverse coastline. At Cask, we base our menus on what Mother Nature has to offer, designing four menus per year based on Ireland's seasonal offerings.

"Foraging and sustainability is a very prominent trend in Ireland at present. At Cask, we use as much Irish foraged ingredients or local suppliers as possible to keep transport to a minimum and support our local economy. This is as simple as finding alternatives to exotic flavours that do not grow in our unpredictable (rainy) climate.

"For example, instead of using pineapple juice, we forage a hardy perennial called pineapple weed - a close cousin to chamomile, which grows from May to October on any country lane or hard ground. Another ingredient is sweet woodruff - a wild herb that when dried smells and tastes of a green grassy vanilla - a much more economical option than buying vanilla from Madagascar!

"We're not saving the world, but doing our bit to support local whilst still delivering World-class drinks and service, spotlighting Irish ingredients."



## Four Faced Liar

### INGREDIENTS

- 40ml Ketel One
- 20ml Carpano Dry Vermouth
- 15ml Aquavit
- 20ml wood sorrel and Rosehip cordial\*
- 2 dashes of citrus bitters (we use Off the Cuffe)

### METHOD

Stir ingredients and strain into a coupe. Garnish with wood sorrel.

### \*Rosehip and wood sorrel cordial

- 320g water
- 180g caster sugar
- 30g wood sorrel
- 15g rosehips
- 2g malic acid

### Method

Combine all ingredients in a vac bag and cook sousvide for one hour at 61.5 degrees Celsius. Chill, strain and bottle.



# T U R K E Y

When approaching Gökhan Kuşoğlu, the Diageo Reserve Turkey; World Class Bartender of the Year 2018, we were rather unoriginally expecting talk of local ingredients and spice trails. As it turns out, the key spirit trend in the leading Turkish bars right now is whisky. Gokhan works at Lucca, a cutting edge café bar in the middle of Istanbul's fashionable Bebek, and it attracts a diverse and discerning crowd, so perhaps it's not that surprising to hear how whisky is in demand. Even so, his cocktail methods and approach to whisky are evidence that similar trends are now emerging all around the bar. Whisky is very much a spirit to mix with if you're a creative bartender, and long gone are the days where you can only serve it neat.

"Scotch highballs are the rising trend in Istanbul. Both bartenders and guests increasingly want to cherish the complexity and versatility of Scotch whiskies and combining flavours in this serve style enables us to offer great diversity. Personally, I love highballs and like to experiment by mixing them with traditional Turkish sodas, which we call Gazoz. In Turkey there are over 150 local Gazoz brands which of course offer a lot of flavour varieties to get creative with; so for me, and for a lot of bartenders in Istanbul, it's a highball paradise."



## Gökha Kuşoğlu's Taurus Highball

### INGREDIENTS

60ml Johnnie Walker Black Label  
20ml Buffalo Clotted Cream Fat  
Washed Dry Vermouth  
4 dashes Bittered Sling Malagasy  
Chocolate bitters  
65-70ml Bor Coconut Gazoz

### METHOD

Build-up

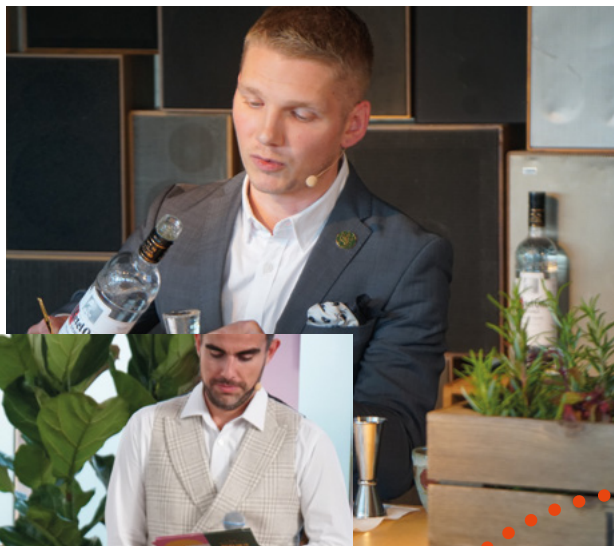
*Fat Washed Dry Vermouth*  
300g Buffalo Clotted Cream  
melted using the bain marie  
method. Then mix with 700ml Dry  
Vermouth. Rest it for 24 hours,  
then strain it through a paper or coffee  
filter until clear.





While a lot of global credit often goes to the UK capital, it's clear that trends are being set in regions all over Great Britain. Daniel Warren cut his teeth in the Midlands for example, having established himself at the Last Chance Saloon, a bar with a strong whisky allegiance in Nottingham. Granted he now works at the Savoy's American bar, but he was inspired to mix drinks from outside the city. So, to be named Diageo Reserve; GB World Class Bartender of the Year 2018, and for him to reach the final stages and come second over the entire competition, proves the great ideas in drinks can come from anywhere.

U



"Working in the UK, and particularly between London and Nottingham, I have the benefit of being exposed to a melting pot of cultures and styles of both food and drink. Couple that with the World Class global finals this year in Berlin, and suddenly I get to be at the forefront of both current and future trends in bars and bartending, seeing styles, influences and concepts from 56 different countries. Something that I have seen first-hand, and that I have incorporated into my own bartending style, is using ingredients that represent where you come from. This can be expressed in a few different ways and I guess the easiest way to describe it is by using fresh, seasonal ingredients that can be sourced locally, that represent both you as a bartender and your city and country. A good example of this is a cocktail that I prepared for World Class, called Milk and Honey.

"For this drink I made a cordial with clarified split milk, a local honey, shortbread (a great representative of British flavour) and a touch of salt. To this I mixed Johnnie Walker Black Label and a homemade milk soda (to replicate the sweet, vanilla taste of cream soda that I used to enjoy when I was a kid) by distilling and carbonating milk.

"Another important trend for 2019 is sustainability, so to really push this idea I re-used the split milk (curds) from my cordial and rolled them out and dehydrated them to create solid milk coasters - they are completely natural, and with the texture of plastic and are completely reusable."



## Milk & Honey

### INGREDIENTS

50ml Johnnie Walker Black Label  
20ml cream and honey cordial  
75ml 'cream' soda

### METHOD

Build all ingredients in a highball over a clear column of ice containing a single piece of barley. Garnish with a toy cow and serve on a discarded milk coaster.

K



U

S

Ever since cocktail culture emerged in America, many of us have looked there for inspiration. New York has long been the harbinger of essential innovation, so no surprise that The Reserve USA World Class Bartender of the Year 2018, Laura Newman, hails from Brooklyn. But Laura now runs the Queens Park bar in Birmingham Alabama, proving the thirst for cocktail culture in America needs satisfying right across the continent.

"One trend that I've been excited about for a while and am thrilled to see more of my guests getting on board with is incorporating low-waste and eco-friendly ingredients into cocktails. At my bar, Queen's Park, we focus on well-made classic cocktails and will often use "waste" or leftover ingredients in our cocktails. These cocktails taste good and do good – each cocktail sold reduces our environmental impact and, as an added bonus, increases my profits by increasing my ingredient yield.

"An easy way to start incorporating low-waste ingredients into your cocktails is by cutting your lemon juice with lemon stock. I make lemon stock by broiling juiced lemon husks, reducing the liquid, and adding sugar & powdered acid. I then combine equal parts lemon stock and lemon juice to make our house lemon mix – this reduces the amount of lemons that we go through by 50% and it's almost impossible to tell it apart from pure lemon juice.

"Because we're a classics bar, I like to cut this into one of my favorite classic cocktails that uses lemon juice: a whiskey sour. In my Present Perfect, the rich butterscotch, toffee, and dried citrus notes in Bulleit 10 Year Bourbon pair perfectly with Varnelli Punsch, honey syrup, teapot bitters, and house lemon mix."



## Present Perfect

### INGREDIENTS

- 45ml Bulleit 10 Year Bourbon
- 15ml Varnelli Punsch
- 15ml honey syrup
- 15ml house lemon mix
- 2 dashes Dr. Adam Elmegirab's Teapot Bitters

### Honey syrup

Combine equal parts by volume honey and water over heat; mix well until combined. Let cool; refrigerate.

### House lemon mix (adapted from Trash Tiki):

Arrange 1 kg lemon husks on a baking sheet peel-side down; put in an oven on high broil for 5 minutes or until evenly blackened on top

Combine husks with 1.5L of water in a large pot; bring to a boil and hold for 5 minutes

Remove husks with tongs, squeezing excess liquid out of husks as you remove them. Reduce liquid until the total volume is 650 ml

Add 55g sugar, 40g citric acid, 30g malic acid, and 20g tartaric acid; stir until dissolved

Combine equal parts stock and lemon juice; refrigerate.

A





Orlando Marzo of Melbourne's Lûmé bar beat 10,000 bartenders to become Diageo Reserve Australia and Global World Class Bartender of the Year 2018. And that's a lot of bartenders. So, if he managed to impress the army of super star judges with his own creation, we suspect he knows a thing or two about using spirits. Melbourne has long been a cocktail hub for Australia and the recognition the bars there earn in industry awards, at home and abroad, further enhances the city's claim to be a trend-setter in world drinks. Here Orlando returns us to whisky, further evidence that the spirit is driving cocktail innovation.



