



DISTILLED

WORLD SPIRITS FROM CARLSBERG UK

I

BAR



IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

VOLUME 03
2019/20

WELCOME FROM KATIE HEWITT

CATEGORY
MANAGER SPIRITS



Here at Distilled, we are proud to present the third volume of our dedicated spirits magazine. In partnership with Ben McFarland and Tom Sandam aka the Thinking Drinkers. We have carefully produced this year's magazine with some key insights and useful tips to help you create really inspiring drinking experiences within your bar. We have focused on key spirits trends such as classic cocktails, what's happening globally within spirits , as well as a shout out to all things great about British spirits. It won't come as too much of a surprise to hear that we have used these trends to inspire many of this year's new listings. We have also included those interesting spirits that have performed successfully in our Distilled quarterly supplements.

Moderation is a significant trend that is inspiring a lot of innovation and new product launches within the spirits category. Seedlip have paved the way with their sophisticated non-alcoholic distilled spirit and many have followed. Lower ABV spirits such as Ketel One Botanicals, new to our range this year, give consumers the opportunity to moderate their consumption with a long drink serve without removing all the alcohol. As a result of this moderation trend, the rise of the spritz serve (not just a pink G&T) continues to grow in popularity, with many new and interesting serves.

Sustainability and environmental responsibility are also high on consumers' minds at the moment. We are proud to be working with Gorilla spirits who donate £1 from every bottle sold to the Gorilla Organisation charity, who work with communities at the forefront of gorilla conservation with innovative and award-winning projects in Rwanda, Uganda, DR Congo. Their rich, Maraba coffee liqueur makes an amazing sipping liqueur or a great ingredient in an espresso martini. The Southeast Asian inspired, Tarsier Gin also supports wildlife with a 10% profit donation to the Philippine Tarsier Foundation in Southeast Asia.

The performance of the Gin category shows no signs of slowing down. Although, this is driving me slightly insane with the number and variety of new pink gin product launches from just about every distillery. Yes, we have added a few new brands to our range including Burleigh's, Bosford and Larios!

Other flavoured gins we are pleased to add to our range this year includes Warner's Raspberry Gin. With their beautiful new bottle design this new flavour really delivers on both look and taste with a massive punch of fresh

jammy raspberries. Malfy Con Arancia and Malfy Gin Rosa join last year's listing of Malfy Limone to build a range of three truly popular gin flavours from the Amalfi coast of Italy. Closer to home, in the north of England, we have also listed Slingsby Gooseberry Gin and Slingsby Rhubarb Gin which capture the 'Spirit of Harrogate'.

But it's not all about gin. We have recently listed a new Cachaca with Abelha Organic and a new Pisco with Barsol. Both of these are great accessible spirits for consumers looking to try something different. Oh course we have listed a few new and interesting rums. Dead Man's Spice, Pampero Especial, Bacardi Spice and Barti Ddu are now part of our expanding rum range – bring on the rise of rum!

So we hope you enjoy the read and of course, dabble in our new range this year!

A LITTLE ABOUT US

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SO, WHO ARE WE AGAIN?

We're Distilled. We've been selling spirits to the UK On-Trade for the last 25 years. We're the specialist spirits division of Carlsberg UK. With us you get the best of both worlds – an expert team that's as passionate and knowledgeable about the spirits category as you are and the scale and convenience of a big organisation that can meet all of your drinks needs in a single drop.

EXPERT TEAM YOU SAY?

Our team work in partnership with your regular Sales Manager, providing additional support and expertise for spirits businesses. Our team of 10 passionate peeps can be found talking spirits with customers all over the UK. There's nothing we like more than talking trends, sharing ideas and discovering new innovations that can add extra profit to your bottom line. And not forgetting our head office crew – beaver away to source the best range of spirits, keep on top of the latest trends and make sure all our lovely customers have any support they need to sell more spirits.

SELLING MORE SPIRITS?

That's why we're here. You want cool menus? We can do that. Need staff training and education? Yup, we're there. And you don't just get support from us. We're connected with loads of spirits brand owners so we can hook you up if you don't already have a contact. If you want to get closer to the premium soft drinks brands, we can help you out there too. Plus our beer buddies Crafted at Carlsberg UK are all over the craft beer scene, so if that's your bag, we know the right people. And if you're into your wines, our cool, wine geek crew at Crown Cellars are here to help.

SO WHY NOT TALK TO US?

We're nice people. We won't waste your time with a hard sell on stuff that's not relevant to you. We'll talk to you to understand your business and where you see it going. We'll listen to you and find out what floats your boat. Then we'll have a think and show you we can help you to sell more spirits, make more profit and give your customers an even better time than they have at your place already. Give us a go – what have you got to lose?

WELCOME TO ANOTHER ISSUE OF DISTILLED

Welcome to another issue of Distilled, a publication we've put together to remind you spirits are brilliant and that we all want customers to buy more of them. Sounds like a basic premise for a magazine, and it is, but in this issue more than any previous, we really wanted to deliver some broader business building advice.

If you are new to Distilled, then note we use a host of very talented and experienced bar professionals to help us in this cause. Much as we love the sound of our own voice, it's your peers, the bar professionals, tenders, managers and owners who can deliver relatable insights.

So, as ever, this magazine is packed with some of the world's leading bar pioneers, and while in the past, we've focussed on the spirit categories, this time we have used industry leaders to shine a suspended, industrial-chic pendant light on wider themes .

So, as a case in point, following that unwieldy metaphor: design. Hopefully by now, you understand a back bar should be stocked with an extraordinary range of spirits, but if customers are to cancel the takeaway, turn

off the telly, change out of their 'leisurewear' and leave the house for your bar, you need to present a complete experience. Design encompasses everything from the art on the wall, to light, menu and functionality of a work station, and it's critical to making a spirits bar perform. With that in mind we asked DV8 Designs, a company with more than a decade of design experience, to share some wisdom.

Part of the wider bar experience is what's going into the customer's ears, so we've looked at, or listened to, some music, and invited the bar professionals with track records (pun skills) to tell us how to make it work in a spirits bar. JJ Goodman has proved unstoppable with his London Cocktail Club bars, so he tells how he uses music to create a high energy experience. Meanwhile the multi-award-winning cocktail bar Nightjar has excelled with live music, and co-owner Rosie Simpson talks through her experiences with this approach.

The bar needs to reflect the sentiments of the customer, so we also look at the issue of sustainability and address the growing demand for awareness around the wellbeing of the bar professional, and diversity in our industry. These are huge themes for anyone behind the stick and when considered can all help you present a happier bar and sell more spirits.

And we explore food in the spirits bar. Up until 20 years ago, food might have seemed insignificant to your business, but these days it's a banker. Even improving a bar snack can make a huge difference to your business and we explore the increasing value of food with Arc Inspirations industry giant Martin Wolstencroft and the hugely talented Michael Butt of the Soulshakers bar consultancy.

The aim of this broader approach to Distilled was to dig a little deeper into some of the issues that impact on your business and add some value. But we've not done so at the cost of drink, far from it. The magazine is divided into two, and in the second half you'll find the entire Distilled portfolio to choose from, complete with information to inform you. But we also lead with drink in the first half, because, ultimately, this is a magazine for spirits enthusiasts.

So, there's an interesting break down of a classic cocktail for you to digest, this time we focus on the Manhattan after trends indicate more consumers are embracing dark spirits. And we have a host of interviews and case studies on bar menus, how they are used and what bars are doing to improve the communication of their offering to the customer.

We were very lucky to get an interview with the legends at Dead Rabbit in New York, who showcase the more expansive approach with their fifth incarnation of their famous menu. And contrast that with the minimalist approach from the Venning Brothers, Max and Noel, whose bars neighbourhood bars Three Sheets, Little Mercies and Bar III are currently picking up all the awards. We also headed to Brighton to see how the Pleasure pub group spirits-led pubs make a menu work.

The Distilled Magazine is accompanied throughout the year with a series of additional guides and our aim is to join up the thinking across all the titles. As a result, some of the issues you discover in this magazine have been expended in the other guides. Our Classic cocktail magazine for example, goes into detail on the subject of perfecting and standardising the offer of the core classics in the cocktail family. We diversify a bit in this magazine and offer some ideas on how you might twist those classics, so use them as a starting point for bartender creativity.

You can find the guides on issues like the classics, trends and other spirits online at DistilledUK.com, where we're building a huge resource of features and videos to help you do more with spirits.

With this magazine, our other guides and the website, we hope we're providing readers with tools to help develop and improve the bar. Because it's our view that every bar needs to be on its game. If we want to convince the customer the bar is still a place to go for that memorable experience, then the key is to keep learning, adapting and innovating. The more information we have to hand, the easier this will be.

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As the popularity of American whiskey surges, we've noticed a rise in the number of Manhattans coming across the best bars up and down the UK. This is welcome: the Manhattan is a serious drink for serious drinkers. It's also evidence the customer palate is catching up with the bartender.



The Manhattan takes any adventurous spirits-drinking customer from light spirit cocktails to dark, from the gin or vodka martini to the next level of aged and robust complexity. True the Old Fashioned is a hugely popular order in the best bars, but the Manhattan's straight up serve in a cocktail glass makes it equally important and an arguably more refined alternative to a rocks glass and serve on ice.

Many years ago, we enjoyed a trip around Manhattan's finest bars on a trip called "Manhattans in Manhattan". The adventure saw us compare ten Manhattans in ten bars during one epic cocktail safari – a marathon of Manhattans if you like. We've since learned to drink less but better, but the experience (perhaps rather surprisingly) will live long in the memory. Hosted by Woodford Reserve and comprising a gathering of the best bar minds from the UK, the task was to select a Manhattan winner from a host of incredible bars, including the likes of Death & Co., Please Don't Tell, Employees Only – pioneering establishments that continue to influence bar professionals today. For those interested, the winner proved to be Jim Meehan's exceptional offering in PDT, but it was a close contest and what proved enlightening was how subtle differences in this cocktail can help you hone a drink to suit your customers.

New York's Manhattan seemed the obvious place for this contest since it's where the cocktail is rumoured to have been invented – the name gives it away. But as with all the great classics, the cocktail's history is a mystery. It was believed to be first served under various monikers towards the end of the 19th century including the Turf Club and Jockey Club, and many tried to claim credit for it, even Winston Churchill's dear old mum was once in the running as the creator.

The anecdotes around its creation will serve you well in the selling of this drink, and make useful fodder for anyone with expansive menus. But what remains as true as it did in the 1880s, is that this drink includes whiskey, vermouth and bitters.

In terms of trends, we have seen bartenders using bourbon as the base spirit in this cocktail over the last 30 years, but in more recent times, rye has crept into the glass as an alternative. This would fit with the spirit used in the original creation, and it's a popular choice for bartenders because their palates are more hardened. We'd choose a rye Manhattan but when considering it for your menu, bear in mind that customers might not be prepared for such an assertive profile. Bourbon is a sweeter alternative and when blended with a sweet, red vermouth, this can be a very easy entry into whiskey. It helps that bourbons vary, from the sweeter, corn-led Makers Mark, to the Woodford Reserve with its rye content.

If you use Bulleit bourbon, then you'll note the spicy, rye backbone, and you'll also have access to the excellent Bulleit Rye, so you can transition from bourbon to rye using the same distillery.

Once you start to analyse the base spirit and the varieties available, you'll understand how a subtle shift can make a completely different cocktail, and we haven't even got to the vermouth. Plenty to explore then.

RELATIVES

PERFECT MANHATTAN

75^{ML} STRAIGHT BOURBON
15^{ML} SWEET VERMOUTH
15^{ML} DRY VERMOUTH
3 DASHES AROMATIC BITTERS

SCOTCH TWIST

The Affinity might be a way to build on the success of the American whiskey drink and take drinkers in the direction of their favourite Scotch. It's a 1920s aperitif

GLASS: MARTINI
30^{ML} SCOTCH
30^{ML} SWEET VERMOUTH (AGAIN, COCCHI WILL WORK WELL HERE)

30^{ML} DRY VERMOUTH
1 DASH ORANGE BITTERS
STIR ALL THE INGREDIENTS WITH ICE AND STRAIN INTO THE GLASS

MARTINEZ

Once thought to be the earliest incarnation of the gin martini, this was being served up to gold prospectors in California in the late 1800s. It remains a classic and a very useful bridge for the gin drinker into the Manhattan

GLASS: MARTINI
30^{ML} SCOTCH
30^{ML} SWEET VERMOUTH (AGAIN, COCCHI WILL WORK WELL HERE)

30^{ML} DRY VERMOUTH
1 DASHES ORANGE BITTERS
STIR ALL THE INGREDIENTS WITH ICE AND STRAIN INTO THE GLASS

BITTERED SLING

Like many classics, it emerged from the success of the Bittered Sling. The Sling cocktail emerged in the 1790s and simply comprises water, spirit and sugar, while a Bittered Sling, as the name suggests, includes bitters. By the end of the 19th century, the offshoots from a “bittered sling” included the Manhattan, Sazerac, Americano and Martinez

VERMOUTH

Dry for a dry Manhattan; dry and sweet for a perfect; or sweet for your sweet. All quite straightforward enough. If you’re bringing this to new customers, then make it sweet and red, this is what softens the spirit. Use something like Cocchi Vermouth Amaro.

ABSINTHE MINDS

It’s true, absinthe was once in the drink. William Schmidt’s 1871 book, *The Flowing Bowl*, references absinthe. Give it a whirl, you might like it.

RYE

It’s the original spirit of choice. Before Prohibition, New York boasted an abundance of rye whiskey distilleries, more than a thousand in fact. The grain was hardy and flourished in the more northerly eastern seaboard states. It wasn’t until the Irish and the Scots headed south to Kentucky that the more available corn started to make its way into whiskey, and then indeed into the Manhattan.

CHURCHILL

Winston Churchill’s mother DID NOT invent the Manhattan. The story goes, that Lady Randolph Churchill was in Manhattan at a function and stirred up the first incarnation of the cocktail. However, our historian peer David Wondrich revealed that on the night she supposedly invented the drink, she was in London.

CHERRY

Maraschino cherries didn’t arrive in New York until the late 19th century, so not necessarily a component of the original Manhattan serve of whiskey, vermouth and bitters. But don’t be a slave to history. The reason cherries are standard now, is because they’re nice. Source quality maraschino cherries only, Luxardo are an example with heritage. In 1906 the American government, cheesed off with substandard preservatives, passed a food act to ensure cherries would be stored in the maraschino cherry distillate. Of course, they would then ban alcohol, ensuring the cheaper products could flood the market again, and it’s taken nearly a century to get back on track with the real deal.

GARNISH

Lemon? Surely not. But actually, originally, yes, and some aficionados still opt for this ingredient to bring that citrus lift to the drink. It makes sense in a dry Manhattan but today you’ll find the sweeter style and maraschino cherry is much more likely, and with the addition of a very small drop of the syrup from the jar you add an additional sweet element that can ease a drinker into this cocktail.

Turkey Manhattan

Perfect Serve



Getting a Manhattan serve sorted takes plenty of practice, but Sam Kershaw, Wild Turkey brand ambassador, is a man who has made more than most. A bartender in some of the world's best bars, he's a talented tender who appreciates the art of balance in this beautiful beverage. So, we figured he'd be the ideal candidate to give us a take on this classic.

For me, the Manhattan is one of the Holy Trinity of cocktails which also includes the Martini and of course, the mighty Old Fashioned.

Distilled spirits and fortified wines were common in late 1800s America and when it came to the pre-Prohibition era when the Manhattan was born, the quality of the drink was very much dependent on the skill of the bartender because few cordials and syrups were available. Without these, and the fact that patrons back then demanded a strong drink, using what you had and combining multiple spirits seemed to be the best way to go.

If we contrast the Negroni from Italy in 1919 and the Boulevardier in Paris in 1927 – the latter is essentially the same drink with the addition of Campari. It shows an evolution of cocktail craft, almost 100 years ago.

For me, the Manhattan is the older brother of an Old Fashioned, and because of this it is less sweet and more robust. Naturally Wild Turkey works a dream in both of these classic cocktails as the whiskeys commonplace at the time of their creation would have been of a pre-Prohibition style – big, bold, spicy and high proof. Wild Turkey naturally fits the bill in terms of flavour profile, and the Manhattan cocktail allows this bourbon to shine.

The Turkey Manhattan

Brand: Wild Turkey

Glassware: Coupe

Ingredients:

50ml Wild Turkey

2 dashes Angostura bitters

25ml Cocchi di Torino Vermouth

Black cherry garnish

Combine all of the ingredients into a mixing glass.
Stir with ice and strain into a chilled coupe.
Finally garnish with a cherry.



