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IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

THE DISTILLED GUIDE TO: CLASSIC COCKTAILS



DISTILLED

WORLD SPIRITS FROM CARLSBERG UK



WELCOME TO THE FIFTH EDITION OF 2019 SPIRITS SUPPLEMENTS FROM DISTILLED.

2019, a new year and onto edition five of our Limited Edition Guides from Distilled! 2018 saw four editions including American and Malt Whiskies, Gin, Rum and some winter favourites. 16 of the products that you loved so much made it to the permanent Distilled range including Tanqueray Seville, Sipsmith Lemon Drizzle, Jinzu, Malfy con Limone, Warner Edwards Honeybee, Chase Pink Grapefruit Gin, Boë Violet, Bacardi Cuatro, Pampero, Barti Ddu, Baileys Almonde, Boë Spiced Orange, Copper Dog, Cardhu Gold and Auchentoshan.

This year we want to bring you more choice and variety in the range as well as some useful tips and guides to creating some great experiences in your venue. Our four Distilled Guides to... will cover a range of topics this year and some great products from all spirits categories.

Edition 5 (Jan to March 2019) includes some great advice from the Thinking Drinkers on drinks DNA and how classic cocktails are really important to get right. Brands such as Hayman's London Dry gin, Our/London Vodka and Belsazar Dry White Vermouth feature as great additions to creating a classic Martini. Also look out for Belsazar Rose Vermouth in our permanent Distilled range to pair with the dry white on your back bar. We cannot talk about the classic Martini without a mention of the serve that has been fighting for the number 1 cocktail spot more recently – the Pornstar Martini! Grey Goose La Vanille is a great choice of vanilla vodka for both the Pornstar and Espresso Martini serves.

This edition also features some interesting twists on the classics such as a Blood Orange Margarita using Cointreau Blood Orange and Cazcabel Reposado. I am delighted to have an Old Tom back in the range from Hayman and a fruity Danish classic dating back to 1818 – Cherry Heering, an essential in the Singapore Sling.

Onto some further twists on the classics; a range of pre-batch cocktails from Tails. Offering simplicity and consistency without losing the theatre and great tasting liquid – the Classic Mojito and Berry Mojito, Pornstar and Espresso Martini pre-batch are certainly ones to consider if you are looking to develop into some simple cocktail serves.

And finally I am really excited to bring a new spirits category into the range for edition 5 with 2 non-alcoholic spirits from Seedlip. As I am sure you are seeing and hearing, consumers are becoming more aware of what they are drinking. We all know the stats around younger consumers that are choosing not to drink alcohol, but alongside this opportunity, moderation is becoming increasingly important for a number of reasons including health, driving and wanting to extend the amount of time we spend enjoying great experiences in the on-trade. Fed-up with soft drink and no/low alcohol beers, Seedlip really have cracked it when it comes to a range of drinks that taste great and make you feel like you are as involved in a great drinking experience as friends enjoying a classic cocktail or G&T.

We really hope you enjoy reading this guide from Distilled and find some of our tips and selection of products in the range useful. Remember, if you love the range in this edition they may well feature in our permanent range for the year!

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CLASSIC COCKTAILS

Welcome to our Classics Supplement, a booklet devoted to helping you focus on the craft of classic cocktails.

Classics are a cornerstone in the craft of cocktails and the bedrock of a bartending business. This is not hyperbole. Talk to any bar professional who has made it in this industry and you'll discover they are devoted to the principles of the classic cocktails. Why? Because these are drinks that have endured on menus for decades, that combine the flavours so perfectly and still resonate with consumers today. Whether it's a Margarita, Manhattan or Martini, these classics deliver every time.

You can't put a number on how many classics you should know and we can't present them all

to you in this supplement, but if you take anything away from this publication, we hope it will be an enthusiasm for learning more. Rest assured, no bartender is a slave to the classics, but the process of learning and perfecting many of these drinks will lead you down new creative paths and enable you to build innovative drinks that are grounded in the basic principles of flavour and balance.

Amongst the drinks we celebrate in the following pages then, is the Daiquiri, one of the most important classic cocktails for any bartender and a true benchmark your ability to balance sweet and sour. On pages 32 - 35 you'll find an infographic devoted to the drink that will reveal how the drink came to being, with some related drinks and anecdotes to help you work on

your own interpretations and twists, helping you to sell it on your menu with some added information. This helpful graphic is something we look forward to repeating with other classics in future supplements and in our main brochure next year.

No supplement about classics would be complete without reference to the Martini and Old Fashioned, and both get a full appraisal. But as well as flagging up these fine drinks, we present them in ways to help them pop out of menus in your bar. It's important to respect the classics but keep your concepts fresh.

It's rare to create a classic, but some have managed it, so we nod to a modern marvel as well. We caught up with the legendary Douglas Ankrah, the man behind

the now ubiquitous Porn Star Martini, and offer some advice on how to approach your own attempt on creating a new classic.

We've also visited Edinburgh. Here is a classic city in every sense, the history, the architecture, the whisky, it's a beautiful place with plenty of drinks heritage. You'll discover great classics being served right across the city, so we've provided some recommendations for anyone embarking on a drinking pilgrimage there. Amongst the many great bars there, we've put a bit of focus on Tigerlily and bartender Andy Latta, whose menu maps out classic families and gives consumers an easy instruction manual on flavours. Andy offers insights into his menu and explains why classics are important to him.

Elsewhere, Jesse Estes, bartender and Ocho tequila ambassador delves into the tall tales around the Margarita. Put some time aside to enjoy the stories on this one.

All classics are packed with quality conjecture, and you could write a book on the Margarita. Hopefully Jesse's devotion to the history of this classic will inspire you to explore further reading.

And we also take a closer look at the non-alcoholic spirit Seedlip and the new revolution in non-alcoholic cocktails. Once a novelty act at the back of a menu, these are now becoming innovative and creative alternatives for non-drinkers, and Seedlip suggests ways to use the classics as a starting point for some discerning drinks.

The supplement is also packed with spirits suggestions for classics, the likes of Cazoabel in the modern classic Tommy's Margarita for example, Grey Goose La Vanille for that Pornstar Martini, or some Haymans Old Tom Gin to travel down the classic gin route.

This is not an exhaustive tome, there are many classics that won't be mentioned on the pages, but use it as inspiration to seek them out, revive the drinks that have lost their way and use the epic history of cocktails to breathe new life into your menu.

How to create a classic



There are no hard and fast rules to what makes a classic cocktail, unfortunately. You could argue that to earn 'classic' status, a cocktail needs to be on menus for a significant amount of time. But then, if you create an overnight success and it evaporates a year later, it can never earn the all-important mantle of 'classic'. True classics have been around for decades, and so chances are, you may not live long enough to enjoy your own success.

That said, thanks to social media and global connections, we can now see truly great drinks being shared wider and faster than ever before. The Espresso Martini started life in the 1980s when Dick Bradsell was making his original vodka espresso and pharmaceutical stimulant cocktails, and that drink is now on menus around the world – so there is hope. Maybe you don't need to wait 100 years to see if your drink is a classic.

But how do you create a classic? Well, the best bar professionals acknowledge there are certain guidelines to getting started, and while the competition means it really is one in a million, if you start with the basics then you stand a better chance than most.

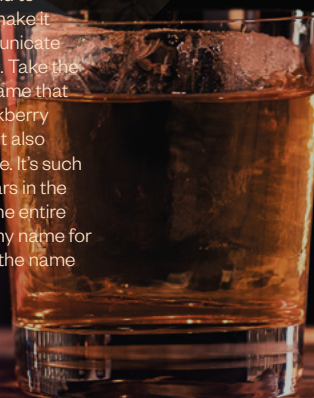


Simple

Simplicity is key, you want to make a drink all bartenders can make, everywhere around the world. Every bar needs to have, or be able to quickly source or make the constituent parts. The Espresso Martini can exist in the modern bar because most bars have coffee machines. The Penicillin included a house ginger syrup, interesting at the time, but something we all now consider easy enough to make. Think about what equipment every bartender around the world will have to hand – don't expect them to don a lab coat to create a single drink.

What's in a name?

Quite a lot. The name is the brand. And to an extent, the brand is king. Try and make it eye catching, and if it can help communicate something about the drink then great. Take the Bramble, an inoffensive and simple name that also suggests a fruity drink, with blackberry being the obvious main ingredient, but also spring and summer in the same stroke. It's such a strong name that one of the best bars in the world is named after it. Think about the entire concept rather than choosing a catchy name for the sake of it – have a reason behind the name and a story to tell.



Occasion

The Bloody Mary is the perfect brunch pick-me-up. The Corpse Reviver No.2 combines aperitif style with a great name – Harry Craddock described it as a drink to raise the dead, and a dash of absinthe really makes it stand out. The Espresso Martini, meanwhile, fits the post dinner lull. For the majority of classics, there is a moment associated with them, so think where your cocktail could fit into the pantheon of occasion drinks.

Location

Not essential, but if you can give a drink a local feel, a connection back to your bar and its physical location, that might help. Don't add a local ingredient no one will be able to get hold of, but with drinks like a Bellini, the Prosecco combines with a locally sourced peach puree to celebrate the romance of its Venetian surroundings.

Balance

Mr Miyagi stressed this skill to Daniel-san in the Karate Kid and he was right to. Balance is crucial. Too strong and consumers won't dig it. Too sweet and it might land with the disco kids, but bartenders will dismiss it. Too sour and no one will want it. Hey, no one said it would be easy.

Categorise

It might help to identify some key flavour families to then move around and combine in different ways. A core list would include: strong (spirit), bitter (bitters), sweet (sugar, liqueur, sweet vermouth), sour (citrus juices), dilution. But as an extension also consider adding spicy, smoky and floral flavours into the mix.

Taste

Use your nose and tongue. Seems obvious, but taste the ingredients independently and regularly. Every day your palate is corrupted by something, you need to be tasting it all the time to be sure. Taste as you build and taste every time you make it – make sure it is always as you expect it to be.

Trends

Don't jump on bandwagons for the sake of it, try every new and on trend ingredient, but don't opt for fads and gimmicks, consider whether or not this ingredient really is going to be around in 100 years.

Create a drink you enjoy

For the last few years, strong, stirred, aged spirit drinks have been popular with bartenders around the world, which is great, but don't explore this concept if you don't enjoy this style of drink. You are the best ambassador for your cocktail, so create something you'll actually enjoy drinking.

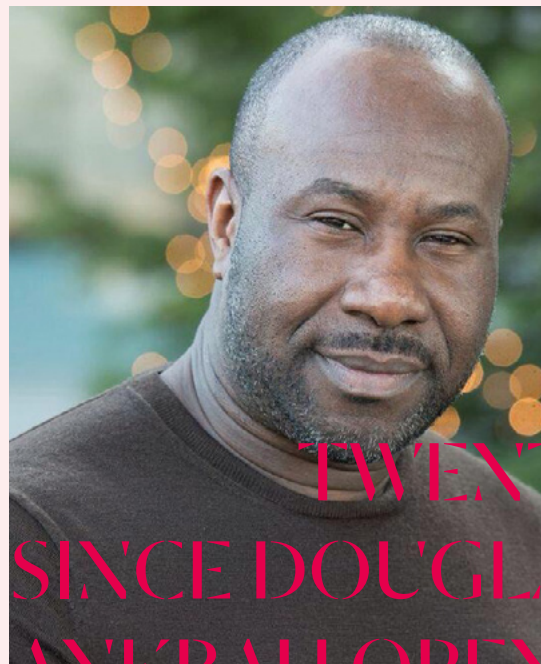
Sell it

Assuming you've had positive feedback, make sure it's high up on your menu. Then, when customers ask for a recommendation, make them your drink. Stick with it, take it everywhere you go, suggest it to peers, enter it into competitions. If you really believe in the drink, it will only become recognised if you keep making it.