## Down to the Orchards

### INGREDIENTS

- 40ml Johnnie Walker Black Label
- 15ml Anise Myrtle Verjus
- 25ml Clear apple juice
- 110ml Carbonated Orchard Wine  
(pear laced late harvest Riesling)

### METHOD

Build, garnished with Anise Myrtle laced Corella pear

# A U S T R A L I A



"It's rewarding to see that customers are increasingly appreciating the presence of dark spirits in cocktails, particularly Scotch whisky. This is something we're also seeing in the warmer months of the year, which is fantastic as it shows that education is paying off and customers can recognise and enjoy the versatility of Scotch year-round.

"With its rich heritage, Scotch whiskies are able to offer an array of different flavour varieties and styles. These days distilleries are gifting us with much more contemporary approaches by releasing unique and modern expressions. Whether it's shaken, spritzed or laced with fruits, Scotch Whisky cocktails are back and in great shape."

When looking at classics, note that gin features in more recipes than any other spirits in the Savoy Cocktail Book. And if you're looking for one to tie in with the Australian theme here, try Four Pillars, a beautifully botanically charged gin from the Yara Valley wine region.

Read more about it on page 48.





Spare a thought for the mantelpieces of Manchester. Joe Schofield, one of the world's best bartenders, is about to return to his home city and open a bar, Schofield's, with his extremely talented brother Daniel – and he may well be bringing his impressive collection of bartending gongs with him.

It's almost embarrassing how many industry accolades Joe has been awarded over the last few years thanks to his ground-breaking work at the Tippling Club in Singapore. At the Tales of the Cocktail's 2017 Spirited Awards, he scooped the title of Best International Restaurant Bar whilst also reaching the top ten list of International Bartender of The Year 2017 and Top Ten Bar Team of The Year 2018.

It turns out, that was a mere aperitif to his achievements. Last year, one of the most prestigious industry honours one can achieve was pinned to his chest; International Bartender of The Year in the Tales of The Cocktail Spirited Awards.

Not content with merely bringing home just that amount of bartender bling, Joe was also named Bartender's Bartender at The World's 50 Best Bars 2018 – making him the only bartender in history to have won both of the awards. You may kiss his hand.

A former art student who previously worked at the prestigious American Bar at The Savoy, Joe rose to prominence on moving to Singapore where, along with the hugely respected chef Ryan Clift, and the owner of the highly acclaimed Tippling Club, they curated acutely innovative multisensory menu concepts that deftly dovetailed Joe's drinks-development with Clift's cutting-edge, avant-garde techniques in the kitchen.

First up was an aroma-driven idea that incited guests to relive some of their precious childhood memories through the power of scent. Devised together with Ryan Clift and the sensory-focused company "International Flavours & Fragrances", the pioneering menu offered 12 unique olfactory drinking experiences that were designed to provoke reminiscences and emotions through aroma and flavour.



Not ones to linger solely in the past, Joe and Ryan then looked ahead to their "Dreams & Desires", widely considered the world's first ever edible menu delivered via the unusual medium of Gummy Bears.

A dozen ursine-based offerings, all delivered in a classic sweet-shop paper bag, which is itself imbued with a reassuring old-school aroma, each corresponds to a specific cocktail on the list. These are named after dreams and desires such as "Revenge", "Peace", "Beauty", "Happiness" and "SuperCar" – which features the flavours of petrol, metal, smoke and leather.

Beyond the Tippling Club, Joe and Ryan have created Sensorium, a consultancy company seeking to broaden sensory boundaries of contemporary cocktail culture – and they've even launched their own gin called "Sons of Tippling".

Joe, taking precious time out from giving his gongs a right good polish prior to opening his new bar in Manchester, spoke to the Thinking Drinkers about sensory menus, the importance of aroma, the amygalada (no, neither did we) and rain – which being a Leeds lad, he knows rather a lot about.

#### **When creating a new cocktail menu, how do you begin the process?**

The cocktail menus at Tippling Club were a very challenging and rewarding process. Each one took over 10 months of development until launch date. The menus were very conceptual so it was important for us to have a clear vision of what we wanted as well as an understanding of the need to evolve our thought processes as we worked.

#### **What inspired you to first create a multi-sensory experience?**

Myself and Chef Ryan have always loved aroma, and we understand the importance of this when it comes to flavour. It is estimated that over 80% of flavour is from aroma through a process called retro-nasal olfaction. This is essentially where aroma molecules from food or drink are pushed into the nasal cavity.

During my first week at Tippling Club, Ryan asked me what I wanted to do with the cocktail menu, and it turned out we both had the same idea. Exploring aroma. From there the project developed into being about memory triggers, and aroma is the best way to do that.

**Could you tell us more about the memory-triggering aroma menu you created? Could you give us some examples of some of the cocktails - the ingredients and the flavours and the memories they are designed to evoke?**

The menu featured 12 unique aromas that myself and Ryan created and developed with IFF, there fragrances hadn't existed before,

**You launched the world's first edible menu. Could you tell us what inspired the idea?**

This menu was a natural progression from the first. With the previous menu we looked to the past with memory triggers and aroma. Next we wanted to look to the future with Dreams & Desires and flavour.

The menu was also quite nostalgic in design and aromatised with the fragrance of an old fashioned sweet shop, so there were a couple of sensory links to connect the two. At the last day of service, late November, Tippling Club had produced over 500,000 handmade gummy bears for the menu.

**Why does aroma evoke such vivid memories?**

This is down to the way the brain works. Sensory information is carried down the olfactory nerve located near the amygdala, the part of the brain that regulates experiences relative to memory and emotion. The hippocampus, also near the olfactory nerve is responsible for associative learning. The location of the three parts being so close together, is why aroma triggers memory.

**On all your most famous menus, you have worked closely with chef Ryan Clift. Do you think there should be more collaboration between chefs and bartenders?**

I think there should always be more collaboration or cross pollination between industries, working with different people opens up a completely different way of thinking. Of course, the chef and bartender relationship is quite close and it was a very inspirational experience working so closely with Chef Ryan.



we wanted our guests to relive their cherished childhood memories whilst they were in the bar. Tippling Club was always about pushing the boundaries, experience, flavour and most importantly fun, this was a huge part of the thought process for the menus.

**Rain Stone**

Rain, Citrus, Vodka, Soda

**Campfire Ash**

Burnt Syrup, Marshmallow Milk, Citrus, Gin

**Forest Pine**

Sherry, Vermouth, Mezcal

**How did you manage to create the cocktail flavours in the gummy bears?**

Each one of the 12 gummy bears was flavoured with the main ingredients of the cocktail, which were also flavours synonymous with the dream or desire that it represented. There were staggering amounts of research done on this part, finding links between flavours and dreams and desires took a lot of time, but we were very happy with the end result. With our direction, IFF provided brand new flavours for the gummy bears after numerous tasting sessions.

**What is the most memorable sensory cocktail you've created?**

I think my favourite drink was from the first menu, Rain. We made a rain distillate using geosmin, one of the main components which goes into Petrichor (also known as the smell of rain). We made an edible stone spirit, using an edible clay we found in the plains of West Africa and added a little sugar and citrus to balance. This was then finished off with soda and served with an edible rain cloud.

**Can you tell me a bit more about work you're doing and have done with Sensorium?**

Sensorium is a consultancy company by Chef Ryan and myself where we explore the relationship between bartender and chef. We have a number of very exciting projects coming up, watch this space!

**Can we expect sensory menus from your new venue in Manchester?**

Sorry! I am sworn to secrecy. Watch this space! Please. Hello? Joe?.....

Gin is a global phenomenon and while you might not commend us for finger-on-the-pulse skills, we're here to report it will continue in 2019. This is never truer than in Madrid, since Spain has done much to revive the fortunes of this spirit. Born in Argentina, Diego Cabrera has been a formative figure in the Madrid bar scene for over a decade. He is currently behind Salmon Guru, a bar packed with all manner of cutting edge concepts, and he knows a thing about about trends.

"I think Spain has launched very important trends into the world of food and drink, but as a country it doesn't currently get the recognition it should. It's a super foodie country, the cuisine is well known throughout the world. The trends from its cuisine play a big part in influencing what we do behind the bar.

# SPIRIT OF SPAIN

"Madrid is a city where both innovative bars and traditional bars both perform really well," says Diego "People like to try bars that are innovative and where they can try new flavours, but they also like the classic bars where they can drink a traditional gin and tonic.

With that in mind it's perhaps no surprise to hear what the number one spirit is. "Gin!" says Diego, with a laugh. "Spain is a Gin paradise. Why? First this is a warm country, and so people like to drink something refreshing. Bartenders in Spain create a ritual that is easy to drink, and easy to replicate at home. We started the gin and tonic revolution through creating new tools to make or serve the gin and tonic."

