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IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

THE WINTER EDITION



DISTILLED

WORLD SPIRITS FROM CARLSBERG UK



WELCOME TO THE FOURTH EDITION OF 2018 SPIRITS SUPPLEMENTS FROM DISTILLED

The 2018 Limited Edition ranges from Distilled have seen some new and exciting whiskies, gins and rums make it to the bar. So, to end 2018, we are mixing things up a bit. The winter months will see some people hitting the top shelf and choosing dark spirits, but many more of us will want to try something warm, sparkling or experimental with a twist on a classic cocktail.

We start with gin, the fastest growing spirit category. But I didn't need to tell you that. It's no secret that gin doesn't have to be about a cold, refreshing G&T. Now, we expand the line-up with an all-new flavoured gin from the William Chase Distillery, Rhubarb and Bramley Apple – perfectly served with lemon juice and soda water. If you haven't had the chance to wait for the first frost and get out picking sloe berries, we have a perfect alternative. Referred to as the "great, autumnal masterpiece", Warner Edwards Sloe Gin sits elegantly next to the rest of the Harrington gin range. It is, as you might expect, steeped with sloe berries handpicked from Warner Edwards' farm – and though it is splendid on its own, it is even better mixed with bitter lemon, champagne or prosecco.

Sticking with white spirits, we move to vodka. The first vodka to make it into the limited edition range for 2018 is Chase Oak Smoked – a vodka that will get you longing for a log fire to drink it in front of. The water from the distillery borehole is left in the smokehouse to pick up delicate, smoky flavours before being blended with award-winning Chase Vodka. Try sipping neat and chilled, matched with oily smoked

fish, or combined to create a perfect smoky Bloody Mary aperitif.

Another smoky addition, but of the darker variety this time – and surprisingly, it's not a malt whisky. Cut to the Smoke rum uses Jamaican rum and gets its smokiness from American woodchips, two elements which combine to make a rum that is just perfect for sipping after a warming meal. Cut to the Smoke is not alone, though. We've selected two more rums in the form of Peaky Blinder Black Spiced and Hoxton Banana. Try the former served with ginger ale, the latter with lime juice and a small amount of sugar syrup – and then, well, you'll see...

Whisky is a staple behind any bar during those cold months and Glenfiddich IPA cask is a great twist on a classic malt. Their experiment of aging malt whisky in India Pale Ale casks has succeeded on all possible counts in our book, and you simply have to try it for yourself. And though you wouldn't normally associate electric music with malt whisky, read on to hear how 808 single grain scotch is defying all expectations in this regard.

Of course, it wouldn't be a winter range without cognac somewhere in the mix. Innovation in cognac and brandy has slowed down dramatically in recent years, and glimmers of growth are a distant memory for many cognacs. However, there are two flavour variations that are a must for your after-dinner drinks menu, or for livening up classic cognac cocktails of old. Karavan Vanilla and Cinnamon will certainly catch the



eye of anyone admiring your back-bar selection, as the vanilla pods and cinnamon sticks are visible inside their stylish bottles.

Lastly, liqueurs. Our second addition to the Boë gin liqueur range is their all-new Spiced Orange concoction. Warming and rich with cinnamon flavours, this liqueur will certainly jazz up your favourite fizz to get the Christmas party in full swing! Christmas wouldn't be Christmas for many without Baileys too, and this year you can enjoy a twist on the classic with Baileys Almande. Both dairy and gluten-free, this is a great option for any coffee, hot chocolate or dessert menu, as well as a simple neat serving over ice.

Long story short, the twelve products selected for our Winter Edition will allow everyone to try something a little different this winter, making for some special occasions and truly memorable serves. Don't forget, make your voices heard if you really like any one of the twelve selected drinks in particular – you may see them return again in our range for 2019.

Katie Hewitt
Category Manager Spirits

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WINTER

Winter is here and if it's anything like the last one, you'd best be stocking up. Bad weather put pressure on the bar industry across winter 2017/18, and when the country regularly ground to a halt, a local bar was the safe haven of many. Meanwhile, for a more positive take on this time of year, Christmas is coming and the tills should be getting as fat as gluttonous geese. This is the seasonal spell where people will throw a bit of caution and cash to the wind.

There's a general tendency to simply go with the flow during the build up to Christmas, customers are happy to deal with the consequences in January. Why else would people cultivate a narrative that sees a half-cut, fat and bearded old man bowling around on a flying sledge before

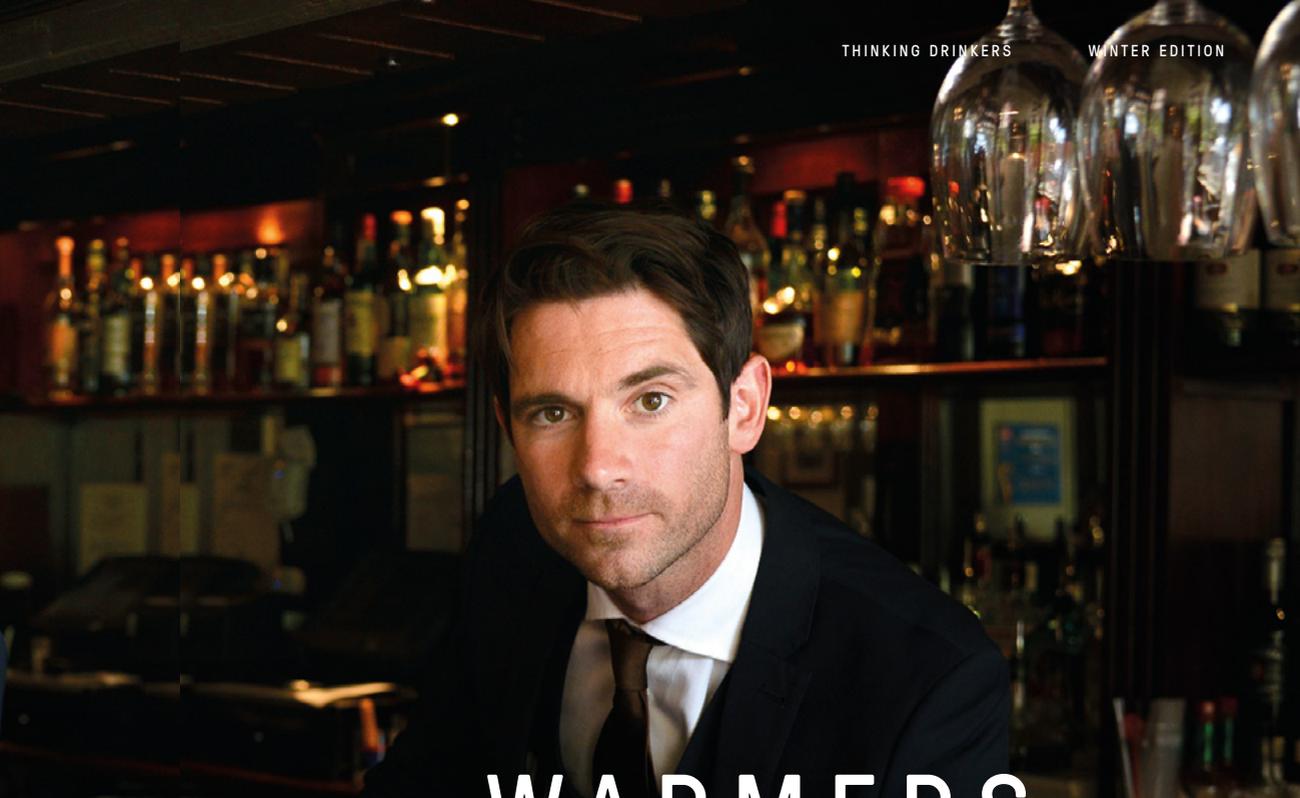
breaking into our houses through a chimney? These people are ready to be sold anything, so you'd best be ready to take advantage.

But that's not to say they can be hoodwinked by cheap and cheerful experiences in the bar. Most will be guzzling whatever they can get their hands on when confined to living rooms with whinging relatives – everything from oxidised sherry to sour advocaat will work as an anaesthetic. But when they head to you, they expect more.

So how do you maximise the season? Everyone reading should know at least one way to answer to that question, there are plenty of easy wins that should be ingrained in your business plan. And yet, we figured a little reminder through this supplement can't hurt.

So, on the pages that follow you'll find a bit of direction and inspiration to hopefully help tweak a menu, add some value to spirits and upsell a cocktail this winter.

The most obvious starting point when looking at the back bar is the dark spirits collection. Whisky, brandy, even rum make their mark on the customer in the winter months. The rich, warm flavours pair perfectly with the cuisine your customers are chomping on, making these spirits essential. To that end we've given our thoughts on spiced rum, a category that is booming and a spirit that combines the rich chocolate notes of rum with plenty of the seasonal spices we all associate with Christmas. Suggestions on how to maximise cocktails also come from 'star-tender' Andy Mil.



WARMERS

Whisky also gets a good going over, with thoughts from the talented Brian Kinsman, master blender at Glenfiddich. Meanwhile we look at a new brand of grain whisky, 808, that is taking a fresh view of the whisky world while also bringing in the multi award-winning bar genius Ryan Chetiyawardana to consult on cocktails.

For a general overview on how to make the most of winter, we turned to Jim Wrigley, bar group manager for Bourne & Hollingsworth. We've known Jim for many years and he's always been on top of the bar game. Not only is he exceptionally eloquent, he really knows his stuff, so enjoy his insights.

We've also made room for white spirits in this supplement. Data from the research company, Euromonitor, found blended Scotch whisky sales in the UK reached £1.23bn last year while sales of gin hit £1.07bn. Still a way off perhaps, but it's predicted that by 2020, sales of blended Scotch could drop to £1.17bn, with gin sales continuing to climb to £1.37bn.