Persevere

Be prepared to be shouting about it for a while, it's likely to take decades.





IT'S BEEN
NEARLY
TWENTY YEARS
SINCE DOUGLAS
ANKRAH OPENED THE
ICONIC LAB BAR (London
Academy of Bartenders)
IN SOHO, BUT ITS
LEGENDARY LEGACY
LIVES ON.

A cornerstone of the capital's thriving cocktail scene throughout the noughties, LAB not only launched the careers of an array of illustrious industry figures (including Dre Masso, Alex Turner, Tim Stones, Andrea Montague and the late Gregor de Gruther) but also popularised the legendary Pornstar Martini, a modern classic cocktail first invented by Ankrah back in 2005.

Do you remember when you first had the idea for the Pornstar Martini?

A lot of people mistakenly think that I invented the drink at LAB but it was actually an idea I had when I was putting together the menu at Townhouse in Knightsbridge, which I opened in 2002. Back then, people were gradually moving away from things like the Cosmopolitan and were looking for something a little different.

I knew it was a great drink but I didn't know quite how big it was going to be. I'm a massive music fan so I compare it to writing a great song, you have a strong feeling that you've created something special but you don't really know if it's going to be a hit – but then people immediately embraced it.

What was the drinking occasion and the 'drinker' you had in mind?

I don't think you can be too prescriptive about the drinker or the occasion because, regardless of your intentions, the customer will ultimately decide for themselves when they want to drink it.

When I was designing it, I wanted to create a cocktail that could be consumed a few times over an evening. It's a liquid dessert and a great after dinner drink, but people order it throughout the evening. It's got a sweetness that people have really embraced – some drinks serve a particular purpose or period of the evening, but the Pornstar Martini hasn't been pigeonholed in that way.

We're sure you've been asked this hundreds of times but what inspired the Pornstar name?

Ha ha. I have been asked this a lot and every time I have to make it clear that the name has NEVER been anything to do with porn! When I was writing my book "Shaken & Stirred" in South Africa, the solitude often got a bit much so I would occasionally frequent a rather louche gentleman's club called Mavericks in Cape Town.

When I got back to London, I wanted to add a cocktail to the menu that was a bit naughty, and initially called it the Maverick Martini (which is the cocktail's more suitable pseudonym if you are wanting to order it in the presence of parents or elderly relatives!). I then described it as the kind of cocktail that would be ordered by a pornstar and the name stuck. It's really more innocent than people think.

Can you set the record straight and specify what the measurements, ingredients and method are for the original Pornstar Martini?

With pleasure. Here's how to make it properly.

The ingredients are 40ml of vanilla vodka (either 'Cariel' or 'Grey Goose La Vanille'); 15-20ml Passionfruit liqueur (Passoa); and 2 x flat bar spoons of homemade vanilla sugar (I have my own secret formula to making this that I can't possibly share!).

*Editor - "You can use Teissiere Gomme instead!"

Shake all the ingredients for between 15-20 seconds; fine strain into a chilled 7oz martini glass; garnish with half a passion fruit and provide a teaspoon for eating the passionfruit. Then serve a 60ml glass of chilled Champagne next to it.

The way to drink it is to eat a bit of the passionfruit by scooping out the flesh using the teaspoon, then sip the martini and then sip the Champagne – and then go back and forth between the three experiences.

Do you have a preference when it comes to the Champagne?

Good question! Any Champagne will do. A lot of bars serve it with Prosecco now but back in 2005, Prosecco was seldom seen outside Italian restaurants. In fact, the Pornstar Martini has been a major factor in driving sales of Prosecco as it's a cheaper alternative – it's my gift to the world!

What is the most common mistake bartenders make when mixing it?

Taking shortcuts. I've seen bars using apple juice, lime juice and orange juice instead of passion fruit liqueur but that makes it a totally different drink. It's often at the behest of the bar owner rather than the bartender so I don't blame the guys behind the bar, they are just trying to make it cheaper. But if you're not going to do it properly, don't do it at all. Like all classics, it's a beautiful drink when done properly – but an awful one when done badly. Don't take shortcuts.



So, what is the drink you're most proud of creating?

I THINK THAT WOULD BE THE "RUBY TUESDAY" AND THE "BLACK STAR LINER". CHECK THEM OUT.

When you first created the Pornstar Martini, did you think it had the potential to become a modern classic?

No. I liked it, but never dreamed it would become what it has. I've created thousands of drinks and I wouldn't say this is one of my favourites – it's like when Nile Rogers from Chic talks about "Let's Dance" by David Bowie, he's always surprised that it was such a big hit. If you look at the Rolling Stones and The Beatles, their most successful songs are seldom the best ones.

Why do you think the Pornstar Martini captured the imagination and became a classic?

The ritual, the theatre of the serve and the simplicity of the flavours. People just embraced it during what was a very magical time for the London cocktail scene. Every bartender looks back at his 20's and thinks those were the best days of their lives but when we were running LAB and Townhouse, they truly were beautiful times to be in bars – and I really enjoyed myself! Now, the Pornstar Martini has become my nemesis! People call me the Pornstar guy when I walk into bars and that's not always a good thing!

Why do you think there have been so few 'classics' created in the last decade or so?

It's really difficult to create a classic in this age of the internet. But I also think that the role of bartenders has changed – so many are working as consultants, for big hotel groups and in close association with the big spirits companies. This is fine but there's not the freedom of creativity that you get with actually owning and running your own bar. If you own the bar you can happily break the rules. There's no-one telling you what you can or can't do – I did what I wanted to do, that's for sure.

When you see a Pornstar Martini on the menu in bars that you visit, do you always order it?

Not really. Now and again. Some bartenders get nervous when serving me my own drink and others try and introduce a twist. It's interesting but it's a bit like redesigning a two-piece suit; it's been done already!

What do you believe constitutes a 'modern classic'?

IT HAS TO BE SIMPLE, EASY TO REPLICATE AND IT HAS TO HAVE A MEMORABLE NAME. THEATRE IS IMPORTANT TOO – IT NEEDS TO STAND OUT. MAKE A DRINK THAT PEOPLE WILL TRY TO MAKE AT HOME... BUT CAN'T EASILY.

Can you name a classic cocktail created in the last ten years? It's difficult isn't it? We posed this exact question to a number of leading figures in the industry, a lot of head-scratching ensued.

For many, the most recent drinks that could truly be considered classics dated back to 2005. These were "The Penicillin", a peaty Scotch sipper by Sam Ross of Milk & Honey in New York; and the "Pornstar Martini" a drink originally designed by Douglas Ankrah in London – yet now widely available in canned form on the shelves of major supermarkets.

Other industry folk had to cast their minds back to the 80's when the renowned Dick Bradsell created both the Bramble and the Espresso Martini – currently enjoying quite phenomenal popularity in bars up and down the country.

It's a similar issue with themed menus. By continually evolving and innovating with the look, feel and tone of the menu, bartenders don't give themselves the time to perfect a cocktail or the patience to play around with the formula to a point that it can potentially achieve greatness.

And then, of course, there's the scourge of social media. Michael Butt, founder of Soulshakers and creator of the "Pieces of Eight" aka "Treasure Chest" while at Mahiki, blames the rise of the phone camera for stopping his brilliant idea becoming a modern classic. Butt was responsible for breathing life back into the classic "Fish House Punch" but its fame, spread globally by the proliferation of pictures on social media, meant bars could simply swap the treasure chest for a different vessel – and the move to 'modern classic' was made all the more unlikely.

MODERN — CLASSIC

But why is it that during the last fifteen years, no cocktails have been ushered into the unofficial cocktail hall of fame? Well, perhaps time is a factor. There may be contemporary drinks being drunk out there that will only be confirmed as classic as time passes and with the benefit of hindsight.

Perhaps it's because everything has been done before. After all, there's only so much you can do with a drink – playing around with different proportions of alcohol, sweet, bitter and sour. No matter how great a drink tastes or how original it appears, there will be a historian of hooch that will blow the dust from a weighty cocktail tome and reveal that, actually, something very similar was created some centuries before. In short, we're simply using the same notes but in a different order.

That said, any original drink that captures the imagination of both fellow bartenders and customers, one that is easy to replicate, served with charm and theatre, and priced in a way that is affordable for the customer yet profitable for the bar still has the potential to be a 'modern classic'.

What's more, just like the old school classics, modern classics such as the Espresso Martini and the Pornstar Martini; the Bramble and the Penicillin, are reassuring markers on the menu and proven profit generators – but only if they're done well.



ESPRESSO
MARTINI

Jesse Estes is one of the world's leading tequila experts. As well as a London-based bartender and author he is a brand ambassador for Tequila Ocho that has spent years learning about the spirit. Here he gives us his take on the fabled story of the Margarita, a drink that's drenched in mystery.

This storytelling goes hand in hand with a classic cocktail, and while there isn't always time to regale the customers with tall tales, every now and then, a bit of historical context can make a drink more compelling when introduced for the first time.

The Margarita

The Margarita is indisputably tequila's most famous incarnation as a mixed drink, and arguably one of the most widely – and wildly – popular beverages of the second half of the 20th century. Yet for such a ubiquitous libation, the Margarita's true origins remain largely uncertain, though many theories, conjectures, and legends prevail. They range from its creation taking place in different hotels or bars – on, north, or

south of the Mexican border – or at a Texas socialite's house in Acapulco; that it was named after a bartender's girlfriend who had her head shot off; and that it was made for a silent movie star who simply couldn't stomach her tequila any other way. As the publication *Texas Monthly* put it memorably in an issue: "Who created the Margarita, and when? It would be easier to identify the missing link between man and ape."



Danny Herrera claimed to have invented the Margarita in the late 40's at the Rancho La Gloria Hotel, located about seven miles south of Tijuana in Baja California. As the story goes, he created the drink for Marjorie King, a showgirl and star of the silent screen. She had claimed to be allergic to every type of alcohol except tequila, although she couldn't drink it straight or with lime and salt. Herrera mixed three parts tequila, two parts Cointreau and one part fresh lemon juice, serving it in a stemmed glass rimmed with rock salt, and named the drink 'Margarita' – Spanish for Marjorie. When, later in his life, Herrera was asked when exactly he had first mixed this drink, he thought it would have been in October or November of 1947 or 1948, adding that: "Three things happen when you get old. You lose your memory, and I can't recall the other two."

One story goes that Margarita Sames, a Texas socialite, originally came up with the Margarita during the 1948 Christmas holiday at one of her parties in Acapulco, Mexico. She was attempting to mix tequila with Cointreau and eventually added lime and a salt rim. According to Sames, the drink remained unnamed or was simply referred to as 'Margarita's drink' until her husband gave her a set of champagne glasses with her first name engraved on them, and the drink's name was born. The cocktail's recipe was spread by many of the social matron's influential friends, among them John Wayne and the Hilton family. This is the inception story that the French triple sec producer Cointreau has officially adopted, and frequently included in their advertising and marketing campaigns.



‘King Cocktail’ Dale DeGroof identifies the roles of Sames and Herrera as being the most “key or instrumental”, if not in the Margarita’s creation, then at least almost certainly in its proliferation.