Perhaps the most eye catching contribution to gin has been Spain's goblet serve, a gin and tonic in a copa da balon, packed with ice, often seasoned with substantial herbal garnishes to fit the ever growing collection of Mediterranean botanicals in their gins. Having reached across Europe and to the UK, the serve also successfully found its way to the States and as the trend of matching gins with flavoured tonics gathered pace, it helped change gin menus in the leading bars around the world.

"In the kitchen chefs have created the techniques that we use in the bar like molecular, foam, clarifications, jellies, rotavapor, and many more. So with gin and all of this I think it's important to understand the techniques created in Spain.

"The Spanish bartender has given us escanciador shaking, the technique to chill and aerate the cocktail. Then you have the traditional Venencia technique - this is a technique to serve sherry, and lots of bartenders use this for cocktail presentation."

But as with all the best bar professionals, Diego isn't relying on the Spanish to influence all his ideas, hailing from Argentina he is keen to explore the wider world of drinks.

"I love to visit exotic countries and cities that are less trodden," he says. "I have a new project where I travel to discover new products and different ways to produce beverages. The first trip was the Amazon, this year I plan visit the countryside in Korea or China. If you really want to be different you need to search for inspiration in unusual places.



Anyone trying to replicate the sunshine flavours of the Mediterranean gin boom, could incorporate the classic Larios, launched back in 1932 by the third marquis, José Aurelio Larios. Or experiment with Italian favourite Malfy, using fresh lemons from the Amalfi Coast.



"Because as much as gin and tonics will sell, in Salmon Guru, the most important cocktails are the most creative ones, like our Yellow Chilli or Steam Drunk or Chipotle cocktails. And as with so many bars around the world, the big trend for 2019 will be using sustainable, seasonal and local products. Also collaborating with local artisans, to create differentiated cocktails."

Gin remains a big story in Spain and in bars around the world then, but as ever, the country's best bars are pushing boundaries all over the place. It's a country offering plenty to digest if you've got a passion for food and drink.





# A DUTCH



# MASTER



Renowned bartender Timo Janse reveals how bartenders in Amsterdam are enjoying customer demands for genever and mezcal, two intense spirits that suggest the city has plenty of adventurous drinkers.

Historically, the Dutch have been masters of invention – flowers, footwear, fruity movies. Their pioneering endeavour helped make the world a smaller place in the 17th century when the Dutch East India Company shaped trading patterns and commerce, and as a result, the country has long been an international hub, enjoying and creating trends.

The influence is no less significant in the world of spirits trends - the nation gave us gin after all. Or genever at least, and certainly it's fair to suggest the first commercial incarnation of juniper spirits hailed from the Netherlands. So, it's fitting the bartenders here still push boundaries. Amsterdam is a great pilgrimage for any international bar

professional and those who visit either leave their own mark or take something Dutch away with them to adopt in their own bar.

Native Timo Janse who runs the Flying Dutchman Cocktail bar with the equally talented Tess Posthumus, is proving Amsterdam still has a knack for quality drinks, centuries after it was the distilling centre of the universe. We met Timo Janse nearly a decade ago on a trip to Amsterdam, when he told us: "What I enjoy about cocktails is that they can contain any ingredient from anywhere in the world. Nothing is written in stone, and together with the guest you can create a truly unique experience."

The sentiment stuck, so when we looked at European trends, he seemed like a good man to catch up with. Back in 2011, Timo was keeping bar at the famous Door 74, since then he has gone on to open his beautiful new bar in the city, and the Flying Dutchman Cocktails is

no less impressive.

Set in the Odeon Building the bar enjoys classic surroundings and the wall of spirits he performs in front of leaves any drinks geek impressed. But as much as things have changed for Timo since 2011, and as much as he has continued to innovate, one thing has remained constant in his world, the spirit of the Netherlands. So, when asked what the most important spirit is in the Netherlands right now, it was a simple, one word answer from Timo: "Genever".

The irony of all that early Dutch endeavour on the high seas and all the sharing of Dutch spirits, is that genever is not a mainstream spirit. It deserves to be, but for some, that malty quality is a challenge. True it has an epic history, but can something so challenging and traditional remain fresh? Timo thinks so, and when he talks about a spirit on trend in the Netherlands, he is a passionate advocate.

"The great thing about this spirit is it is already fresh for most people," Says Timo. "But we try to approach classic drinks not usually made with genever. This is how you can mix things up with a spirit, and we are currently doing it with great success."

Timo is proving that, whatever spirit is on trend in a city or bar, a confident and dedicated bar professional can create tasty beverages. But it's also telling that one of the other spirits popular with bar professionals and customers in Amsterdam right now, is mezcal.

"Mezcal's star continues to rise," says Timo. "Dutch people love smoky whisky. Then you need to understand this is Cosmopolitan city, fast paced, lots of expats and international influence, we have great availability of fruits, spices, spirits, you name it, we can source it."

And they all do here, because sourcing native and local is also on the agenda in Amsterdam bars. But beyond what's going into glasses, Timo has also incorporated the more recent trend of bartenders taking on guest shifts around the world. This has proved a great way for bars to generate noise around what they're doing, bringing in some of the award-winning global bartenders who have a great following on social media.

"Another trend we expect to continue is the bar as an experience, so as well as guest bartending we host a lot of events here. Then one of the key elements of our bar is keeping our assortment of spirits large and useful. And keeping a close eye on new brands and spirits.

"Low abv drinks are becoming more popular, and like many countries, sustainability remains huge. All bartenders here are



looking at the ingredients around us. Julian Bayuni at Vesper bar for example, has hyper-locally sourced ingredients: he is on to something there."

Follow Timo on Instagram (@timo.janse) and you'll discover he's also launched his own cocktail cherries, RevolutionCherry, using Dutch cherries and steeped in an eau de vie from the locally sourced fruit. Despite his love of local though, Timo always looks further afield for inspiration and like the best bar professionals is aware of trends elsewhere.

"These days ideas can come from everywhere, but I look at Shanghai, Beirut, Singapore, Saint Petersburg & Hong-Kong at the moment in particular. There is a small group of bartenders that I follow particularly close, such as Nico de Soto, Remy Savage, Moe Aljaff and Aki Wang. However, it is not in my nature to copy anybody else."

This is obviously an important note for anyone exploring trends in bartending right now. Whatever you incorporate into your own bar, it still needs to be an original offering, and indeed make sense for your customers, these are the reasons they return. But the other thing to take from Timo is that if you use the spirits correctly, customers really can be enticed by spirits that might otherwise seem challenging.

Despite all his original ideas and modern approach to cocktails, the classics are also crucial for Timo, so as trends go, this will always be something he returns to.

"We do not focus on new techniques in our bar," explains Timo. "Classic drinks is our thing, it's very important."

To prove the point, the bestselling cocktail in the bar is the Flying Dutchmen cocktail. A genever base, classic in principle but with a little flourish of innovation. A properly Dutch drink.

## THE FLYING DUTCHMEN



### INGREDIENTS

45ml Bols Genever Barrel Aged  
30ml lemon juice  
15ml speculaas gum syrup  
2 dash gary regan orange bitters,  
1 dash TBT orange flower water  
Shake, garnish with an orange zest  
and edible flower

#### Gum syrup recipe

13g gum arabica  
10g cinnamon sticks (broken)  
3g cloves  
1.3g chopped nutmeg (7 pieces)  
1.3g white pepper  
1.3g green cardamom  
1.3g fresh ginger (peeled and chopped)  
388g sugar  
3L water

### METHOD

Mix all of the gum arabica with 65g sugar.

Dissolve gum-sugar into 2L of water over heat. Don't let it come to a boil. Strain and set aside. This is your gum syrup mix.

Toast the spices in a large pan.

Add 1L water and 130g of sugar. Dissolve sugar into water over heat. Don't let it come to a boil. This is your spiced syrup mix.

Add the spiced syrup mix to the gum syrup mix.

Heat again and add the final 130g of sugar. Let it dissolve and cool back to room temperature.

Strain and pour into a measuring jug. Fill the required number of squeeze bottles, label them and store in the bar and the grey tray in the walk-in fridge.

Fill the required number of vacuum bags with the required millilitres of syrup each, label them with syrup name in the upper left corner and date in the upper right corner. Store in the assigned grey tray in the freezer.



Every bartender needs to push the boundaries, but sometimes it helps to put a check on the ambitions of incorporating faddy trends. Australian bartending legend Tim Philips reminds us how one trend worth reinventing is the practice of the core foundations of cocktails: decent spirits and a devotion to practicing technique. And of course, great ice.

While you might cast a glance at a Cointreau Caviar Spherification kit and some talented tenders will successfully explore an approach to acids in drinks, don't get Tim Phillips started on the foraged-woodruff-distillate-highball he was served last year.

Tim was particularly outspoken about this drink in a piece he wrote for the excellent Australian Bartender magazine, noting that, and we're paraphrasing his eloquent rant, some of the style in modern cocktail creation, is coming at the cost of substance.

His points were worthy of note because while a spirits bar wants to attract a customer to any of the 'on-trend' eye catching ingredients and modern theatrical methods, a drink will only sell if it tastes good.