TWISTED

BY PUTTING YOUR OWN STAMP ON
A CLASSIC, YOU MIGHT REVIVE
SOMETHING LOST OR BRING NEW
RESPECT TO YOUR BAR



CLASSICS

Not everyone reading this brochure is going to devise a drink that earns a place in the annals of cocktail history, a true classic, revered around the world for evermore. Disappointing as that may be, you should probably deal with it and get on with your job. Even so, it shouldn't stop you keeping things creative behind the bar. And if you accept that it's imperative you learn the classics and understand how the constituent parts conform, then you should have the ideal springboard to launch you into inventiveness. By simply twisting classics, you're possibly already on the way to creating your own drink.

As many talented bartenders often prove, it's a useful exercise to take a classic and add something bespoke or unusual, to take ownership of it in a small way. This isn't an easy task, the classics stand up for a reason, they are invariably perfect already. But a simple twist can help you present a unique serve, and there's no shame in using the success of an established great to build something your customers credit to you.

After all, the Martini is undoubtedly the product

of much twisting and shouting, and still enjoys a versatility that even stretches to the core spirit. Meanwhile, many of the classics were originally mixed during an era when certain ingredients were substandard. So, in some ways, all the classics are twisted.

One of the most recent bartenders to bring twists to our attention was Fred Tartas at the Madison bar in London. "It's essential to understand the classic before you twist it; you can't change a cocktail without understanding it," says Fred. "It's like cooking; with your classic dishes you learn the technical side and the mix of the flavour. This is your foundation.

"But twisting a classic works because while some of our guests really appreciate classic cocktails, a twist gives a choice for everyone. If they can relate to something on the menu and like it, they are more inclined to try signature cocktails. Twists can also be exciting; if someone has come to drink spirits, something familiar but exciting on a cocktail menu can entice people."

Fred's most recent menu took this on board and attempted to reimagine a number of classics, but of all it was the whisky sour that proved most appealing.

"It's very versatile – many different ingredients, liquors and spirits can be added or replaced to create a twist with a lot of success. For example, the Pisco sour became a classic, although ultimately you could just say it is a twist on the Whiskey Sour. For me there's not a cocktail you can't twist, but the original recipe of the classic cocktail 'Brandy Crusta' is so good, it is already perfect. That is definitely a recipe I wouldn't alter."

Controversially, Fred took on the Vesper on his most recent menu. This is a dubious classic and some bartenders argue it doesn't deserve a place in the list of greats. The most cynical point to the fact that it was the whimsical but ill-conceived creation of an author, albeit the great Ian Fleming who famously used it as the signature order of James Bond. There's no doubt, vodka and gin together can raise an eyebrow, but perhaps choosing to twist a challenging classic can help.

"The Vesper is not a standard choice for a lot of people, even our guests," Fred admits. "However, I saw it as a challenge, I wanted our guests to try something new and exciting. The cocktail has few ingredients and because of that it is easy to recreate. The original Vesper used Kina Lillet, not produced any more, and the standard Lillet is sweeter. I really appreciate cocktails that are a challenge, and that are hard to recreate because the ingredients are difficult to find or are no longer in production."

For Fred's "Besper" then, he uses Belvedere, Tanqueray No. 10 Gin then Regal Rogue Wild Rose, a few dashes of rhubarb bitter.

Interestingly, Madison also hosted a Dante pop up last year, the highly acclaimed New York bar and café run by the award-winning bartender Naren Young. Naren's Garibaldi is a celebrated drink, a forgotten classic that he took a contemporary view of. Using modern techniques and a fresh understanding of flavour and mixing, he presented something the world of bartending has taken to heart. While Naren's new Garibaldi can be recreated, it's also worth noting that it never tastes better than when you're at his bar, ensuring its tasty beverage and a great advert for his work.

To get you started on twisting then, here is Naren's drink, along with two other examples of how classics can be twisted to fit the modern age and subsequently earn the creators and their bar international recognition.





DEAD RABBIT IRISH COFFEE

DEAD RABBIT IRISH COFFEE

Dead Rabbit is so revered it has earned the title of Best Bar in the World, and with Belfast duo Sean Muldoon and Jack McGarry behind the project, it stands to reason they should twist something so resonant of their homeland. The bar is notoriously detailed in its study of classics and new creations, and if you visit the bar, (which you should) then you can enjoy their epic research into the Irish Coffee. To make it like they do, you must be a perfectionist: they have kindly provided the recipe and we've not interfered with the measures, but we advise you follow to the letter if you want to create it properly.

"For the coffee use medium-blend filter coffee. The water bath is to be kept at 167 degrees Fahrenheit or 76 degrees Celsius, these are the bottles we use at the bar (64 oz) - <https://www.sks-bottle.com/340c/fin62b.html>, please ensure you have 6oz glasses for the coffee and 35% fat content for the heavy cream."

- 20ML DEMERARA SYRUP
- 25ML BUSHMILLS ORIGINAL IRISH WHISKEY
- 100ML COFFEE
- TOP WITH FRESHLY WHIPPED HEAVY CREAM (SHAKEN IN A PROTEIN SHAKER TO REACH THE RIGHT CONSISTENCY)
- METHOD: PREMIX THE SYRUP AND COFFEE AND KEEP IN A SOUS VIDE AT 76 DEGREES CELSIUS. WHISKEY - COFFEE AND SYRUP MIX - CREAM.
- GLASSWARE: DEAD RABBIT IRISH COFFEE GLASS
- GARNISH: NUTMEG (OPTIONAL)

DANTE GARIBALDI



DANTE GARIBALDI

"The Garibaldi is a drink that was rarely ordered in New York," says Naren. "It brings together Campari and orange in a happy marriage, but I didn't imagine a drink with only two ingredients - save for the Martini - could be so simple and yet so perfect. Like many of the best drinks made behind the bar, it is modest in construction, but it can only really come to life in the right hands.

"When that juice is whipped into a frenzy at such a high speed, its ambrosial texture turns this modest highball into something truly ethereal," he says.

And that whipping is not to be underestimated: the orange juice is "fluffy", and this is what makes Naren's drink unique. To make it fluffy, Naren blends the freshly squeezed juice, without pulp, and then pours over 45ml of Campari with around half a bar spoon of sugar syrup in a highball over ice.

- 50ML CAMPARI
- 120ML FRESH-SQUEEZED ORANGE JUICE
- METHOD: BUILD THE CAMPARI AND ORANGE JUICE IN A SMALL HIGHBALL GLASS FILLED WITH ICE. STIR AND GARNISH WITH THE ORANGE WEDGE.
- GLASSWARE: COFFEE GLASS
- GARNISH: ORANGE JUICE



TOMMY'S MARGARITA

TOMMY'S MARGARITA

Tommy Bermejo is tequila ambassador for the Mexican National Chamber of Tequila and runs Tommy's in San Francisco, an essential bar pilgrimage for any bar professional. His Tommy's Margarita takes the original and brings it to a rocks glass using agave syrup, and is an incredible interpretation that will convince any non-tequila-fan to embrace the spirit.

- 60ML TEQUILA REPOSADO
- 30ML LIME JUICE
- 15ML AGAVE SYRUP
- METHOD: SHAKE ALL THE INGREDIENTS POUR INTO ROCKS GLASS OVER ICE



WHEN IT COMES TO CREATING THE WORLD'S BEST BAR, SEAN MULDOON AND JACK MCGARRY ARE WELL VERSED. THEIR NEW YORK VENUE DEAD RABBIT HAS NOT ONLY WON "WORLD'S BEST BAR" AND "WORLD'S BEST COCKTAIL MENU" SPIRITED AWARDS AT 2015 TALES OF THE COCKTAIL, BUT HAS ALSO BEEN NAMED WORLD'S BEST BAR AT WORLD'S 50 BEST BARS IN 2016. WHILE THE PAIR ARE ALWAYS ONTO THE NEXT CHALLENGE AND NEVER LOOK BACK AT SUCH AWARDS, THE RECOGNITION IS REWARD FOR A PAINSTAKING COMMITMENT TO DETAIL IN THEIR BUSINESS - FROM CUSTOMER SERVICE TO DRINKS CREATION, DESIGN AND A MASTERFUL MENU.



YOUR MENUS HAVE BECOME A STATEMENT, A METHOD OF STORYTELLING, HOW DO YOU ENVISION THE STORYLINE UNFOLDING AND WHY DID YOU DECIDE TO TAKE THIS ROUTE?

Sean: In our launch menu, our focus was very much on the historical underpinning of what we were doing. Jack undertook extraordinary amounts of research into style of drinks, old recipes and techniques, and we shaped the menu around that. The book also looked at the history of the bar's location. By the second and third menus we'd moved into heavily illustrated narratives based first on the historical figure of John Morrissey and then on Lewis Pease, an evangelical preacher working in the slums of the Five Points at the same time in the 19th century.

By the time we came to start thinking about the next menu, volume four, we knew we wanted something new. We were also mindful of wanting to be known as a contemporary bar – respectful of the great Irish pub tradition of hospitality, but with a very definite 21st century twist.

The character of The Rabbit had been around for a while, and we'd used him occasionally in point of sale and promotional materials. We realized he was a great vehicle for a long story presented not in a single book but in a series of six comics over a period of about two years. We started with him in 1970s NYC, a century on from the death of Morrissey, and gradually brought him up to the present day. We named the drinks around the narrative, so everything felt conceived like a consistent whole. The Rabbit, who we say embodies the fighting spirit of Morrissey, is a mysterious character. How did he get here, where did he come from? We're beginning to reveal those answers in our new menu, volume five. It's dark and twisted, and visually we think it's another game-changer.



YOU HAVE CHANGED THE WAY MANY BARS NOW LOOK AT THEIR MENU, WHY DID YOU DECIDE TO TAKE THIS APPROACH?

Sean: To us, it seemed more a question of why didn't others? Our approach to menu design – which we discuss very freely and openly in our book *“Mixology & Mayhem”* – has always been that it's a quintessential part of the overall experience of the bar. Our crazy attention to detail, our relentless determination to do things our own way, the quality of our drinks, the insane standards of our training and education programs: they're all part of the same package as the menus. We think everybody should do things this way! By the way, we take exactly the same obsessive approach in our Cuban bar, BlackTail, though of course the emphasis is different.

HOW IMPORTANT HAS MENU DESIGN BECOME AS A NEW TREND, WHAT INSPIRED YOU, WHY DID YOU DO IT?

Sean: There's unquestionably an expectation now among guests in any high-end bar that the presentation of the menu will reflect the quality of the experience. There's that word again. As for pushing the boundaries, well, that's what they're for, isn't it? Where's the fun in playing by the rules? Make your own. You've got to be all in.

WHAT HAVE BEEN THE MOST IMPORTANT ELEMENTS OF YOUR MENU DESIGN AND LAY OUT?

Conor: A menu must be a functional document. You must be able to find the information you need – about the drinks, the ingredients, and so on. Beyond that, however, we strongly believe in entertaining and engaging with guests – who have, let's not forget, chosen to spend their time and money in the bar. Of course, they deserve the very best drinks that we can make. That's a given. But we want to give them more, to make every aspect memorable. That's why we put so much effort into every page of the menu. There is no detail that hasn't been agonized over. It all matters.

WHEN IT COMES TO CREATING NEW DRINKS FOR THE MENU, HOW DOES IT WORK WITH THE TEAM?

Jillian: We do roughly seven research and development sessions over five weeks to develop a new menu. I really rely on the team's diversity of drink styles to create a menu that has something for everyone. They show up with ideas and drink specifications and we as a team taste and give feedback on those drinks until they hit our Dead Rabbit standard. Once we have gone through all these sessions, I'll go through and select the best drinks to fit the season and map out where each drink will go. I will also present drinks towards the end of research and development to fill whichever gaps we have on the menu. Once the menu is mapped out, Jack and I will have a final tasting to make any minor tweaks to the drinks.

HOW MUCH DO YOU HAVE TO CONSIDER YOUR CUSTOMERS' TASTES?

Jillian: Considering our guests' tastes is a major factor in how we design drinks for the menu. We really try and “tick all the boxes” when it comes to the styles of drinks we put on. Regardless of how hard we try, we can always improve to have the types of drinks our guest demographic asks for. Our floor staff always give great feedback when it comes to what our guests are asking for and where we can improve with drinks options.

DOES IT MATTER THAT THE MENU AND DRINKS ARE 'INSTAGRAMMABLE'? IS SOCIAL MEDIA NOW AN ESSENTIAL PART OF THE CONVERSATION ON CONCEPT AND MENU?

Conor: It's simply the world we live in. Social media is extremely important to us. We're in a very competitive industry: we never forget that. So we post daily throughout the week – always original content, never reposts – and we have subscribers to our channels all over the world. Some are in the industry and are interested in what we do and how do it; others are guests who have been here, or intend to. They're interested in our drinks, our food, our crew; and they love to hear about projects like the menus and the books. It's a real community.

WHEN YOU WORK ON A NEW MENU DO YOU LOOK AT ONGOING BAR TRENDS? OR IS THE AMBITION ALWAYS TO BE CREATING THEM?

Jack: I think this whole focus on trends is a pile of garbage, being honest. It drives me mad seeing the trends list, or hot bars, things for 2019. Pile of nonsense. My goal every day I get out of bed is to be better at the end of the day. Be that in the business, my relationships or my health. I constantly look outside our business to survey the landscape but people who follow trends are not creating them. Our goal with Dead Rabbit was to bring the Irish Pub into the 21st century. No one else is doing that the way we are so we don't have anyone to follow in that regard. With BlackTail, it was about recreating that era in Havana pre-revolution – the opulent American-themed bars. Again, that arena hasn't got a lot of players in it. I'm focused on us and no one else. I'm constantly focused on improving our staff, our businesses as a whole and looking on what we're doing in the next 1–3 years, and questioning our systems, processes to get there. We're constantly re-evaluating and tweaking.

HOW DIFFICULT IS IT FOR A BAR TO KEEP PROGRESSING?

Jillian: I'm not going to lie and say to continue to push boundaries with flavor combinations, glassware and concepts etc, is an easy task. We are constantly trying to create a new experience for our guests. Through our research and development for each new menu, our bar staff really try to take advantage of new techniques and new products on the market. This does take some discipline on setting up tastings with liquor brands to ensure we have options to new and fun things, which inspires us to create unique drinks.

IS THERE A TREND YOU HAVE CREATED THAT YOU ARE PARTICULARLY PROUD OF?

Sean: Firstly, people have credited us with transforming the standard of menus. We can live with that. I'd say we've also set a benchmark for storytelling, and that's something that runs through the menus themselves but also the entire concept of the bar – and of course our social media as well. Maybe it's an Irish thing. We're storytellers. We've never used social media just for that *“Drink of the Day”* or *“Today's Special”*, that kind of thing. For us, it's a crucial part of our story, with a definite tone of voice and so on. We were on our own with that for a long time, but we see other bars starting to do it now as well.

Again, all of this applies completely in BlackTail too. In both bars we rooted our brands in narratives around real people – John Morrissey in the case of The Dead Rabbit and Ernest Hemingway with BlackTail. We take this very seriously. Without a compelling story all you have is, well, graphics and interior design. Just another bar. In terms of the drinks themselves, our style has always been little to no garnishes. Except for one or two exceptions, we've only ever really ever used citrus skin oils and freshly grated nutmeg on our drinks – because that's how drinks were served 170 years ago. At first people were shocked at this, but the days of expecting a cherry in a Manhattan or an olive in a Martini are gone now. And that's a good thing.





ARE THERE OTHER BARS OR CITIES THAT ARE INSPIRING YOU?

Jack: The London Cocktail Scene is really strong right now. I was there at the beginning of January and it's very impressive. You've got the iconic London hotel bars which have always been there and always consistent such as The Savoy, Connaught, the resurgent Artesian @ The Langham, and the more modern Dandelyan (best drinks in the city). However, there is also a proliferation of independents (bartender-owned bars) knocking in some seriously high-level drinks such Three Sheets, Scout & Coupette. I was blown away by Scarfes Bar, which is part of the Rosewood Hotel. One of the most beautiful barrooms I've ever seen. The big thing I noticed was the lightness of the drinks across all the venues. They were session cocktails. Whereas, cocktails in New York are much more in your face, to the point. That may mirror the cultural differences in each city, but that lightness is definitely different and very interesting.

ALL SPIRITS ARE TREATED WITH REVERENCE ON YOUR MENUS, BUT IRISH WHISKEY HAS ALWAYS BEEN A STRONG ONE, IS THIS A SPIRIT YOU LIKE TO PUSH?

Jillian: We have definitely been keen on championing the Irish Whiskey category. We've been really trying to showcase the category through cocktails, especially our Irish coffee. Understanding the different styles of Irish whiskey through our in-house education has really helped our bartenders showcase many different types of drinks including tiki drinks, stirred and elegant drinks, winter hot drinks, bright and fruity drinks... there's nothing you can't do with Irish whiskey and we're really trying to show that to the world of cocktail lovers.