Next there's the story told by Vern Underwood Sr., then president of Young's Market Co., which had acquired the Californian distribution of Jose Cuervo in the 1930's. Underwood credited Johnnie Durlesser, at the time a bartender at the Tail of the Cock in Los Angeles, as having created the Margarita, after he asked Durlesser to recreate a drink he had tried in Mexico. Durlesser allegedly named the drink he created after his wife Margaret (hispanicised to Margarita). Underwood began marketing this "new-found" drink, taking out full-page advertisements made famous by the slogan "Margarita, more than a girl's name." Regardless of whether Johnnie Durlesser actually created the first Margarita, Underwood's ad campaign helped to boost the drink to superstardom and possibly even had an influence in propelling the Cuervo brand to the market leader position it now enjoys.

An earlier theory surrounds Danny Negrete, who claims to have invented the Margarita in 1936. The story goes that Negrete created the drink for his girlfriend at the bar he had opened with his brother in the Garci Crespo hotel, in Puebla, Mexico, naming the drink after her – comprised of equal parts tequila, triple sec, and lime juice, served in a rocks glass over crushed ice. However, according to Salvador Negrete, Daniel's son, his father created the drink in honour of his sister-in-law at his brother David's wedding (you can probably guess her name). It is also noteworthy to add that Danny Negrete went on to work at a number of other bars in Mexico, one of which being the Agua Caliente racetrack in Tijuana – yet another venue claiming to be the birthplace of the drink.

Looking to the earliest mentions of the Margarita in print, we find the December 1953 issue of Esquire proclaiming "She's from Mexico, and her name is the Margarita cocktail," with the recipe quoted as one ounce of tequila with a dash of triple sec and the juice of a lime or lemon. However, the article doesn't credit anyone as being the original creator of the Margarita. Long story short, will we ever know the Margarita's true origins? Like all the best legends, it is probably best to take these different accounts of the drink's alleged creation like you would a nice cold Margarita – with a generous pinch of salt.

My preferred **MARGARITA**

50ml Tequila Ocho Blanco

**25ml freshly squeezed
lime juice**

25ml Ferrand Dry Curaçao

Glass: Rocks

Garnish

Half salt rim (ideally Maldon brand salt flakes) and optional lime wedge

Method

Shake all ingredients vigorously before double straining into rocks glass over cubed ice

MADE FOR THE MARTINI THE CLASSIC COCKTAIL HOURS

No other drink captures that moment, when the short arm strikes six (or indeed five if you've had a really horrible day) more magnificently. Staggeringly simple yet deceptively difficult to master, the Martini is unashamedly brazen in its booziness, transparent in both appearance and intention; clean-lined yet complex, a v-shaped salute to the tribulations, trudge and tyranny of modern life – and rightly considered as the king of the classic cocktails.

Steeped in a colourful history, the memoirs of the Martini are, as ever, the topic of much contention among cocktail historians. Some contend the cocktail's beginnings date back to the Martinez during the goldrush in the 19th Century while others claim the forefather to the Martini was the Marguerite – first mentioned in 1900.

Over the years, the Martini has become progressively drier and developed into a drink that, today, deftly dovetails with the current 'gin-aissance'. No other cocktail captures the true character of a gin, or indeed vodka, more concisely than a Martini - gently laying botanicals bare and ruthlessly revealing the spirit's flavour and, indeed, flaws.

The Martini may have had more twists than a Chubby Checker tribute night but in its most classic configuration, the key is to capture the conversation between the gin and the vermouth while simultaneously striking the right balance between dilution and temperature.

Keep it cold. As cold as possible. The shaker, the gin, the vermouth and the glasses. Everything. Freshness, as ever, is fundamental. As American essayist Bernard DeVoto contests in his book "The Hour: A Cocktail Manifesto" - "You can no more keep a Martini in the refrigerator than you can keep a kiss". In this current era of 'mindful drinking', it is worth noting that DeVoto warns against making Martinis too strong – drinking one should give you the belief that "at any moment we may see the unicorn. But it would not be a Martini if we should see him".

THREE MARTINI LUNCH

Last year, Lloyds of London, one of the oldest and most iconic of British insurance institutions, announced it was forbidding its employees from indulging in the iconic 'liquid lunch'.

A couple of bottles of clarets with clients? A swift half with Susan from Finance? Not anymore. "Drinking alcohol affects individuals differently," announced an internal email sent to its 800 staff. "A zero limit is therefore simpler, more consistent and in line with the modern, global and high-performance culture that we want to embrace."

As news of its outright ban on boozing between nine and five spread, pints were splattered onto pinstripes throughout the City.

How can you do business without booze? After all, alcohol has been oiling the wheels of commerce for more than a century, drink is the driving force behind modern Capitalism and, let's be honest, no other cocktail has fuelled the free-market economy more famously and fervently than the Martini.

Back in the 1960s and 70s, the "Three Martini Lunch" was a regular ritual for those working on Wall Street and Madison Avenue in New York. It was an American imbibing institution when business folk would go out for lunch and have a Martini before the meal, a Martini during the meal and a Martini after the meal. Clients would become companions, any devil in the detail of prospective deals would magically disappear, and binding contracts would be drawn up and signed on bar napkins. And the best thing about it? It was tax deductible.

In the late 1970s, President Gerald Ford said, "The three-Martini lunch is the epitome of American efficiency. Where else can you get an earful, a bellyful and a snootful at the same time?"

Alas, times have changed, and asking the taxpayer to subsidise a liquid lunch is no longer deemed acceptable on either side of the Pond. But of all the ways to reduce the UK's trillion-pound deficit, breathing life back into the iconic "Three Martini Lunch" is certainly the most enjoyable – much more fun than austerity (albeit arguably less effective).

Of course, given the sensible sipping times in which we now live, drinking three Martinis over lunch is no longer considered acceptable. But that doesn't prevent bars bringing it back – why not spread three different Martinis across smaller serves and accompany them with food?

A great way to showcase the versatility of the Martini is by celebrating its kinship with cuisine. Cocktail and food pairing can often be contrived but it can really work when done well.

Even when confined to using the core ingredients in a Martini, the bartender has the tools to tailor it to a specific dish. With a glass of wine, for example, there's not that same level of freedom to play around with flavours.

By pairing the following Martinis with different dishes, and in less potent quantities, customers can experience the iconic "Three Martini Lunch" yet still be able to walk out of the venue unaided.

HERE ARE SOME SIMPLE SUGGESTIONS:



CLASSIC MARTINI

To be enjoyed alone without any interference from anything edible, the Classic dry martini is the ultimate aperitif, capable of stimulating salivary glands from a hundred yards and the perfect way to prepare your palate for the food ahead.

Given that customers will most likely have experienced a classic Martini before, why not serve up a softer and sweeter version to start? Swap the dry vermouth for the acutely aromatic and eye-catching Cocchi Vermouth di Torino, a dark violet-hued vermouth more readily associated with Negronis and Manhattans. Rich in autumnal fruit, orange zest and warming spice but with all the bitter appetite-inspiring essentials you'd expect from an aperitif, it works wonderfully in a Martini and contains enough character to simply sip over ice.



Martini glass

60ml gin

3 teaspoon dry vermouth/Cocchi Vermouth di Torino

Ice cubes

Olive or lemon zest twist

Method

Stir the ingredients in a mixing glass with ice and strain into a martini glass. Garnish with an olive or lemon zest twist

DIRTY MARTINI WITH OYSTERS

This is, apparently, how Franklin D Roosevelt preferred his Martini – made using a special set of silver shakers and famously sipped after he signed the 21st Amendment that ended prohibition. Made with a bar spoon of olive brine, this is ideal with the sea-swept saltiness of a fresh oyster. It really works, shuck it and see.

Martini glass

60ml gin

5ml olive brine

7ml vermouth

Method

Stir the ingredients with ice and strain into the glass. Garnish with an olive

DUKES MARTINI

Drinking a Martini at Dukes Hotel in Mayfair is an unforgettable imbibing experience. The hotel bar, whose renowned regulars included Ian Fleming of James Bond fame, has become synonymous with a signature, old-school serve.

At Dukes, the martini is brought to the customer on a classic Rosewood drinks trolley. Its preparation harks back to the fifties and was created originally by the legendary Salvatore Calabrese. A huge, frozen V-shaped Martini glass is thinly coated with very little vermouth and then filled with either freezing cold vodka or, preferably, freezing cold juniper-led London dry gin. There's no stirring. And certainly no shaking.

Crucial to the classic at Dukes is the Amalfi lemon twist – introduced by Duke's esteemed head bartender Alessandro Palazzi. A big slice of the large citrus fruit is gently squeezed between finger and thumb which creates a thin layer of oil atop of the chilled spirit. As the gin becomes more viscous when almost frozen, the citrus oils don't sink and the temperature also numbs the smell of the spirit – allowing the Amalfi lemon to really come through on the nose.

You need large lemons too as there are five shots of alcohol in a Dukes Martini. And they cost £19.50. Hence the house rule that no-one can have more than two.

Martini glass

A few dashes of white, dry vermouth

A few drops of Amalfi Coast lemon oil

1 slice lemon rind from lemon

Frozen gin or vodka



GIBSON MARTINI

Instead of an olive or lemon twist, this robust relation of the classic Martini calls on the face-contorting pickled onion as its garnish. This is superb with steak tartare, slicing through the meat and lifting the fatty texture off the palate with ease.

Martini glass

60ml gin

15ml vermouth

Method

Stir all the ingredients with ice and garnish with a pickled onion

OLD FASHIONED

The Old Fashioned is a classic cocktail that should really adorn every cocktail menu.

Not content with a whole heap of history behind it, arguably more than any other classic, a competently made Old Fashioned is a reliable rubberstamp of quality for customers. If a bar can make an excellent Old Fashioned, chances are that the other drinks on the venue's list can be deftly delivered too.

It's a badge of honour among modern bartenders. In fact, the Old Fashioned has been consistently named as the most asked for cocktail among the venues that make up the "World's Top 50 Bars" – proof that it truly is a calling card of quality.

As arguably the oldest recorded cocktail, first appearing as the "Whisky Cocktail" in Jerry Thomas' Bartenders Guide back in 1862, the Old Fashioned has a whole load of history behind it and its origins, as ever, is the topic of much debate.

The search for the origins of the Old Fashioned has remained a frustratingly futile exercise for cocktail historians – no-one knows or perhaps will ever know where it was first served – but the earliest written appearance of the recipe comes from a chap in Chicago called Theodore Proulx, who having bartended at a drinking establishment called Chapin & Gore, wrote a cocktail book in 1888 called the "Bartenders' Manual".

While a staggeringly straightforward serve in theory, the Old Fashioned has sadly been subjected to all manner of unnecessary interpretations since its inception more than 130 years ago. Silly squirts of soda water, insufficient and inferior ice, muddling of fruit and less than wonderful whiskey have all too often reduced it from a wonderfully austere, unembellished drink to a rather silly concoction undeserving of the Old Fashioned name.

But now the Old Fashioned is in the midst of a revival, revelling in a renewed respect among bartenders who, in a wider quest for authenticity, and inspired by a revival in Rye whiskey, have returned to the original recipes that first earned it its reputation as a true classic.

As well as making it the way it is meant to be made – a combination of water, Whiskey, sugar and bitters – bartenders have riffed respectfully on the classic without demeaning it as a drink; playing around with different bitters and sugars, substituting whiskey with other spirits including reposado tequila, aged rum, single malts and blended Scotch, cognac and armagnac, calvados or even genever. The Old-Fashioned recipe is a template that one can apply to most spirits.