And it's worth adding, the customer needs to feel comfortable holding said drink, it won't help if they look daft. When one of the thinking Drinkers was holding a cocktail that leaked smoke out of a glass shaped as a pipe the other day, he looked like a prat, and the cocktail wasn't as tasty as the Negroni the other Thinking Drinker was enjoying. Tim's views chimed with some of our comments on that occasion, so we picked it up with him.

Tim takes a lot of his frustration back to the tendency among some bartenders to ignore some of the basic principles that make drinks tasty – great spirits, great ice, cold glassware, careful dilution of drinks, technique and understanding of balance. They are principles that can be learned and honed by being sure you understand the classic cocktails.

"Classics are the canvas for experimentation," says Tim. "I'd say up until only very recently they were the entire basis for anything great that has been made in the bartending renaissance of the last 30 years.

"They should be the pillars that any kind of evolution stand upon. Without a bartender taking the time to perfect them and understand them you truly cannot master our profession."

Tim knows what he's talking about. He has worked in bars all over the world, and while he doesn't necessarily hold it as a barometer for his own commitment to the craft, he has been named 'Bartender of the Year' in the UK and Australia and claimed the World Class Global Champion in 2012. He now runs the multi-award-winning Bulletin place in Sydney, a world famous bar opened in 2012 by three bartenders aiming to build a home for "all of the things we liked, none of the things we hate". The bar is famous for many reasons, amongst them its menu, which changes daily to reflect the produce that is looking best on the market. "The day's menu goes up on the butchers roll behind the bar and there is no other menu, any classic cocktails are available on request or you can put yourself in their hands for 'bartender's choice!'" Very cool. And the success of Bulletin spawned a second bar in the lauded Dead Ringer. So Tim knows a faddy trend when he sees one.

"I wouldn't say the classics have been ignored just not practiced thoroughly," says Tim. "Most, if not all bartenders will know the recipes for most classic cocktails. They just skip the bit where they drink, sell and make them over and over and over again. The first time you make a Manhattan is so entirely different to how you would make it the hundredth time. That's insane when you consider it's a three-ingredient drink.

"It would be a sad time if I ever walked in to a craft cocktail bar and the bartender could not make me a Sazerac. They are a nod to our profession's rich history. As bartenders I feel we should be custodians to the trailblazers before us. It's disrespectful to our profession if classic cocktail making either gets lost or is moved to being solely batched or pre-bottled like the majority of drinks today. There's an art in the production of these drinks."



These seem very simple ambitions for a trend that blends quality with practice, but they might need to be. For Tim, it's about a return to the building blocks of bartending.

"Technique is paramount in the production of successful classic cocktails," he says. "You're relying on three ingredients usually, as well as paying close attention to dilution and temperature. Each of these elements can take your drink from wonderful to woeful."

Once bartenders have these habits built into a bar programme, it becomes easier to explore and innovate. Indeed many leading bartenders are shifting to the presentation of simpler ideas to customers, even if some of the ingredients in new cocktails are bespoke and complex. Even so, Tim doesn't believe creating a new classic is easy.

"A 'new classic' is usually made by utilizing a readily available ingredient that may not of had a lot of love in drinks (See Coffee in the Pharmaceutical Stimulant

and Ginger in the Penicillin). New classics are usually spawned by influential bars in bigger cities, by industry stalwarts. This ability to be able to connect with many customers and other bartenders causes the drinks contagious effect. A lot must to go right for everyone to fall in love with your drink and for it to become a staple of the bartender lexicon.

"I think something like the Tommy's margarita stands out as it's so simple. Fewer ingredient drinks tend to do quite well and become influential. For me the ultimate classic is the Dry Gin Martini. It's just perfect. And as for a desert island drink, coconut water and Caol Ila - it's a time and place thing more than anything."

There we are then, in a magazine devoted to trends, it's interesting to see one of the most important bartenders in the world still values a dry martini so highly. Evidence that, no matter how much we get wrapped in the new, one of the most important trends is still getting the classics right.

Tim Philips suggests these core drinks to perfect.

#### LEMONADE

To master balance

#### DAIQUIRI

To master the shake and strain

#### MARTINI

To master texture

#### MANHATTAN

The master variation in whisk(e)y and wine (vermouth)

#### BLOODY MARY

It's as close to cooking as any drink gets. Sweet, Sour, Salty, Strong and Spice



# RISING SUN



Japan is famous for its whisky and increasingly it's gin, but in Tokyo, the emerging bartending talent that is **HIROYASU KAYAMA** has proved a wider understanding of natural science sets him apart. Added to which, the most popular spirit in his renowned Ben Fiddich bar, is absinthe.

There's a video of Hiroyasu Kayama of Ben Fiddich on Youtube, making a Hot Buttered Chartreuse drink. It's mesmerising, seek it out. One of the most incredible aspects of the performance is the detail. On the surface the drink seems relatively simple in construction, yet every step of the process is painstakingly measured, timings are efficient but very deliberate and not rushed, right down to the cleaning of his spoon after each ingredient is added.

Like many of his peers in Japan, Kayama takes this performance seriously, bartending is highly revered in the country, and if there had to be a trend to associate with Japanese bar professionals, then commitment to flawless technique would be in contention. And the hard shake. And possibly the re-imagining of ice, right down to putting it into drinks served straight up.

But going back to that Hot Buttered Chartreuse drink, I'm afraid while the build looks straightforward, the ingredients won't be. Kayama's drinks are far from simple. Natural maybe, foraged and simple in the sense that his ideas come from the earth, but gathered and delivered in drinks by someone with years of experience, with a pioneering approach to his craft.

"I own a farm," says Kayama. "I take a lot of inspiration from the ingredients and the environment of the farm. In terms of key spirit trends in Japan at the moment, we look to Japanese whisky of course, and increasingly Japanese gin. The most popular spirits in my bar right now are gin but also absinthe.

"One of the most important trends in bartending here now is working on the botanical cocktail. So, I am considering all the herbs and spices that can make the drinks different."



Kayama's offering could seem vintage. He is rooted in the antiquity of his profession, it drew him to a role behind the bar, and his obsession for natural botanicals is arguably an approach that is historic rather than cutting edge – even his white jacket-ed attire lends itself to another era. But his understanding of ingredients is advanced thanks to modern studies.

"It was my affection for the history of drinks that brought me to bartending," he says. "I especially like vintage bottles. Vintage bottles can communicate this history. But when I serve a customer I always think of a new drink. It is a small bar and I have no menu, I ask what the customer likes and make it."

That is to say, he's making them up on the spot, there are no recipes to share here and as remarkable as this sounds, it's how he works. The small space is a botanical apothecary, infusions cramming shelves like potions, natural herbs, roots and spices surrounding Kayama. These are selected according to the drinks the customer suggests, and Kayama works on the spot to create the flavours.

This deep understanding of natural science helps him create his bespoke spirits, including his own amaro that can compete with anything you'll buy. It's a lot of focus on the natural and botanical, but as he points out, this is what is on trend in Tokyo right now, and since the practice of using natural ingredients in spirits is centuries old, it's probably not going to go out of fashion any time soon.

"I love nature and one of the important elements of the ingredients is they have to be fresh. But like other bartenders here, I value things like the temperature of my ice, and the customer. Whether my role is to perform depends on the customer in front of me and my role as a bartender is as much about making sure the customer is comfortable."

The experience at Ben Fiddich is unique, which is just as well, because to transplant the bar and its ethos anywhere else, you'd need Kayama in tow. But for all his creativity, his ambition for his bar is simple enough.



## "I love nature"

"I'd like to make Ben Fiddich last 20, 30 or 40 years. And I plan to be working at the counter. That is important to me".

The trends you can take from Kayama then are these: Japanese whisky continues to earn a place, make sure you have it in the bar, we are way beyond the time when this is seen as an oddity. Japanese gin, like whisky, is made with precision and passion and is fast becoming an asset in the collection. Foraging is a global trend, see what you can source around you to bring some local flavour to your bar. But above all, try to be unique. Kayama presents an experience in his bar that can't be replicated, he has made his performance a talking point, his ingredients are thought provoking and his drinks are tasty, so people are now queuing to see him. There isn't a bar on the planet that wouldn't enjoy that.

**For a simple serve to raise a toast to the extraordinary exploits of Japanese bartenders, try Toki, as featured on page 63 and follow our guide to the highball to use it in a stunning mizuwari.**



# KETEL ONE BOTANICALS

30%  
ABV

£17.63

PER 70CL

VODKA

BOTANICAL



Two huge trends in the world of drink this year include an increased demand from customers for authentic flavour; and a lower abv offering. And it seems Ketel One has simultaneously ticked both boxes through its new Ketel One Botanical Range.

Using the characterful Ketel One Vodka as a base spirit, the Botanicals range have seen the spirit redistilled with a collection of beautiful botanicals, to deliver three incarnations of a 30% ABV spirit is packed with a punch of flavour.

Bob Nolet, the fifth generation from the legendary Nolet Distilling empire, recognised the obvious opportunity for bartenders with a product like this.