Gin is on a march, and it has been for a while now, so it is far from the time to lose focus on this spirit. Christmas is a perfect moment to maximise this interest and present the spirit in a new way. Hot drinks are an obvious call in the colder months, and by making hot gin drinks, you combine two winners.

This is a great time of year for the bar industry, and while it's a hectic time requiring you to up staff numbers, host big groups and keep on top of orders, you'll rue any missed opportunities come January. So enjoy the rush and give the customers every reason to come back to you when things are quiet.

Not many bartenders are dreaming of a white Christmas when it comes to their spirits selection. Dark spirits dominate the menu during the winter. Yet, the rise and rise of gin, and the new-found affection for vodka with character, are trends you can't afford to give the cold shoulder as the frosts settle.

Besides, ask the Scandinavians what their native Saint Nick will be drinking this season and few will suggest sherry – he's more likely to be skulling vodka while he sledges across roofs – don't drink and sledge folks. Even Dickens would turn in his grave if he couldn't find a gin drink to help him exorcise those ghosts of Christmas past. Besides, according to the William Grant & Sons Market Report (compiled using CGA Strategy data up to 2nd February 2018), vodka still retains the largest value share of the spirits market at 29.9%, and actually rose 0.5%, while gin has enjoyed the largest value growth up to £181.9m.

White

The trick then, is to find ways to get white spirits into a festive menu. One relatively easy approach is warm drinks. Warm drinks are a staple, but too often bars get heads turned by hot toddies and mulled wine. As splendid as these serves are, there's plenty of scope to bring vodka and gin into the cauldron.

Gin, for example, is already blessed with the botanical mix that adds those spicy notes to a mulled wine. Warner Edwards is a gin distillery working to prove this point, and Andy Seach, who works on the team there and runs Barfly UK, a bespoke cocktail service, has helped bar professionals adapt simple serves.

"By diversifying the serve away from the traditional G&T you can emphasise some of the spicier botanicals embedded in the gin," says Andy. "A Hot Gin Toddy is the perfect way to bring out the spicy flavours used in Warner Edwards, such as cardamom and nutmeg, topped off with seasonal garnishes like sticks of cinnamon to add some much-needed winter theatrics."



Hot drinks can also make use of seasonal sloe gins, which will work well with apple juice and various spices in a twist on the traditional mulled wine recipe.

"Although sloe gin is great all year round, the consumer tends to see it is a winter drink," says Andy. "It's also one of the most misunderstood bottles on the back bar with a lot of people struggling to find ways of serving it, but with the right serves we see it as the perfect winter back bar addition. We keep the ABV of our sloe gin higher than most at 30%, which allows the flavour of the sloe berries to stand out through the sugar. This means that when it's added to cocktails, you can actually taste the gin base not the jam flavour that usually comes through with a sloe gin. Ours is perfect for Hot Mulled Sloe Gin where apple juice can be batched up with all the spices, or a Hot Mulled Honeybee Gin. Lemonade is a great alternative, too."

Christmas



The beauty of these drinks is they can be served singularly, or in batches, left to simmer away at the end of your bar. This way they create a feature, a talking point and infuse the place with a beautiful, Christmas aroma. But they don't have to be warm drinks.

"Switching from tonic to ginger ale is a simple twist to a festive serve. Getting creative with the garnish can quickly change a drink, too. Serving a dry gin with spiced orange and a cranberry garnish is delicious. Add a drop of sloe gin to a glass of Prosecco (a "Sloesecco") and you have an instant festive crowd pleaser that has a beautiful pink hue."

With vodka, the folks at Chase suggest a simple winter strategy of built drinks, with no more than two or three ingredients, supported with twists on classic cocktails. Vodka and gin fans will be coming in droves this winter – catch their eye with a simple mixed drink with a seasonal name and they'll be as happy as rum and whisky sippers.



If you take a Scandinavian approach, you could even be serving these spirits neat. Christmas is an obvious time for bookings, so if you have the space and the kitchen, then simple pairings of fish and vodka for the perfect Scandi Christmas starter is a nice way to add value to an aperitif.

Explore the wider range of white spirits if you have time. Aquavit, for example, is a seasonal favourite in Scandinavia along with vodka. Tequila shouldn't be overlooked either. There are still plenty of opportunities to sell a decent tequila cocktail in winter. We spend a lot of time banging on about Japanese whisky, but as great as it is, the Japanese will be enjoying heated sake during winter months. The fact is, you'll have more people in the bar than ever during the Christmas spell, so this is an opportunity to showcase every spirit on the backbar, white or dark, and combine it with serves that can be seasonal, innovative and simple at exactly the same time.



Hot Jalisco Punch



Method

Mix pomegranate, cinnamon and sugar to a pot, bring to boil, simmer for 15 minutes. Add tequila and orange slice as you serve.

Ingredients

2ltr recipe, serves 5
 Cazcabel Blanco
 2ltr pomegranate juice
 2 sticks of cinnamon
 100g sugar
 50ml agave syrup
 Orange slice garnish



HIGH BAR FOR HIGHBALLS

Much like a giraffe during mating season, the best bar people understand the value of quality highballs. The highball is a serve every customer feels comfortable with, it's a safe bet and a familiar one, thanks to the ubiquity of rum and coke and G&T.

The problem with the highball is how easy it is to replicate at home. Historically the serve was little more than spirit and mixer, emerging in the 19th century when whisky was the preferred spirit. You'd have to be fairly inept to fail at such a serve on your sofa. So, if you want customers to feel they're getting value for money in your bar, you need to bring more to the drink.



Some of our favourite highballs of all time include the ATB Highball served in London's Original Sin. This beautiful blend of Amontillado sherry with flavours of apricot, lemon and walnut delivers an incredibly balanced flavour. Another serve we recall reaching new, ahem, heights was the Everest highball at Dandelyan, mixing My Lyan's 'Everest Blend' Scotch with mint stem, cacao butter, Champagne acid, all fizzed. Such a lovely light aperitif makes you wonder what you ever saw in a vodka tonic...

Granted such examples go beyond the standards, but even the simplest serve can be spruced up with a seasonal garnish. Crucial to the serve is nicely chilled glassware and good ice. The highball glass is tall, but not as big as a Collins glass, and if you put the right amount of ice in, then add the spirit, you'll find there's not that much space for a mixer. For us, this works, because people should taste the spirit.

Highballs are also useful to introduce people into a new category, or indeed an old one that they've forgotten – such as brandy. Brandy is a Christmas classic, but many customers have a fixed perspective on it and that might prove a barrier. If you use the spirit in a highball though, you open the flavours and make it more accessible to the customer. The option to twist it also brings in other ingredients that are potentially more familiar or palatable, a sweeter liqueur for example.

Some see a highball as a summer serve, which it categorically isn't. If anything, it's just as important on a menu at Christmas because the simplicity of the serve and the opportunity to add value makes it a winner when the bar is at its busiest.

TWISTING A HIGHBALL IS ONE OF THE BEST WAYS TO DELIVER VALUE TO THE CUSTOMER, KEEP THINGS SIMPLE FOR STAFF, AND MAXIMISE PROFITS ON A MIXED DRINK.

BRANDY HIGHBALL

30ML BRANDY
20ML ELDERFLOWER LIQUEUR
7ML FRESH LEMON JUICE
TOP WITH SODA

FILL A HIGHBALL GLASS WITH QUALITY ICE AND POUR INGREDIENTS OVER, FINISHING WITH SODA.

WHISKY



INNOVATION

WHY IS INNOVATION IN WHISKY IMPORTANT?

It is essential to continually try things and experiment. Even if an experiment fails you will learn something new about the distillery, how flavours develop or how certain parts of the process react to change. Only by experimenting can we develop new expressions of single malt.

WHAT DRIVES YOUR IDEAS?

Many things, but mainly through working with the whole team at the distillery and beyond. We are lucky to have hundreds of years of experience in our distillery team and, as a result, we have a rich vein of ideas about how to create different flavours in whisky. For the vast majority of the year, everyone is focussed on keeping the process consistent and keeping the spirit character and quality exactly the same as it has always been. However, we make a point of taking some time every year to try something new, and the distillery team are very active in the process of generating ideas. I also love to collaborate with people from other industries or walks of life, as often they have a totally different view of whisky, and that tends to challenge our thinking and spark an idea.

It is experimentation that inspired the launch of Glenfiddich's Experimental Series in 2016. It was during that time that we created Glenfiddich IPA, a collaboration with a local Speyside craft brewer, and started Project XX, combining the top 20 picks out of our warehouses from industry experts. Since then, we have gone on to launch Winter Storm, a limited edition Glenfiddich finished in Canadian Ice Wine casks, and most recently Fire & Cane, a lightly peated, non-age-statement single malt matured in ex-Bourbon casks before being finished in 'Latin-style' rum casks for several months. We'll continue to experiment and push the boundaries of what can be achieved with our single malt whisky.

WHAT BOUNDARIES ARE THERE WITH WHISKY? IF ANY?

There are boundaries on what we can do within the legal framework of Scotch whisky such as only using whole grain cereal (malted barley for single malt), water and yeast in our process and maturing in oak casks. But when it comes to innovation and experimentation, there are no boundaries. If an idea sounds interesting we will pursue it to at least understand what happens and how the whisky tastes, even if we can't go on to bottle it.

HOW DO YOU CONVERT PEOPLE WHO SAY THEY DON'T LIKE WHISKY?

Get them to try it! There is such a broad spectrum of flavour in whisky that I am confident I can find one for everyone. Often it is the way it is served that can be off-putting to someone who doesn't like it. Too strong or too powerful a flavour can put someone off. However, introduce them with a fruity Speyside single malt in a nicely matured American oak cask, with a good amount of water to reduce the alcohol, and the natural sweetness of the flavour is, more often than not, a revelation.