In fact, the Oaxaca Old Fashioned, created by Phil Ward in New York, is a cocktail that opened bartender's eyes to agave spirits while the Benton's Old Fashioned, designed by Don Lee of "Please Don't Tell", was the first drink to introduce fat-washing spirits.



The simplicity of the Old Fashioned may open itself up to interpretation, but it certainly doesn't suffer foolishness and frippery gladly. The past has proven that frivolous twists that depart dramatically from its core components are rarely well-received.

Muck about too much with this cornerstone of the bartenders art and your customers, just as they did after Prohibition, will soon be asking for a "Whisky Cocktail" the Old Fashioned way.



Benton's Old Fashioned

40ml bacon fat-infused bourbon*
5ml maple syrup
2 dashes Angostura aromatic bitters

Method

Stir the bourbon and maple syrup in a mixing glass with ice. Then add the bitters and stir. Strain into a chilled Old Fashioned glass filled with ice. Garnish with an orange slice.

*To make the bacon-infused bourbon:

Take four strips of smoky bacon and fry in a pan. Take 30ml of bacon fat and strain it into a container filled with 70cl of bourbon. Leave it to steep in the whiskey for 6-8 hours or overnight at room temperature before placing the bottle in the freezer. Once the fat has congealed in the bottle, strain the bourbon into a new, clean bottle.

Old Fashioned

1 teaspoon of sugar syrup
2 dashes of Angostura bitters
75ml bourbon whiskey
Orange zest to spritz

Method

Place the sugar syrup and bitters in a glass, add one ice cube and stir. Add some of the bourbon with another ice cube and continue stirring. Keep adding ice and bourbon alternately, while stirring, until all the bourbon has been added. Stir again, then squeeze the oil from the orange zest over the drink, drop in the zest and continue stirring. The whole process should normally take a few minutes, but if the ice is wet make sure you taste as you go to avoid over-dilution.

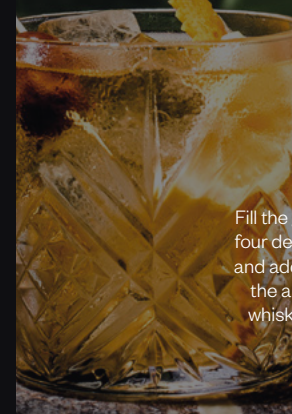
Sazerac

The Sazerac is the strong, strapping sibling to the Old Fashioned. For American whiskey enthusiasts, or indeed those with a fondness for a spicier Rye whiskey, both these classic cocktails will put a smile on your face - but only the Sazerac will put hairs on your chest... and also other parts of the body where you wouldn't normally expect them.

It's the rinse of absinthe that sets this short and stirred spirit-forward cocktail apart from the Old Fashioned. The wild Green Fairy liquid from France may only make a fleeting appearance but it lifts the drink wonderfully and is a nod (or perhaps a Gallic shrug) in the direction of its New Orleans' roots.

There's considerable conjecture as to whether the Sazerac was first conceived using Cognac instead of American whisky, with New Orleans bartenders swapping the brandy for bourbon after the pesky phylloxera bug laid waste to French vineyards.

But what is beyond doubt is that other essential ingredient to a classic Sazerac - Peychaud bitters. Invented by New Orleans resident Antoine Amedee Peychaud back in the 1830s, these slightly sweet bitters, adorned with a lovely anise aroma, are an indispensable, unwavering element of a true Sazerac.



60ml Bourbon
Sugar cube
1 x Peychaud's bitters
10ml Absinthe
1 x Lemon zest

Method

Fill the glass with ice. In a mixing tin, soak the sugar cube with four decent dashes of Peychaud bitters, then crush the cube and add the Rye Whiskey. Empty the ice from your glass, add the absinthe, swirl around the glass and discard. Stir your whiskey mix on ice to chill then strain into to the glass and spray lemon zest on the top of the glass.

EDINBURGH



Edinburgh is one of the great drinking cities on the planet. Tourists pour in from the four corners and shelter from weather with whisky or local gin in hand. Pubs once offered the safest of havens, and they still provide a welcome retreat, but today the city also boasts some of the best cocktail bars on the planet. Exceptional ingredients, an eye for design and a pool of talented tenders all ensure this is an essential pilgrimage for anyone hoping to learn more about cocktails, particularly classics.

Take Bramble for example, a bar that even adopts its moniker from a great modern classic cocktail. The alumni of bar professionals makes for a long and impressive list, amongst them the renown Ryan Chetiyawardana for example, but every time one leaves, another superstar takes their place. Edinburgh is like this, a fertile breeding ground for brilliant bartenders, and as the city's spirits scene continues to evolve, the numbers of bars achieving the highest standards grows.

BRAMBLE

If you need evidence of its brilliance then note that Bramble regularly features on industry polls and picks up the top bar gongs. The team's unwavering integrity and commitment to a grounding in skills like the classics, earns the plaudits. A Martini is often a benchmark for the Thinking Drinkers, and whenever we've had one here, it's been immaculate, so we recommend you start any classic cocktail tour here.

Jason Scott and Mike Aikman, the legends behind Bramble, also launched The Lucky Liquor Co., another excellent bar within walking distance, and once again, you'll discover bar staff well versed in the classics. But after a classic, try one of the Lucky Liquor menu drinks - their approach provides an interesting experiment in learning all you can from every bottle on the back bar. "We've always worked from this idea - we select thirteen bottles, create a menu with thirteen drinks, and run it for thirteen weeks," they say. This is some feat, but they pull it off.

Mike and Jas also run the Last Word in the Stockbridge neighbourhood, again named after a great classic. The bar's Last Word Revisited is a stunning cocktail, but the bar also excels with its simple serves. It's Quiriquiri Matatlan mezcal with Chartreuse goop and Ting grapefruit soda is an inspired highball.

BON VIVANT

Elsewhere you'll learn plenty from the Bon vivant, the creation of Stuart McCluskey, another splendid stalwart of the scene. Sours, cobblers, fizzes and mules all make it onto the menu in a twisted form, there's even a Scotch Colada to show how classics have informed modern interpretations. Stuart also launched The Devil's Advocate, a fantastic bar in Edinburgh's Old Town that is perfect for an Old Fashioned; El Cartel, a great place for a frozen Margarita; and in 2019 he will have a new bar in the form of Lady Libertine.



TIGERLILLY

Panda & Sons stands out for its fantastic classics section, including a Bamboo, Angel Face, Brown Derby and Between the Sheets. Meanwhile the twist on the Red Snapper is worth checking out mixing Tanqueray Gin, tomato juice, kaffir lime leaves, lemon juice, Worcestershire sauce, sriracha sauce and Guinness foam. Then there's the Voodoo Rooms, which has an excellent twist on the Mai Tai with it's Rye Tai - a mix of Bols Genever, blue curaçao, lime and orgeat housed in crushed ice, then topped with a prized layering of Rittenhouse Rye.

And the recently opened Hawksmoor is also a must-visit, again, the staff here have been drilled in anything classic. The menu itself is based on a very classic concept and stands out as one of our favourite menus of all time.

But when it comes to an exhibition of classics on a menu, Tigerlilly takes some beating, and provides a useful example of how to present these drinks in the bar.

The bar at the hotel is another with an impressive list of past bartenders, amongst them is Jamie MacDonald, who now runs the excellent Black Dahlia in Edinburgh – yet another must-see. Jamie is one of the leading voices in the bar industry, with decades of experience working and running bars, he is also mentoring Andy Latta who now runs the bar at Tigerlilly. Andy meanwhile, is an emerging star of Edinburgh and indeed potentially a future star of the world cocktail scene, so he seemed like the perfect person to provide some insights into putting classics on the menu.

COCKTAILS



The Tigerlilly menu is a perfect example of how a bar can draw attention to classics cocktails. As well as their own creations, the menu clearly dissects classics styles and families, so that Sours & Daisies are packaged together in one section, while Highballs & Fizzes are in another.

ATTAINABLE SUNSHINE	9.5
Glenmorangie whisky, Rinquinquin, basil, bitters & London Essence tonic	
WALK OFF THOSE BLUES	34.5
Johnnie Walker Blue whisky, Champagne syrup & bitters	
EASTSIDE IRIS	8.5
Hendricks gin, lime, sugar, cucumber, mint & egg white	
BUZZ THE TOWER	10
Grey Goose vodka, Briottet Fraise, Solerno blood orange liqueur, lemon juice & sugar syrup	
THROUGH THE GRAPEVINE	10
Ciroc vodka, Briottet Banane, Aloe Vera water & soda, topped with Prosecco	
GREATEST ADVENTURE	8.5
Whitley Neill Rhubarb gin, Cointreau, Cherry Heering liqueur, lemon juice & coconut cream, topped with bitter lemon	
NO TURNING BACK	8.5
Roku gin, plum wine, lemon, Cocchi Barolo, Vida Mezcal, topped with bitter lemon	

SOURS & DAISIES

DAIQUIRI	8.5
Bacardi Carta Blanca rum, lime & sugar	
WHISKY SOUR	8.5
Naked Grouse whisky, lemon, sugar, bitters & egg white	
COSMOPOLITAN	9
Stolichnaya citrus vodka, Cointreau, lime juice & cranberry juice	
QUEEN STREET	8.5
Bacardi Carta Blanca rum, Martini Ambrato, lemon, sugar, celery bitters & Islay whisky spray	

Goslings rum, lime, sugar syrup, Angostura bitt	9
JIM BEAM HIGHBALL	8.5
Jim Beam bourbon & Grand Marnier liqueur, topped with orange & Pandan soda	
STAR HILL SPRITZ	9
Makers Mark bourbon, Aperol, lime juice & sugar, topped with Prosecco & soda	

FIXES & SWIZZLES

MOJITO	9
Bacardi Carta Blanca rum, lime, sugar, mint & soda	
MINT JULEP	9
Bulleit bouron, sugar, mint & bitters	
CAIPIROSKA	9
Ketel One Citreon vodka, lime & sugar	
QUEENS PARK SWIZZLE	9
Appleton Rare Blend rum, lime juice, Falernum	

There isn't masses of information available for the cocktails, this is a high volume bar after all, but by taking this approach the menu is subtly leaving the customer with an insight into classics. More importantly, the menu helps the bar understand what drinks actually perform. Should the highball classics consistently perform then the team knows to draw inspiration from this family of classics when creating something new.

ANDY LATTA

Learning the classics gives everyone the same foundation to work from. Classics also give you a starting point when you are training new bartenders. Once you get the fundamentals down it gives you a greater understanding of how different flavours and ingredients work together.

The first cocktail I ever made was a Treaole. I am a big fan of Rum and one of my friends wanted to introduce me to cocktails so showed me how to make one, and this learning about all the classics has subsequently helped inspire other drinks. For example, one of our cocktails at Tigerlily is the Eastside Iris, which is just a simple twist on a classic Eastside that we added egg white to and paired with Hendricks, which works well with the flavour profile for the drink.

The Bramble is our best seller, it sells so well because we have been experiencing a huge gin boom in recent years and with the drink being a simple fix with fruit flavours its accessible to most palates.

But the main aim of the menu was to break down what can be a challenging/intimidating list of drinks in a way that was easily approachable. It paired some lesser known classics with drinks people are familiar with, to give them an ability to try some new things but in a way that they would know what they can expect.

The response to the menu has been really positive, people like how it's laid out into sections. We've found customers can find what they are looking for, regardless of whether they are seasoned cocktail drinkers or complete newcomers who have never picked up a menu before. Customers in general have a better base of knowledge than ever before, because cocktail culture has had such a huge resurgence in recent years. While our customers are interested in classic cocktails they are also hugely interested in our originals as they allow people to try something new that they can only get in Tigerlily.