Jack: This is something we've been hugely vocal about. When we came to America no bars used Irish Whiskey or if they did it was in a shot glass and often with a side of pickle juice. It had no legitimacy. Even in Ireland, most bars had more Scootches than they did of their native spirits. Our whole raison d'être was to make people take it seriously and for Ireland to be proud of our native spirit. We've the largest Irish whiskey collection in America and one of the biggest in the world. We make the best Irish coffee in the world and we use Irish whiskey in a large percentage of our house drinks. We've seen a lot of top cocktail bars make Irish Whiskey cocktails and anytime we're home all the bars have extensive Irish Whiskey collections. Obviously, I'm not saying this is all because of us, but we definitely played our part in bringing the category forward and we will continue to champion the cause. I believe Irish Whiskey is one of the most versatile whisk(e)y categories in the world with our blends, single malts, single pot stills and single grains.

Sean: All day long! It's one of the truly great spirits, yet it's still largely underappreciated in North America. So you could say we're on a mission...



WHAT IS THE MOST POPULAR DRINK ON THE MENU?

Jillian: Considering our guests' tastes is a major factor in how we design drinks for the menu. We really try and *“tick all the boxes”* when it comes to the styles of drinks we put on. Regardless of how hard we try, we can always improve to have the types of drinks our guest demographic asks for. Our floor staff always give great feedback when it comes to what our guests are asking for and where we can improve with drinks options.

It’s two o’clock in the afternoon on a Tuesday in late October. Six of us are sat around a round oak table in the Saint James Tavern, a legendary local located in the quirky Kemptown area of Brighton.



The Autumnal sun is streaming through the windows, a roaring fire crackles in the corner and laid out on the table, giving us all the glad-eye, are eight white rums. To the regulars nursing pints at the bar, this may look like a lot of fun. But their eyes deceive them, this is most definitely work.

There’s something serious at stake here; the esteemed status of pouring rum status in not just The Saint James, one of the most revered rum pubs in the country, but across all of the pubs that make up the Pleasure Pub Company, a group of proper pubs that have been specialising in spirits for more than 20 years – long before it was fashionable to do so.

The rums are tasted completely blind. There’s no talk of cost, margins or reputations. They’re judged solely on taste – initially neat and then lengthened with ginger ale. “We go through this for all our pouring spirits,” said Nick Griffin, who founded Pleasure Pub Company more than twenty years ago. “There are more than 80 rums behind the bar here, most of them dark rums, but we sell a lot of white rums so we need to get it right.”

Each month, the Saint James Tavern hosts “The Rum Club” – a free tasting night for customers where they focus on different styles or a particular country. On each table, perched next to used rum bottles from all over the Caribbean that act as makeshift candlestick holders, the rum menu takes drinkers on a journey from light and golden rums to dark rums, Agricole and spiced.

As well as offering classic rum cocktails such as the Perfect Storm, the Mai Tai, Planters Punch and the Zombie (complete with a short history), it also features several rum flights (“Economy”; “Business” & “First”) designed to coax in customers open to exploration.

“We do flights for all our specialisations and they are really designed to allow a small group to dip their toes and really see the differences,” added Nick. “There’s huge variety out there and it’s a great way to explore this. We hope that by showcasing the flight it can start a journey for the consumer that lasts well beyond that visit and helps to open their eyes to the wonderful world of whichever spirit they are sampling.”



The Pleasure Pub Company is a triumvirate of Brighton boozers, each with the look and feel of a proper pub and each specialising in a different spirit. The Office, in the heart of the Lanes, specialises in gin, its walls adorned with the spirit’s weaving historic timeline. The menu lists more than 80 gins divided into five categories; London Dry; Speciality; Dutch Genever; Old Tom & Sussex Gin. There are six different tonics and they also do their very own tea-infused gins.

Around the corner is The Great Eastern, a cool and cosy boozer featuring more than 60 American whiskies and “other less important spirits”. Previously Nick’s local, he liked it so much that he bought it back in 1996 and began stocking the back bar with a huge range of bourbons.

Back then, this was a bold move. In the mid-1990s, laidback locals simply didn’t offer spirit-ual guidance to their customers. “I’d like to think that we started up the spirits revival in proper pubs,” added Nick. “We didn’t have to morph into a wine bar or a cocktail bar. When we started, you were seen as forward-thinking with spirits if you had one of those Diageo plinths showcasing the range of single malts – which pubs dusted down and brought out every Christmas”.

Nick experienced a spirit epiphany whilst on a trip to Washington DC.

“I remember going into a pub, sitting up at the bar and ordering a vodka and tonic. The barman used Finlandia vodka. I then ordered another one and he suggested I switch to Ketel One because he noticed that I was drinking it too fast.”

“Back in the UK in the 1990s, there were very few pubs who differentiated between vodkas - let alone based on the speed of consumption. It struck me that we were a long way behind the States when it came to spirits.”



On returning to England, where 75% of spirit sales were vodka, he opened Dr Brighton's and stocked it with nearly ninety different vodkas. "I was a former manager of Selfridges Food Hall and this experience had given me an acute awareness of brands," added Nick, "and I realised that we were selling huge amounts of just one brand – which was Smirnoff. I thought, 'if we can't do a better job with a spirit that represents 75% of our sales, then we're doing something wrong.'"

Nick then became a vodka specialist. "I just learned as much as I could about the different brands and got them to send me as much information as possible," he added. "I then did tastings in all our pubs for free to customers – but got the brands to provide sample bottles. You can't just throw them up on the shelf and hope they shift. You need to get people interested in trying them."

It worked so Nick did the same thing with his favourite spirit, American whiskey, at The Great Eastern. "People said that it wouldn't work but I like whiskey and more people were drinking whiskey than Scotch," he added. "We were fully committed to keeping it as a proper British pub and retaining all the elements that the British pub entails – but one that specialises in American whiskey."

"You have to get the balance right –there was no way we were going to fill the pub with oil cans, star spangled banners and American car number plates. With American whiskey, the biggest obstacle initially was getting people to buy bourbon beyond the biggest brand (the one that ironically isn't actually a bourbon) – so we took the brave step of actually taking it out of that particular pub."

The whiskeys are categorised by style; Kentucky Straight Bourbon; Small Batch Bourbon, Single Barrel Bourbon, Tennessee Whiskey, Rye Whiskey; and Corn Whiskey. As well as some classic Bourbon cocktails (Manhattan, Whisky Sour, Mint Julep and Old Fashioned), there are four differently-priced tasting trails that lead customers down the path to whiskey enlightenment (Prairie, Prospect, Pioneer and President's) – each offering a choice of three from a list of 7 or 8 whiskeys.

To ensure that these bottles are taken off the back bar into customers' hands, Nick has created a number of cunning menu ideas over the years. As well as a handsome, perfect-bound Spirits Bible that looked like a Gideon bible, Nick also printed 50,000 packets of cards – with each card showcasing a different spirit. “It was a genius idea if I say so myself,” laughed Nick. “When you put all the cards together, it made a jigsaw and each card featured a different spirit.

“We got the brand owners to pay for it. The better the card, the more it cost. The Ace of Spades, for example, was more expensive than, say, the three of Clubs – we even sold all the Jokers to a Dutch lager.”

Each card featured a picture, some top line information about the spirit and how to drink it. “Playing cards is also something that fits in with drinking so it worked brilliantly – it kept people in the pub,” added Nick. “50,000 disappeared in a year - they were in every living room and kitchen in Brighton but it was a great way of getting customers to try different things in the pub. And it helped the staff a lot too.”

Nick’s strategy when it comes to staff training is equally original – in that he doesn’t really have one. “People are surprised when we say we don’t train our staff in the traditional way,” added Nick. “There’s a difference between training and learning. We prefer to encourage them to find out more for themselves, they should be curious enough to get involved and want to learn.

“Empowerment is the most effective way of knowing what they are selling. Rather than wading through an instruction manual, they need to learn themselves and discover what they find interesting.”



THE AMERICAN WHISKEY BIBLE

Nick places a lot of trust in his managers. “They are far closer to the consumer and the specialisation than I am. If they want to stock a brand they fill out a little form with cost price, selling price and GP%, then they send it to me for authorisation to stock- but I really only ask this to ensure we get the pricing right and I can’t think of one occasion when i have refused. That doesn’t mean I wouldn’t though! If I felt it was a bad choice I would say so, but it’s not happened and says a lot about the guys we have on the ground.

“Also with the consumer being so aware these days they become your eyes and ears too,” added Nick. “Don’t ignore them, embrace their recommendations and make them a part of the journey (within reason!!)

While pubs have certainly broadened their spiritual horizons over the last twenty years, he remains puzzled that pubs don’t take spirits more seriously. “Why specialise in spirits? It’s a simple maths lesson. Publicans just need to do the maths. If someone walks into your pub and ask you to recommend something, don’t point at the draught beers. Why would you suggest your lowest margin product? Point to the back bar - sell less of a low margin product and more of a high margin product!”



THE RUM DIARY



“Punters are not monogamous in their drinking. The customer is so much more informed than in the past and certainly far less likely to simply stick to one brand. They are adventurous, keen to widen their experience through both educated choices and recommendations. They want choice, so let’s give it to them,” he added. “We’re all missing an opportunity if we don’t.”

Balance, however, is key. “You need genuine variety of styles – don’t just stock loads of different bottles that perform the same role,” added Nick. “Often, there’s not enough thought being out it to the offer - gin is a classic here with many pubs having a little gin corner where they have improved their offer, or so they think. But it isn’t improving your offer by having more of the same and just picking the big name brands without ensuring you have some balance and variety in the offer.

“Look to extend the experience rather than just the range,” he says. “Be brave, stretch yourself and give your tastebuds a treat, you’ll be doing the same for your customers.

The Venning brothers, Max & Noel, are the brains behind a trio of terrific neighbourhood bars; Three Sheets, Little Mercies and Bar III.

With a joint bartending CV featuring 69 Colebrooke Row, Bar Termini and Crazy Pedro's in Manchester, the venerated Vennings have earned a revered reputation for exquisite batched drinks and an experimental approach to drinks-making laid bare in their brilliant book *"Batched & bottled: Cocktails to make ahead"*.

While their superb cocktails can be acutely experimental, their menus and venues are classic, consciously clear-cut with all the pretention removed.

At Three Sheets, for example, the back bar is simply a single shelf of spirits (many of them pre-batched) delivering just a dozen different drinks, whilst at Bar III, there are just three wines, three beers, three non-alcoholic options and nine cocktails, divided into three clear categories – hence the name.

The approach is definitely working too. Bar III was named "Best New Bar" at the Class Bar Awards 2019, Three Sheets won the esteemed "Bar of the Year" Award and, if that wasn't enough, Max won "Bartender of the Year".

What's more, as well as being nominated for "Drinks List of the Year", two of their most famous drinks – the "French 75" and "Whisky Soda" – make up two-thirds of the contenders for "Cocktail of the Year".

Here Max explains the simplicity behind the brothers Venning success.



What was the thinking behind creating a cocktail menu with just a dozen drinks?

The first idea is to create a menu which is very simple in design and layout. So customers can see everything on one page and make a decision quickly on what they would like to drink. With customers' ever-growing knowledge of classics, and the way we set up the bar to make drinks quickly, we have time to talk through their options or find a drink off-menu that'll suit them. We also rotate drinks off and on the menu, so if we have a guest who frequents the bar a lot they feel things are fresh.

Was there an overarching theme to the cocktails you have chosen?

Simplicity overall, even if we have complicated or even convoluted processes we try not to impress this on our guests. They often ask questions but it's really important for us to remove the pretension that we, as bartenders, can have about what we're doing.

This is echoed in the style of drinks we like to put together. Clean concise flavours, and never challenging. Even with our shorter, stronger drinks we believe they should be easy to drink and sessionable.



Why did you break them down into the categories that you have?

“Free”, “Light”, “Medium” and “Full” allows people to choose on a style or mood rather than sticking to a spirit category. We list the products so people can choose by this if they'd like, but the majority of people choose depending on what style of drink they'd like; something light before dinner maybe, or the Whisky + Milk as a nightcap maybe.

What are the benefits of this approach from a business point of view?

This is the way we have worked for a while. A smaller backbar helps with cash flow for sure, but it's not the reason behind it. Often a massive backbar is more for the staff than the guests. We're lucky at the moment that our team are probably more knowledgeable and talented than us, and all of them prioritise service over cocktails. That's where we get our buzz.

Is there a certain level of trust you need to develop with customers before you do this?

We haven't seen that. We and the guests would rather have 12 cocktails that are all exceptional than a menu of 30 where half are average. I think it's difficult to find a menu that long where every drink is great; I haven't seen one.

Do you think customers are intimidated by choice in bars?

Yes. And they are definitely intimidated by pontification on menus. I feel like over the last 10–15 years the industry has been fighting to justify its legitimacy as a career and this was echoed by exaggerating the techniques and ingredients on the menu. Now we're an accepted profession and are seen as important part of the service sector, it's important to have a humble approach in menu writing.

A lot of our guests tell us they get frustrated with menus listing loads of esoteric ingredients no-one has ever heard of. If we have a niche ingredient we always try and highlight the more recognisable ingredients on the menu so it is more accessible.

Can customers go “off-menu” at Bar III and ask for something different?

Yes of course, if we have the ingredients we'll make it.

Given the huge depth and breadth of choice you have as bar owners in terms of spirits, what criteria do you use when choosing what to put behind your bar?

A few things, flavour first. Then cost and provenance. Is there any support—financial or through marketing/PR or physical presence bringing people into the bar.? The conversation about financial support is a contentious one. I think there's a balance in putting together a product list and when there is financial support out there, to discount it isn't a sensible business decision.

Do you think it is the role of top-end bars/bartenders to cut through the wealth of products/noise and act as a trusted guide?

Yes of course, that should be as standard in bars. We guide them through products but it's a small part of what we do. When you put a bar offering and team together you have to be aware that people, consciously or subconsciously, notice all aspects of the experience.

As bartenders and bar owners your role is the same as in any business. Figure out what matters to the customer and get it to them.





White-coated boffins with clipboards and brains the size of beanbags have long maintained that the look, the feel and the olfactory impact of a cocktail glass can dramatically influence one's sensory perception of the liquid inside.

There are some who argue that, by funnelling the flow of cocktails and spirits across the tongue in different ways, the shape and substance of glassware can even manipulate a drink's physico-chemical properties—namely the way that certain volatile aromatic molecules are retained or released.

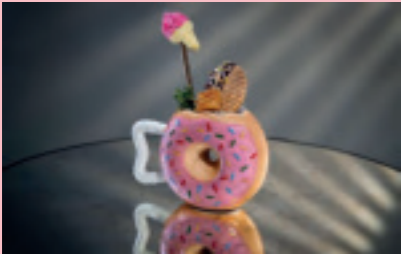


But in a bar environment, rather than that of a laboratory, the greater significance of glassware is the way in which it can prime a drinker's expectation of certain drinks. In short, people drink with their eyes. It sounds messy but it's true. Based on the theory of cross-modal correspondence, we almost know how a drink is going to taste before the liquid has even touched our lips – and this expectation is believed to emphasise specific elements of the tasting experience.

Riedel, the renowned family-owned glassware manufacturer founded in 1756, has been a passionate proponent of the sensory significance of glassware in the world of wine – claiming that the aroma, taste, balance and finish of wines are influenced by the shape and size of the glass from which they are enjoyed. In early 2019, and in keeping with its famed form-follows-function ethos, Riedel unveiled a seven-strong collection of classic cocktail glasses developed in collaboration with US spirits specialist, Zane Harris – a distinguished mixologist with a cocktail CV containing Dutch Kills in New York and Rob Roy in Seattle.

While the series comprises six glasses designed to complement The Old Fashioned, Manhattan, Daiquiri, Sour, Peasant, Buck and Julep, they can be used for thousands of cocktails. When developing the designs, Harris considered size, shape and volume – yet attached acute importance to ice capacity.

"Ice has the greatest influence on the design of a glass, because you'll find it in basically every drink, not just in cocktails," said Harris. "One of the biggest reasons for customer dissatisfaction in restaurants and bars is when ice cubes displace the liquid in the glass, thus giving the false impression that too little has been poured."



“This is where these glasses come in. They were specially developed for the large luxury ice cubes that are on the rise in restaurants and bars – as well as for standard-sized ice cubes. The glass effortlessly allows both types to either fall centered or side by side. Ultimately, it is vital to understand the subtleties of the classic,” he added. “And you need to take into account the barkeepers’ efficiency, the guests’ perception and the costs.”

– The Highball and Rocks Glasses are designed to hold standard ice cubes as well as the larger ice cubes that are becoming increasingly popular.

– Thanks to its parallel sides, the Fizz Glass provides the perfect conditions for the pillow-shaped head of cocktails like the Gin Fizz.

– The Neat Glass is designed to lie comfortably in your hand. Smaller than the Rocks Glass, it appears full when the perfect amount of spirits or cocktail is in it.

– The Nick & Nora Glass was named after the Martini-sipping main characters in “The Thin Man”. Designed for effortless and elegant consumption, delivering it perfectly to the mid-palate, so that you do not need to tilt your head back.