WHILE IT SHOULDN'T BE SEASONAL, DO YOU SEE THE WINTER AS A STRONG WHISKY MOMENT?

It can be, but for me it is about the serve and the occasion. There is no doubt that in the summer people are often looking for longer, colder drinks and a highball can be ideal. However even on a hot day, a single malt with a dash of water (or neat) and a glass of iced water on the side is a lovely combination.



WHAT'S NEXT FOR YOU AND WHISKY?

Who knows? The landscape of whisky, single malt in particular, has changed so much in the last 20 to 30 years it is hard to predict the future. We are focussed on maintaining the quality of our key expressions and innovating to find new whiskies for the future.

MONKEY SHOULDER'S LAZY OLD FASHIONED

A recipe guaranteed to never go out of fashion, Monkey Shoulder gives a new twist on a much-loved favourite. This simple and delicious batched cocktail recipe removes the hassle from making one of the world's favourite cocktails.

INGREDIENTS (CREATES 14 SERVINGS)

700ml Monkey Shoulder
100ml Demerara Syrup (made by dissolving equal parts sugar and water in a pan and leaving to cool)
15ml Angostura Bitters



METHOD

1. Empty 100ml of Monkey Shoulder from the bottle (and enjoy over ice!).
2. Replace this with 100 ml of Demerara Syrup.
3. Add 15ml of Angostura Bitters.
4. Mix contents well in bottle.
5. When serving, add ice to a rocks glass, pour over Lazy Old Fashioned and add a twist of an orange peel.
6. Leave remaining liquid in the bottle to be enjoyed at your leisure.

MUSIC PRODUCER TURNED WHISKY OWNER TOMMY DANVERS, AKA TOMMYD, IS BRINGING A WIDER SPHERE OF EXPERIENCE TO HIS 808 WHISKY COCKTAILS THIS CHRISTMAS

When it comes to drinks, the vision of TommyD, the man behind 808 whisky, is as refreshing as the cocktails being made with it. The former music producer has more than 25 years' experience in the music business as a former DJ at Ministry of Sound, as well as a producer and songwriter that has worked with Michael Jackson and Kanye West, to name but a few.

Now he has turned his hand and ear to whisky, with 808 being produced at North British Distillery in Edinburgh, a prestigious grain whisky distillery. The whisky takes its name from the Roland TR-808 Drum Machine, regarded as a cornerstone of electronic dance music.

Music has a crucial part to play in the bar, especially at Christmas. If you're churning out Wham-esque Christmas classics, rest assured you'll have the ear of a very specific crowd, but, as much as we love such tunes, these playlists might not land you a following of discerning customers. University studies have proven that music can excite the same brain receptors as other euphoria-inducing stimuli, such as food and drink, so there's a lot of synergy between what you put through your speakers and what you put into your glassware.

This is why TommyD, the man behind 808 whisky, seemed like a useful person to talk to in a Christmas supplement, removed as he is from the occasionally staid conversation of neat whisky.

"I'M A MUSIC PRODUCER,"

says TommyD. "My only knowledge of drinks was drinking! I love whisky, I'm far from a connoisseur but I see a huge amount of craft and mystery in aged spirits that reminds me of writing and producing music, so I bring what I've learnt from being in the music industry for 25 years to the table."

This different angle is refreshing, and often required at Christmas. The spirits industry is very much about education and enlightenment. Bar professionals need to take time to talk customers through products, it's what makes a spirits-led bar an experience beyond the home. But at Christmas, if the bar is heaving, then you need to be prepared to consider everything from service to ambience, and sometimes it's tricky to chat about whisky.

"Even though the liquid in 808 is predominantly over 8 years old and comes from North British, we don't really bang on about that. We're about the experience, the attitude that goes with 808."

Which is all well and good, but there needs to be some substance to the spirit. Having worked with North British, the whisky comes from a good production home. Meanwhile TommyD has also employed the mixing wizardry of Ryan Chetiawardana, one of the true pioneers of the bar world.

"I think this is a brilliant way of getting people into the Scotch category," says Ryan. "It has a lovely creaminess, but still has those sets of flavours that set it apart from a white spirit. It gets to play in a lot of arenas that white spirits get to play in, which is difficult for aged spirits. I love whisky but it's a very different thing to be in a busy bar or club and still have ways to enjoy an amazing whisky and this is what's so fun about 808 – it's whisky remixed."

Cocktails really are a focus for 808, which should inspire some inventive use of the product and other whiskies this winter.

"WHISKY IN COCKTAILS IS GENERALLY QUITE RESTRICTIVE

because it's the very nature of the liquid to have a strong personality that overpowers most other flavours. 808 is smooth, subtle and therefore all too easy for the brilliant barman that thinks outside of the box to make use of, refusing to let themselves be confined to the spirits status quo."

Don't let the mention of Status Quo influence your bar soundtrack, the band's "It's Christmas Time" is not a tune you need to be banging out while serving up whisky cocktails. The cocktails, however, are essential this Christmas, and in 808 you have a whisky that provides a useful starting point.

WITH THE GRAIN

•••
GLASS: ROCKS

•
3 DASHES
ORANGE
BITTERS

•
25ML APPLE
JUICE

•
25ML BIANCO
VERMOUTH

•
25ML 808

•
SPLASH SODA
BUILD OVER ICE,
AND GARNISH
WITH AN
ORANGE TWIST

WHISKY IN THE JAR

CHRISTMAS IS A TIME FOR WHISKY, BUT HERE, LACHLAN ROONEY, BAR MANAGER AT THE VOODOO ROOMS EDINBURGH, EXPLAINS WHY THINKING ABOUT LONG SERVES IN HIGHBALLS IS A WAY OF BRINGING NEW CUSTOMERS TO THE CATEGORY

WHAT BOUNDARIES ARE THERE WITH WHISKY IN BARS? IF ANY?

"One of the biggest boundaries we face with whisky in bars is the attitude towards mixing it. The golden liquid has been doused in old tales of sacrilege by disapproving geriatrics for decades. Don't get me wrong the progression in the last few years has been fantastic, but there is still ground to be made concerning the faux, unethical aura smothering whisky in mixed drinks. As Master Blenders like Brian Kinsman successfully experiment with different casks, consumers have slowly started to accept experimentation behind the bar. Playing to the strengths of the tasting notes found in the whisky attracts drinkers who perhaps don't initially take to the idea of mixing it, whereas going off the grid and concocting flavours that you wouldn't expect to pair well together attracts a more modern, experimental imbibers."

WHAT STORIES DO YOU FIND RESONATE WITH CONSUMERS?

"I find that a lot of people enjoy a good story, as do the brands themselves. This personifies the brand and brings it to life on an emotional level. But what do customers like most about them? Firstly, a lot of customers will have some idea of the process behind making whisky, and if not, the standard distillation and maturation differences between distilleries often captures their attention. Whereas stories that encompass family traditions, obscure trivia about the distillery, surrounding area, water sources, pets, dunnage warehouses, blender's styles and accolades often resonate with drinkers who already have a knack for good whiskies."

WHAT'S THE BEST APPROACH YOU'VE SEEN IN BARS TO GETTING GREAT VALUE OUT OF WHISKY SERVES?

"A recent brand-backed surge in highballs has brought a new phase of whisky experimentation onto the bar scene. It's an efficient way to serve whisky for a number of reasons. For the bar, a good margin and quick service with minimal components, and the ones that you do need can be pre-batched for consistency and thorough immersion of the ingredients. For the imbibers, a whisky highball doesn't take away any of the flavours of the Scotch. In fact, you can often enhance the flavours and open them up in quite a refreshing fashion. A good example of a highball done right is the Whisky Soda on the menu at Three Sheet in Dalston, London. They make a clarified milk punch using Monkey Shoulder blended whisky, fresh vanilla pods and lemon. It comes out as an incredibly elegant and transparent burst of flavour while really sticking to the core necessities of a whisky highball. First and foremost, you can taste the whisky, but you can also see how the flavours work together without overpowering or overshadowing the flavour profiles accentuated in the Scotch itself."

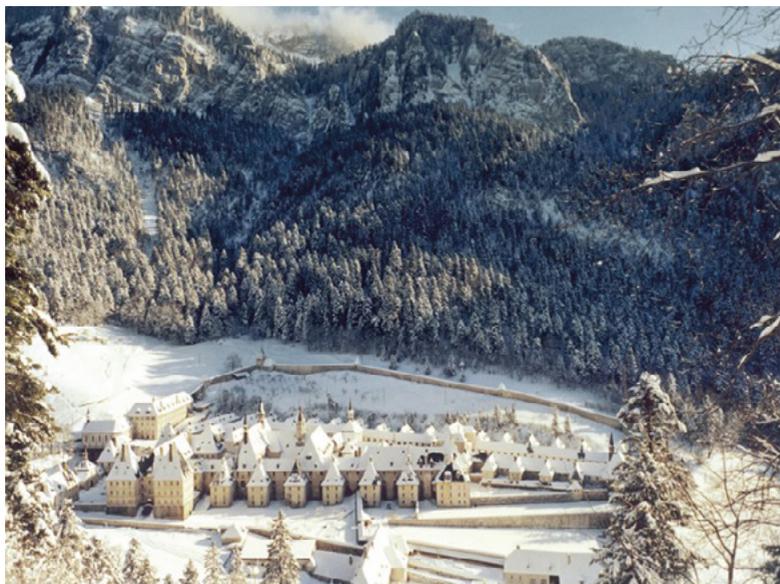
WHAT'S THE BEST WHISKY MENU YOU'VE SEEN AND THE BEST WHISKY COCKTAIL YOU'VE TASTED?