We start the menu with simple highballs because opening with an accessible drink always helps, no one likes to feel stupid reading a menu with ingredients they've never heard of, the simplicity of a highball provides a perfect starting point. If customers are familiar with almost every element of these drinks they are more likely to try something new.



ANDY'S ESSENTIAL CLASSICS LIST;

MY FAVOURITE CLASSIC GOES BACK TO RUM AND IS THE PIÑA COLADA, BUT HERE'S A LIST OF CLASSICS EVERYONE SHOULD KNOW;

SOURS – WHISKY SOUR
 OLD FASHIONED – OLD FASHIONED
 MARTINI – MARTINI
 HIGHBALL – TOM COLLINS
 FIX – MOJITO
 PUNCH – FISH HOUSE PUNCH

Then we run the "House originals", these are important because it allows us to showcase what we are doing as a bar. Although classics are very important to our menu we wanted to lead with the concepts that make us different to everyone else.

Then we're into classics. It's important to keep an eye on these drinks, even though classics have endured. So, there are variations of Manhattans that don't seem to sell as well on our menu at the moment. I think this is maybe because classics go in waves of popularity and Old Fashioneds are what most people are drinking just now – they're looking for something stirred down and boozy. Also flips have never taken off as people get put off by the idea of a whole egg. But you keep learning as you go and adapt.

In terms of the information we put onto our menu, that has also been given plenty of consideration. We are a high-volume bar that sells lots of cocktails every week and because of that we wanted to give customers all the information they needed in the simplest way, by doing this we can maximise efficiency. We find it's not really necessary to explain every detail in Tigerlily, because the menu is already broken down into different sections. This means people see drinks they are familiar with which gives them an understanding for most of the other serves. If they are interested in specifics we find they are quick to ask because they already have that basic understanding of drinks in that category. And we don't price classics or originals any differently. For us it is important to keep price consistency through our whole menu.

If you're reading this trying to create your own classics, I suggest you find a combination of flavours you like and build it from there. After that it's all about ensuring it reads well on a menu and making sure it is presented in a unique and interesting way. For example, the addition of ginger and a peated whisky to the classic whisky sour completely changes the drink into something that is unmistakably a penicillin.

DAIQUIRI FAMILY TREE



El Dorado 3-Year-Old Daquiri

**50ml El Dorado 3-year-old
20ml fresh lime juice
10ml sugar syrup**

Add ingredients to a shaker glass and fill with cubed ice. Shake and fine strain into a glass.

The El Dorado 3 year-old, a premium pouring rum, has scooped silver at the 2018 IWSC awards and also scored 93/100 at the Chicago Beverage Testing Institute – the joint highest scoring white rum ever tasted.

It's a sensationally smooth and balanced charcoal-filtered white rum. While tropical tones of pineapple, mango and citrus appear on the nose – and a touch of vanilla too, the palate plays to white chocolate, crème brule and bruised bananas.

If we follow the lineage of a classic cocktail we serve in bars today, we can invariably trace it back to a different concoction, or the family of drinks that inspired it. Very few of the great classics have a precise invention moment, they are an accumulation of tried and tested ideas, refined and perfected by bartenders through the ages. So, conversations about the origins of classics will always evoke a bit of conjecture from the purists. Still, it's a fun way to talk about where a drink comes from, since stories of the past and people who served these drinks always engage the customers and enable bartenders to think about flavour and inspire modern interpretations.

Take the Martini, arguably the king of cocktails, and a perfect example. Some attribute the Martini creation to the Martinez, served up in the early 1800s. The Martinez would sit in a family of drinks called 'bittered slings' – see pink gin or indeed the Old Fashioned, popularised during the early 19th century. But the bittered sling itself follows on from the slings, a family of drinks that date further back to the 18th century, and include juleps, gimlets and sours. Meanwhile the slings are predated by the punch, which dates all the way back to the 17th century.

All of this is pretty confusing when you read it in a block of text. So, in a bid to simplify the story, and at the same time provide inspiration on your menu, we've created a lovely infographic for you. This cocktail family tree follows the journey of the cocktail to the point of the Daiquiri, but also some of the twists on drinks and their relatives, which might help inspire your own interpretations and spins on existing drinks.

Frozen Daiquiri



This frozen (blended) Daiquiri is also taken from Bar Florida Cocktails and is referred to as 'Florida Style'.

Glass: Martini
-
60ml/2fl oz white rum
1 tsp maraschino liqueur
Juice half a lime
1 tsp caster sugar
300ml/10 1/2fl oz crushed ice
Maraschino cherry, to garnish

Add all the ingredients to a blender with the crushed ice and blend briefly. Pour into a glass and garnish with a maraschino cherry

SPIN OFFS



Aviation Reviver No.2



Credited to Hugo R. Ensslin, appearing in his 1916 book, "Recipes for Mixed Drinks". His specs, as they appeared:

Glass: Cocktail
-
1/3 lemon juice
2/3 El Bart gin
2 dashes Maraschino
2 dashes Crème de Violette
-
Stir and strain in to glass

Feel free to twist this up – it's heavy on the citrus!



Designed to raise the dead. It won't. This recipe was made famous by Harry Craddock in the 1930 "Savoy Cocktail Book". The constituent parts of a sour are being adapted here with Lillet and triple sec.

Glass: Cocktail
-
25ml gin
25ml Cointreau
25ml Lillet Blanc
25ml fresh lemon juice
Dash of absinthe
Maraschino cherry, to garnish
-
Shake well with ice and strain into a cocktail glass

PUNCH

First there was darkness, then there was punch. Emerging in the 1600s when seafaring types were trying to stomach strong and strange spirits from abroad, punches were a simple mix of spirit, spice, sweet and citrus, diluted down.

SOURS

The first sours were served in the mid 19th century, stirring sugar, water, gin and lemon juice. To try a rum sour, simply swap the lime for lemon juice.

GIN, BRANDY, RUM

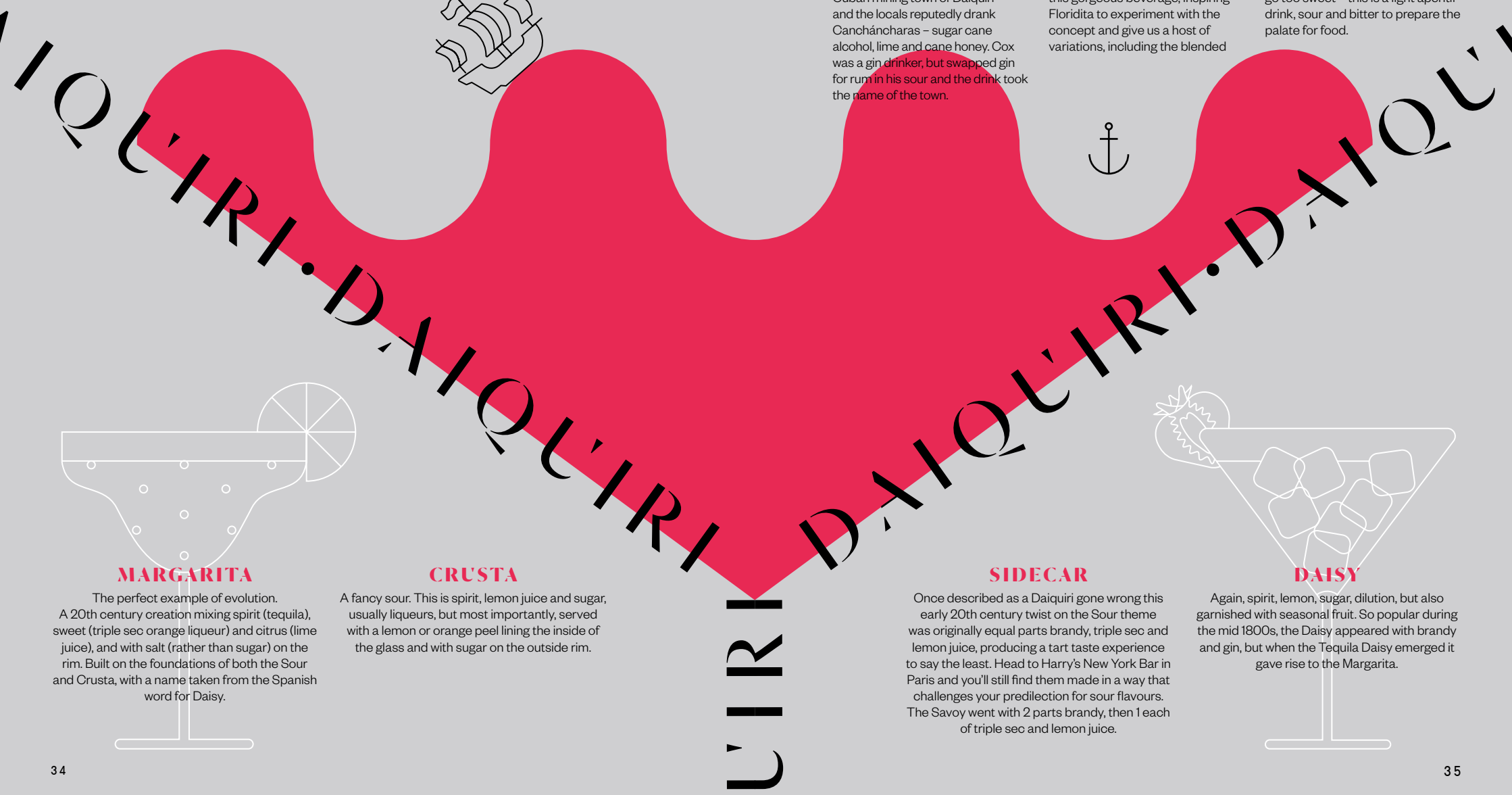
Brandy, gin and rum all featured in the first sours, and still can be. Indeed, any spirit can be tried in a sour. Whisky sours came a little later than the first sours, but remain the most recognisable sours to date.

DAIQUIRI

Essentially a rum sour. The Navy had a big role to play in the Daiquiri, they were mixing lime with sugar spirits as early as the era of Sir Francis Drake in a bid to fight scurvy. American Jennings Stockton Cox is also credited with their creation. In 1828, Cox was working near the Cuban mining town of Daiquiri and the locals reputedly drank Cancháncharas – sugar cane alcohol, lime and cane honey. Cox was a gin drinker, but swapped gin for rum in his sour and the drink took the name of the town.

The most significant step towards fame for the Daiquiri occurred in the early 20th century when Constantino Ribalaigua Vert started mixing them in his El Florida, or Floridita bar, in Cuba. During Prohibition, Americans poured into Havana and gulped this gorgeous beverage, inspiring Floridita to experiment with the concept and give us a host of variations, including the blended

Daiquiri and the notoriously potent incarnation requested by resident barfly, Ernest Hemingway. Today the Daiquiri is seen as a benchmark for a bartender, the balance being key. How sweet or sour you mix depends on a customer's preference, but never go too sweet – this is a light aperitif drink, sour and bitter to prepare the palate for food.



MARGARITA

The perfect example of evolution. A 20th century creation mixing spirit (tequila), sweet (triple sec orange liqueur) and citrus (lime juice), and with salt (rather than sugar) on the rim. Built on the foundations of both the Sour and Crusta, with a name taken from the Spanish word for Daisy.

CRUSTA

A fancy sour. This is spirit, lemon juice and sugar, usually liqueurs, but most importantly, served with a lemon or orange peel lining the inside of the glass and with sugar on the outside rim.