– The outwardly curved edge of the Sour Glass directs the silky smoothness to the palate. It delivers the strong aroma profile to the tip of the tongue, which is the most sensitive part.



Equally, in the Instagramable age in which we live, the aesthetics of cocktails has become even more important with bars, brands and barware and glassware manufacturers becoming increasingly inventive and innovative when it comes to the “theatre of dispense”.

Experimenting with ornate, elaborate and downright unusual serves in esoteric glassware not only creates a unique, memorable customer experience but also, both within the bar and on social media, piques interest in other customers.

So here are some that have caught the eye:

- » Loch, Stock & Barrel at The Gibson Bar, London
 - » Alpucino at The Gibson Bar, London
- » American Pie at Cocktail Trading Company, London
 - » 80/20 Sazerac at Cocktail Trading Company, London
- » Martini Tree, Victors Bars in Alderley Edge

For those prepared to take the theatre of glassware and pouring to a new level, we introduce Last Drop's "*Penelope*".

THE LAST DROP POUR

It's a remarkable device that detects the presence of a glass and bows accordingly to decant exactly 50ml of liquid into the bespoke tumbler. A mischievous exploration of the traditional decanter, Penelope extends the tasting experience with its slow, graceful bowing motion, offering a moment of reflection and stillness before pouring a perfect serving.

Penelope, named after the wife of LDD's co-founder Tom Jago, who never poured him a drink, enhances the experience by adding an element of theatre – another sensory dimension by creating a striking visual spectacle prior to drinking.



Last Drop, a Sazerac-owned company, specialises in sourcing rare and sought-after bottlings from whisk(e)y producers all over the world, teamed up with Harvey & John, a Brighton-based team of inventors, designers, artists and engineers who reinvent everyday objects and experiment with abstract ideas to develop practical innovations that amaze and inspire.



Together they delivered “Penelope”, an incredible new way of pouring whisky into a glass, reinventing an age-old ritual that has remained relatively untouched for centuries. Penelope, also known as “Pours” is an intuitive decanter that pours a drink all by itself.

DV8



DV8 have been designing drink-led pubs, bars and hotels for more than a decade. Since 2006, the Warrington-based interior design and architecture practice have worked with an impressive nationwide roster of industry clients ranging from traditional family brewers to high-end independents.

Managing director Lee Birchall, with 25 years' experience under his belt, has borne witness to the eclectic, continually-changing trends and developments in interior design and architecture over the past twenty years.

With social media making aesthetics more important than ever before, we sat down with Lee to discuss the elements of interior design that operators need to consider when creating the look and feel of their venue.

On approaching a new design...

We look at the size, scale, timings and competitor landscape, and it's important for us to really understand their vision and brand values before we can implement our own ideas.

If it's a rebrand, we like to get a feel for the original bar – getting to grips with the clientele, the menu, the layout, the operational service (whether it is self-serve, table service or traditional bar style) and the overall atmosphere, to understand what works.

It's crucial to consider any old perceptions associated with the venue in a bid to give it a new lease of life and a fresh feel that goes beyond just visual design.

Functionality is a key factor for us to consider and it is important for us to find out how the venue is intended to be used so that we can incorporate ergonomic design for the most effective result.

Factors to consider include whether the venue serves food, if the offering changes from day to night, if there is live music or a DJ or if it is available for private hire for functions and parties etc.

We also need to find out more about the anticipated atmosphere and the kind of clientele that the bar owner hopes to attract. A younger audience suits brighter and more quirky features such as neon lighting, or perhaps a more minimalist feel, whilst those bars offering a more sophisticated, mature vibe will typically use a richer colour palette.

Similarly, the price points of the menu should also be taken in to consideration as customers paying on the higher-end expect an element of luxury.



On design affecting consumer behaviour...

Design devices can have an impact on consumer behaviour and all play an important role within the overall design of a venue.

Menu presentation should fit seamlessly into the aesthetics and a well-branded, expensive-looking menu can make all the difference when it comes to making a good impression.

Wall art can add visual appeal by establishing a theme and creating a feature, whether this is a series of photographs that fit in with a brand's ethos or flower arrangements that bring the “outside” in.

Wayfinding has a bearing on consumer behaviour – if a space is easy to navigate customers will feel more relaxed and in control.

It's very important to incorporate ergonomics into design. If a venue is more complex, then clear signage is crucial.

With modern customers expecting a seamless, efficient service, technology and artificial intelligence are playing a more important role in bar design – such as ordering via a tablet to make things easier. Features like this can really help a bar to deliver customer expectations.

Design devices such as music and smell are often overlooked but actually have an important role to play in creating an atmosphere that customers will enjoy.

The pace of the music can determine the overall theme for a bar and is another way in which a venue can differentiate its day and night-time offerings.

On making customers feel comfortable...

Bars can often feel uncomfortable if the seating is positioned too close to neighbouring tables. Consumers like to relax when they go into a bar and feel as though they have their own space – for this reason, booths are always a popular option.

In terms of layout, people tend to prefer seating which is positioned away from the toilets and the kitchen. It offers more privacy, enhances the overall experience and takes them away from off-putting “traffic” that builds up around these areas.

If your venue is offering all-day drinking and dining options, and offering a space for meetings and working, ensure you have adequate “meeting” seating for groups, individuals with laptops and access to internet and power.

On colour...

Red is often used in dining and drinking establishments as it is said to promote a feeling of hunger and increase customers' appetites.

Colour schemes generally evolve from a single point of inspiration, and this can be the drinks offering.

A darker spirit such as whisky lends itself to deeper colours, whilst light, fragranced spirits such as gin lean towards more botanical themes.

Despite this consumer association, don't feel restricted by it. By opting for colours that are completely unique, it becomes yet another feature and talking point within the bar.

Be creative and think of design elements that are new and exciting. If every gin and whisky bar had the same colour scheme, the bar scene would lack individuality.

On common design mistakes...

The most common mistake is a lack of practical design. The venue should be self-explanatory when it comes to navigation, with a clear layout and identifiable routes to the bar and toilets.

Back-of-house facilities such as the kitchen and any waste behind the bar should be completely concealed unless the design intentionally incorporates an open kitchen.

Practicality also includes accessibility, which is a huge factor to consider.

On seating...

When consumers are able to secure a seat and table, it is likely that they will stay for longer and order more.

Different seating arrangements suit different bar settings. Those with a more casual, laid-back feel can make the most of bar stools and tall tables whilst more exclusive cocktail bars tend to suit more formal seating fixtures for a higher-end feel.

This year, the likes of wooden seating and benches have become increasingly popular and work well to achieve an informal, trendy vibe. Wooden seats are more durable than upholstered seating which will need replacing eventually.

It's important to consider access, including wheelchair access. The height of the tables needs thought: if you are going to include bar stools and tall seating in your bar, ensure that there is a mix of lower-level seating too.

Seating around the perimeter of a venue is preferred, but of course, seating bar tables along the centre of the venue can work well for larger spaces and allow for more seated capacity from a practical point of view.





LIVERPOOL GIN DISTILLERY

In 2018, DV8 designed the Liverpool Gin Distillery on Castle Street, in the heart of one of Liverpool's most up-and-coming areas and home to the city's most impressive bars and eateries.

It's a unique, groundbreaking spirits-led venue that encompasses a Gin Bar, Dark Spirits Bar, three Gin Labs and a Bartender School – all incorporated into a Grade II listed building.

"It was important that we portrayed some of the more historical elements of the venue itself, which is why we adopted a more dramatic, period approach to the design," said director Lee Birchall.

"This project was particularly challenging in that the venue encompasses a multitude of different elements from the bars to the gin labs, each with a different use and function," he added. "The design had to offer a sense of continuity throughout whilst also making sure that each aspect of the venue had its own identity and – most importantly – was fit for purpose. For example, the Bartender School is a learning environment and had to be set up to achieve this. We opted for a brighter, clean out feel."

The Dark Spirits Bar is aptly designed with an opulent colour scheme comprising of a dark colour palette and wooden furnishings. "It has an expensive feel with inspiration from the grandeur of the 18th century. It has a much more masculine and luxurious theme to really capture the sophisticated side of the spirits on offer."

The Gin Labs, meanwhile, are housed in a space that is modern and erudite. "This is where we incorporated a botanical and industrial element in to the design," said Lee. "To reflect the spirit and the manufacturing process that it involves, we have used exposed metals such as copper, alongside foliage and natural materials."



THE CASTLE STREET TOWNHOUSE

The Castle Street Townhouse is the perfect example of the chameleon venue – an all-day dining and drinking destination that effortlessly glides through morning, noon and night.

By day the venue offers a unique meeting point for businesses to connect while grabbing a light bite to eat and drink, in addition to offering a relaxing space for tourists wanting to explore Liverpool's rich history and culture.

At night, the venue is transformed into a chic bar that mirrors the socialite culture, synonymous with New York City. By combining the *"Three Bs"* (breakfast, brunch and bar), the venue blurs the lines between social meetings and cocktail nights by rotating its core image and atmosphere throughout the day.

"Day to night is a big trend and a popular concept that we expect to continue in 2019 – particularly in city-centre locations" said Lee. "An increasing number of venues want to appeal to lunchtime/business crowds and then transform into a bar in the evening, often adopting a whole new atmosphere."

"From a design point of view, it is important to achieve the right balance between an informal daytime venue to something that can come alive in the evening."

In a bid to shape a gloriously relaxed atmosphere with effortless elegance, DV8 incorporated an earthy colour palette, accompanied by vintage typographic styling, a bowler hat lighting wall and signature green furnishings that are appropriate for any time of day.

They also incorporated a grand multi-mirrored bar as a key focal point. "It's in line with the brand's mirror concept, whereby the venue transforms throughout the day to reflect different people at various times of the day," added Lee. "This also makes the space look and feel brighter and bigger."

In order to preserve the rich heritage and history of the Castle Street building, it was also important that the venue remained true to its roots. "We kept many of the building's original columns, while rearranging the entrance area to create a central focal point that showcases the full length of the space."

"By combining a series of modern decors and a playful design throughout the venue, the overall objective was to carry out a restoration that suits the originality of the building and its setting, in addition to incorporating a grander feel."



Last year, JJ Goodman celebrated a decade of shaking up the UK bar scene courtesy of his lively and legendary “*London Cocktail Concept*” – an award-winning, nine-strong group of bars renowned for good times, great cocktails and top tunes.



London Cocktail Club

Back in 2008, having cut his bartender teeth at the equally iconic B@1 bar chain (who also combined quick yet quality cocktails with a proper unpretentious party vibe), JJ Goodman and his best friend from school, James “Hoppy” Hopkins opened the Covent Garden Cocktail Club using a small loan from JJ’s mum Lizzie.

They were soon blazing a trail across the capital’s cocktail scene and their stock rose further when, a year later, they won “The Restaurant”, securing the backing of legendary restaurateur Raymond Blanc and Dragons’ Den’s Sarah Willingham.

Expansion in London and beyond ensued, alongside multiple awards, and now LCC has established itself as one of the most successful bar brands in Britain – and each and every one of its venues prides itself on being the ultimate party bar with drinking, dancing and maybe a little bit of debauchery.

We spoke to JJ about the importance of music across his venues.

When you started out, how important was music in designing the LCC concept?

Very important! I wanted to essentially create the ultimate house party in a bar. At the time you could go to a cocktail bar but there was no real party atmosphere, so then you would have to go to a party bar but then they would not have cocktails on offer. I couldn’t understand why you couldn’t have both. Great drinks and a great/fun atmosphere.

What kind of music do you play at the London Cocktail Club and why?

I have a rule that 90% of the music must be recognized by 90% of our customers. So I’m not too fussed by the genre, as long as people know the track and start singing along to it. Music is a great way of connecting everyone in the room. The LCC prides itself on being an unpretentious party venue – how does the music reflect this? By not being afraid to play the songs most people think they are “too cool” or “too old” to listen to. For example, if I put on “I Wanna Dance With Somebody” by Whitney Houston, by the time the first chorus comes in everybody is singing along.

How does the music evolve throughout the evening? Do you have a rotation policy?

We do have playlists set up for each part of the evening. However, this is not set in stone, as it’s not uncommon to walk into one of our venues and find people dancing on their table at 6pm on a Tuesday. We expect our staff to judge each night accordingly. Obviously, if there is an older crowd in at 4:30pm who have just finished work they may not appreciate “*Rage Against the Machine*” right out the gate!

Who designs your music?

We have playlists created by myself and previous members of the company who had a very good eye (or ear) for great music. These playlists form the cornerstone of each venue’s music programme.



Jam Jar Daiquiri

TRACK

“Pump Up the Jam

Technetronic”

In your experience, does the music affect the behaviour of customers?

Absolutely! An upbeat song with a good tempo will dramatically lift someone's mood and also the way in which they interact with their friends or even other guests. As mentioned before, music brings people together, so if the music is known by the majority of the people in the bar there is a higher chance they will sing along, dance along and interact with others because of this.

Are there particular types of music that inspire specific drinks? For example, do people ask for tequila when you play, we don't know, “La Bamba”?

Ha ha, not sure about when you play “*La Bamba*”, but definitely when you play the tequila song or “*Shots*” by Pitbull. “*Cream*” by Prince always reminds me of doing a screaming orgasm routine back in my bartending days.

What music do you think suits different spirits? Bourbon? Tequila? Vodka? Gin?

I would say bourbon goes well with rock 'n' roll, Tequila and vodka with pop/mainstream and gin probably with hip hop (or maybe I'm just thinking of “*Gin and Juice*” by Snoop Dogg, ha ha!)

Can you tell me about LCC Radio?

This is a list of recommended playlists linked to my personal Spotify account for anyone who wants to throw down an LCC-style party at their home.

Where do you think bars go wrong with their music policy?

I definitely think a lot of bars neglect their music policy. The main thing is training your staff how to play music, and also understanding its importance. You often go into a bar and they are playing some really obscure track from a band that are not known. We have a whole training section in our training manual on “*Atmospherics*” which goes into detail about music, lighting and temperature, which all need to be spot on. Again, it all comes down to training your staff.



Fish House Punch

TRACK

“Gangsters Paradise”

Do you use DJs? If so, what do you ask from them?

We do not use DJs at LCC. Our staff are the DJs in terms of knowing what song to play and when and reading the room.

Is there any style of music/tracks that you won't play?

Not really. I think at some point we have played every genre known to man!

What do you think is the ultimate party tune/ LCC tune and why?

Wow – tough question. Too many to pick just one. But some of our big time hits “*Living on a Prayer*” by Bon Jovi, Aerosmith’s “Don’t Want to Miss a Thing” and Whitney Houston’s “I Want to Dance With Somebody”.

How do you keep in touch with the latest music trends?

We rely heavily on our staff to keep their playlists up to date. We have so many staff working for us now and most of them are below the age of 30, so they seem to know what’s trending and what’s not.

Has music inspired any of your cocktails?

Absolutely. We had a drink on the menu years ago called ‘Pirate Radio’ which was obviously rum based and when the drink arrived, it came with a token to request one song. Our “Reggae Rum Punch” is still a big hit and inspired by the Caribbean and Reggae music. Another hit drink was our “Club Tropicana” created by Robb Collins.

What’s your preferred kicking out tune?

We usually go with some big singalongs for the last 10 minutes. “I Don’t Want to Miss a Thing” by Aerosmith, “Wonderwall” by Oasis, etc. When we need customers to leave, the music is turned right down, the manager stands by the door and gives a warm goodbye and handshake to each and every customer.



Bramley Apples
Smash TRACK “Rock Your Body
Justin Timberlake”



Brixton
Riot TRACK “Here Comes the Hotstepper”

“Music goes direct to the heart, so should be used cleverly.”

Rosie Stimpson and Edmund Weil, the husband-and-wife team behind Oriole and Nightjar, have deliberately placed live music at the forefront of what they do, and at both these bars, customers pay for the privilege of enjoying the performance of skilled musicians.

Having been born into music-loving families, live music is in the blood of them both says Rosie, a jazz singer herself. “They (our families) were made up of singers and instrumentalists, so we both regard the form highly,” she added.

It was in Ireland, while watching an unforgettable Weimar Republic jazz show in a shoddy Dublin boozer (where they met, incidentally), that the pair first came up with the idea for Nightjar – the stylish speakeasy-style old-school jazz bar in Shoreditch that opened back in 2010.

As opposed to an afterthought or ambient add-on, live music became the creative springboard for Nightjar, recalls Rosie. “From the initial idea, we then researched hospitality from that era, the drinks, the seated service, the style, and the root of the bar took shape,” she added.

Initially they had to sell the idea of paying for live music to customers but they’d seen it done in New York, where adding the charge to the bill is common, and soon patrons were more than prepared to pay a small premium.

“All the money goes to the musicians or upkeep of the equipment,” said Rosie. “Running a close ‘Musicians Fees in’ and ‘Musicians Fees out’ on the profit and loss means music costs are not subject to VAT as we simply transfer the money from one party to the other.”