"Just as our father redefined the possibilities for vodka with the exceptionally smooth crisp taste of Ketel One Vodka, we believe Ketel One Botanical sets a completely new standard in spirits," says Bob. "As it becomes clear that consumers want better drinking options - better for them and better for their community - Ketel One Botanical and the Ketel One Spritz offer a thoughtful choice for consumers looking for something new from their summer serve. It is the perfect alternative for those after-work gin and tonic moments and a great addition to low ABV cocktail menus".

David Beatty has worked with Bob and the Nolet family for a number of years now and is someone who knows exactly why this new spirit will work in the current bar scene. A bartender who mixed drinks in some of Australia's leading bars and with some of the world's most pioneering bar professionals, he is now European brand ambassador for Ketel One. In this role he has travelled extensively to the best bars around the world, learned about emerging trends, and seen the new Botanical range evolve to satisfy the new demands of drinkers.

"We know consumption is changing," says David. "Consumers want better drinking options that deliver sophisticated taste experiences made with real ingredients, natural processes and a human touch. They are aiming for a more thoughtful lifestyle and are looking for calorie conscious and lower ABV options.

"Lower ABV is now important to many consumers and it's important for bartenders and producers to acknowledge this. The balance to strike with ABV comes with overall texture and flavour of our spirit as well as meeting the lower ABV needs of the consumer. With Ketel One Botanical the ABV is high enough that it sustains and heightens flavour and aroma but is still low enough that when mixed in a glass filled with ice and soda it has a lower ABV per serve than your average glass of wine.

Now, consumers of our award-winning Ketel One Vodka who are making a conscious decision to choose lower ABV drinks, have the option to choose a Ketel One serve with a lower ABV, but with the same brand and quality credentials."

It's a smart move for sure, and it helps that Ketel One is set up to deliver on the promises of flavour excellence. Ketel One's flavoured vodka range has long been celebrated for the vivid and natural aromas and flavours, so the intel for infusing fresh ingredients already exists at the distillery.

"We are essentially using Ketel One Vodka as the base and starting point to create Ketel One Botanical," says Dave. "This is crucial as copper plays such a vital role in bringing the distinct texture, character, mouthfeel and silky smooth finish to Ketel One Vodka when we distil in our famous Pot Still #1. We then re-distil Ketel One Vodka with the required selection of botanicals in a very similar way as you would when producing genever (except without the juniper!). When working with the botanicals we also have the best possible flavour extraction techniques used by our friends in the Grasse flavour houses in France - the same great people who help bring the unique and vibrant flavours to our Ketel One Citroen & Oranje.







BOB NOLET



DAVID BEATTY

“What is most important about the varieties is they come from natural botanicals and ingredients. We tried many combinations, in terms of what is popular with consumers, what’s trending in the food and drink industry, and these are the delicious results of our search. Popular, fresh tasting and complex.”

The result is combinations of cucumber and mint, grapefruit and rose and peach and orange, and with so much flavour packed into the spirits, it stands to reason David expects them to have a wide appeal with the new generations of drinker.

“It will appeal to a wide range of palates,” says David. “Ketel One Botanical’s flavours are fresh tasting and vibrant and are easily recognisable for the drinker who wants simplicity, but also carry enough complexity for those who like to dive into their drink and appreciate the nuance of quality ingredients.”

This means you can serve this up to a vodka and soda drinker, a G&T drinker, an aperitivo or spritz drinker, a white wine drinker or a cocktail enthusiast – all from the same bottle with no need for a long list of extra ingredients to mix it with. With a lower ABV of 30%, no artificial flavours and containing only 82 calories per serve, it also appeals to the calorie conscious.

“But right now, simplicity is key and extremely effective. Our signature serve is the Ketel One Botanical Spritz – Ketel One Botanical, premium sparkling or soda water, ice, and a fresh, natural garnish to compliment the profile of your chosen botanical, served in a wine glass.”

So, the brand is landing with simplicity in mind, eye-catching bottles and principles that will be easily communicated to the new wave of health-conscious drinkers. All of which suggests, this could be about the most on-trend spirits launch for 2019.

## KETEL ONE BOTANICAL COCKTAIL

50ML OF KETEL ONE OF CHOSEN BOTANICAL

SODA WATER

RELEVANT GARNISH

1. SERVE 50ML OF KETEL ONE BOTANICAL WITH PREMIUM SODA WATER IN A WINE GLASS
2. ADD A RELEVANT, NATURAL GARNISH



<b>APPLETON ESTATE 12 YO</b>		<b>43% ABV</b>
<b>£27.47</b>	PER 70CL	<b>RUM</b>
<b>OLD FASHIONED</b>		

Rum is a bartender's flexible friend. Not only can it fuel fun-time beach parties in a pair of flip-flops, it can also hold its own in after-dinner occasions as a sophisticated, sipping digestif – discussing philosophy, the FTSE and similarly cerebral stuff whilst successfully pulling off a fedora and perhaps even a cravat.

There aren't many spirits that can do both – which is one of the reasons rum is doing so well at the moment - volume sales of golden rum grew by 14.7% while value was up £461m. As with all maturing categories, it is the rum brands with authenticity, genuine quality, heritage, provenance and integrity that are best-placed to thrive – particularly if they're looking to play in that more sophisticated, sipping space.

Appleton Estate rums from Jamaica are a case in point. Growing well ahead of the category, and contributing over a quarter of the Gold Rum growth, off a share of only 6.3%, Appleton Rum has all the key credentials – huge history and

heritage, authenticity and integrity, provenance and a clear route from cane-to-cocktail.

Appleton Estate, nestled in the Nassau valley, has the distinction of being the oldest sugar estate and distillery in Jamaica in continuous production – and is one of the few rums in the world to legitimately claim a terroir.

They distil their rums using both the traditional "small-batch" copper pot distillation method as well as column stills and each Appleton Estate blend is a combination of several types of both pot and column still rum of varying ages.

It's all overseen by Appleton Estate's Master Blender, and rum legend, Joy Spence who has been instrumental in securing geographical indication (GI) approval for Jamaican rum. This means that any rum that claims to be Jamaican now must adhere to strict production and quality standards, including a ban on any additives.

The rare, golden rums that make up Appleton Estate Rare Blend 12 Year-Old are hand-selected and have all been aged for a minimum of 12 years in American oak barrels. Intense and full-bodied, the long years of tropical ageing gives it its rich deep bronze hue, that robust woody character and smooth, full-bodied finish.

A taste that constantly evolves in the mouth, there's cocoa and intense oak in there, light fruit and cocoa notes followed by lovely mellifluous molasses, bright orange peel and smooth coffee with a hint of toasted oak and almond.

A true expression of their Master Blender's craft and passion, Appleton 12yr Old is stocked in 1 in 4 of the most influential bars in London and can be savoured as a sipping rum or enjoyed in quality classic cocktails like this Estate Old Fashioned.



## THE ESTATE OLD FASHIONED

2 ½ PARTS APPLETON ESTATE  
RARE BLEND 12 YEAR OLD

1/2 PART SUGAR SYRUP

2 DASH ANGOSTURA BITTERS

2 DASH ORANGE BITTERS

ORANGE PEEL (GARNISH)

1. ADD ALL INGREDIENTS TO A MIXING GLASS WITH LARGE CUBED ICE
2. STIR QUICKLY UNTIL GLASS FROSTS THEN STRAIN INTO OLD FASHIONED GLASS OVER A LARGE BLOCK OF ICE OR ICE SPHERE
3. FINISH IT OFF WITH AN ORANGE TWIST



<b>BAR SOL PISCO</b>			<b>41.3% ABV</b>
<b>£20.61</b>	PER 70CL	<b>PISCO</b>	<b>CAPITAN</b> 

The popularity of Peruvian Pisco, the brandy from the Andes, has been steadily growing over the last few years with UK sales riding higher than a gap-year student on a march over Machu Pichu.

The grape-based spirit, whose history dates back to the 16th century, when grape vines were brought to South America in order to make their own wine, has benefited from its widely-acknowledged association with the Pisco Sour - every February, London hosts a Pisco Sour Week featuring leading bars promoting their own twists on Peru's national drink.

Of all the Peruvian piscos out there, however, Barsol distinguishes itself in terms of the quality of its range, its beautiful bodega, its approach to production and mindset of owner Diego Loret de Mola, a man whose main aim is to grow the appreciation of Pisco worldwide. Their home, Bodega San Isidro, is in the Southern part of Peru's Ica

valley; both the powerhouse and the spiritual homeland of the spirit. More pisco is produced in the Ica valley than anywhere else and it is thought to be the place where the original mission grape (known as Negra Criollo in Peru) was first planted and where it mutated into Quebranta, the principle grape of Peruvian pisco.

Barsol's bodega, dating back to 1919, remains unwavering in its commitment to traditional production methods. They source locally grown grapes (Quebranta, Italia, and Torontel) from small growers who use no pesticides and pick the grapes at peak ripeness.

The grapes, which all have a very high sugar content due to the incredibly sunny conditions of the Ica valley, are pressed very gently using the weight of the grapes as they rotate in a large cylindrical press.

The resulting juice, known as "yemba", is what is used for the

pisco (pomace is never used for production, but is instead recycled and used as fertiliser). Wild yeast present on the skin of the grapes then ferments the juice for around ten days before it is distilled to just over 41%ABV in Barsol's copper Charentais style pot still.