SIDECAR

Once described as a Daiquiri gone wrong this early 20th century twist on the Sour theme was originally equal parts brandy, triple sec and lemon juice, producing a tart taste experience to say the least. Head to Harry's New York Bar in Paris and you'll still find them made in a way that challenges your predilection for sour flavours. The Savoy went with 2 parts brandy, then 1 each of triple sec and lemon juice.

DAISY

Again, spirit, lemon, sugar, dilution, but also garnished with seasonal fruit. So popular during the mid 1800s, the Daisy appeared with brandy and gin, but when the Tequila Daisy emerged it gave rise to the Margarita.

There is an inescapable truth at the bar right now: more customers are demanding non-alcoholic options. This is not to say fizzy pop sales are skyrocketing, in fact the current backlash over sugar ensures the appeal of some soft drinks are distinctly flat. No, this references the growing number of drinkers who want a discerning drink but are taking occasional breaks from alcohol, or indeed not touching it at all.

SEEDLIP



The danger is, if you can't reach these customers through your menu, you'll lose them. If a bar's devotion to consuming alcohol comes at the expense of the non-drinker, they will look elsewhere for a social experience. That might be another bar, but eventually, it could mean an entirely different environment, so the industry needs to welcome this emerging customer base.

Which is where non-alcoholic (NA) cocktails come in. The idea of a NA cocktail has massively evolved in the last two years. Once commonly referred to as 'mocktails', this term has become hugely unfashionable and bartenders distanced themselves from the terminology. Having seen the rise in non-drinkers, the best bar professionals now understand there is a need to change the conversation, and innovation and creativity must be applied to any cocktails without alcohol.

Much of this change in ethos has been driven by Seedlip, the world's first NA spirit. Seedlip's creator Ben Branson recognised the increased demand for a discerning no abv alternative, but also felt that while satisfying this customer, a bartender should still be able to utilise his or her creative energy. In Seedlip he created a botanical spirit that's as complex as any alcoholic beverage, and equally versatile, but without the abv attached. With this in mind, it's easy to see how Seedlip works as an alternative to a spirit in an interpretation of a classic cocktail, which is something the team has been keen to explore.

Stewart Howard is the European brand ambassador for Seedlip and has enjoyed watching bartenders work with the product.

"Seedlip is very new, in a completely new category so understandably we had a little push back at the beginning, but as bar professionals learn more about what the product is, they are creating great drinks.

"When I started as a bartender, I was told to learn at least 50 classics, and these drinks are very familiar to most customers. Since most customers don't respond well to huge changes on a menu, it makes sense to bring Seedlip into the classics, then you give the customer something they understand. And when it comes to menu creation, having an accessible NA option similar to a classic is great way to offer a sophisticated alternative for guests who are not drinking.

"We've had great success with our NOgroni for example, in fact at the Petersham Nurseries in Covent Garden, it was in the top five sellers of any cocktails, including alcoholic. The drink was created for World's 50 Best Bars Awards and took eight months to create in Ben's garage. There was no fancy equipment just a kettle and 22 ingredients."

The NOgroni is a fascinating drink and well worth having a go at, but there's not space to write the recipe here. The team at Seedlip understand this, which is why they've set up an email address, if you drop a line to Nogroniplease@seedlipdrinks.com you'll get a reply with the full recipe specs.

Why does it work? Well not because Seedlip is a non alcoholic gin, which is a common misconception. But certainly because its charged with fresh and vibrant botanicals.

Creator Ben Branson launched the brand after experimenting with NA distillates. He had discovered John French's 17th century book *The Art of Distillation*, and in it learned about the practice of using botanicals in NA distillates. The story follows that this was nothing more than intrigue on Ben's part, but when he was served a terrible mocktail, he took the endeavours more seriously. He developed a bespoke method of distillation and worked with an extraordinary range of botanicals to create a NA spirit now being poured in bars around the world.

Seedlip's botanical blends have enabled bartenders to create NA twists on everything from Negroni and Espresso Martini to mules, sours and spritzes, and with some of the world's leading pioneers in bartending engaged, it's only a matter of time before every bar will want to offer something similar. How to present these drinks on the menu is the next challenge. As Stewart explains, some of the bar professionals have been particularly clever with their approach, including Ryan Chetiyawardana at Dandelyan.

"Ryan takes an inclusive approach of non-alcoholic options throughout the menu. So, you'll find some cocktails that work with an alcoholic drink but can be ordered by simply substituting the alcoholic element with Seedlip. The problem with having all the NA options are at the back of a menu is that non drinkers head straight there and miss all the work that has gone into the menu. By placing them through the menu, everyone can enjoy something a bar team has spent months working on."

This is a very smart move because by placing the NA with the alcoholic drinks, you don't alienate anyone from the wider conversation at the bar. If one in five customers at the bar doesn't drink, the only way they'll keep coming back with the four drinkers is if they feel part of the experience.



Peppering the menu with occasional NA options is an excellent tip, it ensures those ordering NA drinks don't have to make a big point of not drinking and allows them to be part of the conversation around cocktails.

NA drinks are undoubtedly part of the bar's future now, but the conversation doesn't have to be predictable, and the job of the bartender doesn't need to be boring. This isn't about mixing fruit juices or serving a G&T without the G. With a product like Seedlip there is genuine scope to explore the same flavour parameters set out by spirits and create a discerning cocktail you can be proud of and the customer will enjoy.

SEEDLIP SPICE 94

£15.00 70CL

NON-ALCOHOLIC

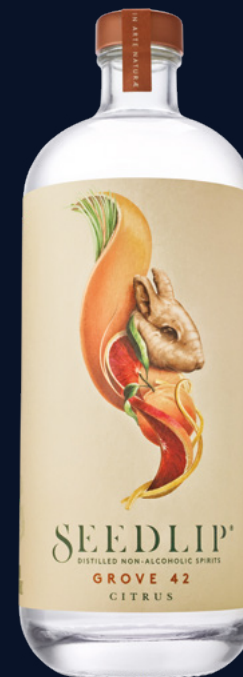
Seedlip's spicy variant, Spice 94 is brimming with botanical brilliance that makes it ideal for a simple mule or a complex creation like the Espresso Martini. Jamaican allspice berry and cardamom distillates combine with barks and a bright citrus finish. Try a simple serve with Seedlip, tonic and red grapefruit peel garnish, or try the two NA cocktails on the next pages.

SEEDLIP GROVE 42

£15.00 70CL

NON-ALCOHOLIC

As well as a non alcohol spirit, this contains zero calories, is sugar and sweetener free, and has no artificial flavours. Instead it's a mix of water, natural botanical distillate and extracts, with an emphasis on citrus, using orange, blood orange, mandarin, lemon, ginger and lemongrass.



ESPRESSO MARTI-NO

50ML SEEDLIP SPICE 94

50ML SANDOWS COLD
BREW CONCENTRATE

10ML SUGAR SOLUTION

GLASS: COUPE

X3 COFFEE BEANS



LIGHT & BREEZY

50ML SEEDLIP GROVE 42

TOP WITH FEVER-TREE
GINGER ALE

GARNISH LIME WEDGE

GLASS: COPPER MUG

HAYMAN'S DRY			41.2% ABV
£16.34	PER 70CL	GIN	MARTINI 

For a classic gin cocktail, it seems churlish not to use an authentically classic gin.

While there's much to admire about the envelope pushing, entrepreneurial verve currently catalysing the gin category, there is a growing concern that some brands are losing sight of what the spirit should be.

Juniper, lest we forget, has historically been the predominant flavour in gin. Of course, there's always been other botanicals in the mix but the taste of juniper berries has, until relatively recently, seldom been overshadowed.

But amidst the current 'ginvasion' of new brands, each desperate to create a point of difference in a cluttered and competitive category, juniper has been jettisoned in favour of alternative flavours.

For every deftly distilled flavoured gin, there are several that are a bit silly, lacking juniper character entirely and undermining rather than invigorating the gin scene. If you're after an authentic antidote to all of this then look no further than Hayman's True English London Dry, a gin whose fidelity to the approach and recipes of its 19th century founders has been unwavering for more than 150 years.

It's a traditional English gin in the truest sense - with Hayman's controlling every element of production from botanicals to bottle. A neutral spirit is distilled using 100% English wheat to create a blank canvas on which ten botanicals, steeped in the spirit for a whole day, are allowed to express themselves.

Boasting juniper, coriander seed, lemon peel, Angelica root and

cassia bark, the botanical line-up is deliberately traditional and delightfully balanced. Rather than having one botanical fighting for attention over the rest, the ten botanicals work together to create a sum greater than its parts.

Voted the best London Dry Gin at the "World Gin Awards 2018", it is complex, subtle and beautifully balanced with a distinct juniper flavour broadened out by citrus character, delicate spice and flint-dry freshness.

A genuine, juniper-forward gin with heaps of history, it's a style that suits the classic cocktails of the 19th and early 20th century such as the classic Martini.



HAYMAN'S MARTINI

50ML HAYMAN'S DRY GIN

10ML DRY VERMOUTH

1 DASH ORANGE BITTERS

1. ADD ALL INGREDIENTS TO A MIXING GLASS AND STIR WELL
2. STRAIN INTO A CHILLED MARTINI GLASS
3. SNAP OVER THE OILS FROM LEMON ZEST AND GARNISH WITH A GREEN OLIVE FOR THE BEST OF BOTH FLAVOURS

HAYMAN'S NOTE:
A WARM GLASS IS THE MARTINI'S ENEMY, SO MAKE SURE TO FREEZE YOUR MARTINI GLASS FOR UP TO AN HOUR BEFORE MAKING YOUR DRINK. THIS WILL NOT ONLY GIVE THE GLASS A FROSTED FINISH, BUT MORE IMPORTANTLY WILL KEEP YOUR MARTINI PERFECTLY CRISP AND CHILLED.

BOLS GENEVER			42% ABV
£19.59	PER 70CL	GENEVER	MARTINI 

We were lucky enough to be at the launch of Bols Genever back in 2008, a triple distilled Dutch spirit that was created when Bols revived a 19th century genever recipe. David Wondrich was on hand to talk us through it, after he had worked with the legendary Bols master distiller Piet van Leijenhorst. They had come together to consider and craft something new from the ancient recipe, and their ambition was to present bartenders with flavours to take them back to the golden age of cocktails. They achieved the ambition and the product is going from strength to strength.

As a master of cocktail history, David Wondrich was the ideal collaborator, and has an encyclopedic knowledge of classics – check out any of his books to widen your own horizons. His work with Bols Genever helped the distillery forge something that now offers an ideal choice for anyone trying to improve their classic cocktail knowledge.

Many still identify Dutch genever as a forerunner to the gin we enjoy today. This juniper forward spirit is unlike a London dry in that the base is malt, this is closer to a whisky, rather than other grains that feature in the neutral base in English gins. In the 17th century the malt base was often re-distilled in a pot with juniper and botanicals, and aged in casks. New distilling techniques changed its nature slightly, and today you'll find two jonge (young) and oude (old), the former with additional neutral spirit, the latter high in malt.

Bols is one of the truly epic distilleries, having started in genever's early success in the 17th century and its global distribution through the Dutch shipping trade put it at the forefront of the gin cocktail revolution, particularly with its export to the United States.

As a result, you'll discover many early gin mixes would have used a sweeter style of gin like genever.

Bols offers an excellent 100% malt in the range, as well as an aged genever, but it's the original variant that proves particularly useful when it comes to cocktail creation.