At Nightjar the live music policy is “vintage popular music” – generally pre-1950s. “We deliberately seek out lovers of this style of music rather than bands that deliver a set of classic jazz tunes,” said Rosie.

“We want to showcase, through the passion of our musicians, the wealth of music from an era that is little-known today – and many of our musicians write original music in that style.”

At Oriole, styled on a 1940s jazz club, the music programme takes in the early 60s to include more rhythm and Blues and early Rock ‘n’ Roll. Given the bar’s focus on geography over history, which is more Nightjar’s theme, there is greater scope to broaden the music styles beyond a certain era or place.

“We are highly prescriptive about the music we book,” said Rosie. “We firmly believe that music is a key part of the bar’s output and, used correctly, one of the greatest tools we have to transport people to the relaxed, laid-back, fun place we want to take them.

“Jarring music is a crazy business move; it makes no sense to fit out expensively and then play music that doesn’t fit with the style of the place.”

While live music is integral to the character of their cocktail bars, Rosie and Edmund tell all the bands they book that they need to be happy playing in the background sometimes. “We are a cocktail bar with live music, not a live music venue with cocktails,” added Rosie. “This is an important distinction.”

Yet live music, alongside the outstanding drinks, is what distinguishes these venues from its cocktail-led competitors. “Live music makes every night feel like a one-off, never-to-be-repeated event,” said Rosie. “Much is spoken about how consumers are now on the hunt for experiences over buying ‘things’, and in that vein a cocktail bar with live music has wide appeal.

“Live music was commonplace in London’s nightlife before the late 60s and 70s when many licences were lost and clubs took over. So the rarity of live music carries with it a badge of honour from the past, a special experience that is almost lost to us in the bar world. You risk a night going badly if you book the wrong band, but you gain so much more in good feeling if it goes well.”



What do you look for from your live acts?

Obviously great musicianship with differing sets of interesting material. More than that though we look for professionalism in everyone we work with – turning up on time, not drinking on stage, working alongside our managers, making life easy in what is often a busy night of service. We quickly flesh out divas and drunks and have a great roster of dedicated musicians to show for it.

What does live music deliver that DJs/ ambient music doesn't?

This is a huge question that I'm sure academics puzzle over, however the straight answer is energy. Music is a difficult art to master. It takes years of practice on an instrument, and then there's live performance after that – putting people at ease, playing alongside other musicians, improvising.

It's total magic when these years of experience come together and infuse an evening with all that history, training and owning the moment. If done well it's made to look easy but it's actually very difficult. As a singer I can also report that the performance is affected, mostly, by the audience; the mix of people on any given night can influence the energy on stage, and that's why live music is a one-off and totally exciting occurrence.

DJs are also excellent professionals and interestingly their job is to read an audience and manage their mood through music. So, in the end, it's mostly about your audience. Music is a giving, putting-yourself-out-there, unmatched art.

Have you noticed that drinking choices/behaviour changes when live music is on?

I'd love to see some of the science behind this myself. There are obvious examples whereby loud, almost painful music makes clients drink quickly because conversation is made impossible. Most of our bands play similar music conducive to drinking, talking and listening in equal measure. There are some that always get people dancing and counter to popular belief – that if they're dancing they're not drinking – these bands always create the highest spend-per-head.

You charge customers for the live music acts at the weekend – do people ever have an issue with this?

Customers did have an issue with paying for live music in the beginning when it was an uncommon model to add the music cost to the bill. Later, people wanted to see the live music so they were happy to pay. It's very little for live music by London standards. We no longer get complaints about having to pay, as we make it clear in all our communication.

It explains on your website that the music is provided with the help of some of the world's greatest drinks brands – how does that work?

For many years now we've sought support from the brands we work with to provide free live music and more affordable cocktails: Mondays at Nightjar and Sundays and Tuesdays at Oriole. We make a point of matching the brands with the right music and this has helped us create rounded events that both showcase the brands in newsletters, social media and word of mouth, and give our clients added value.

The brands' support was invaluable in building up footfall for Oriole and now we also run masterclasses and larger events with higher production budgets, including with Grand Marnier during London Cocktail Week and Halloween with Grey Goose, both at Oriole this year.

Are there any legal logistics that bars should bear in mind when considering live music acts?

You have to pay PRS an annual fee for putting on live music, and PPL for recorded music (most bars should be paying this license anyway). The Musicians Union gives suggested rates so is a good source of information. Obviously musicians should be paid either in cash or by invoice, and make clear they're responsible for their own VAT if applicable.



PAIRING THE COCKTAIL WITH THE MUSIC...

ORIOLE

Cortez the
Killer with
“Cortez the
Killer” by Neil
Young



Backwood Brew
with “Dueling
Banjos” by
Eric Weissberg



Laverstoke Julep
with “One Mint
Julep” by The
Clovers



Valencia
Fizz with
“Valencia” by
Paul Whiteman’s
Orchestra



Soul Kiss with
“Soul Kiss” by
Dizzy Gillespie





Perfect

Martin Wolstencroft and bars are as perfectly paired as the spirits and food in his bars. We spoke to him to get a deeper understanding of how he is making drinking and dining work in his businesses.

You don't achieve legendary status in the world of bars without having a seriously successful run, so we don't use the term lightly when we apply it to Martin Wolstencroft, the chief executive and man behind bar group Arc Inspirations.

Having previously enjoyed years of experience in the drinks industry, he set up his first venue in 2000 and has subsequently grown many award-winning bars across Leeds and into Manchester. He has seen the industry change dramatically in the last two decades, not least regarding the importance of a food offering, and he always ensures his customers experience quality cocktails and great food. His bars are consistently packed, yet high-volume demand hasn't diminished his quest for quality. And it's his deep-rooted understanding of the drinkers walking through his doors that has enabled him to adapt businesses and launch bars that consistently perform.



Pair

WOLSTENCROFT WISDOM

As well as quality ingredients and flavour, the visual side is a major focus for us. If an idea has been sparked from somewhere, as a team we'll rework the concept, play around with the flavourings, develop the idea and repackage it for our customers, making it unique to the bar. The popularity of our draught Espresso and Porn Star Martinis are a great example. Although the cocktails are not freshly shaken and poured, the technology we use delivers the cocktails in a unique way whereby the prosecco is foamed forming the head of the cocktail, differentiating it from a standard, freshly created Porn Star martini. We also work closely with a number of drinks brands.

Bombay Sapphire, for example, recently launched an edible blue paint which can be used both to colour glasses and also used to enhance flavour in gin and tonics. Arts and crafts play a big part in the development of their cocktails and the vivid blues and bright pink edible paint make it truly an Instagram-worthy cocktail.

"I've watched cocktails evolve from catering to the masses with flashy serves and flaring, to incorporating fresh and new innovative flavours," says Martin. "The rise of 'mixology' means bartenders are paying more attention than ever to how a drink looks and tastes. Provenance of ingredients is also a huge factor, with inspiration taken from chefs of the world and pushing the boundaries in flavour even further."

As the Thinking Drinkers, we have been spreading our mantra "drink less, drink better", so it's reassuring to hear from Martin that this is exactly what is happening in his bars. Food has played a crucial role in developing a generation of more sensible sippers, all seeking a more rounded evening experience. Rather than separate drink and dining, the rise of the gastropub and casual dining has seen them combine the two, and while the pub was the original choice, spirits-led bars have pioneered culinary techniques. This should not be news to any readers, and Martin's various bars have long been advocates of food and cocktails, but perhaps it's because of this that the bartenders and chefs in his venues are now in sync.

“Our teams have always made an effort to be as creative as possible,” says Martin. “More often than not when they present a drink, they will show it off with a dish or food that enhances what’s in the drink. Our internal cocktail competitions regularly feature homemade jams, cakes, snacks to complement their chosen drink.

“Our Banyan brand in particular has an all-encompassing offering of food and drink with a Garibaldi cocktail and fresh smoothies alongside breakfasts. Our long spritz drinks, such as cucumber cooler and fruit cobbler, partner perfectly with our lighter small-plate starters and power bowl salads. Being more food-focused allows us to pair dishes with standout cocktails. Bourbon and rum-based cocktails go hand in hand with BBQ-style dishes such as a whisky sour that balance the sweet and sour of the smoked meat.”

Beyond the ways in which food works with drink though, the kitchen influence has had a profound impact on the drinks being created in the Arc bars. While the company has many sites, the bartenders are still encouraged to create independently, and as a result innovation has been allowed to flourish. It helps that Martin is enthused by the ideas of working with flavours that were once the preserve of the kitchen.

“One of my favourite drinks on the menu is a bounty combining whiskey, Disaronno, pineapple and coconut–designed after tasting the new dessert menu at our Mexican inspired Pit venue. It adds an extra layer of indulgence and the two combined go down amazingly.



THE BOX
LEEDS

“The kitchen leads the way in terms of our fruit and vegetable supplies. They’ll often introduce weird and wonderful berries to the kitchen and create fresh frozen purees. It really opens up the opportunity for the bar team to get stuck in and get creative with our drink menu. We also work collaboratively and witness the development of the menus and seasonal dishes.

“I’m very intrigued by weird and wonderful flavours, as they can open the palate up to an array of interesting flavours. Savoury and umami flavours in particular steer this. By using salty elements you can actually harness the sweet notes of a drink and balance it more. We recently experimented with a mushroom-based salt drink and the earthiness of the serve added an extra rich base to the martini. Interestingly, we also created a parsnip reduction made with roasted parsnips with honey, macadamia nuts and whisky.”

As you might expect, collaboration with chefs has helped bartenders understand seasonality, and with a strong link to local producers and the sourcing of fresh food ingredients, it follows that the Arc bar menu will enjoy seasonal shifts.

“During the summer season we saw a rise in demand for sorbets infused with spirits and cocktails. We see fresh, homemade

WOLSTENCROFT WISDOM

We’re involved in a number of partnerships and work very closely with our suppliers to provide content across all of our development and training platforms, as well as exclusive customer-focused promotions and activities. We have implemented online training for teams, which can be easily accessed via an app on their smartphones. Staff can watch videos made by bar trainers on specific serves and cocktails so they understand how a drink should be made to the correct standard. We run regular cocktail-making classes which focus on the technical aspects of making the drink, alongside “*service that sells*” training which helps drives customer engagement and sales. We fully utilise the supplier training on offer across the different drinks categories which sees experts visit the sites and run specific training and product knowledge sessions. This helps get our staff passionate about what they are serving to customers. This year we’ve also recruited two new bar development managers to focus on quality, along with New Site Trainers. Their role is to support and coach the teams and ensure that what the customer is paying for is absolute top quality.



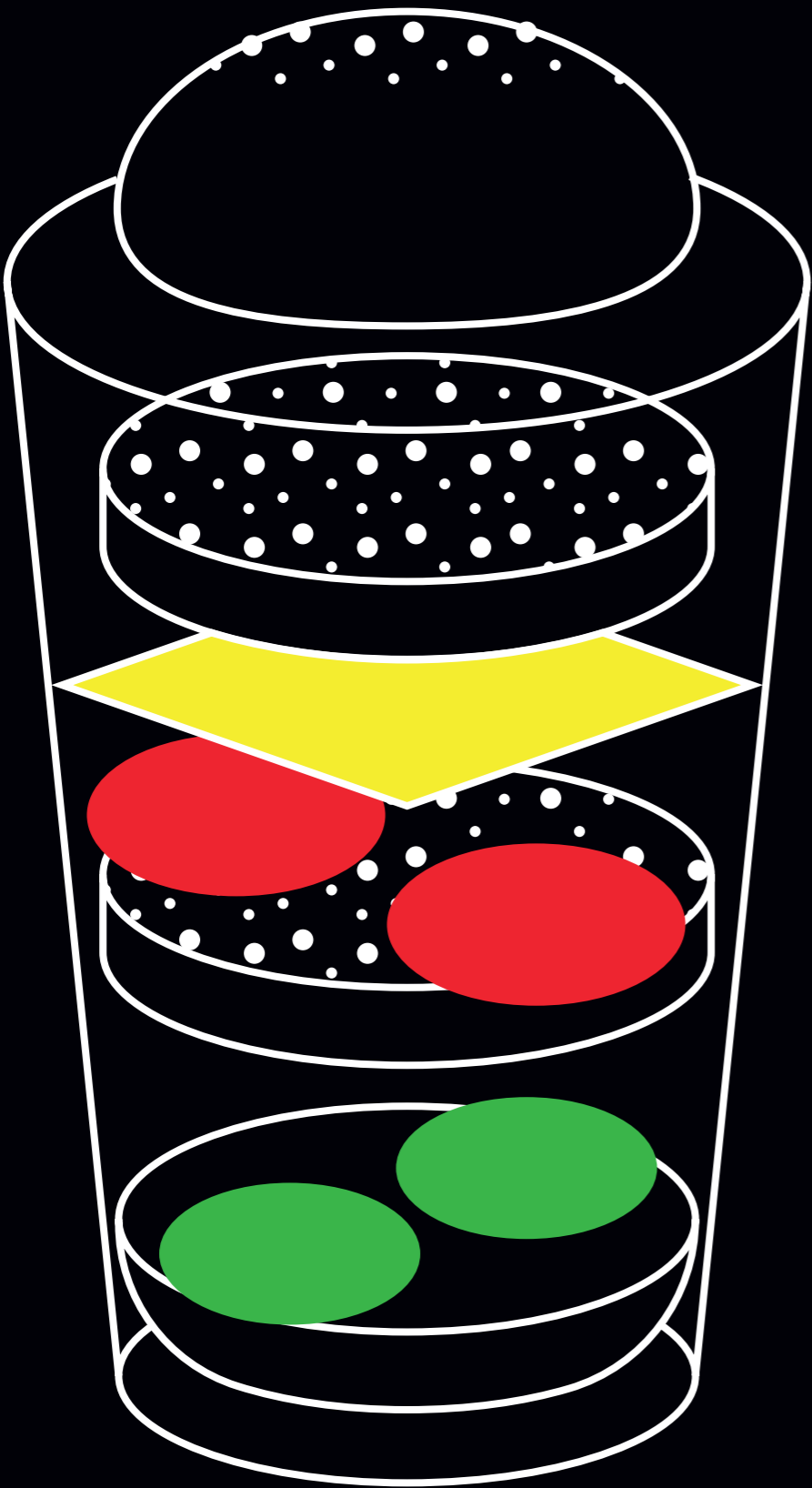
cordials remaining a popular choice next year too as they can be used in so many ways. Bartenders are also looking more to the kitchen for inspiration and the development of technology is becoming more popular across the bartending scene. This year we developed our draught cocktail system within our bars, with the support of Bacardi who joined us on development days, gave expert guidance and the confidence to experiment while building our knowledge. This cut development time in half and they also supported the launch and marketing to get the word out about the cocktails.”

By creating an environment that is open to collaboration and innovation, Martin and his team enjoy a vast array of options to entice and excite the customers, but ultimately only the best drinks will make the menu. And at the core of everything the bar professionals do at Arc, is an understanding of the spirits on the backbar.

“It’s about using premium spirits and equally high-quality ingredients to perfectly balance the flavours,” says Martin. “The demand for premiumisation and super-premium spirits has become extremely popular, then it’s about offering something different and unique to the on trade and encouraging bartenders to experiment with serves.”



MANAHATTA
MANCHESTER



ACIDITY

If we look at the menu at MEATliquor, then the concept isn't about individual drink pairing, although some drinks work particularly well with specific food items. That style of drink–dish pairing is more suited to tasting menus, where the best results are achieved by planning the two components of the course together. Cocktails that work at MEATliquor have to have the right amount of acidity to cut through the fat of well-cooked burgers (the Maillard Crust, which is when the meats amino acids and reducing sugars combine causing them to turn brown) and be long enough to wash down a big single course meal. To a certain extent these are universal concerns with making drinks with any food–analyse the food and adapt drink styles to suit.

INTENSITY

The drinks must have high levels of flavour intensity to stand up to sauces like ketchup and mustard.

GEEK’S CORNER

The most important science in MEATliquor’s drink offer is psychology. Beer is an almost perfect foil for burgers, and we have always taken care to offer good beer, but choosing to drink a cocktail is a “treat” it automatically makes the meal more of an event–more special. This encourages people to commit more effort to enjoying which improves all aspects of the meal, the customer’s pleasure and the size of the bill! Try Harold McGee’s *On Food and Cooking*, it has helped us to avoid pitfalls, and read up on Jeffrey Steingarten to remind you that good science involves repetition and small changes to protocol. But the food science of cocktail and food together is still in its infancy. *The Flavour Thesaurus* is a good primer for connecting ingredient and flavour pairing across the disparate media of food and drink, but like chefs have learned before, the fact that opposites sometimes attract means that very few combinations should be discarded out of hand.