"There are several stellar whisky menus across the country from Black Rock in London, to the Devil's Advocate in Edinburgh and Pot Still in Glasgow, right through to The Malt Room in Inverness – each showcasing different facets of whisky. My favourite menu is in an old geezer pub, The Athletic Arms in Edinburgh, more fondly known as The Diggers. They don't do cocktails but their selection is cheap and all about the whisky, serving 35ml measures as standard – they don't mess about."

"My favourite whisky cocktail of the moment is one on Remy Savage's new menu at The Artesian at the Langham hotel in Marylebone. It's the Glenfiddich Mizuwari made with distilled water, birch water, black Hawaiian sea salt and an incredibly carved block of ice. It showcases the splendour of the classic Japanese highball and tantalises the tastebuds with a deceptively simple concoction of ingredients."

WINTER

Chartreuse Monastery



You don't need to beat your drinks to find a touch of warmth, liqueurs can do some of the work for you. These sweeter, richer and lower ABV drinks are perfect over the winter months.

WARMERS

Christmas is a time for kitsch. As a nation, we're all about discerning drinking, we love a luxury liquid, there's no doubt about that. But let's be honest, you need a few things on the menu to make a customer smile. It's a weird world out there, and they're coming to you for an escape, so don't be afraid to put some interesting serves on the Christmas menu.

Kitsch is good because as a platform it allows you to experiment, and when it comes to liqueurs, you've got an entire portfolio of different flavours and colours that struggle to make it out of the blocks at other times of the year. This is their moment, if Christmas is a time for giving, then why not give the customers liqueurs?

Kitsch should not be confused with cheap, because Christmas is also a time of indulgence and spending. Rather than inexpensive, your use of liqueurs should be about finding ways to present your drinks in easy, eye-catching ways that encourage an upsell and will attract everyone in a four-deep queue at the bar. Take Boë as an example. This is a discerning drink, using a quality gin at its base and real fruit in the maceration, it's a luxury liqueur. It's tasty, it's vivid, and works well in a range of drinks, from simple serves to complex cocktails.

"We have always believed provenance was important," says Carlo Valente, who heads up new brand development at Boë. "But in general liqueurs are important to the on-trade as they deliver choice with big flavour profiles and a lower ABV. This allows bars to upsell with cocktails and other drink creations they can offer."

To make this lovely liqueur, they use premium gin as the base – ideally with botanicals such as coriander and angelica, spicy ginger and cassia bark, grains of paradise and peel from both oranges and lemons. They then infuse it with a blend of oranges and exotic spices in the Scottish town of Doune.

So, plenty of quality, and when we asked for a recommended cocktail with Boë, we got the the Boë Ho Ho back, because this is a product you can just as easily use in a fun and eye-catching serve. The Boë Ho Ho is a mix of Boë Scottish Gin, Boë Peach and Hibiscus, orange juice, advocaat, a garnish of orange wheel and a cinnamon stick. Put this in a large, sling glass and you'll have people asking questions. Add a sparkler and you're not far from a Snowball, and anything with advocaat, in our opinion, has a place at the table over Christmas.

Look elsewhere on your list of liqueurs, and you'll find plenty that can prove their Christmas credentials, not least because some are directly linked to alpine locations. Take Chartreuse Verte, made by monks (Carthusian) up in the mountains near Grenoble. Now, monks are famously pretty up for Christmas, and mountains are, in fact, alpine. If you can't make this seasonal, you're out of your depth.

The Chartreuse recipe rests in the hands of just three monks, each of whom only knows two thirds of a formula that contains 130 herbs and spices. They're pretty clued up, we suspect. They also know the true location of Father Christmas. These herbs and spices, thrice macerated in alcohol, are distilled four times and, after the addition of honey and golden syrup, aged in giant oak casks for between three and five years.

Chartreuse works well in quality cocktails like the Last Word – equal parts gin, Chartreuse, Maraschino liqueur, and fresh lime juice – or in a festive Green Chaud, a simple shot of the liqueur in hot chocolate with a sprinkle of cinnamon.

Then there's Benedictine, a liqueur originally designed to keep people warm – what better motive for sticking it on a winter menu? Brandy-based, it's a blend of 56 different herbs and spices and was the idea of Alexandre Le Grand, an industrial entrepreneur who tweaked a formula discovered in a 16th century recipe book belonging to the Benedictine Monastery in Fecamp, Normandy.



Benedictine Monks at work

During the First World War the East Lancashire 11th Battalion drank it with hot water to keep warm in the trenches and, today, Burnley Miners Club drinks more Benedictine than any other pub or bar in the world. Burnley Football Club also serve it on match days. The "Bene 'n' Hot" is Benedictine with hot water – as drunk in Burnley.

Liqueurs are possibly the most important presents you'll get this Christmas, as rich in flavour as they are in stories to pass on. And the low ABV means a simple serve with something sparkling can add a jolt of flavour, be served quickly to big groups and not scare the customers.



BOË HO HO

45ML PREMIUM GIN
30ML BOË PEACH & HIBISCUS
45ML ADVOCAT
30ML ORANGE JUICE
SODA WATER

*Put ice in a shaker.
Add all of the ingredients
except the soda water and shake well.
Strain into a large glass with ice, top
up with soda water, then garnish with
a wheel of orange for a nice, refreshing
Christmas cocktail.*

SEASON'S GREETINGS

JIM WRIGLEY IS THE GROUP BAR MANAGER FOR BOURNE & HOLLINGSWORTH AND ONE OF THE MOST EXPERIENCED AND TALENTED BAR PROFESSIONALS IN THE BUSINESS. HERE, HE OFFERS SOME INSIGHTS AND ADVICE TO BAR OPERATORS ON HOW STAFF CAN KEEP CUSTOMERS HAPPY DURING THE HECTIC WINTER AND CHRISTMAS TRADE.



COCKTAILS CAN SEEM A DAUNTING PROSPECT WHEN YOU'RE SEVEN DEEP AT THE BAR OVER CHRISTMAS. HOW DO YOU MAKE IT SIMPLE AT B&H?

With pubs selling Aperol Spritzes and Negronis, Instagram being full of artfully arranged #nofilter cocktail images and the internet telling us what, where and how to drink, most guests these days are aware of mixed drinks – even if they don't drink them. We aim to tailor the experience to the needs of each guest, introducing them to simple serves or brands they may not know. We also include classic cocktails in the menu – but not separately – so that people can recognise an old favourite or build a repertoire of drinks they can order anywhere.

DO YOU PRESENT A NEW MENU? OR DO YOU UPDATE?

We adapt to seasonal changes and it helps that we work on having really good links with our suppliers to facilitate this. We listen to our guests' suggestions as well, though. Then, on top of that, we're ready to change according to sales mix, and both client and staff feedback. There's a full menu change annually, then quarterly updates in-between.

DO STAFF NEED EXTRA TRAINING? DOES THIS PAY OFF?

Very much so. We have a tiered training curriculum for everyone at all levels and roles within the company, and work closely with brands and suppliers to host special sessions where possible. This covers all aspects of service down to movement and mindfulness, as well as more traditional areas. We also work with all staff on individual personal development.



WHAT ARE THE KEY ELEMENTS OF A WINTER DRINKS LIST? ARE THERE CLASSIC COCKTAILS THAT NEED MORE EXPOSURE?

Toddies, mulled drinks, nogs, possets – these are an easy win for any venue. It's worth reading up to learn more about them. The aromas of warm mulling spices wafting around a room, especially one with a cosy fireplace like B&H Buildings, rings a yuletide bell in the hardest of hearts. However all classic drinks can be winter-ified by working with the herbs, spices and other produce readily available over the winter months. Pine, beetroot, squashes and gourds are at their best at this time of year, along with the more traditional British/Northern European perennials such as rosemary, winter savoury and meadowsweet.

ARE THERE CERTAIN SPIRITS YOU KNOW FROM EXPERIENCE WILL FLY?

Brown or aged spirits become mildly more prevalent at this time of year, however there are more winter-y products throughout all categories at the moment. A big thing is to select complex bittersweet modifiers such as Cynar or 30 & 40 to help round out your drinks. Aged agave spirits, bourbon and rye whiskies, along with brandies are all easy sells over the winter period, with aged rum being one of the fastest growing categories in general.

HOW DO YOU APPROACH THE SPIRITS THAT DON'T NECESSARILY SELL IN THE WINTER - VODKA/GIN?

Vodka is for vodka drinkers, who are a rarer breed in our bars nowadays, but there are loads of aged or winter gins such as Kyro's Koskue or Glendalough's Winter Wild Botanical gin to recommend.

HOW DO STAFF TRADE UP WHEN THE BAR IS FOUR OR FIVE DEEP?

With a smile, and generally a little more projection so that one recommendation can reach the masses and maybe power the suggestion through. Well laid out menus help massively too. Multi-serving, training on awareness to expedite double-up drinks, pre-briefing on quick sellers, and above all - preparation. Chance favours the prepared mind, after all.

WHAT ARE THE TRICKS TO STORYTELLING ON COCKTAILS AND SPIRITS? IS THIS EASY TO DO IF IT'S BUSY?

Building interesting anecdotes and narratives is part of the front of house staff's stock-in-trade. The key is to be able to boil it down to two or three elemental USPs that are quick and fun, and build on those when you have more time.

HOW IMPORTANT ARE GROUPS AT THIS TIME OF THE YEAR, AND HOW DO YOU SATISFY DISCERNING DRINKERS IF THEY'RE IN A GROUP?

Our businesses are busier in winter, but it's the group bookings and their happiness that make or break a bar or restaurant. This shouldn't be to the exclusion of regulars, of course, and walk-in groups can be anything from sublime to ridiculous - but having something for everyone is key.

ABOVE ALL, HOW IMPORTANT IS HOSPITALITY TO YOUR BUSINESS?