Leaf through the pages of classic cocktail books and you'll find many gin drinks will have used genever, so it makes sense to try and rediscover some of the forgotten cocktails. Employ a bit of reinterpretation and a classic could be revived in your bar. Take the Holland House, based on the theme of an Aviation. This strong and dry drink really showcases the spirit, but was in part revived thanks to the work of people like David Wondrich and Bols Genever.

It was originally the signature drink of Holland House, a New York bar and the former workplace of Harry Craddock before he moved across to the Savoy in London.




HOLLAND HOUSE MARTINI

- 25ML BOLS GENEVER
- 25ML LUXARDO MARASCHINO
- 25ML BELSEZAR DRY VERMOUTH
- 25ML FRESH LEMON JUICE

1. SHAKE ALL THE INGREDIENTS WITH ICE
2. FINE STRAIN INTO A GLASS
3. GARNISH WITH A LEMON ZEST



BELSAZAR DRY			19% ABV
£14.75	PER 75CL	DRY VERMOUTH	MARTINI 

Having long stagnated amid the shadowy recesses of the back bar, resigned to its supporting role in Martinis, Manhattans and Negronis, vermouth is currently enjoying a remarkable global resurgence.

Vermouth has become a drink about which bartenders passionately pontificate, obsess even, and this enthusiasm has crossed over onto the consumer side of the bar. Life has been breathed into iconic brands that, not so long ago, were on the brink of fading away and the category has been further buoyed by the arrival of new vermouth brands of genuine quality.

Perhaps the most impressive of this new breed of vermouths is Belsazar from Germany, a four-strong range of outstanding fortified wines sourced from the fringes of the Black Forest in the region of South Baden.

Belsazar is made with some wonderful base wines – something which is all too often the vermouth category's Achilles heel in terms of ingredients. Unlike other vermouths, great quality grapes have been deliberately placed at the forefront of what Belsazar do – hence the use of a blend of six elegant yet accessible Markgräferland and Kaiserstuhl wines courtesy of the Weingut Zähringer winery, established back in 1844.

A fifth-generation fruit brandy distiller Phillip Schladerer then provides the all-important eau de vie and macerates – blossom, spices, husks and herbs steeped in carboys filled with spirit. The beautifully balanced fruit brandies, distilled on-site, are created using the finest fruit with the highest natural sugar content – lifting the base wine without compromising its character.

To sweeten the blend, natural grape, refined with oak-aged brandy to check fermentation in the barrel, is then added before a three-month maturation in stone casks. The result? A nicely balanced, amber-hued, bone dry vermouth with a touch of sherry on the nose and furnished with phenomenal fruity and floral notes – juicy orange, honeysuckle, elderflower and a touch of old-fashioned lemonade. But the finish has a lovely, gently bitter bite, thanks, one imagines, to the wormwood, cinchona and gentian in the macerate.

This is made for a Martini. Classically 'dry', where the one part vermouth is outnumbered by the five parts gin, the Belsazar Dry is noticeable without interrupting the spirit. It's when the Martinis get wetter, however, when the vermouth's woodier, herbal and savoury characteristics deftly dovetail with the gin.



THE MARTINI

50ML BELSAZAR DRY

30ML GIN

1. POUR BELSAZAR DRY AND GIN INTO A MIXING GLASS FILLED WITH ICE CUBES
2. STIR AND STRAIN INTO A CHILLED MARTINI GLASS
3. SERVE WITH AN OLIVE OR LEMON ZEST



OUR/LONDON VODKA			40% ABV
£16.35	PER 70CL	VODKA	MARTINI 

Something's distilling in East London. Beneath two non-descript arches, to the sound of trains rumbling in and out of Hackney Downs station, you'll find the capital's only distillery dedicated entirely to boutique vodka.

Our/London Vodka is genuinely unique with an intriguing approach. Made and marketed by local independent micro-distillers, it's part of a worldwide 'family' made up of similar city-based brands, and teams of micro-distillers, scattered all over Europe and the USA.

This collaborative project, initiated and still overseen at arm's length by Pernod Ricard, began in 2011 when a group of Swedish entrepreneurs decided to create a global vodka brand but with local roots.

Today, Our Vodkas are being distilled by locals in Berlin, Detroit, Amsterdam, New York, Miami and Los Angeles. While the DNA of the brand provides every micro distillery with a technical template, each city has the freedom to create a bespoke version of the vodka using as many locally-sourced ingredients as possible – as long as it doesn't compromise the quality.

Hand bottled, labelled and boxed in Hackney, Our Vodka/London is distilled using English wheat and a yeast strain more readily associated with winemaking. It boasts a strength of 40% ABV, and comes in very cool looking 70cl size bottles which gives it genuine stand out in a notoriously cluttered vodka category.

It's an incredibly clean vodka, with a smooth and silky, mineral mouthfeel, nuanced notes of pepper and fennel and a flint-dry finish. It's clean-lined character lends itself beautifully to the Londontini – the perfect classic cocktail to showcase the subtlety of the liquid within.

LONDONTINI

50ML OUR/LONDON VODKA

20ML DRY VERMOUTH

LEMON OILS

1 GREEN OLIVE

1. ADD CRUSHED ICE TO A MARTINI GLASS TO CHILL
2. ADD VODKA AND VERMOUTH TO MIXING GLASS, FILL 2/3 FULL WITH ICE AND STIR FOR 20 SECONDS
3. EMPTY ICE FROM MARTINI GLASS
4. DOUBLE STRAIN MARTINI INTO GLASS
5. SQUEEZE OILS FROM A LEMON ZEST OVER THE TOP OF THE COCKTAIL THEN DISCARD
6. ADD ONE GREEN OLIVE TO GARNISH



GREY GOOSE LA VANILLE			40% ABV
£29.95	PER 70CL	VODKA	ESPRESSO & PORNSTAR MARTINI 🍸

A lot happened in 2003. Concorde flew across the Atlantic for the last time, an 18 year-old Ronaldo made his debut for Manchester United, Lance Armstrong won his fifth Tour de France, Apple launched iTunes and those German magicians almost got eaten by their own tiger.

It was also the year that Grey Goose La Vanille was originally released into a hugely vibrant vodka market as the first super-premium 100% natural vanilla variant. After a successful run, during which it gained a strong following on both sides of the bar, it was discontinued soon after Bacardi bought the brand from Sidney Frank Importing Company in 2004 for a reported \$2bn.

But bartenders kept it on their back bar as a cult flavour and never stopped asking for it. More than a decade since its withdrawal, Bacardi is breathing life back into the iconic offshoot on the back

of both bartender demand and renewed consumer interest in flavoured vodka.

While vodka may have been usurped by gin in terms of growth and 'noise' in recent years, it still remains the biggest selling spirit in the UK, representing almost a third of all spirit sales and said to be worth an estimated £1.87bn.

Within the huge vodka category, which is twice the size of whisky - the second-best selling spirit, it is flavoured vodka which is showing the strongest value growth - up 6.3% in the last year. Furthermore, buoyed by the popularity of modern classics such as the Pornstar Martini and the Espresso Martini, vanilla is the second fastest growing variant within the flavoured sector.

Francois Thibaut, the Grey Goose cellar master, has retrieved the original recipe which takes the

classic flagship Grey Goose vodka, made using single origin French wheat from Picardie and natural spring water from Gensac-la-Pallue, and then blends it with the essence of vanilla beans sourced from Madagascar.

With no sugar added and no artificial vanilla essence involved, this is a nuanced, natural vanilla vodka with a complex yet clean-lined character. There's soft notes of crème brulee on the nose, white chocolate and fudge on the palate and a pleasant peppery finish.

While La Vanille is recommended in the Pornstar Martini by its inventor Douglas Ankrah, Bacardi is encouraging its use in the Espresso Martini and La Vanille Spritz - Grey Goose La Vanille and lemon juice, lengthened and stirred with ginger ale over ice and served in a wine glass.



**GREY GOOSE
LA VANILLE
ESPRESSO
MARTINI**

- 45ML GREY GOOSE LA VANILLE
- 30ML SINGLE ORIGIN ESPRESSO
- 25ML PREMIUM COFFEE LIQUEUR
- OPTIONAL: FLEUR DE SEL

1. ADD ALL INGREDIENTS TOGETHER IN A SHAKER AND SHAKE VIGOROUSLY
2. STRAIN AND SERVE IN A CHILLED MARTINI GLASS
3. ADD A GARNISH OF VANILLA BEAN RESTING ON THE RIM

HAYMAN'S OLD TOM			41.4% ABV
£18.44	PER 70CL	GIN	TOM COLLINS 

Sprightlier, sweeter and stylistically sitting somewhere between 16th century Dutch genever and classic London dry, Old Tom is a style of gin that, having all but disappeared by the mid 20th century, is now enjoying a genteel revival.

Old Tom began life back in the early 18th century when London was in the grip of an unsavoury gin craze. Having been driven underground by tighter distilling regulations, and with supplies of genever becoming scarce, distillers began cutting their illicit spirits with unsavoury ingredients (such as turpentine) and disguising them using sweeter botanicals.

The new regulations tightened the way shops could trade gin too – imposing a £50 licence on gin sellers (more than £7000 today). This, according to legend, spawned a secretive feline-themed loophole created by Captain Dudley Bradstreet, who placed a painting of a black cat (known as a 'Tom') on the front of his gin shop.

A slot was inserted beneath the cat's paw into which thirsty gin

drinkers could drop a coin. Patrons would quietly call "puss" then place their mouth over a discreetly positioned lead pipe. Bradstreet, on receiving the coin, would reply "Mew" before dispensing a shot of sweet tasting gin.

This ritual rapidly became rife all over the City and although hooch historians have questioned this etymology of Old Tom gin, it's a great story and true if you believe it. As part of the wider 'ginaissance' we're currently enjoying, an array of different Old Tom gins have been unleashed onto the market – yet few can boast a history like that of Hayman's.

Hayman's is the oldest gin distilling dynasty in the UK, dating back five generations to the 1860s when a distilling business was founded on Cale Street in Chelsea, just 3 miles down the road from where the new Hayman's Distillery was opened back in 2018.

While the distillery may have moved about a bit over the last 150 years, it has steadfastly remained in the hands of the Hayman family

– its current custodians being James and Miranda (brother and sister), the fifth generation to distil great gin.

It's Old Tom gin, at 41.4% ABV, is a faithful resuscitation of a recipe from the Hayman 18th century archives and was released in response to bartender demand for an Old Tom gin that can accurately recreate drinks from its heyday – namely the Martinez and the Tom Collins.

The juniper, citrus and coriander come through cleanly but even when mixed in a Martinez or lengthened with tonic, the soft liquorice-laced light sweetness lets itself be known. It's a natural, nuanced sweetness that is particularly tailored for a Tom Collins a gin cocktail that tickled fancies in Gin Houses during the early 1800s and was thought to be first served at the Coffee House bar at the Limmer's Hotel London.



TOM COLLINS

- 50ML HAYMAN'S OLD TOM
- 25ML FRESH LEMON
- 10ML SUGAR SYRUP

1. BUILD IN HIGHBALL OVER CUBED ICE AND TOP WITH SODA
2. LEMON WEDGE TO GARNISH



CAZCABEL REPOSADO			38% ABV
£19.39	PER 70CL	TEQUILA	MARGARITA 

The margarita is a quintessential classic all bartenders should know, but for anyone looking to take it up a notch, then adding a reposado tequila to the mix gives it a rich and luxury finish. Cazcabel is a fine exponent of a reposado, made with 100% blue agave and crafted in Arandas in the Jalisco region of Mexico.