LONG DRINKS

Long drinks, ideally recipes that are 150ml of liquid or above, are an essential style in pairing with food. Drinks that don’t focus on bitterness, which tends to make the food taste unpleasant. Nothing too sweet. Cocktails should still be balanced but palate refreshment is key. The Grog cocktail at MEATliquor is a blend of light & dark rums with a splash of overproof rum shaken with a secret grog mix; this is the perfect example of a potentially sweet drink style. It’s a rum punch that, with the use of fresh passionfruit, brings the extra acidity required to work well with every dish on the menu. Cocktails with beer work well too, as effervescence is another way of cutting through heavier foods.

IN A PICKLE

As an aside here I should mention the most popular genuinely savoury cocktail apart from the Bloody Mary. MEATliquor sell loads and loads of picklebacks – a shot of whiskey and a shot of pickle brine. This weird combination shouldn’t work, in fact it probably doesn’t, but for the specific drinking occasion, taste is not necessarily crucial, the most important thing is the fostering of collaborative, celebratory drinking with a ritual. We extended the concept at Glastonbury in the Beat hotel with one of our most successful ever drinks–“The Brixton Flashback”–a shot of tequila, a shot of HP sauce thinned down slightly and a cocktail sausage. Disgusting and delicious, fun and licentious, with a variety of “techniques” to enjoy. Winner.

PUSHING BOUNDARIES

We did an amazing drink with muddled anchovies for the launch of Zelman meats. The delicate pink Ortiz ones that are a bit less salty than most. Muddled with cucumber and absinthe and a few other bits. Designed specifically to be drunk with sliced picanha. The initial goal was to make a drink that echoed a chimichurri, but it mutated after cooking a particularly good slow roast seasoned with anchovies. A hint of salinity in cocktails to be served with food is often a good thing, the frazzle powder on MEATliquor’s full English martini would be a good example: in this drink we used the anchovy to provide this along with some umami.

JUST DRINK?

Is food essential in the bar? YES. It always has been. Drinkers crave salty fat and bar owners have understood since the beginning that nothing increases spend per head the same way. From piss-tainted nuts through to the finest olives it is a truism. Giles and I met at Match Bar, famed for its (very average) fries, which fulfilled the drinker’s cravings to the tune of 2k a week.

Now however the occasions are blurred. Restaurants like MEATliquor have great drinks AS WELL AS food; to compete with this in straitened times bars must have Great food AS WELL AS drinks.

Whether it's oysters with martinis or tacos and tequila, there's no doubt food can win when paired with spirits and cocktails. But how many customers, or indeed people behind the bar, are aware of the vast scope? True whisky has made a great fist of featuring food in paired tastings, an Islay with seafood or cheese is not completely alien to whisky lovers. And yes, rum has more recently cosied up to cocoa, the sweetness in both an obvious marriage.

But did it ever occur to you that the smoke off a mezcal can also play with chocolate flavours. Meanwhile, going back to that cheese, has anyone ever paired a Negroni with pecorino? Seriously, try it, the combination and contrasts between the two makes for staggeringly tasty mouthful. There's some obvious 'upselling' to be done with a chocolate coated strawberry paired with a saccharine sweet flavoured vodka, but be more adventurous. Think less about the upsell, and more about the experience - think outside the lunchbox. By making a pairing menu a little eye-catching, you can open up the conversation with the customer about a range of other, more challenging and indeed expensive spirits.

Our Top 10 food pairings with spirits



2. Martini + Oyster

One of the great pairings we've witnessed was a bartender serving up his oysters with an empty shell containing a modest measure of martinis. One mouthful of oyster chased with a mouthful of martini. The relationship works because the botanicals in the gin spark against the brine of oyster, but the vermouth is also important, as is the dilution. Don't believe us? Shuck it and see.



3. Vodka + Salmon

The new direction for vodka and terroir means a number of producers are delivering vodka with a bite. A salty fish dish like salmon can prove a contrast to the subtleties of a rich potato vodka, but think about serving it with bread and you can also bring in a conversation about the grain at the base - so a wheat bread for a Ketel One, or rye with Belvedere.



1. Whisky + Cheese

We'll start with a gimme, and certainly the more seasoned bar professionals will already understand the benefits here. Even so, if you're new to this game, then you can create a genuine after-dinner moment with this pitch. A smoky whisky with a smoky cheese is an obvious win, but any number of combinations can work. Sweeter Speyside for example, pairs well with rich fatty meats like duck. And lighter lowland whiskies have been paired successfully with lighter smoky fish dishes. Stick whisky on the menu as an option for a cheese board at the very least, it's an easy win.



4.
Gin + Sushi

Serve the spirit neat, may be with a bit of ice. They will say: “Neat gin?” And you will say, “But you drink neat whisky”. The trick here is to play on the botanicals in the gin. While it might initially sound odd, the citrus notes in gins is an obvious starting point.



5.
Gin + Curried dishes

Again, the obvious alignment with the gin botanicals and curried dishes makes this an easy conversation starter. The relationship between ingredients can help the customer understand why one gin is different to another. Try it with a curried lamb dish, the juniper – essential in all gins – has shared a provenance with the livestock who are occasionally reared around the juniper bushes.



6.
Bourbon + Burger

Another very obvious relationship, the sweetness of the bourbon matching the juice of a burger, the alcohol cutting through. But turn to page ... and read about other assets in the burgers armoury – the pickles for example, and that brine quality. There’s a lot of scope here.



7.
Rum + Ice-cream

True story. Diplomatico Reserve Exclusiva is celebrated for that dose of sugar cane honey that brings a caramel, chocolate quality to the spirit. Pour some over a bit of cream and you have an excellent desert. Also try using it in cocktail shakes. Diplomatico is a luxury sipping rum, so customers should be drinking it neat really, but there are plenty of other rich rums to experiment with.



8.
Rum + Jerk Chicken

When it comes to pairing, consider a collaboration of provenance. In this case, using the food seasoning from the region where the spirit hails from. Anyone who has had the benefit of visiting Jamaica can attest the spicy chicken with rum pairing works, the sweet elements of meat and spirit align. But rather than neat rum, also try to pair it with a long, highball serve, rum and a grapefruit soda, or other cooler flavours like water melon and mint.



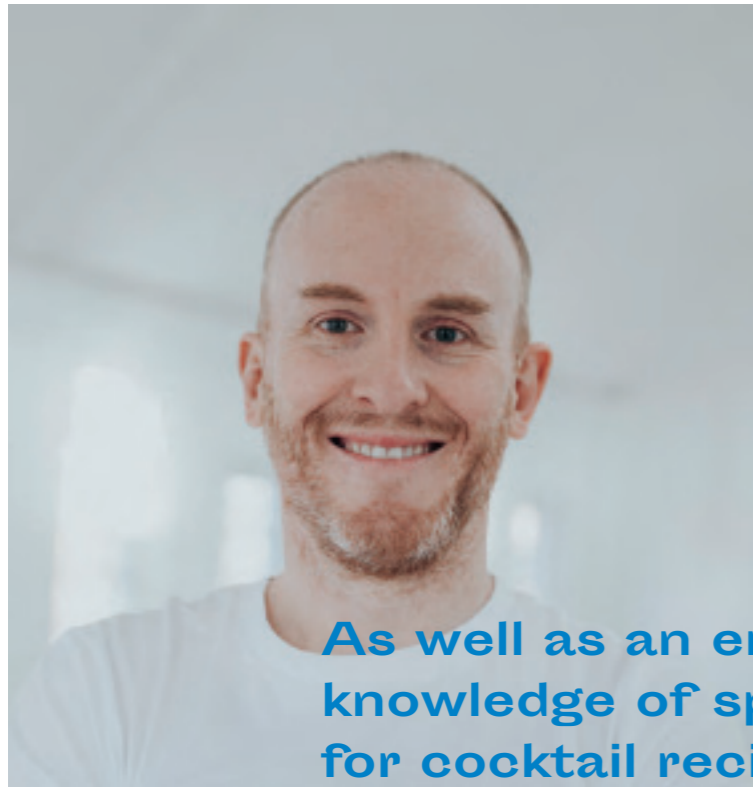
9.
Mezcal + Chocolate

A tasty pairing with authentic heritage. Both ingredients hail from Mexico, and the simple serving of a decent drop of Mezcal with a chunk of chocolate will draw attention and open a dialogue about agave spirits. Select a darker style of chocolate and you’ll find the smoky notes perfectly compliment, find something with sea salt and this is further enhanced.



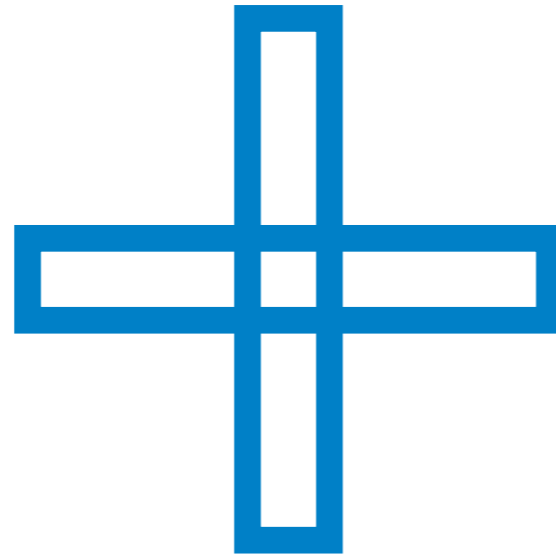
10.
Cognac + Shell Fish

Seriously, let this into your life, and shre the secret with the customers, don’t be shellfish about it. This is for anyone who really wants to take their food and drink pairing up a notch. The rich, sweet qualities of a deep, well aged Cognac are the perfect counterbalance to a lobster claw.



As well as an encyclopaedic knowledge of spirits, a keen memory for cocktail recipes, a natural charm and relentless commitment to getting service right from early evening to early hours... bartenders also need to know when to take a break.

When you're on your feet for entire shifts stress and physical wellbeing are crucial. In response to the pressures on hospitality staff, Tim Etherington-Judge set up Healthy Hospo, a not-for-profit community company aiming to establish a healthier, happier and more sustainable hospitality industry. Here Tim tells us why, and passes on the message to all of us that looking after ourselves is vital for a long and happy career in the bar industry.



I've worked in hospitality for most of my working life, from chef to bartender to global ambassador, and like many in their 20s and 30s, I thought I was indestructible. Hangovers, jetlag and a pervasive tiredness were just an accepted part of the lifestyle and I didn't manage my health well. In 2016, whilst at the Athens Bar Show, it all caught up with me and I had a severe mental breakdown. It was in the aftermath of this breakdown, when I had taken the decision to speak publicly about my battle with depression and received literally hundreds of messages from friends and industry peers telling me of their personal struggles with health, that Healthy Hospo was born.

I was a barback turned bartender turned brand ambassador. I had no idea what I was doing, or how to build a company that could address the issues of health and wellness in the industry. All I knew was that I had to start something to help others, to begin the conversation towards a better future. A healthier, happier hospitality industry is my dream and it's a dream I will spend the rest of my working life striving for.

Health and wellness is not something new. It's no more important now than it has been in the past, but perhaps the industry has changed along with our attitudes towards our health. My generation was right there at the start of this cocktail and bar revolution, we were young, dumb 'n full of rum, rolling from one hangover into the next, but as we matured, along with the industry, many of us realised that we are actually mortal, and that there might be a better, more professional way forward. The industry is a different beast now and as it has grown from fledgling revolution into the mainstream, just like a child, it's experiencing growing pains. As people realise that they can now have a lifetime career in this industry, those that will survive and thrive will be the ones who look after their health over the long term.

There are so many things that I'd love to change about the industry, from what we eat to how we use technology, but to use corporate jargon, the low hanging fruit is to improve how the industry sleeps. We recently conducted the first survey into how the industry sleeps, and the results were stark and frightening. We are, according to our findings, the most sleep-deprived industry in the world. Sleep is our cheapest and most effective form of medicine, yet, even due to the industry's unique susceptibility to sleep deprivation, we still celebrate poor sleep behaviour and shun good sleep habits.

Small improvements in sleep, such as creating sleep rituals or keeping technology out of the bedroom, can have beneficial effects on almost all aspects of our mental and physical health. I'm a big believer in the after-work drink, that chance to unwind from the stresses of the day, bitch about customers and celebrate with your colleagues. Given the negative effect of



alcohol on the quality of sleep, alcohol muddles our brain waves so that deep restorative sleep is reduced; taking a non-alcoholic option for a post-shift celebration can give all of the benefits without affecting sleep. Recently we've seen an explosion in the number and quality of non-alcoholic options, from beer and spirits through to kombucha and juices, so there's more opportunity than ever to change up the after-work celebration for a healthier option.

I launched Healthy Hospo less than 1 year ago and the response to our work and our message has been amazing. We've had support from every corner of the industry. Brands, individuals and outlets are all eager to join us on our journey as we grow from a one-man-with-a-website start-up into a fully-fledged company that has a positive impact on the industry.

Looking after your health isn't about spoiling the fun and becoming a kale munching, mantra-chanting, marathon running monk. It's about looking after your mind and body that so you're able to enjoy life more, have more fun and be the best version of you possible.

Our industry isn't a healthy place to work and it will never be the healthiest career option. However, if we work together, inspire each other and celebrate good behaviour, we can build a healthier, happier, and more professional hospitality industry for everyone.





If you thought the British bar scene was diverse, then think again. The demographic of people within cocktail bars does not accurately depict a true cross-section of the populace; the working environment is heteronormative by default and people of colour are poorly represented.

As the recipients of a rich and giving industry, with a low bar to entry and a seemingly limitless level of possibility, surely we have a duty to ensure it is welcoming and accessible to all.

The cocktail and spirits community has a lot to consider currently but at the top of its agenda should be a commitment to making diversity a staple task of recruitment.

Perhaps the key barrier to entry is a lack of visibility. If a space is designed for a particular type of person, and frequented by a particular type of person, those who are not reflected may not see themselves being welcome. If the staff and the customers don't look like you, well maybe you can't shake the feeling it isn't for you.

The issue with a lack of visibility is that those who are included aren't usually aware of the unconscious bias. At the last census more than 40% of Londoners are of ethnicities other than white. If our teams do not show representation we cannot expect our spaces to feel inviting to that 40%, and that's a big chunk of people to be ignoring. While diversity work is the right thing to do, it also makes business sense.

K E I S B H V I D

This year past I was lucky enough to be invited by Elayne Duff onto her panel for a seminar to discuss the issue and what can be done by employers to encourage a diverse workforce. We took the seminar to Tales on Tour in Edinburgh and took what we learned there for another round in New Orleans to show the numerous benefits of a diverse workforce. Studies show resoundingly that businesses with a diverse staff are stronger at the bottom line since freedom from bias helps to open up untapped pools of talent to employers so for business owners who would like to hire diversely so here's a handy guide of top tips:

Tip One

Avoid 'Tokenism'. Don't just hire for the sake of diversity, you'll do more harm than good. If a staff member can't relate to the rest of the team you are making them feel like a sore thumb, and rather than making them feel at home you are exploiting them. Instead celebrate diversity by encouraging your team to share their culture with one another.

EXAMPLE: Leading American bartender Charles Hardwick makes sure each of his team feels welcome and celebrated by regularly asking each of his staff members to cook a staff meal with the chefs based on the cuisine from their home country, so they can share a piece of themselves with everyone else.

Tip Two

Develop brilliant onboarding and in-house training. If you went to the extra effort of hiring diversely then you owe it to your yourself and your team to promote longevity of service and the best way to do that is to clearly signpost what is expected and how you plan to support your team in achieving that. The largest pool of people you will be hiring from will likely be millennials, and research shows that even more important to them than monetary recompense is personal development.

EXAMPLE: Sean Fennelly of The Principal Hotel bar recently advertised a bartender position with the tag line "we promise to teach you something new every day". Research shows that employees who have a well organised onboarding process are 69% more likely to still be in your employ three years later, meaning you avoid the costly expense of cycling through staff.

Tip Three

Take a leaf out of Sullivan Doh's book, co-owner of Paris' Le Syndicat and La Commune, and ALWAYS be hiring. By collecting the contact details of bright, eager and friendly people that you meet when out and about you can create a list of people you can ring up so see if they'd be interested in working with you when positions become available. Hiring from outside hospitality can mean bringing people into the industry who had never considered it, and bringing in their enthusiasm and outside experience can bring added life to your team.

EXAMPLE: Sullivan met his now Head Bartender at Le Syndicat while guest-bartending in Greece. He saw something in him and invited to move to Paris, and the rest is history.

Tip Four

Make your bathrooms non-gender conforming. Recent statistics showed that one in four young people in California consider themselves non-binary, with non-binary now recognised as a third gender for drivers' licences. If hospitality is about welcoming people then imagine how unwelcoming not feeling comfortable, whether staff or guest. Take down those M/F signs, put a stall around urinals, put sanitary bins in every cubicle and make cubicles that are gender-free. Simple. Bathrooms for humans.

EXAMPLE: In their new bar Monica Berg and Alex Kratena have made all bathrooms gender neutral.