It's at the very core of everything we do. A glass of water served in timely fashion with a smile can be more important than the most carefully prepared dish or fancy cocktail to the thirsty guest.

CHRISTMAS PUNCH

Christmas and delicious mixed beverages go hand in hand, and within mulled wines, nogs and toddies the punch rests above them all like mistletoe over an doorway. The punch becomes the hub of a gathering; a topic of conversation and a spur for interaction; a welcome sight for an arriving guest, and a farewell glass for those heading out into the cold.

The name comes from the Sanskrit (pañc) meaning 'five', as this was the original number of ingredients - alcohol, sugar, citrus, water and spice - before it was exported by British sailors travelling the globe in the 1600s.

Recipes may be simple at the base, but a minor addition or variation in proportion and you have a totally different drink. "Secret" ingredients and handed-down family recipes abound.

Don't like rum? Use gin! Fancy trying something different? Use pisco or tequila! Indeed, it's not just the flavours of a well-made punch that keep one asking for more, but also the practicality and versatility of the drink.

Punches, once mixed, may be heated for carollers or chilled for revellers. It's also easy to substitute apple or cranberry juices for alcohol to create a non-alcoholic version for the drivers, pregnant guests or wee ones.

The traditional punch even has its own song as a mnemonic:

"One of sour,
Two of sweet,
Three of strong
Four of weak"
('Spice' or bitters for the fifth ingredient)

While traditional, this is often a little sweet, so Jim has prepared the following recipe which, while perfect as a median, can be happily and easily adjusted to taste.

Any fruits used in preparation should be kept for garnishing the glass or bowl, or can be dehydrated for an extra rustic touch.



JIM'S PERFECT CHRISTMAS PUNCH

SERVES 10-20

1 BOTTLE (700ML) BRANDY
1 BOTTLE (700ML) RUM
1 BOTTLE (700ML) PORT, LBV
1 LITRE LEMON JUICE & PEEL
1 LITRE SUGAR SYRUP
2 LITRES SPICED APPLE JUICE

WARM IN A PAN

2 CINNAMON STICKS
10 CLOVES
GRATED NUTMEG
3 STARANISE
2g RAINBOW PEPPERCORNS

ONCE SPICES SMOKE, ADD 2 LITRES OF PRESSED APPLE JUICE, THEN SIMMER FOR 10 MINS

ADD 10 DASHES OF ANGSTURA BITTERS

ADD ALL INGREDIENTS TOGETHER AND LEAVE OVERNIGHT IN FRIDGE

SERVE



UP SPICE UP YOUR LIFE

Sipping rums should be on the agenda in your bar this winter, they are a crucial upsell. But spiced rum is also valuable, providing variety in your cocktails.



In the past 12 months we've written and spoken about sipping rums at length. We've been pushing the message as hard as we can, whether in Distilled, for national newspapers, or when sampling with the thousands of drinkers we meet in our Thinking Drinkers shows. We do so because we genuinely believe quality rum can give the likes of whisky and Cognac a run for its money.

And we're not alone. This year the Whisky Exchange Show, one of the most prestigious whisky shows in the discerning drinker's diary, announced it would present rum, giving more than 40 rums an entire 'rum zone'. Considering the prestige attached to whisky, this seemed like a bold move, but actually, it made perfect sense. Quality, aged rum can now stand side-by-side with sophisticated Scotch, to the point where even the Cognac connoisseurs are recognising its eminence. Sipping rums provide the perfect upsell moment in your bar in the winter, particularly if you serve food. Suggesting a post-dinner digestive drink to go with chocolate is an uncomplicated way to introduce people to the category and convince them it's a winner.

But as much as sipping rums will add value to your offering this winter, it's also worth spending a bit of time working on spiced and flavoured rum serves, because this is a category on a monumental march. According to CGA statistics, flavoured and spiced rum now accounts for most of rum value sales at 39.9%, driving around 86% of all rum growth. If you've only got a single flavoured rum to offer a point of difference, and it's been left languishing on the back bar without much love, then it's time to add to the collection.

Not least because with all of the customer expectations in spiced and mulled drinks around winter, spiced rum gives you an obvious launchpad into mixed drinks.

Chris Hare is brand ambassador for Cut Rum, a new collection of spiced and flavoured rums that are proving there's much more scope to the category.

"A lot of spiced and flavoured rums offer flavour profiles that lend themselves very well to that time of the year," says Chris. "Cinnamon, nutmeg, aniseed and vanilla are all tastes that easily trigger memories of winter nights and the Christmas holiday season.

"Then there's interesting winter garnishes and/or ingredients to think about. If you're creating drinks for the winter season, think about incorporating some of these flavours into your drinks, whether you are using sugar syrups infused





with cinnamon or cloves, dusting nutmeg over a cocktail, or just garnishing a rum and ginger with a star of anise – make your drinks stand out this winter season.

“Warm serves are also becoming more popular outside of your standard mulled wine offerings. Mulled wine is often very time consuming and hard to get right whereas some of the hot rum punches on offer are quick and simple to make and offer something different. You also don’t add the rum until you serve the drinks which makes it very attractive when thinking about limiting wastage.”

As well as a spiced rum, though, Cut is upping the ante with a smoked rum, the first of its kind in the UK, which adds yet another dimension to mixed drinks. This diversity in flavoured rums is further expanding the category and making it easier to talk to an even wider group of consumers about the spirit.

Chris says: “What is always great to see is variety of rums from different islands. There is such a huge offering when it comes to rum and knowing the best from the different areas of the Caribbean and further afield is always great to see. Having said that, it’s also great to see bars that embrace new products on the market. Yes, it’s good to have a range of classics that are steeped in long histories but it’s also good to look for new products that offer a point of difference. There are lots of new brands on the market each year and if your back bar doesn’t keep up with some of the new trends on offer, you could be left behind.

“The versatility of rum is endless, it has been popular in the drinks world for way over two centuries and in that time it has picked up a multitude of uses. Unlike gin, it has a number of different options when mixing. From your classic Cuba Libre (rum and coke), to mixing with ginger beer, pineapple juice, lime, soda and a number of other



quick rum and mixers. While these options are available with spirits like vodka, the flavour profile of rum stands strong against these mixers to create a tasty, well-rounded serve.

“When it comes to cocktails, rum wins hands down against other spirit categories. Firstly, the spirit lends itself well to most ingredients if mixed properly, and secondly the amount of classics under its belt is very large and already very well known to even novice drinks enthusiasts. Mai Tai, Piña Colada, Mojito, Rum Punch, Daiquiri – are all known to your average consumer, making cocktail menus seem much more attractive to someone considering upgrading their regular drink.”



All sound advice, particularly when you consider the demographic you’ll be going after with spiced rum. CGA statistics reveal that 54% of consumers are 35 or under, so you’re chasing a younger drinker, the customer who wants their heads turned by a drink. Christmas is a great time to bring spiced and flavoured rum to the menu, and once it’s presented as a versatile and tasty option, it should stick around on the bar for a lot longer.

The team at Out Rum knows all about cocktails, having worked closely with bartender Andy Mil, a multi award-winning mixologist who really knows his cocktail onions.

"When it comes to making rum cocktails, a simple rule I always consider is that citrus and sugar are your best mates. Then think about the rum you're using. It's important to have confidence in the spirit. So, I've been working with Cut Rum and when it comes to this product I know there's nothing else like it on the market. It's straight to the point, tastes great and has a rich, complex flavour to work with."

Complexity is important in the rums on your back bar. You need to be able to offer range, of course, something simple to go with a mixer, but don't be afraid of complexity when it comes to rum, it's one of the spirit's greatest assets. Not least because the complexity in rum enables some simplicity in the menu. A great rum in a simple highball serve can provide a customer with a thought-provoking alternative, and Andy is convinced you should come at the category with customer support already in place.

STEP 3
NATURAL SMOKE

SMOKE STORM

25ml Cut to the Smoke
Fever-Tree Ginger Beer
Bitters
Lime

Build in a highball glass over ice,
squeeze in lime



"Everyone likes rum drinks," contests Andy. "So it's an easy sell if people are taking up service time asking questions. But while everyone knows of rum, not everyone remembers it in a good light. Mix it with fun, simple and likeable flavours along with some approachable but slightly more complex flavours. This way you can start to get them back. We always say match a flavour, pair a flavour and contrast a flavour."

These are great tips if you're thinking about getting rum cocktails on the menu this winter. Here are some serves that are simple, but effective.

SWITCHBLADE

40ml Cut to the Smoke
20ml Amaro Aperitif
Twist of orange peel
-
Build in glass over ice



STEP 7
QUALITY CONTROL

STEP 6 RUM INFUSION

STEP 8
RESTING IN OAK BARRELS

SMOKE 'N' GRIND

25ml Cut to the Smoke
25ml Cazoabel Coffee
Orange peel garnish
-

Build in a rocks glass, stir down
with a few cubes of ice



STEP 9 BOTTLING

WARNER EDWARDS HARRINGTON SLOE GIN

30%
ABV

£21.15

PER 70CL

SLOE GIN

Amid all of this excited trade talk and impressive sales of flavoured gins, it's worth remembering that the most steadfastly traditional 'flavoured' gin is made using sloes.

Deep purple in hue and found ripening on thorny hedgerows up and down the country in October and November, sloes are a smaller and rather bitter member of the plum family. A bit like cider apples, sloes are far too tart to consume on their own, but when infused in alcohol and sweetened with a spoonful or six of sugar, they make a lovely, quintessentially English liqueur.

Sloes grow in abundance around the bucolic Falls Farm, home to the Warner Edwards distillery, esteemed purveyors of award-winning artisan gins. Based in a 200-year-old converted barn overlooking the undulating English countryside, the Warner Edwards

distillery has its very own flavour lab in the shape of its botanical garden, and prides itself on foraging as many local ingredients as possible.