It's then rested for a minimum of 12 months, 9 months more than is legally required. This makes Barsol a much more elegant, round, and balanced pisco and explains why it has topped the World's 50 Best Bars Top Selling / Trending lists for the last 3 years - ever since they included the Pisco category.

While the Pisco Sour remains the perfect way to introduce Pisco to drinking debutants, why not offer something a little different - the "Capitan" - a classic pisco Manhattan style cocktail thought to originate around the time of US prohibition (when bartenders fled to Lima as well as Cuba).



### CAPITAN

40ML BARSOL QUEBRANTA

40ML COCCHI VERMOUTH DI TORINO (OR EQUIVALENT SWEET VERMOUTH)

1. ADD ALL INGREDIENTS INTO A STIRRING GLASS, FILL WITH ICE AND STIR UNTIL THE DRINK HAS THE CORRECT LEVEL OF DILUTION
2. THIS DRINK IS TRADITIONALLY SERVED EITHER IN A CHILLED COCKTAIL / COUPETTE GLASS, OR OVER ICE IN A ROCKS GLASS OR TUMBLER
3. GARNISH WITH A CHERRY OR ORANGE ZEST





<b>ABELHA CACHAÇA</b>			<b>39% ABV</b>
<b>£18.48</b>	PER 70CL	<b>CACHAÇA</b>	<b>BRAZILIAN LADY</b> 

Looking for a versatile 'rum' ripe for exploration? Well, we suggest you make like a couple of hirsute ladies visiting a waxing salon before setting off on a sunny beach holiday....and go Brazilian.

Because the potential for cachaca is huge. It's the third most consumed spirit in the world yet 99% of it is drunk in its native Brazil – which means there is certainly room for growth in a UK on-trade revelling in all things rum.

While having fought long and hard to be acknowledged as a category of its own, cachaca remains well-placed to benefit from the current rum renaissance – and a notable shift towards drier cane spirits (not to mention more 'rustic' spirits like Mezcal).

Its association with the Caipirinha has certainly helped cachaca in the past yet an over-reliance on the classic cocktail has, some would suggest, clipped its wings of creativity – and meant that some bars are happy to simply stock one bottle.

But bartenders are now rightly recognising cachaca as a spirit with versatility and more than enough depth to be used in other drinks. Driving this reinterpretation is an emergence of premium barrel-aged, pot-still alembic cachacas made using an array of different oak – from America, Latin America and Europe.

The fact that Cachaca can be aged in an array of different wood has further fuelled experimentation among bartenders worldwide which means that simply keeping one bottle of cachaca on the back bar is doing the South American spirit serious injustice.

Abelha Organic Cachaça, pronounced 'ah-BAY-lyá' and meaning 'bee' in Portuguese, is a small-batch, premium copper still cachaca produced without the use of pesticides or artificial fertilisers.

Made from sugar cane grown by a collective of small-holding farmers amid the sandy Highland soils of Bahia, Northern Brazil, the cane is processed on the same day it's picked and fermented using yeast that grows naturally on the cane.

Only the heart or curacao, a small fraction of the distillate, is kept to ensure the highest possible quality before being matured for 6 months in steel tanks or aged for 3 years in small 250L garapeira wooden barrels.

The Responsible Trading Company (RTC), who produce Abelha Cachaça, ensure the farmers are paid a good wage, and are guaranteed a fair price for their cane – so it has added appeal for the growing number of increasingly ethically-ware imbibers.

While it can make a very classy caipirinha, Abelha's eminent mixability encourages bartenders to broaden the horizons of Brazil's national spirit through a selection of alternative serves including the Brazilian Lady.



### BRAZILIAN LADY

40 ML CACHAÇA ABELHA SILVER

20 ML COINTREAU

20 ML LEMON JUICE

15 ML SIMPLE SYRUP

FLESH OF 1/2 A PASSION FRUIT

1/2 AN EGG WHITE

1. DRY SHAKE ALL INGREDIENTS, THEN ADD ICE AND RE-SHAKE
2. FINE STRAIN INTO A COUPETTE
3. GARNISH WITH THE OTHER HALF OF THE PASSIONFRUIT



<b>FOUR PILLARS SPICED NEGRONI GIN</b>			<b>43.8% ABV</b>
<b>£27.74</b>	PER 70CL	<b>GIN</b>	<b>NEGRONI</b> 

What better way to celebrate the Negroni's 100th birthday this year than with a gin purposely created for it?

The classic Italian aperitif has, in recent years, captured the consumer imagination in a quite remarkable fashion. In fact, no other cocktail epitomises the growing sophistication of the British bar-goer better than the Negroni. Negronis, after all, are not an easy drink to drink. It has, in the past, been stated that debutante drinkers require 20 attempts at a Negroni before they can truly appreciate the acutely bitter burst of botanicals, gin, Campari and vermouth.

Yet what was once the exclusive domain of the connoisseur drinker with a developed palate, and indeed the bartender's choice, has become a remarkably regular bar-call and the Negroni was recently named as the second best-selling cocktail in the world by Drinks International Brand Report.

With the Negroni celebrating its 100-year anniversary, (it's been a century since Count Camillo

Negroni accidentally created it in a bar in Florence in 1919), this consumer "ciao-down" of the Italian classic is surely set to continue in 2019.

With all this in mind, and given the UK's continuing gin-aissance, it would be churlish not to introduce Four Pillars Spiced Negroni Gin to your back bar; a bespoke gin specifically designed to be served in the Negroni.

While the botanical nuances of lesser gins can often be overawed by the astringent Campari, this is a gin that is capable of both cutting through the bitter Italian aperitif and vermouth yet maintaining the crucial balance of the classic cocktail.

The first in a series of creative collaborations between Four Pillars and leading mixologists, Four Pillars Spiced Negroni Gin is the brainchild of the Four Pillars distiller Cameron Mackenzie and Jason Williams, one of Australia's most well-regarded bartenders.

Launched back in 2014, the custom-created gin is an acutely

aromatic, robust and spicy spirit that delivers huge power and intensity. Using the phenomenal Four Pillars Rare Dry gin as inspiration, they use the same base botanicals before dialing up the dose of both the Tasmanian pepperberry leaf and cinnamon.

As well as adding exotic and unusual Grains of Paradise from West Africa - which bring a little bit of heat to the party - they looked a little more locally for Australian organic blood oranges as well as some ginger - and bunged them into the botanical basket too.

These added botanicals seriously spike up both the spice character and the fragrant freshness while the ABV of 43.8% gives the gin further oomph, body and intensity.

When served in the cocktail for which it is deliberately designed, it is sublime - balancing out the bitterness of the Campari and the semi-sweetness of the vermouth whilst simultaneously furnishing the drink with its own peppery spice, zest and piney juniper character.

**FOUR PILLARS  
NEGRONI**

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30ML FOUR PILLARS SPICED  
NEGRONI GIN

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30ML CAMPARI

---

30ML SWEET VERMOUTH

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ORANGE PEEL

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1. POUR INGREDIENTS OVER ICE  
IN AN OLD FASHIONED GLASS
2. STIR FOR 5 TO 10 SECONDS
3. TWIST THE ORANGE PEEL OVER  
THE DRINK AND PLACE IT IN





<b>GORILLA SILVER BACK</b>			<b>46% ABV</b>
<b>£25.98</b>	PER 70CL	<b>GIN</b>	<b>GIN &amp; TONIC</b> 

Drinking. It's been doing good for centuries. Back in the Middle Ages, monasteries and abbey inns saved local people from disease-riddled water by brewing beer and the funds from the sale of these brews would be used to fund good causes – so the more you drank, the better the world became.

Hundreds of years later, ethics are becoming an increasingly important element of the average drinker's decision-making process. From food miles and fish bladders to plastic straws and employee welfare, customers are thinking more and more about the environmental and social impacts of what goes into their glasses and, equally, spirits companies are realising the potential benefits of delivering a guilt-free drinking experience.

One such company tapping into this trend is Gorilla Spirits Company, a Hampshire-based micro-distillery that not only gives a monkeys about what's in their bottles – but also the ethical aspect of their burgeoning business.

Devoted to being a do-good drinks company from the outset, Gorilla Spirits Company makes a £1 donation per bottle to The Gorilla Organisation, a small London-based charity dedicated to protecting a critically endangered species on the brink of extinction.

There are only 880 mountain gorillas existing in the world and the money raised by sales of Gorilla Spirits is used to support ranger patrols and also fund local community projects in Rwanda, Uganda and DR Congo.

With the key threats facing these mountain gorillas being habitat loss and poaching, buying just a couple of cases provides for a ranger patrol that protects gorillas from poachers' snares, encourages organic farming and offers locals an alternative income that doesn't endanger the lives of the gorillas.

Crucially, ape-related altruism is by no means the only reason to put these primate-pleasing premium spirits on your back bar. Because the liquid in Gorilla Spirits' lovely looking bottles doesn't just do good, it tastes great too.