Tip Five

Hire from local communities. Be mindful of the impact your business can have on the local community. Are you part of a wave of hospitality businesses that are gentrifying an area? Employing and training people from that local community can mitigate the effect and help provide you in reflecting your local community in your workforce.

EXAMPLE: London Cocktail Club & JJ Goodman have adopted an awesome training scheme to help young people into hospitality.

This year will see Charlie Gilkes and Duncan Stirling celebrate ten years since the, er... inception of the Inception Group.

What is your social media strategy?

Our social media strategy is based on identifying our target audience and understanding what content they find most engaging on social. We manage the social media internally in our head office, with one member of the team focusing on the day-to-day posting and a small marketing team to carry out the digital marketing, including the production of videos, campaigns and creative ideas.

We believe that social media strategies are more effective with an internal team, as we have a good understanding of the brand and its concept. Our team has the opportunity to interact with general managers and venue staff on a day-to-day basis, giving us a clearer insight into what works well in the venue as well as on our digital platforms.



A decade is a long time In London's acutely competitive nightclub-cum-bar arena, with 400 employees and a turnover of more than £20m, not to mention new openings, you wouldn't bet against another ten years of success.

Inception's eleven-strong portfolio of bars consists of a collection of quirky themed concepts that offer immersive experiences – whether that's staff in period dress, eclectic live entertainment or genuinely unique interiors.

Its core brand is Mr Fogg's bars – a whimsical wanderlust-driven group of bars inspired by Phileas Fogg; the 80s-themed nightclub Maggie's; the Italian-themed Bunga Bunga bars drenched in irony and specialising in pizza and cocktails; the Chelsea-based speakeasy bar Barts; and Cahoots – a hedonistic late-night underground bar in Central London that breathes life back into the Blitz spirit.

Each venue has its own unique twist and identity yet all are united in the group's mission statement: 'to create unique and memorable experiences'. Crucially, in its quest to capture these experiences and make them a key focus of its marketing strategy, Inception has invested hugely in social media.

With its own in-house team dedicated to increasing awareness of the venues and experiences, and given the various brands' unique visual aesthetics, Inception has developed a particularly strong social media following across all platforms – the Mr Fogg's brand has more than 50,000 followers on Instagram.

We spoke with Selen Arioglu, who looks after Inception Group's social media and digital marketing, to find out how bars can build their brand digitally, how to create a strong social media following and the ways in which it benefits their business.

Could you provide us with five or six tips to kickstart a social media strategy across Facebook, Instagram, Twitter etc...?

1. Identify your target audience. Once you've defined your target audience, you can plan a social media strategy in advance with content tailored to their interests in order to achieve the best engagement.
2. Create amazing content. Social media is all about being visual! Build up a content list, and make sure you're always up-to-date with fresh and engaging photos and videos.
3. Ensure that your message is clear in every social media post. If you post about several events or messages in one post (or even in one day), it is likely that one will get ignored.
4. Interact with your audience. Make sure you are highly responsive across all social media platforms, answering any enquiries from followers or simply liking a post that your page is tagged in!
5. Reward your followers! Run competitions and giveaways to boost engagement and thank your followers for their loyalty.
6. Use an automatic scheduling programme such as Hootsuite or Falcon.io. These are essential for time-management and engaging with your customers at optimum times.

Do you focus on one social media platform in particular?

It's important to be active on all social media platforms daily. However, we do focus our social media activity on Instagram in particular. As our venues are heavily themed, Instagram is the perfect platform for showcasing our most visual, unique and eye-catching products, helping us increase brand awareness and receive maximum engagement.

What does each social media platform offer in terms of engagement and audience?

Our engagement on Instagram is especially high. As a highly visual platform, we keep our followers engaged by making our content as visually appealing as possible, keeping our captions to a minimum and letting our images and videos speak for themselves. Twitter is more useful for offering customer service facilities, helping us engage with our target audience in real time and building our followers' trust in the brand.

For Facebook, we have individual accounts for each Fogg's venue. Facebook offers a business tool that helps you target your audience with boosted posts and adverts that help build brand awareness and increase conversions to your website. Also, having a professional Facebook presence is informative for your target audience, as well as engaging and great for collecting reviews, there by boosting the business' value and reliability.

How important are local listing websites?

Local listing websites, such as Google My Business, are great for growing your brand's visibility on Google. It's a key aspect in expanding your business, boosting your online presence and leading to a higher credibility and professional presence for your venue, especially if you have good reviews! It also allows people in a specific location to find your venue, for example when searching for *"bars near me"*.



How important is it to encourage 'checking in'?

It's important to be active on all social media platforms daily. However, we do focus our social media activity on Instagram in particular. As our venues are heavily themed, Instagram is the perfect platform for showcasing our most visual, unique and eye-catching products, helping us increase brand awareness and receive maximum engagement.

What kind of posts do well?

The best performing posts for the Mr Fogg's brand are the venue shots. Each venue has a specific theme, inspired from Jules Verne's novel, Around the world in 80 days, and are translated into the venue heavily. Photos such as our flower instalments outside Mr Fogg's Tavern or a video of our Mechanical Mixologist creating a Negroni for Mr Fogg's Society of Exploration are examples of content that perform well.

The bar staff seem to star quite a lot in your social media – is this a deliberate ploy?

The best part of being an internal marketing team is the communication with the staff in the venues, from bar managers to hosts, which lets us include them as much as we can in the branding of their venues. We believe it's important to acknowledge your staff.



There is a distinct theme to Mr Fogg's – how do you ensure your social media content is consistent with this?

In order to have a good social media profile, you have to have great content! Being in charge of the social means being involved with every process, from planning and getting the content to scheduling and writing the content in order to post.

We make sure to collect new and fresh content, including new design pieces, photoshoots and video shoots, as often as possible.

How about Instagram stories?

Instagram stories are a great way to get a message across immediately. Instagram stories are viewed more than posts, as posts can seem to get caught up and lost within the Instagram algorithm; however, it is important to keep this 90% visual with minimal text and to include a web link to the page you would like to boost conversions to.

Instagram stories are great for promoting tickets and live events. We show our audience what the environments in our venues are like by posting Instagram stories of several nights and occasions across the Mr Fogg's Collection.

How can you best engage 'influencers'?

Influencers are a big part of marketing in 2019. It is important to engage with the posts, liking and commenting, as well as even messaging them directly to thank them for visiting and encouraging them to come back again, maybe even with an incentive.

Also, do you invest in advertisements on social media? What are the tips in terms of targeting audiences?

Facebook Business is a great tool! This platform allows you to invest in advertisements across different social media platforms, including sponsored ads, boosted posts, Instagram stories and Facebook Messenger to a specific target audience.

Targeting an audience depends on your objective. If you'd like to boost engagement on your posts or increase traffic to your website, it's important to create a defined audience that reaches a certain number of people with the behaviours, interests or demographics that you're targeting. However, if you're looking for high conversion rates, it is important to be fairly specific, with a smaller reach and higher link clicks.

What advice would you give for video content?

More consumers are interacting with videos on the internet than ever, as our brain processes visuals faster, and we seem to find our video content has a higher engagement rate with our audience. We believe it is crucial to make the first 5 seconds of your video really interesting. You do not need a big budget for this, just a very good marketing team and a great videographer – we even include as many staff as possible in our videos!

What are the Dos and Don'ts for Instagram Live and Facebook Live?

Tools such as Facebook and Instagram Live give us the opportunity to showcase 'behind the scenes' and interact with our audience on a personal level to show them there is someone behind the account. We also get to show a sneak peek of what an experience at our venues looks like and therefore consumers get an idea of what to expect when they arrive.

Do live stories! If they are tempted and interested in coming down, this will help them book!

Don't reveal too much. Facebook and Instagram Live should be a teaser of what you have to offer.



Gin is a spirit that has endured a rollercoaster since its inception. From fashionable 12th century after-dinner tummy trouble reliever, to the scourge of London during a gin craze of the 1700s. In the 19th century the spirit formed the backbone for some of the most enduring classic cocktails of our time, but by the 20th it was the go-too giggle juice for grandmas with blue rinses. Ups and downs no doubt, but whatever its past, we can safely say that today, gin is in.

For many customers entering your bar, the amazing choice in the gin category can be intimidating and cause them to default to a safe (and potentially less profitable) choice. Help your customers make informed choices and explore the category using standout menus with clear flavour cues and mouth-watering hero serves. Inside this section you will find a wealth of well-established and new, emerging brands; both local and international and a plethora of flavours to choose from, some you may know and some that are completely new to the market.

All flavours in gin matter, each provides a conversation point but also an opportunity to launch a drink into different directions, whether it's simply showcasing the botanicals in a Martini or g&t, or using the gins in complex cocktails. Hopefully the flavour diagram on the next spread will help you focus some of those decisions.



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MALFY CON ROSA
MARTIN MILLER'S
SIPSMITH LEMON DRIZZLE
TANQUERAY FLOR DE SEVILLA
TANQUERAY RANGPUR
THOMAS DAKIN
WHITNEY NEILL

BLOOM
BOË VIOLET
BULL DOG
BURLEIGHS PINK
HENDRICK'S

GIN MARE

BOË PASSION
BROCKMANS
KOPPARBERG STRAWBERRY & LIME
LARIOS ROSE
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SLINGSBY RHUBARB
WARNER'S HARRINGTON SLOE GIN
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GORDON'S ELDERFLOWER

BOSFORD ROSE
GORDON'S PINK GIN
GORDON'S SLOE

£

SOUTH BANK GIN

HOW MANY GINS DO YOU NEED ON THE BACK BAR?

	TOTAL ON TRADE	MAINSTREAM PUB	MAINSTREAM RESTAURANT	HIGH ST PUBS & BARS	NIGHTCLUBS	PREMIUM RESTAURANT	VALUE DRINKING
AVERAGE # GIN FACINGS ON BACK BAR	6	6	6	8	8	9	3
GINs % SHARE OF SPIRIT FACING ON BACK BAR	15%	16%	15%	18%	14%	17%	11%

IF YOU ARE A SPECIALIST SPIRITS/GIN BAR YOU MAY WANT TO CONSIDER INCREASING THIS TO MEET THE NEEDS OF YOUR CUSTOMERS AND ENSURE YOU CONSIDER A RANGE OF FLAVOUR PROFILES.



Aber Falls

Aber Falls epitomises the London Dry style with a robust juniper presence, strata of subtle citrus character, a minerally sweetness and a spicy finish.

JUNIPER			
% 41.3		£ ££	
↗ 70c1	# 19507		C 6



Brokers

The signature bowler hat sits atop a classic, juniper rich London Dry gin with vibrant lemon and orange citrus and a peppery finish. Made for a Martini.

JUNIPER			
% 40		£ ££	
↗ 70c1	# 13990		C 6



Death's Door

American Gin with a wheat and malted barley base and juniper, coriander and fennel. Bottled at a robust 47% ABV.

JUNIPER			
% 47		£ ££££	
↗ 70c1	# 15659		C 6



Hayman's

Ten botanicals including angelica, orris root and nutmeg come together in wheat spirit prior to distillation. Fresh, crisp and elegant, with a lively citrus finish.

JUNIPER			
% 40		£ £££	
↗ 70c1	# 17974		C 6



Beefeater

Made in London with nine botanicals steeped for 24 hours before being distilled. Fresh, clean and crisp gin with a subtle citrus and fruit edge.

JUNIPER			
% 40		£ ££	
↗ 70c1	# 57065		C 6
↗ 1.5L	# 57064		C 6



Burleighs London Dry

Signature London Dry Gin is distilled with 11 carefully selected botanicals including silver birch, dandelion and burdock. Incredibly smooth and balanced.

JUNIPER			
% 40		£ ££	
↗ 70c1	# 20925		C 6



Edinburgh Gin

Distilled and combined with a range of selected Scottish botanicals, juniper, pine, heather and milk thistle for a Scottish touch.

JUNIPER			
% 43		£ £££	
↗ 70c1	# 15672		C 6



Hayman's Old Tom

A remarkable revival of an 1870 Old Tom recipe with hints of citrus, juniper piny notes and a subtle sweetness.

JUNIPER			
% 40		£ £££	
↗ 70c1	# 17973		C 6



Bombay Dry

A classic, smooth dry gin with bright aromas of citrus and juniper, a complex earthy palate and a long dry finish.

JUNIPER			
% 37.5		£ £££	
↗ 70c1	# 13068		C 6



Chase Gin GB Extra Dry

Using Chase vodka as its base, this gin delivers dry juniper with zesty citrus and warm, dark chocolate and spicy ginger notes.

JUNIPER			
% 40		£ £££	
↗ 70c1	# 13990		C 6



Gordon's

Carefully distilled using a secret recipe, this is the world's best-selling London Dry gin.

JUNIPER			
% 37.5		£ ££	
↗ 5c1	# 18205		C 12
↗ 70c1	# 60457		C 6
↗ 1.5L	# 57359		C 6



Plymouth

Seven botanicals including sweet citrus create this rich and full gin made at the historic Black Friars Distillery – one of the UK's oldest working distilleries.

JUNIPER			
% 41.2		£ £££	
↗ 70c1	# 61471		C 6



Langley's No. 8

Up front juniper & coriander, complemented by citrus zest and a spicy, grassy finish, with hints of liquorice and a smooth lingering finish.

JUNIPER			
% 41.7		£ £££	
↗ 70c1	# 13807		C 6



Bombay Sapphire

The 10 botanicals are held separate from the spirit in perforated copper baskets, and when the heated vapours rise, the distinctive flavours of the botanicals are released.

CITRUS			
% 40		£ £££	
↗ 70c1	# 56660		C 6
↗ 1.5L	# 57190		C 6



Portobello Road

A classic London Dry that has a very rich texture and the most gorgeous finish of liquorice and nutmeg.

JUNIPER			
% 42		£ £££	
↗ 70c1	# 12201		C 6



South Bank

Hints of juniper, citrus and pepper on the nose, and a crisp palate. Ideal for mixing and long drinks.

JUNIPER			
% 37.5		£ £	
↗ 70c1	# 21001		C 12
↗ 1.5L	# 21003		C 6



Adnams Copper House

Crafted using the fermented barley beer wash from the Adnams brewery, this London Dry gin includes sweet orange peel and hibiscus.

CITRUS			
% 40		£ £££	
↗ 70c1	# 16574		C 6



Chase Pink Grapefruit & Pomelo

A spectacular pairing of pomelo, pink grapefruit and Chase Distillery award-winning gin. Floral and zesty with a juicy kick of grapefruit and subtle juniper notes.

CITRUS			
% 40		£ ££££	
↗ 70c1	# 19475		C 6



Sipsmith London Dry

The quintessential expression of a classic, traditional London Dry gin. Bold, complex and aromatic – smooth enough for a Martini, but rich and balanced, perfect for a G&T.

JUNIPER			
% 41.6		£ ££££	
↗ 70c1	# 16899		C 6



Tanqueray

Four times distilled with four botanicals – juniper, coriander, angelica and liquorice; this award-winning 180-year-old gin is a bold spirit, worthy of its red seal.

JUNIPER			
% 43.1		£ £££	
↗ 70c1	# 57060		C 6



Beefeater 24

A glamorous London Dry gin steeped with a unique blend of Chinese green and rare Japanese Sencha teas, grapefruit and liquorice.

CITRUS			
% 45		£ £££	
↗ 70c1	# 59654		C 6



Cygnet

A finely balanced blend of Welsh water, which is some of the finest and purest in the world, and the finest botanicals.

CITRUS			
% 40		£ £££	
↗ 70c1	# 20505		C 6



TANQUERAY FLOR DE SEVILLA

Smooth bitter sweet orange to mid-palate. Gin character comes in mid-palate and follows through in the aftertaste.

🍋 CITRUS		
% 41.3	£	£££
↗ 70c1	# 19508	C 6



MALFY CON ROSA

A solid base of Italian juniper, infused in neutral grain spirit for 36 hours, a considerable amount of its colour and character comes from sun-ripened Sicilian pink grapefruits.

🍋 CITRUS		
% 41	£	£££
↗ 70c1	# 21323	C 6



FOUR PILLARS

Rare Dry gin from the Yarra Valley, Australia with whole orange, Tasmanian pepperberry leaf and lemon myrtle.

🍋 CITRUS		
% 41.8	£	££££
↗ 70c1	# 18111	C 6



KING OF SOHO

A London Dry using 12 botanicals that was created by the original 'King of Soho' Paul Raymond and his son Howard.

🍋 CITRUS		
% 42	£	££££
↗ 70c1	# 16134	C 6



MALFY CON ARANCIA

Beautifully balanced gin, flavoured predominantly with Sicilian blood oranges. Also brings together juniper, lemon peel, grapefruit peel, angelica root, orris root and coriander.

🍋 CITRUS		
% 41	£	£££
↗ 70c1	# 21322	C 6



MARTIN MILLER'S

Mixed with Icelandic spring water, then flavoured with botanicals including juniper, cassia bark, Florentine orris and Seville citrus peels.