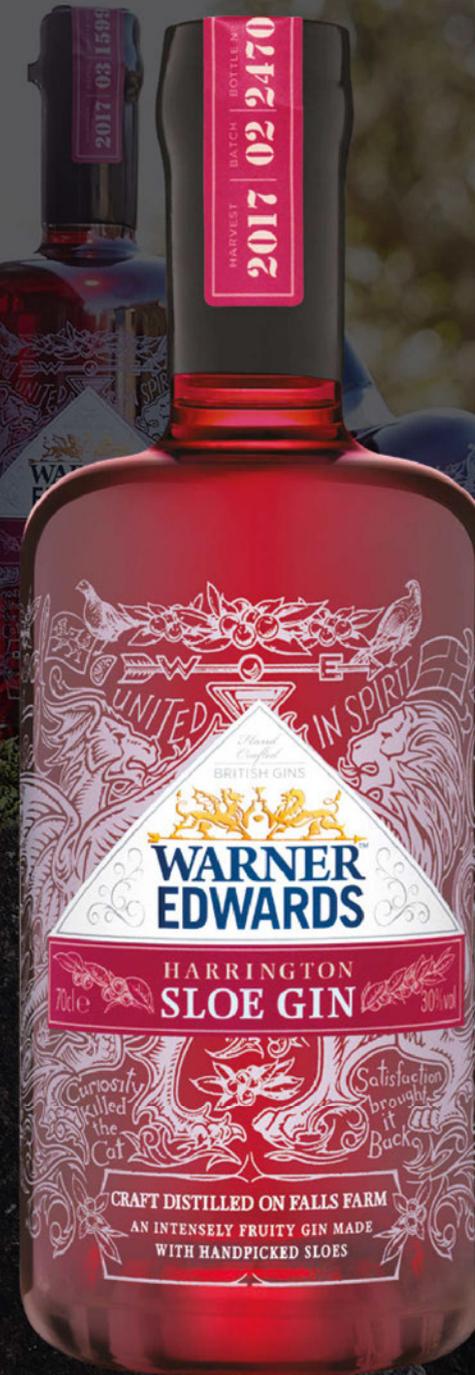
It's no surprise that the sloes that go into Warner Edwards Harrington Sloe Gin are handpicked from the hedgerows that surround the distillery, before being soaked and macerated in the flagship Harrington Gin distilled in "Curiosity", the handbuilt copper pot still where the magic happens.

The results are really rather impressive; Warner Edwards Harrington Sloe Gin has been inundated with industry gongs including winning a double gold at the prestigious San Francisco World Spirits Competition.

While some sloe gins deny the sour delights of sloes in favour of sweetness, Warner Edwards

has achieved a beautiful balance between the two. It's sweet but with a tingle of tartness on the tongue, phenomenally fruity and jam-packed with berries and spice; a full-bodied liqueur that can be served neat or lengthened nicely with sparkling wine and champagne in a "Sloesecoco".

In terms of cocktails, sloe gin has a long history in classic cocktails – the Alabama Slammer possibly the most famous – but why not celebrate the sloe and other English fruits in this fruity "Hedgerow Martini"?



HEDGEROW MARTINI

50ML WARNER EDWARDS
HARRINGTON SLOE GIN

10ML CRÈME DE MURE

20ML SUGAR SYRUP

20ML LEMON JUICE

4 FRESH RASPBERRIES

1. SHAKE ALL INGREDIENTS TOGETHER AND POUR INTO COUPETTE GLASS
2. GARNISH WITH RASPBERRIES

CHASE RHUBARB & BRAMLEY APPLE GIN

40%
ABV

£30.78

PER 70CL

GIN

It's quite astonishing how many different bottles of gin are competing for space on the back bars of pubs and bars these days...

Gin was synonymous with women of a certain age in a twinset and pearls and the kind of men who wear leather driving gloves only a few years ago. Yet now we find ourselves in the midst of a remarkable gin-aissance driven by a hugely varied drinking demographic. Not since gin dropped British society to its knees in the 18th century has gin been so popular.

So, what should the criteria be when compiling your craft gin range? Well, amid a growing number of less authentic gins being unleashed on the market, transparency in terms of a gin's provenance and its production techniques is becoming an increasingly important factor.

Chase Distillery, which proudly flaunts its Herefordshire terroir, has always placed the path from seed to bottle at the forefront of everything it does. That means that this Rhubarb and Bramley Apple gin can be clearly traced back to the harvesting of home-grown potatoes.

First, the starch-rich spuds are distilled on-site and turned into Chase Vodka (voted the World's Best Vodka at the prestigious San Francisco World Spirits Competition). Then, to convert this into Chase GB gin, the distillers add juniper buds and berries alongside an array of wild botanical infusions including almond, coriander, cardamom, liquorice, lemon, nutmeg and ginger.

Having foraged the rhubarb and Bramley apples from its very own farm, Chase presses them both to create a juice that is then

blended with Chase GB gin. This long-winded process produces a flavoured gin with Herefordshire at its heart and a genuine depth of flavour.

The rhubarb is not shy in coming forward on the nose, there's some winter spice aromas too and a touch of apple crumble in there as well. On the palate, there's a lovely tussle between the stewed sweet rhubarb and the tart, tangy apple – all underpinned by the piney notes of juniper; a delicate reminder that this remains fundamentally, a gin.

As the nights draw in, this gin, served neat over ice, provides a perfect pairing with a classic English apple or rhubarb crumble. Alternatively, it works wonderfully in a well-balanced Chase GB & Tonic.



RHUBARB & APPLE RICKEY

50ML CHASE RHUBARB & APPLE GIN

20ML LEMON JUICE

SODA WATER

APPLE FAN

1. COMBINE INGREDIENTS OVER ICE

CHASE OAK SMOKED VODKA		40% ABV
£30.78	PER 70CL	VODKA

When it comes to a genuine artisanal approach to distillation, you'll find no half measures at the Herefordshire home of the Chase Distillery – Britain's first single-estate distillery, where the whole process from the picking of potatoes to the pleasing of one's palate is painstakingly pondered, placing provenance rather than profit at the forefront of its story.

Chase Distillery isn't like other distilleries, in other words. While other vodka and gin brands buy in ready-made, neutral grain spirit, Chase prefers to create its own distillate using potatoes grown in the fields of its family farm – making mass production well-nigh impossible.

Chase's Oak Smoked Vodka is a very small batch affair, with only one to two thousand bottles produced each time using a unique smoking process. Fresh water

from Chase's very own borehole is left in a local smokehouse until it becomes infused with a gentle smoky flavour – a process similar to that used to make smoked salmon. It is then blended with Chase's award-winning vodka to create a spirit that segues from the creamy sweetness in the potatoes at its base, to the smokiness of the infused water at the top.

It's an excellent and unique vodka perfectly designed to attract the growing number of vodka drinkers becoming more concerned about what's in rather than on the bottle.

Swanky packaging and celebrity endorsements are still useful marketing weapons in the battle among vodka brands, however it is becoming apparent that vodkas with traditional production techniques, authenticity and a real sense of quality are striking a chord with a more discerning consumer.

This smoked vodka from Chase ticks all three of these boxes rather emphatically. There's a piquant peppery note on the nose, gorgeous campfire smoke aromas and a touch of tobacco, spice and charcoal keeping the sweetness in check on the palate.

Served neat and slightly chilled, Chase's Oak Smoked Vodka makes for a creative accompaniment to oily smoked fish – particularly profitable as a starter or as part of a seasonal tasting menu. Alternatively, it makes for an inspired base in a Smoked Bloody Mary.



SMOKED BLOODY MARY

50ML CHASE OAK SMOKED VODKA

20ML SQUEEZED LEMON JUICE

DASH OF TABASCO SAUCE

WORCESTERSHIRE SAUCE

TOMATO JUICE

CELERY STICK

LEMON WEDGE

ICE

1. SHAKE INGREDIENTS WITH ICE AND STRAIN INTO AN ICE-FILLED HIGHBALL GLASS
2. GARNISH WITH A STICK OF CELERY, LEMON WEDGE, AND A GRIND OF BLACK PEPPER

CUT TO THE SMOKE RUM

40%
ABV

£19.87

PER 70CL

RUM

Where once there was sweetness, now there is smoke. Rum drinkers with a penchant for peaty whiskies will undoubtedly welcome the recent launch of this powerfully smoky spirit from the Cut Rum range. Unleashed earlier this year alongside two other expressions ('Spiced' and 'Overproof'), 'Cut to the Smoke' is the brainchild of a team of leading drinks industry lights including rum specialist Chris Hare – who took two years to perfect both the recipe and the unique production techniques it required.

'Cut to the Smoke' is a three-year-old Jamaican Rum produced at the Worthy Park distillery in Lluïdas Vale, a state of the art distillery located in the mountainous heart of the island and surrounded by cane fields. Made with a base of Jamaican rum, rather aptly made on a Scottish-designed pot still from Forsyths, this evocative

expression achieves its smooth smokiness from condensing American oak chips through a mix of water and rum – before filtering and blending it with the base rum. It's also infused with essence and extracts of coffee beans and natural tobacco (nicotine free, naturally) to create an intricate yet accessible rum rich in notes of leather, bruised banana, toffee apple and vanilla with a beautiful bonfire bouquet on the finish.

In contrast to the complex liquid inside, 'Cut to the Smoke' gets straight to the point in terms of bottle aesthetic. Unlike its less peaty peers in the rum category, it eschews salty sea dogs, inked-up ladies and sea monsters in favour of a clean-lined shelf presence that leaves drinkers in no doubt to what they're getting – a versatile spirit that straddles sweetness and smoke, perfect for an array of different occasions. Awesome

though it is as an incremental addition to after-dinner libations, it also works wonderfully well in simple winter seasonal serves that won't make life difficult for bar staff, but will get the till turning over nicely.