The flagship Gorilla Mountain Strength Gin, created on a small-batch still named Mugwaneza, the Rwandan word for "she who is content", is a wheat-based spirit showcasing a selection of seven different botanicals- juniper, coriander seed, angelica root, sweet orange, acacia blossom, lemongrass and calamus root.

Fresh, citrus-forward with distinctive hints of honey and lemongrass, it has scooped a quartet of medals at the prestigious International Wine and Spirits Competition (IWSC) over the last two years.

There's enough going on here to drink this neat over ice with a slice of orange but we recommend using that all-important opposable thumb to crack open a bottle of FeverTree Mediterranean Tonic and create a cracking classic gin and tonic garnished with a twist of orange.



**SILVERBACK  
PERFECT GIN  
& TONIC**

50ML SILVERBACK MOUNTAIN STRENGTH GIN

FEVER-TREE MEDITERRANEAN TONIC WATER

ORANGE PEEL

1. POUR 50ML SILVERBACK MOUNTAIN STRENGTH GIN INTO A GIN GOBLET WITH PLENTY OF ICE
2. TOP WITH FEVER-TREE MEDITERRANEAN TONIC WATER
3. GARNISH WITH A TWIST OF ORANGE PEEL





# GORILLA MARABA

30%  
ABV

£20.99

PER 70CL

COFFEE LIQUEUR

ESPRESSO MARTINI



Another beautiful offering from the Gorilla Spirits band of brands is the cracking Maraba Coffee Liqueur. Not sure if you've noticed but coffee is currently really rather popular among UK consumers.

Recent research has revealed that we are a nation constantly in our coffee cups; drinking approximately 95 million cups of coffee per day compared with 70 million back in 2008.

That's an increase of 25 million cups over the last decade. This coffee craving has not only catalysed the rise of the espresso martini to its position as one of the most popular cocktail requests in the UK – but has also inspired the arrival of a number of caffeine-fuelled spirits and liqueurs.

This 30% ABV liqueur will certainly perk up interest among boffins of the coffee bean and aficionados of

artisan brews. Gorilla Spirits have teamed up with local Hampshire coffee specialists Moonroast Coffee and sourced some superlative Single Estate Maraba Red Bourbon Arabica coffee beans from Rwanda.

Dovetailed smoothly with its very own distillate, the coffee creates an intensely rich, velvety liqueur boasting phenomenal flavours of dark chocolate, cocoa butter, dark berries, vanilla and, as you'd expect, full-bodied coffee.

There's more than enough character and complexity to sip this neat over ice, it excels over ice cream in a terrific twist on an affogato or shake it up with vodka for an excellent, and acutely ethical, espresso martini.

## SPICY ESPRESSO MARTINI

40ML MARABA COFFEE LIQUEUR

25ML PREMIUM VODKA

25ML ESPRESSO COFFEE

5ML SUGAR SYRUP

DASH CHOCOLATE BITTERS  
(OPTIONAL)

1. SHAKE HARD ALL INGREDIENTS
2. SERVE IN A CHILLED MARTINI GLASS/COUPE WITH 3 BEANS OF COFFEE RESTING ON THE FOAM



<b>KAHLUA CHILI CHOC</b>			<b>20% ABV</b>
<b>£13.33</b>	PER 70CL	<b>COFFEE LIQUEUR</b>	<b>ESPRESSO MARTINI</b> 🍸

When Kahlua Chili Choc was launched in the Summer of 2018, it shrewdly and simultaneously tapped into two upward epicurean trends – the rise in popularity of liqueurs and the insatiable appetite among UK consumers, especially among hipsters, for heat and hot sauce!

In the summer of 2018, British consumers cracked open more than 42m bottles of liqueurs. This love affair with liqueurs was fuelled primarily by a scorching 12 week heatwave and social media-friendly colourful, vibrant cocktail serves such as the Aperol Spritz.

Interestingly, research by the Wine & Spirit Association also revealed that, during the Summer, cream liqueurs such as Kahlua also enjoyed a surprising spike of 1.7m bottles last year, up around a third on the year before.

In total, in the 12 months from January 2018, Brits splashed around £1.2 billion (US\$1.5bn) on both non-cream and cream liqueurs and many industry observers attribute this to the Instagram-able appeal of liqueur-driven classic drinks including the Espresso Martini.

Similarly, the nation is in the throes of a love affair with hot sauces. According to Euromonitor International, sales of chilli sauces in the UK are growing at an eye-watering seven per cent every year which, in terms of growth, is crushing all other styles of condiments.

While the likes of Tabasco, Encona and Cholula have been key driving forces behind this, there are also hundreds of independent British producers blazing a trail. The hankering for heat has been further fuelled by a certain well-known,

high-street Chicken chain – it's no coincidence that the chili pepper Piri-Piri saw a 67% increase in launches in 2016 and 2017.

This new launch from Kahlua cleverly ties up all these trends and maintains the momentum of a brand that, in 2017, grew by 16% and 18.3% in both value and volume respectively.

Packaged in a bottle that is both fun yet reverent to the brand's Mexican roots, the spicy sibling to the hugely successful coffee-liqueur combines a smooth and silky dark chocolate character with a considerable kick of spice that brings some lovely heat on the finish.

While it can be served simply with cola over ice, it provides a gentle piquant punch to an Espresso Martini – one of the most popular cocktails in the UK.



### SPICY ESPRESSO MARTINI

ONE PART KAHLUA CHILI CHOC

ONE PART ABSOLUT VODKA

ONE PART ESPRESSO

ICE CUBES

1. SHAKE ALL THE INGREDIENTS HARD WITH ICE AND STRAIN INTO A GLASS OVER FRESH ICE
2. GARNISH WITH COFFEE BEANS
3. SERVE STRAIGHT UP IN A MARTINI GLASS



<b>LARIOS DRY GIN</b>			<b>37.5% ABV</b>
<b>£11.46</b>	PER 70CL	<b>GIN</b>	<b>GIN &amp; TONIC</b> 

What's going to be the next big spirit trend after gin? The answer is gin. Again.

There is very little sign of the 'gin-aissance' slowing down after what has been a quite phenomenal few years of growth. According to the last market report from the Wine and Spirit Trade Association, the Brits spent more than £1.6bn on more than 60million bottles of gin in the year ending June 2018 (not counting the scorching summer!).

With an additional 14.4 million bottles of gin bought in the UK, up 38% on the same period the previous year, these sales figures showed that the gin market has doubled in the last five years and the juniper-based spirit is responsible for more than two-thirds of all growth in the UK spirits sector.

Such meteoric growth has, predictably, precipitated the launch of hundreds of new brands, flavoured variants and esoteric off-shoots and, while many are enticed to the category by innovation, the tyranny of choice can potentially intimidate customers.

When faced with a wall of eye-catching bottles on the back bar or a menu bursting with tales of unusual botanicals, many will seek a reassuring name that they recognise – especially if it also conjures up that carefree holiday vibe and transports them to a sun-kissed warm evening on a Mediterranean beach sipping a G&T.

Even though Larios was only unleashed into the UK on-trade a few years ago, millions of Brits will be familiar with the iconic label having tasted it whilst on holiday in Spain. Of the 82.6 million tourists who visited Spain in 2018, one in five were British and a huge number of these will have undoubtedly enjoyed sipping a Larios G&T, often free-poured into capacious copa goblets that are now ubiquitous over here.

Amid the scampering pomp of the burgeoning gin scene, Larios is a very competitively-priced, classic London Dry that turns up rather quietly, and reminds you why it's achieved such greatness in the past.

Ubiquitous in the nation's bars from Madrid to Malaga, it is the number one gin in Spain and one of the top 10 best-selling gins internationally.

Produced according to the London Dry gin recipe using natural ingredients such as juniper berries, coriander and orange peel, Larios undergoes double distillation in traditional alembics and considers itself an uncluttered classic - boasting clarity, clean-lined fresh aromatics, a stylish citrus character and a pure palate.

Drier and smoother than most traditional London Dry gins, Larios has recently been given a handsome revamp which has enhanced its aesthetic allure and reflects the freshness of its ingredients and its Mediterranean provenance.



## LARIOS G&T

50ML LARIOS


TONIC WATER

LEMON AND ORANGE  
TWISTS TO GARNISH

1. FILL A CLEAN COPA CLASS WITH ICE
2. ADD LARIOS AND TOP WITH TONIC WATER
3. GARNISH WITH LEMON AND ORANGE TWISTS





<b>MALFY GIN</b>			<b>41% ABV</b>
<b>£20.20</b>	PER 70CL	<b>GIN</b>	<b>GIN &amp; TONIC</b> 

Without doubt, the biggest trend to sweep the UK on-trade in the last couple of years has been pink gin.

The rise of rose-tinted gins has been nothing short of astonishing and there are 2.2m pink gin drinkers in the UK eager to explore a category that is expected to grow further in 2019.

According to the number-crunching on-trade observer CGA, value sales of pink gin increased by a staggering 1,779% while volumes rocketed by 2,194% from February 2017 to 2018 – and that’s not including last year’s scorching summer when solar-powered sales continued to soar.