Like all the best brands, Cazcabel comes complete with plenty of story telling opportunities to help the pitch to a curious customer. Based around the legend of Don Cazcabel, a healer from the hills of Jalisco, famous for his natural tonics, the links to Aztec, Toltec and Olmec heritage should give plenty of inspiration for any new cocktail names. Meanwhile the packaging is eye catching for the punters and the fact that it has

been awarded Gold at the World Spirit Awards and International Spirit Awards gives it the kudos to back it up.

Cazcabel's reposado has been rested in virgin American oak for anywhere between nine and 11 months, with regular tastings to ensure it's in peak condition. The process imparts the spirit with a dose of vanilla and rounded viscosity, the essential assets for any reposado, and ensures you're left with a sweet agave profile. As you'd expect, this is one that can be enjoyed neat but will also assert itself in the best cocktails.

And while we urge all budding bartenders to add the classic Margarita to the repertoire, the Cazcabel does lend itself beautifully to the modern twist,

a Tommy's Margarita. This take on the Margarita was created by Tommy Bermejo, tequila ambassador for the Mexican National Chamber of Tequila and the man who runs the iconic Tommy's in San Francisco, an essential bar pilgrimage for any bar professional. By serving his Margarita on the rocks and with agave syrup, he helped present tequila as a discerning drinks option, and the Tommy's Margarita is now a bona fide modern classic.

When using the Cazcabel in this serve you really appreciate the agave notes, and that touch of eucalyptus. The white pepper gives it a bit of a spicy, rustic edge, something you don't ever want to lose with tequila and the caramel and toasted oak works in tandem with the agave syrup.



TOMMY'S MARGARITA

50ML CAZCABEL REPOSADO TEQUILA

25ML LIME JUICE

15ML AGAVE SYRUP

1. SHAKE ALL THE INGREDIENTS
2. POUR INTO ROCKS GLASS OVER ICE
3. GARNISH WITH A LIME WEDGE

COINTREAU BLOOD ORANGE			30% ABV
£15.97	PER 70CL	LIQUEUR	MARGARITA 

It's been a hundred years since Harry MacElhone created his White Lady cocktail at London's Ciro Club – a three-part triumph of gin, lemon juice and Cointreau.

Cointreau, the archetypal triple-sec launched in 1875 in the French town of Angers in the Loire Valley, is a crucial component in a cannon of classic cocktails. Three years after MacElhone's White Lady, Pat McGarry reached for the orange-flavoured liqueur's iconic square, amber-coloured bottle to make the Side Car while Margaret Sames, a tequila-loving Texan, is said to have first made the 'Margarita' using Cointreau whilst on holiday in Acapulco, Mexico, back in 1948. And then, of course, sales of Cointreau soared on the coat-tails of the Cosmopolitan - a cocktail created by Dale De Groff in New York and further made famous by the TV series "Sex in the City".

Not bad going for a brand that was originally designed as a digestif back in 1875. Cointreau was first made by Edouard Cointreau who, disillusioned with overly-sweet, insipid curacao liqueurs, noted a growing appetite among consumers for exotic oranges – a phenomenally fashionable fruit that was notoriously hard to get hold of.

Edouard embarked on a selfless mission to not only find the finest fruit but also achieve the ideal orange-flavoured equilibrium by using both sweet and bitter peels (Citrus Sinensis and Citrus Aurentium respectively) sourced from all over the world.

While the regions from where the oranges are sourced rotate, the simple, all-natural recipe has remained steadfastly loyal to Edouard's original version and, as well as rigorously selecting the finest fruit, the role of Maison Cointreau's Master Distiller is to achieve the right fruity and fresh blend of bitter and sweet peels.

Having focussed entirely on its core product for more than a century and a half Cointreau launched a blend of Remy Martin Cognac called Cointreau Noir in 2012 and followed this up in 2017 with the unveiling of Cointreau Blood Orange, a vibrant, intensely aromatic expression made using Corsican blood orange peels.

The blood oranges grow amid groves on the mountainous

Mediterranean island of Corsica, the "île de beauté", where the balmy climate and the rich, rugged Corsican soil furnish the fruit with phenomenal flavours and an intense aroma.

The blood oranges are harvested just once a year between February and March when their peels contain high concentrations of the essential oils that are then captured by distillation.

The resulting liqueur, lying within a rose gold finished square bottle, is phenomenally fresh, tremendously tangy, acutely-aromatic, crisp and complex. The addition of the Corsican blood orange peels builds on the original with a bigger bouquet and a character that is audacious and unashamedly er...orange.

Yet it remains just as versatile as the classic Cointreau. It can be served up as an alternative to a Spritz in the Cointreau Rouge (equal parts cranberry juice and served over ice in a large wine glass) but can also shine in the classic cocktails synonymous with the original Cointreau l'unique – we found it worked magnificently in a Margarita.



THE BLOOD ORANGE MARGARITA

50ML BLANCO TEQUILA

25ML BLOOD ORANGE COINTREAU

25ML FRESH LIME JUICE

1. SQUEEZE 1 FRESH LIME TO ENSURE YOU HAVE 25ML OF LIME JUICE
2. ADD ALL INGREDIENTS INTO A COCKTAIL SHAKER
3. ADD A COUPLE OF CUBES OF ICE TO SHAKER & SHAKE WELL
4. RUN A LIME OVER THE RIM OF THE GLASS (COUPE GLASS IF POSSIBLE)
5. DIP RIM INTO A PLATE OF SALT
6. STRAIN INTO THE CHILLED COUPE



CHERRY HEERING LIQUEUR			24% ABV
£17.57	PER 70CL	LIQUEUR	SINGAPORE SLING 🍸

Last year, the global cocktail-making community raised a glass in honour of one of the most enduring and iconic staples of the back bar – Cherry Heering.

In 2018, the hugely venerable and versatile cherry liqueur celebrated 200 years since Peter F Heering, a 26 year-old shopkeeper, first produced and sold it from his small grocery store in Copenhagen.

Peter had inherited the recipe from Mrs Carstensen, whose husband ran the shop where Peter served as an apprentice. The recipe, which has remained intact ever since, takes Danish Steven's cherries - grown in Dalby and picked every August - and crushes them together, including the stones.

Destoning the fruit prior to crushing would deny Cherry Heering of its

distinct almond edge. The cherries are then soaked in neutral grain spirit along with a blend of herbs and spices before being aged in oak casks for three years.

Cherry Heering is rightly revered as the original cherry liqueur - not least because it actually tastes like cherries. This real deep intense yet balanced cherry flavour is what distinguishes Cherry Heering from the huge array of other cherry liqueurs on the market - which all too often taste awfully artificial with a flavour profile more akin to cough sweets than orchard fruits.

It also has a rich heritage behind it. In 1876 the company was appointed official supplier to the Danish court and it still supplies the royal households of the UK, Sweden, the Netherlands and Denmark.

Queen Victoria is rumoured to have enjoyed the rich red liqueur as a digestif but its success over two centuries owes much to its key role in a number of classic cocktails including Remember the Maine and Blood & Sand – the whisky drink that was first featured in Harry Craddock's Savoy Cocktail Book back in 1930.

But the cocktail with which Cherry Heering is most synonymous is of course the Singapore Sling, created in 1914 by Ngiam Tong Boon in the Long Bar at the Raffles Hotel, a colonial-style haunt frequented by many famous faces including Ernest Hemingway.

While the exact ingredients of the Singapore Sling has been the subject of much debate over the years, the Raffles Hotel serves it as follows:

RAFFLES SINGAPORE SLING

15 ML HEERING CHERRY LIQUEUR

30 ML GIN

120 ML PINEAPPLE JUICE

15 ML LIME JUICE

7.5 ML COINTREAU

7.5 ML DOM BENEDICTINE

10 ML GRENADINE

A SPLASH OF ANGOSTURA BITTERS

1. SHAKE ALL THE INGREDIENTS WITH ICE
2. STRAIN INTO A SLING GLASS
3. GARNISH WITH FRESH PINEAPPLE AND A FRESH CHERRY



TAILS COCKTAILS			14.9% ABV
£16.25	PER 70CL	PRE-BATCH	TWISTS 

Over the last few years, one of the most significant drinks trends in the UK on-trade has been the emergence of pre-batched, bottled cocktails.

Some of the industry's most illustrious bars and bar-owners, from JJ Goodman of the London Cocktail Club and Dandelyan's Ryan Chetiyawardana to the award-winning Bar Termini, have invested and innovated in this growing arena with ranges of ready-made classic cocktails.

A world apart from the ready-to-drink RTD products that proved so popular in the nineties and the noughties, these new pre-batched premium products are designed to be stylish substitutes for cocktails shaken, stirred and served from scratch.

While they may lack the same muddling and shaker-rattling "theatre of dispense", the benefits of pre-mixed cocktails are quite clear. Firstly, they are extremely convenient. When the bar is ten-deep in card-waving customers, and the staff are under pressure, it's never a good time to be muddling a mojito or queuing up at the coffee machine to make an espresso.

Equally important is consistency. By using pre-mixed cocktails, you can be reassured that the cocktails will taste the same every time you serve them – even when the bar is bursting at the seams.

As well as improving speed of service and consistency, it also delivers other benefits such as reducing the cost and hassle of both training and wastage whilst also making stock-taking and sourcing of esoteric ingredients less problematic.

Tails Cocktails, which was first launched back in 2010 in association with Bacardi, is one of the main premium players in this burgeoning category. Last year, to coincide with London Cocktail Week, it recently underwent a handsome revamp with new branding featuring a rooster (believed to have been used to stir alcoholic mixed drinks), the balance scales (to reflect the precision and science behind batching cocktail recipes) and the classic Martini cocktail glass.

The range included two versions of the Mojito, a classic cocktail that remains hugely popular yet notoriously time-consuming to make. It also includes the Espresso Martini and the Pornstar Martini - two of the biggest cocktail bar-calls in the UK.



PORNSTAR MARTINI

A SPIRITED COCKTAIL BEST SERVED SHAKEN WITH ICE AND SERVED IN A MARTINI GLASS WITH A PASSION FRUIT OR LIME GARNISH AND A SHOT PROSECCO ON THE SIDE. AWARDED A SILVER MEDAL AT THE "INTERNATIONAL WINE AND SPIRITS CHALLENGE 2017".



ESPRESSO MARTINI

A CLASSY CAFFEINE-FUELLED COCKTAIL BEST ENJOYED SHAKEN WITH ICE AND SERVED IN A MARTINI GLASS WITH COFFEE BEAN GARNISH. AWARDED A SILVER MEDAL AT THE "INTERNATIONAL WINE AND SPIRITS CHALLENGE 2017".



BERRY MOJITO

THIS IS A FRUITY TWIST ON THE CUBAN CLASSIC. FRUITY AND CRISP, BEST ENJOYED OVER ICE IN A HIGHBALL GLASS WITH A WEDGE OF LIME AND A SPRIG OF MINT.



MOJITO

A CUBAN CLASSIC THAT FOUND ITS FEET IN THE 19TH CENTURY – WHEN COPPER STILLS AND AGEING PROCESS BEGAN TO PRODUCE BETTER RUMS. SOME INSIST THE MOJITO'S NAME COMES FROM 'MOJO', A CUBAN SEASONING MADE FROM LIME AND USED TO FLAVOUR DISHES. PERHAPS AS A REFERENCE TO ITS LIME INGREDIENT, THE DRINK BECAME KNOWN AS THE COCKTAIL WITH 'A LITTLE MOJO' – IN SPANISH, 'MOJITO'. BEST ENJOYED OVER ICE IN A HIGHBALL GLASS WITH A WEDGE OF LIME AND A SPRIG OF MINT.