SMOKE SCREEN

25ML CUT TO THE SMOKE RUM

3 LIME WEDGES

GINGER BEER

ICE

1. TOP UP RUM WITH GINGER BEER AND ICE
2. BUILD IN A GLASS AND STIR THROUGH

HOXTON BANANA & RUM		40% ABV
£28.15	PER 70CL	RUM

**AVAILABLE
NOVEMBER
& DECEMBER
ONLY**

One of the most prominent pioneers in the UK bar scene has unleashed a fruity contender into the flourishing flavoured rum category.

Gerry Calabrese, owner of the iconic Hoxton Pony and an East End on-trade entrepreneur, has teamed up with Emporia Brands to bring out Hoxton Banana, a blend of pot and column still rums mixed with a maceration of fresh and dried banana.

It's the latest launch into a flavoured rum category that, over the last five years, has enjoyed quite a phenomenal growth spurt, with volume sales up more than 80% in the UK. Calabrese, son of the legendary Salvatore "the Maestro" Calabrese, is the creative force behind the new spirit and has designed each step of the drink's development - from the maceration of the bananas to the bottle aesthetic.

The concept, which has taken two years to perfect in conjunction with Emporia Brand's Managing Director Jack Rackham, is the latest addition to a Hoxton Spirits stable that sets out to deliberately disrupt drinks categories.

Fresh from shaking up the burgeoning gin category with Hoxton Gin, made with coconut and grapefruit, and Hoxton Pink, which boasts gunpowder tea among its botanicals, Calabrese is once again looking to challenge conventions in the fast-moving world of flavoured rum.

Created using aged and fresh rums of various origins (predominantly Barbados), Hoxton Banana also combines esoteric ingredients with integrity. Bottled at 40% ABV, higher than a lot of other flavoured rums, Hoxton Banana's fruity flavours are achieved from a 100% natural maceration with no added sugar or artificial flavours.

Hoxton Banana is a premium party spirit with a genuine point of difference. With more than 100 billion bananas eaten every year in the world, making them the fourth most popular agricultural product on the planet, it makes sense to make room for it on the back bar.

Unique, accessible, esoteric and easy to mix with, Hoxton Banana lends itself to both winter and summer drinks, but a straight-up Banana Daiquiri is a great call regardless of the season.

However, as the nights draw in, it's awesome in a Banana Rum Old Fashioned, a Banana Rum Flip or, if you're feeling really adventurous, a Hot Buttered Rum. For a seriously simple serve, it's lovely lengthened out with coke and ice.



BANANA DAIQUIRI

50ML HOXTON BANANA

25ML LIME JUICE

20ML SUGAR SYRUP

GARNISH WITH A DEHYDRATED BANANA SLICE

1. SHAKE INGREDIENTS AND STRAIN TO SERVE STRAIGHT INTO A COUPE

PEAKY BLINDER BLACK SPICED RUM

40%
ABV

£16.80

PER 70CL

RUM

A Black Country brewery has thrown its flat cap into the burgeoning spiced rum category with a new spirit inspired by the hit BBC drama, "Peaky Blinders".

Peaky Blinder Black Spiced Rum, a dark Caribbean rum blended with several different spices, has been released by Sadler's and pays homage to the Peaky Blinder gangs that roamed the streets of Birmingham in the late 19th and early 20th Century.

The gangs, so-called because they stitched razor blades into the brims of their flat caps and, well, "blinders" probably connects the dots for you, reportedly frequented dozens of Black Country pubs supplied by Sadler's. A century later, and off the back of the hugely successful TV series starring the chiselled-jawed Cillian Murphy as gangster Thomas Shelby, Sadler's has unleashed a trio of "Peaky Blinder" craft spirits.

As well as the rum, there's a gin and a blended Irish whiskey – each using ingredients and distillation methods that doff their cap to the Epicurean influence of the area's immigrant communities. The Caribbean character shines through here in this strapping, smooth and reassuringly sweet small batch black rum aged in ex-Pedro Ximenez casks.

It's an acutely accessible introduction to a spiced rum category that is spearheading a massive boom in rum. Now worth more than £1 billion a year rum is, according to some industry experts, expected to eclipse gin sales by the year 2020 and spiced rum will represent a major chunk of its on-trade success.

Bottled in a solid stubby round bottle with a waxed cork stopper, Peaky Blinder Black Spiced Rum lives up to its label. There's nutmeg and autumnal fruits on the nose and treacle-like sweetness on the first sip – blood orange, vanilla, cinnamon and clove, followed by chocolate raisins, flamed orange peel and smoky espresso.

With versatility being very much spiced rum's key virtue, the sweetness of Peaky Blinder rum suits the sipping occasion over ice, but also lends itself perfectly to both being lengthened with cola or ginger ale (as seen in our recipe to the right) or, alternatively, with simple profit-generating cocktails such as the "Peaky Rum Punch".



PEAKY SCREWDRIVER

25ML PEAKY BLINDER BLACK SPICED RUM

100ML GINGER ALE

ICE

1. 2-3 ICE CUBES INTO A TUMBLER
2. POUR RUM OVER ICE
3. ADD GINGER ALE
4. STIR AND SERVE

808 WHISKY

40%
ABV

£20.47

PER 70CL

WHISKY

What type of music do you associate with Scotch whisky? That's right – bagpipes. And no one, no one, wants to hear the noise that they make – a screeching, wheezing drone reminiscent of a fire in a pet shop. After centuries of having to endure this assault on the ears in the name of tradition, discerning whisky drinkers can achieve both aural and oral pleasure with 808 Single Grain Scotch Whisky, a spirit invented to accompany electronic music.

808 was launched a few years ago by a team of titans from both the worlds of dance music and distilling including legendary international DJ Pete Tong, Warner Music chairman and CEO Max Lousada and founder Tommy Danvers (a.k.a. TommyD), the Ministry of Sound pioneer, producer and songwriter who has worked with the likes of Kanye West, Jay Z, Michael Jackson and Kylie Minogue.

Meanwhile Jonathan Driver, with extensive experience in the world of whisky, has overseen the design of this spirit at the renowned North British Distillery in Edinburgh, the last remaining grain distillery in the city.

As you'd expect from a dram named after a drum machine (the legendary Roland TR-808 Drum Machine, no less; the cornerstone of electronic dance music), bottles of 808 already reverberate on the back bars of iconic dance venues in both London and Ibiza – including Ministry of Sound and Fabric.

Eschewing the archetypal elderly armchair-bound whisky drinker, 808 is a light, easy-drinking whisky unashamedly aimed at a younger, dance-oriented demographic more au fait with white spirits. With notes of honey, vanilla and white chocolate, it can be enjoyed over

ice but really its major strength is its massive mixability – something that Pete Tong and TommyD know all about.

Unlike peatier and smokier whiskies, 808 can replicate vodka's role in a clutch of bestselling contemporary and classic cocktails including the Espresso Martini, Porn Star Martini and Cosmopolitan.



TRUMP BABIES - MAKES 4

50ML 808

20ML PASSIONFRUIT PURÉE

20ML PASSIONFRUIT JUICE

10ML GOMME SYRUP

1. SHAKE WITH ICE AND POUR INTO 4 SHOT GLASSES TO 3/4 FULL
2. TOP UP WITH PROSECCO

GLENFIDDICH IPA

43%
ABV

£32.20

PER 70CL

WHISKY

In terms of both production and past history, beer and whisky have more in common than you may think – sharing the same agricultural and monastic heritage. The first commercial breweries were European monasteries, while it's believed that whisky distillation began with Irish monks. What's more, their respective journeys from grain to glass have much in common too – right up until the mashing of malted barley, the soul of both beer and whisky.

With this in mind, it's no surprise that the two drinks have been dovetailed in the past. While it's been fairly commonplace for craft breweries to mature their big, bold beers in ex-whisky and bourbon casks, there haven't been many distilleries who have finished their spirits in beer barrels... Until now.

Brian Kinsman, Malt Master at Glenfiddich, the world's best-selling

single malt whisky, has collaborated with Seb Jones, founder of the Speyside Craft Brewery, to create a whisky finished in barrels that have previously held India Pale Ale (IPA). This unique, inaugural expression in the Glenfiddich Experimental Series is a symbiotic spirit whose production process began with the brewing of a highly-hopped and zesty IPA beer that was aged in ex-Glenfiddich casks for a month.

Those oak casks, infused with hoppy notes, were then returned to the distillery and filled with Glenfiddich whisky for a finishing period of three months. The result? A beguiling single malt that, on the nose, succinctly captures the piney, herbal notes of the IPA's aromatic hops alongside Glenfiddich's signature autumnal fruit and vanilla-tinged oak aromas.

Lively with a bracing fresh citrus note that segues into soft, sweet

vanilla notes, and a hint of fresh hops, this is an innovative single malt whisky that will appeal to dram devotees looking for something a bit different.

Equally, it is also perfectly placed to coax craft beer drinkers into the world of single malt whisky – especially as the IPA has been the stylistic engine room of the UK's craft brewing revolution. While this will add a different dimension to whisky cocktails such as the Old Fashioned, a simpler serve is over ice with a twist of blood orange peel, either on its own or as one half of a margin-boosting boilermaker alongside an actual IPA.



01 IPA EXPERIMENT

55ML IPA EXPERIMENT

BLOOD ORANGE PEEL

BALL OF ICE

1. POUR OVER BALL OF ICE
2. RIM GLASS WITH BLOOD ORANGE PEEL
3. TWIST THE PEEL AND DROP IN WHISKY

KARAVAN CINNAMON		40% ABV
£20.85	PER 70CL	COGNAC



The autumn and winter months represent the optimum time to put the wheels back on the after-drinks trolley – that traditional portable post-prandial profit maker.