Pink and flavoured gin, significant catalysts of the overall gin-naissance, have proven particularly popular with Millennials and drinkers under the age of 45 – with a slightly stronger female following than classic gins.

Similarly to rosé and the Aperol Spritz in previous years, sales of pink gin have been powered by social media. Served up in big

balloon glasses, these spirits have instant Instagram appeal and they also suit the sweeter-seeking palate of a slightly younger drinker.

One of the stand-out players in the thriving pink gin and flavoured gin category is, of course, Malfy; the bright, fruity and zesty Italian gin distilled in Moncalieri, just outside the city of Torino.

Packaged in a colourful Mediterranean-style bottle that emanates Italian sunshine and coastal cool, Malfy Gin’s citrusy flagship spirit also taps into the considerable consumer appetite for Italian aperitivo-style drinks. Last year, following on from the 2016 release of its Con Limone variant, made with lemon peels from Sicily and the Amalfi Coast, Malfy made further inroads into the flavoured and pink gin categories with the release of two new shrewdly-positioned premium variants.

First up was Malfy Con Arancia, a beautifully balanced gin flavoured predominantly with Sicilian blood-oranges. The orange-hued

Malfy Gin con Arancia also brings together juniper, lemon peel, grapefruit peel, angelica root, orris root and coriander in its distillation process.

An excellent alternative, or addition, on the menu to the Aperol Spritz, Malfy Con Arancia works wonderfully in a large wine glass brimming with ice, topped up with prosecco and garnished with a blood orange slice. A simpler serve, meanwhile, is long in a highball glass filled with ice accompanied by either a premium tonic or Fever-Tree Sicilian Lemonade. Again, garnished with a slice of orange.

Last summer also saw the arrival of Malfy Rosa, which is the Italian word for ‘pink’. While it has a solid base of Italian juniper, infused in neutral grain spirit for 36 hours, a considerable amount of its colour and character comes from the sun-ripened Sicilian pink grapefruits which are macerated, distilled and vacuum-distilled with the juniper distillate and five other botanicals including lemon, grapefruit, angelica root, orris root and coriander.

### MALFY CON ARANCIA

50ML MALFY CON ARANCIA

PREMIUM TONIC

WEDGE OF SICILIAN ORANGE

1. MIX A HEALTHY MEASURE OF MALFY CON ARANCIA WITH A PREMIUM TONIC WATER IN AN ICE-FILLED HIGHBALL GLASS.
2. GARNISH WITH A FRESH WEDGE OF SICILIAN ORANGE



### MALFY ROSA

50ML MALFY GIN ROSA


PREMIUM TONIC WATER

WEDGE OF SICILIAN GRAPEFRUIT

SPRIG OF ROSEMARY

1. MIX MALFY GIN ROSA WITH PREMIUM TONIC WATER IN AN ICE FILLER TUMBLER
2. GARNISH WITH A FRESH WEDGE OF (SICILIAN) GRAPEFRUIT AND A SPRIG OF ROSEMARY



<b>TARSIER GIN</b>			<b>45% ABV</b>
<b>£27.20</b>	PER 70CL	<b>GIN</b>	<b>AGE OF SAIL</b> 

Unlike most people returning from an epic backpacking adventure, Sherwin Acebuche and Tim Driver didn't just bring back a bottle of unusual spirits and stick it in their drinks cabinet to gather dust.

No, the founders of Tarsier Gin went a step further - by actually launching an actual spirit inspired by their Southeast Asian odyssey. The discerning drinking duo have cleverly distilled their incredible trip into a spirit that celebrates the people, the places and the exotic ingredients they encountered back in 2014.

Their extraordinary journey, through the Philippines, Thailand, Vietnam and Cambodia, exposed them to new cultures, sights, sounds and smells - but he thing that really stuck with them was the food; vibrant and fresh with an incredible balance of sweet, sour, spicy and umami flavours.

Once back in Blighty, and determined to evoke this epicurean awakening, they embarked on

a different kind of journey that rarely took them beyond their Manchester kitchen and their own small copper alembic pot still. In their unwavering pursuit of an exotic gin that encapsulated their journey, countless days and weeks were spent experimenting and distilling different fruits, herbs and spices from the region. After more than three years tweaking ratios and testing recipes on friends and family, they settled on a botanical line-up that blended the exoticism of southeast Asia with the backbone of a traditional London Dry gin.

Juniper, coriander seed, cassia, angelica, orris root, liquorice root and bitter almond provide a solid foundation for their five signature Southeast Asian botanicals: calamansi (the Philippines), thai sweet basil (Thailand), galangal (Vietnam) and red and black kampot pepper (Cambodia).

Tarsier is produced on two traditional copper alembic stills, in Manchester using the London Dry

method and is always a single-shot distillation so the only thing added to the distillate is pure water. The gin is left to marry for three weeks before being hand-bottled, labelled, corked and individually numbered.

A micro brand with bold visions, Tarsier is rather aptly named after a small primate, no bigger than the size of your hand, with enormous eyes that is only found in Southeast Asia. With the Tarsier an endangered species, 10% of the gin's profits are given to a Tarsier conservation project in the Philippines.

Grassy, herbaceous and citrusy with a prickle of pepper and plenty of piney Juniper notes, Tarsier is terrific served simply with a gentle tonic. Alternatively, capture the wanderlust of its founders by making the "Age of Sail", a twist on the Trade Winds cocktail - named after the prevailing pattern of surface winds that swept sailing ships from the east towards the west for centuries.



## THE AGE OF SAIL

50ML TARSIER GIN

15ML COINTREAU

15ML COCONUT RUM

20ML CALAMANSI JUICE  
OR LEMON JUICE

15ML SUGAR SYRUP

1. ADD ALL INGREDIENTS INTO A COCKTAIL SHAKER
2. SHAKE AND STRAIN INTO VESSEL WITH ICE
3. TOP WITH CRUSHED ICE
4. GARNISH WITH PINEAPPLE LEAVES, CALAMANSI HALF (OR LEMON WHEEL) AND / ORCHID FLOWER





<b>SUNTORY WHISKY TOKI</b>			<b>43% ABV</b>
<b>£22.66</b>	PER 70CL	<b>WHISKY</b>	<b>ON THE ROCKS</b> 

Sales of Japanese whisky have soared over the last few years with category growth running at a remarkable 43.4% in the UK and, despite concerns over stocks of Japanese single malts, the category is expected to enjoy continued year-on-year growth.

There's no shortage of compelling reasons to give Japanese whisky prominence on the back bar. In terms of taste and serve, Japanese blends and malts really open up a whisky category that can sometimes be a little straight-jacketed.

The strength of Japanese whisky is its variety of styles underpinned by its characterful yet clean-lined aromatic intensity. While varying in style, what unites Japanese whiskies is a finesse to their flavours, there's precision in their profile and balance rather than bristling muscle and power.

The cornerstone of Japanese whisky's success has been the accessible way it has been enjoyed; often during meals in both a Highball and the Mizuwari.

Having first come to the fore in the 1950s, the Highball serve is enjoying a remarkable revival thanks, in no small part, to the efforts of Suntory – the distiller who was instrumental in making it popular over 50 years ago.

The highball is a wonderfully accessible way of enjoying whisky. It's simple to make, simple to drink and showcases the nuanced flavours of both single malts and blends. Amid all the talk of top shelf Japanese whiskies, there is huge volume and value potential in Japanese blends.

In fact, blends are what the Japanese whisky category is built on and Japanese grain whisky rightly commands huge reverence among whisky aficionados.

Arguably, the most exciting recent innovations in the blended Japanese whisky arena was the launch of Suntory Whisky Toki, a blend of carefully selected whiskies from the House of Suntory's globally acclaimed Hakushu Distillery, Yamazaki Distillery, and Chita Distillery.

Unlike blends where grain whisky enjoys greater prominence, equal billing is given to the quintessential characteristics of both Suntory's grain and malt whiskies – resulting in a vibrant, well-balanced and mellifluous blend that's sweet and spicy with depth and complexity.

Aromatics are gentle, honeyed with a flurry of pepper and banana. The palate opens up to some mellow sweetness with vanilla, citrus fruit and melon while the finish is piquant and muscular with plenty of lovely oak character.

Underpinned with a heavier than usual grain whisky, and designed to capture new drinkers, the smoothness of Suntory Whisky Toki allows for exceptional versatility – the expression can be enjoyed neat, on the rocks or mixed as a cocktail.

But. Let's face it, Suntory Whisky Toki is best enjoyed in a classic highball – simple, straightforward and synonymous with Japanese whisky culture.



## TOKI HIGHBALL

50ML SUNTORY WHISKY TOKI

SPARKLING WATER

TWIST OF LEMON

1. FILL THE GLASS TO THE BRIM WITH ICE
2. ADD ONE MEASURE OF WHISKY AND GLASS
3. STIR TO COOL THE WHISKY AND GLASS
4. AGAIN ADD ICE TO THE BRIM
5. POUR THREE MEASURES OF CHILLED SPARKLING WATER ALONG THE SIDE OF THE GLASS TO AVOID MELTING THE ICE OR BURSTING THE BUBBLES
6. ADD A TWIST OF LEMON