Obviously, you don't actually need an actual trolley but, let's face it, it'd be downright daft to entirely ignore the digestif 'occasion' which, when

given the requisite reverence and encouragement by staff, can add some serious 'kerching' to a bar's bottom line.

At this time of year, customers tend to be a little more indulgent and adventurous in their elbow-bending repertoire so there's no better opportunity to broaden their booze horizons – either as they're considering coffees or deciding on whether to have a dessert. Or, indeed, as a nightcap.

And, of course, the doyen of the digestif is clearly Cognac. Samuel Johnson hit the nail on the head when he said: "Claret is the liquor for boys; port for men; but he who aspires to be a hero must drink brandy". What's more, in the 1840s Charles Dickens became an ardent advocate of the French fancy and championed its inclusion in punches, some of which are referenced in "A Christmas Carol".

In the minds of most consumers, brandy is Cognac and Cognac is brandy, and the famous French spirit currently finds itself enjoying some serious growth. For the fourth consecutive year, sales of Cognac are growing significantly - from August 2017 to July 2018, exports of Cognac reached 205.9 million bottles, surpassing the past record of 200 million bottles.

This is driven predominantly by a thirst for the historic spirit in the US and these drinking trends tend to drift across the pond. Given the continuous heavy investment of the big Cognac houses, not to mention its enduring luxurious

KARAVAN VANILLA		40% ABV
£20.65	PER 70CL	COGNAC

association with hip-hop legends like Jay Z, Cognac is a category well worth investing in (but perhaps not quite at the astronomical levels of Jay Z).

While the historic houses will coax the more conventional or discerning Cognac drinker into the category, these flavoured Cognacs provide a superb stepping stone into the snifter-swirling world of French brandy that has hitherto struggled to attract everyday drinkers.

Infused with either a vanilla pod or cinnamon stick in the bottle, these fine looking, forward thinking French elixirs both boast a bit of bling in terms of appearance. They maintain their consistency by sourcing a blend of Cognacs from an array of different houses, often opting for two-year-old expressions that are better equipped than older Cognacs to accommodate the addition of vanilla or cinnamon.

Karavan Vanilla is a well-balanced brandy, kicking off with crème brûlée on the nose and a soft note of vanilla pod. On the mid-palate there's some buttery croissant in there along with some toffee notes, vanilla fudge, cream soda and a spicy cinnamon finish.

Karavan Cinnamon, meanwhile, is a fine festive flavoured Cognac – containing, as it does, a spice synonymous with the Christmas season. Extensively used in Christmas cakes, Christmas pudding, cinnamon shortbread, mince pies, mulled wine and

glühwein, cinnamon was a spice originally used to preserve fruits and meats during the feast-rich Christmas season.

While well suited to providing a contemporary twist on established Cognac cocktails, it perhaps performs best in bars when served chilled simply over ice – adding an easy incremental extra to the spend-per-head.



BAILEYS ALMANDE		13% ABV
£15.90	PER 70CL	LIQUEUR

After a few years of stagnant sales, the Irish cream liqueur category currently finds itself in the midst of a remarkable renaissance, thanks in no small part to efforts of the bestselling brand in Britain.

Baileys, launched back in 1974, has been instrumental in revamping the image of Irish cream liqueurs, seeing bottle sales break through the 100m barrier.

Through a number of new variants and deftly delivered marketing campaigns aimed squarely at the female Millennial market, Baileys has broadened its drinking occasion beyond Christmas into less seasonal sipping occasions.

That said, let's face it, the biggest sales spike of the year for both Baileys and other Irish cream liqueurs firmly remains the festive period when the on-trade welcomes people more willing to

indulge and treat themselves than at any other time of year.

It's ingrained in our elbow-bending repertoire but, until earlier this year, such decadence was denied to those drinkers with an intolerance to dairy. Not anymore. Thanks to the launch of Baileys Almande, a dairy-free version of the classic cream liqueur that, back in April, was launched into a free-from market worth nearly £600m.

Research has proven that one in five of people in the UK suffer difficulties digesting lactose or particular proteins found in cow's milk – with symptoms ranging from extreme anaphylaxis to simple discomfort.

At the base of Baileys Almande is real almond milk made from sweet almond oil and almond essence (extracted from crushed almonds), cane sugar and purified water with

a touch of real vanilla. It's lovely and light but with that same iconic indulgent Irish cream texture to it.

Just like the core Baileys expression, the dairy-free Irish cream is wonderfully versatile in that it can be consumed on its own over ice, in cockle-warming and classic cocktails like a blended Baileys Martini or, alternatively, as a profitable boozy boost to coffees and hot chocolates.



BLENDED WITH ICE

50ML BAILEYS ALMANDE
CUBED ICE

1. SERVE OVER ICE

BOË SPICED ORANGE GIN LIQUEUR

20%
ABV

£12.85

PER 50CL

LIQUEUR

It's been a decade since the Boë Distillery began crafting artisan gins in Scotland and it's safe to say, they're really rather good at it.

Named after Professor Franz de la Boë, who is falsely credited as inadvertently creating gin while in search of a medicinal tonic, Boë's gins are distilled using the classic-yet-rare Carterhead still system, first designed and built by the Carter brothers in the 19th Century,

The distilling team at Boë Gin have been forced to make room on their mantelpiece for a gang of shiny new gongs after their range of gins swept the boards at the International Wine and Spirits Challenge (IWSC) earlier this year.

Not content with a bronze medal for their flagship Boë Gin, they also received a couple of silver medals for both their mauve-coloured Violet Gin and their Peach and Hibiscus Liqueur respectively,

But most impressive of all was the gold medal awarded to their Boë Scottish Bramble Gin Liqueur in the liqueur category. The team at Boë Gin are expecting similar accolades for the latest addition to their eclectic range of top rate gin liqueurs, Boë Spiced Orange.

To make this lovely liqueur, they use their classic Scottish Gin as the base – whose botanicals include coriander and angelica, spicy ginger and cassia bark, grains of paradise and peel from both oranges and lemons.

They then infuse it with a blend of oranges and exotic spices in the Scottish town of Doune, otherwise renowned for its production of pistols and its castle – where they filmed "Monty Python and the Holy Grail".

Thankfully the Orange Spiced liqueur doesn't smell of either hamsters or, indeed, elderberries

but, instead, of warm citrus notes – bittersweet yet smooth on the palate with a well-balanced finish that stops short of being oversweet.

Deep orange in hue and packaged in Boë's striking signature bottle, it's a cool-looking Caledonian alternative to the likes of other orange flavoured drinks such as Grand Marnier and Cointreau.

Enjoy neat over ice as a digestif or simply lengthen with ginger ale.



BOË SPICED ORANGE & GINGER

50ML BOË SPICED ORANGE
GIN LIQUEUR

GINGER ALE

1 ORANGE WEDGE

1. FILL A LARGE GLASS WITH ICE
2. ADD 50ML BOË SPICED ORANGE GIN LIQUEUR
3. TOP UP WITH GINGER ALE
4. GARNISH WITH AN ORANGE WEDGE

FEVER-TREE SPICED ORANGE GINGER ALE

£POA

24 X 200ML

MIXERS



Fever-Tree have made their name in a gin and tonic market that has only gone from strength to strength in recent years, experiencing ginormous growth with no sign of slowing down.

Despite only entering the market in 2005, the company is estimated to be worth somewhere in the region of £4.5 billion, so if you haven't already, it's time to sit up and take notice.

Supporting the launch of six quinine-carrying tonics, designed specifically to go with gin, Fever-Tree has worked with a number of bars to create bespoke Fever-Tree G&T menus – from curation right through to printing.

"We've seen an uplift of 45% in premium gin and 61% in overall G&T sales with accounts who stock Fever-Tree's range of mixers and have a bespoke Fever-Tree G&T menu," remarks Fergus Franks, the brand's on-trade marketing manager. "By putting choice in front of the customer and making the spirit & mixer category exciting, premium sales have seen a huge uplift."

Having made such a splash in the G&T market, Fever-Tree turned to the darker side of the spirits business, launching a number of expressions designed to complement premium rums, cognacs and whiskies.

"In a similar vein to what we did with our range of tonic waters and the gin category, Fever-Tree are putting choice and quality into the dark spirit category so consumers can enjoy simple long mixed drinks of excellent quality," says Fergus. "Some of the best bars in London,

FEVER-TREE SMOKY GINGER ALE

£POA

24 X 200ML

MIXERS



such as Swift, Black Rock and Merchant's House, have been offering simple long drinks with the new Smoky Ginger Ale and Spiced Orange Ginger Ale."

taste great. There are many benefits to this, such as speed of service (mixed drink vs. cocktail) and driving revenue.

It just so happens that these two mixers are the very same we have introduced to our range this season. Fever-Tree Spiced Orange Ginger Ale and Fever-Tree Smoky Ginger Ale are made using the same unique blend of three naturally-sourced gingers, but what they do with that signature blend couldn't be more different.

Fever-Tree Spiced Orange Ginger Ale uses the signature blend of three gingers combined with sweet clementines and spicy cinnamon to create a perfect companion for Scotch, Rum and Cognacs – our Copper Dog whisky serve being but one particularly strong example.

Fever-Tree Smoky Ginger Ale, however, builds on the brand's signature blend of three unique gingers with smoked Applewood to create a ginger ale that is practically begging to be paired with whiskey – with our Bulleit Rye serve being, in our opinion, one of the best possible.

"It comes down to good taste. Fever-Tree's mixers complement premium spirits, rather than masking flavours with artificial sweeteners, so operators can make premium long mixed drinks with a few simple ingredients which