🍋 CITRUS		
% 40	£	£££
↗ 70c1	# 14582	C 6



LARIOS DRY

Light, floral and fruity nose with subdued juniper and citrus with a very mellow palate with delicate juniper, pronounced coriander and orange zest.

🍋 CITRUS		
% 37.5	£	££
↗ 70c1	# 21321	C 6



LIVERPOOL GIN

An organic gin distilled in one of the UK's most historic maritime cities, whose docks have been welcoming botanicals from around the globe for centuries.

🍋 CITRUS		
% 43	£	££££
↗ 70c1	# 18095	C 6



MALFY CON LIMONE

A juicy gin that jettisons the traditional strong juniper flavour in favour of the citrusy character from loads and loads of Italian lemons.

🍋 CITRUS		
% 41	£	£££
↗ 70c1	# 19500	C 6



MONKEY 47

With 47 botanicals, this remains a well-structured spirit with a citrus fresh start that surges into pine and wood notes for a drying finish.

🍋 CITRUS		
% 47	£	££££
↗ 50c1	# 16440	C 6



SIPSMITH LEMON DRIZZLE

Inspired by the teatime classic, the folk at Sipsmith Distillery in London have added sweet sun-dried lemon peels, vapour-infused, hand-peeled lemons and lemon verbena.

🍋 CITRUS		
% 40.4	£	£££
↗ 50c1	# 19478	C 6



THOMAS DAKIN

Horseradish is among the 11 botanicals that make this handsome small batch gin, distilled in a diminutive copper pot still at one of the UK's oldest working distilleries.

🍋 CITRUS		
% 42	£	£££
↗ 70c1	# 18528	C 6



BLOOM

A delicate, floral gin with notes of honeysuckle, pomelo and chamomile.

⚙️ FLORAL		
% 40	£	£££
↗ 70c1	# 16350	C 6



BURLEIGHS PINK

With Japanese cherry blossom, hibiscus, rose and pink grapefruit added to the Burleighs recipe, PINK Edition is soft, smooth and very easy drinking.

⚙️ FLORAL		
% 40	£	£££
↗ 70c1	# 20926	C 6



TANQUERAY NO. TEN

A small batch gin using chamomile as well as grapefruit, orange and lime, both peel and whole fruit. The only gin in the World Spirits Hall of Fame.

🍋 CITRUS		
% 47.3	£	££££
↗ 70c1	# 58557	C 6



WHITLEY NEILL

Two carefully selected signature botanicals from Africa - the Cape Gooseberry and the fruit of the Baobab tree - combine for a distinctively bold taste.

🍋 CITRUS		
% 43	£	£££
↗ 70c1	# 15558	C 6



BOË VIOLET

A light purple-hued liquid, infused with violet flowers alongside Boë Superior Gin's classic batch of botanicals, including coriander, angelica, spiced ginger and cassia bark.

⚙️ FLORAL		
% 41.5	£	£££
↗ 70c1	# 19501	C 6



GORDON'S ELDERFLOWER

Gordon's London Dry gin combined with the delicate taste of elderflower for a twist on a great British classic.

⚙️ FLORAL		
% 37.5	£	£££
↗ 70c1	# 12304	C 6



TANQUERAY RANGPUR

Rare Rangpur limes bring an exotic, bold flavour to the already perfect combination of juniper, coriander, bay leaves and ginger.

🍋 CITRUS		
% 41.3	£	£££
↗ 70c1	# 59653	C 6



AVIATION

A fuller-bodied Dutch-style gin from America. Earthy, spicy rye, neutral grain spirit imbued with sarsaparilla, lavender, anise and coriander.

⚙️ FLORAL		
% 42	£	££££
↗ 70c1	# 18043	C 6



BULLDOG

Dragon eye, poppy, lotus leaves, citrus, almond and lavender are just six of the 12 botanicals that give this English gin its distinctive character.

⚙️ FLORAL		
% 40	£	£££
↗ 70c1	# 18042	C 6



HENDRICK'S

Made with infusions of cucumber and rose petals for a wonderfully refreshing gin with a delightful floral aroma.

⚙️ FLORAL		
% 41.4	£	££££
↗ 70c1	# 57166	C 6



HENDRICK'S MIDSUMMER SOLSTICE

A bloom of lush flora melts to reveal the unmistakable Hendrick's House style; juniper, subtle spice, and a mellow floral finish which luxuriates on the palate .

⚙️ FLORAL		
% 43	£ ££££	
↗️ 70c1	# 21977	C 6



WARNER'S ELDERFLOWER

Using elderflower hand-picked from the farm and taken from field to bottle within hours for a smooth, sweet and delicately fragrant gin.

⚙️ FLORAL		
% 40	£ ££££	
↗️ 70c1	# 17729	C 6



GIN MARE

Distilled in a fishing village near Barcelona, this pan-Mediterranean concept features botanicals including Arbequina olives, thyme and basil.

⚙️ HERBAL		
% 42.7	£ £££	
↗️ 70c1	# 15657	C 6



BOSFORD ROSE

Made by following the original recipe of Bosford London Extra Dry Gin developed in 1948, distilling botanical ingredients such as juniper, coriander, angelica, lemon and orange peel.

🍷 FRUITY		
% 37.5	£ ££	
↗️ 70c1	# 21170	C 6



SILENT POOL

Two-dozen botanicals, including locally sourced honey, are carefully chosen to create this award-winning gin distilled in Surrey to 43% ABV.

⚙️ FLORAL		
% 43	£ ££££	
↗️ 70c1	# 18217	C 6



WARNER'S HONEYBEE

With 28 natural botanicals, Warner Edwards' Honeybee Gin is infused with luscious local honey and a dollop of golden nectar from their very own hives on Falls Farm.

⚙️ FLORAL		
% 43	£ ££££	
↗️ 70c1	# 19473	C 6



THE LONDON NO. 1

Small batch gin distilled in the heart of London using a dozen different botanicals from around the world including iris root, cassia and liquorice.

⚙️ HERBAL		
% 47	£ ££££	
↗️ 70c1	# 17944	C 6



BROCKMANS

Bulgarian coriander and softer blueberries and blackberries contrast with the dry, bittersweet peel of Murcian oranges.

🍷 FRUITY		
% 40	£ £££	
↗️ 70c1	# 14552	C 6



THE BOTANIST

Islay spirit using 22 hand-foraged local botanicals to augment nine berries, barks, seeds and peels during a slow distillation.

⚙️ FLORAL		
% 46	£ ££££	
↗️ 70c1	# 16073	C 6



FIFTY POUNDS

Named after the 1736 Gin Act when a £50 tax was issued to anyone producing gin. Distilled to 43.5% ABV in small 1000 bottle batches.

⚙️ HERBAL		
% 43.5	£ ££££	
↗️ 70c1	# 18044	C 6



BOË PASSION

A mixture of fresh, tropical passion fruit and bright orange notes meld together perfectly with the classic herbaceous gin elements, making for a terrifically sweet gin.

🍷 FRUITY		
% 41.5	£ £££	
↗️ 70c1	# 21135	C 6



KOPPARBERG STRAWBERRY & LIME

Kopparberg Premium Gin is distilled with pride and expertly infused with the finest ingredients and natural fruit flavours that made Kopparberg famous, for a bold and balanced taste.

🍷 FRUITY		
% 37.5	£ £££	
↗️ 70c1	# 22407	C 6



CHASE RHUBARB & BRAMLEY APPLE

The result of carefully blending Chase's celebrated GB gin with freshly pressed rhubarb and Bramley apple juice, straight from the farm.

🍷 FRUITY		
% 40	£ ££££	
↗️ 70c1	# 20353	C 6



SIPSMITH LONDON CUP

A sublimely sippable punch crafted from Sipsmith's award-winning London Dry Gin, infused with Earl Grey tea, borage, lemon verbena and a host of other botanicals.

🍷 FRUITY		
% 29.5	£ £££	
↗️ 70c1	# 20165	C 6



LARIOS ROSE

Bulgarian coriander and softer blueberries and blackberries contrast with the dry, bittersweet peel of Murcian oranges.

🍷 FRUITY		
% 37.5	£ £££	
↗️ 70c1	# 21504	C 6



FOUR PILLARS BLOODY SHIRAZ

Australian gin that steeps neighbouring Yarra Valley Shiraz grapes in the spirit for eight weeks before pressing the fruit and blending with more Rare Dry gin.

🍷 FRUITY		
% 37.8	£ ££££	
↗️ 70c1	# 18179	C 6



GORDON'S SLOE

Sloe berries (fruit of the wild blackthorn) are gently steeped, then added to Gordon's gin to marry dry with cassis sweetness.

🍷 FRUITY		
% 26	£ ££	
↗️ 70c1	# 56977	C 6



SIPSMITH SLOE

Freshly picked sloe berries, their character differing slightly every year, are soaked in Sipsmith's award-winning London Dry gin to create something fabulously fruity.

🍷 FRUITY		
% 29	£ £££	
↗️ 50c1	# 17946	C 6



CHASE ELEGANT 48

Made using rare varieties of apples from 200-year old cider orchards, this Herefordshire 48% ABV gin also contains hops, elderflower and angelica plus locally foraged wild botanicals.

🍷 FRUITY		
% 48	£ ££££	
↗️ 70c1	# 18260	C 6



GORDON'S PINK GIN

The refreshing taste of Gordon's, the natural sweetness of strawberry and raspberry and the tang of redcurrant

🍷 FRUITY		
% 37.5	£ ££	
↗️ 70c1	# 18637	C 6



NORDES

A gorgeous-looking gin from Galicia inspired by the eponymous fresh northerly Atlantic wind. Made using pomace from Albariño grapes, ginger, hibiscus and liquorice.

🍷 FRUITY		
% 40	£ ££££	
↗️ 70c1	# 21505	C 6



SLINGSBY GOOSEBERRY

Crafted using water from the famed Harrogate aquifer, pure single grain spirit and locally sourced botanicals such as Yorkshire gooseberries.

🍷 FRUITY		
% 40	£ £££	
↗️ 70c1	# 22169	C 6



SLINGSBY RHUBARB

A limited edition rhubarb flavoured gin from Yorkshire made with locally sourced botanicals and Harrogate aquifer water. Great with tonic and a slice of pink grapefruit.

FRUITY		
% 40	£ £££	
↗ 70c1	# 22177	C 6



WARNER'S RHUBARB

Made with rhubarb juice extracted using a traditional fruit press for a pink gin with a sweet and tangy taste.

FRUITY		
% 40	£ ££££	
↗ 70c1	# 17613	C 6



MARTIN MILLER'S WESTBOURNE STRENGTH

Spicy pepper notes of cassia and nutmeg with a higher strength, perfect for classic cocktails and Martinis.

SPICED		
% 45.2	£ ££££	
↗ 70c1	# 18182	C 6



WARNER'S HARRINGTON DRY

A complex and well-rounded palate with strong notes of cardamom and nutmeg. Robust enough to create a moreish and refreshing G&T but smooth enough to sing in a Martini.

SPICED		
% 44	£ £££	
↗ 70c1	# 19504	C 6



WARNER'S HARRINGTON SLOE

Warner Edwards' global award-winning Harrington Dry gin steeped with handpicked sloe berries for an intensely fruity but not overly sweet liqueur with notes of cherry and almond.

FRUITY		
% 30	£ £££	
↗ 70c1	# 20360	C 6



WHITLEY NEILL RASPBERRY

Made using the finest Scottish raspberries, this gin has punchy notes of liquorice and coriander.

FRUITY		
% 43	£ £££	
↗ 70c1	# 19714	C 6



OPIHR

Spicy gin with distinctive orange and coriander and a soft finish of cardamom.

SPICED		
% 40	£ £££	
↗ 70c1	# 14813	C 6



WARNER'S RASPBERRY

Made with hedgerow fruits, one third of this bottle is fresh raspberries, blackberries and our hand-picked hedgerow elderflower.

FRUITY		
% 40	£ ££££	
↗ 70c1	# 22214	C 6



WHITLEY NEILL RHUBARB & GINGER

A handcrafted Gin inspired by the quintessential English country garden. The Rhubarb adds a tart crisp edge while the ginger warms the palate.

FRUITY		
% 43	£ £££	
↗ 70c1	# 19107	C 6



STAR OF BOMBAY

Distilled in single batches at the Laverstoke Distillery, it takes the core of a London Dry gin adding exotic notes of citrus bergamot and ambrette seeds.

SPICED		
% 47.5	£ ££££	
↗ 70c1	# 14551	C 6



VODKA

It's a big thing is vodka. It's been the big thing for decades and it's still the big thing. In terms of global sales, there's nothing bigger. Amid all the noise surrounding other spirits, and a slight dip in global sales, vodka remains the most popular spirit in the UK with sales increasing by 3.3% in 2017 to £776million – nearly £25million more than the previous year.

The main driver for vodka sales has been, as ever, its versatility and the discreet role it plays in a hugely diverse array of drinks. In 2017, vodka's mainstream popularity was partly driven by both the Espresso Martini and the Pornstar Martini, which claims to be the most called-for cocktail in the country. They are the latest in a long line of vodka-based cocktails, including the Moscow Mule and the Cosmopolitan, that have sustained vodka's global status as the number one spirit for decades.

Vodka has long been a reliable crutch on which bartenders the world over can lean – and that continues to be the case, sales ticking over with metronomic consistency. However, beyond these traditional volume drivers, vodka is discovering value among an emerging consumer that is eschewing fads, fashions and foolish flavours in favour of vodkas with provenance, integrity, heritage and transparency in everything it does – from its ingredients and approach to distillation to the brand's backstory.

VODKA

STANDARD VODKA



ERISTOFF

Triple-distilled and charcoal filtered to create a clean and crisp taste with a slight hint of liquorice and green apple.

🍷 Grain	🇬🇪 Georgia
% 37.5	£ ££
↗ 70c1	# 57989 C 6
↗ 1.5L	# 57991 C 6

STANDARD VODKA



ROMANOFF

Romanoff uses an innovative filtering procedure that makes for a beautifully clear and pure vodka that is ready to be enjoyed neat, with mixers or in cocktails.

🍷 Grain	🇿🇦 South Africa
% 37.5	£ £
↗ 70c1	# 56681 C 12
↗ 1.5L	# 56682 C 6

PREMIUM VODKA



ABSOLUT BLUE

Made only from natural water and winter wheat. Rich, full-bodied and complex, yet smooth and mellow with a distinct character of grain, followed by a hint of dried fruit.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57545 C 6

PREMIUM VODKA



CHASE

Voted the World's Best Vodka in 2010 by the San Francisco Spirits Competition. This potato vodka is naturally sweet and creamy.

🍷 Potato	🇬🇧 England
% 40	£ ££££
↗ 70c1	# 12631 C 6

STANDARD VODKA



NEW AMSTERDAM

Five times distilled from the finest grains then filtered three times. It's so smooth you can create a perfect cocktail or drink it straight.

🍷 Grain	🇺🇸 USA
% 37.5	£ ££
↗ 70c1	# 15589 C 6

STANDARD VODKA

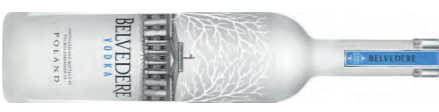


RUSSIAN STANDARD

An authentically Russian premium vodka boasting a “200-stage” distillation. Pop it in the freezer for a delicious frozen shot.

🍷 Wheat	🇷🇺 Russia
% 38	£ ££
↗ 70c1	# 19212 C 6

PREMIUM VODKA



BELVEDERE

A true expression of luxury vodka. Belvedere represents the pinnacle of the Polish vodka-making tradition. Distilled exclusively from the finest rye.

🍷 Rye	🇵🇱 Poland
% 40	£ ££££
↗ 70c1	# 59892 C 6

PREMIUM VODKA



CÎROC

Using fine French grapes and distilled five times in an Armagnac-style pot still to create its distinct taste. The result is a smooth, fresh and innovative vodka experience.

🍷 Grapes	🇫🇷 France
% 40	£ ££££
↗ 70c1	# 12950 C 6

STANDARD VODKA



RED SQUARE

Triple-distilled, carbon filtered vodka that tastes great on its own or combined with a mixer.

🍷 Grain	🇬🇧 England
% 37.5	£ £
↗ 70c1	# 59577 C 6
↗ 1.5L	# 56887 C 6

STANDARD VODKA



SMIRNOFF RED LABEL

Made from the highest quality grain neutral spirit and triple distilled to ensure the highest purity. Every batch of Smirnoff produced undergoes at least 57 quality checks.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
↗ 5c1	# 18199 C 12
↗ 70c1	# 56625 C 12
↗ 1.5L	# 56588 C 6
↗ 3L	# 56580 C 4

PREMIUM VODKA



BLACK COW

The world's only pure milk vodka, made entirely from the milk of cows grazed on West Dorset grass.

🍷 Milk	🇬🇧 England
% 40	£ £££
↗ 70c1	# 18277 C 6

PREMIUM VODKA



CRYSTAL HEAD

The skull-shaped bottle contains a pure spirit filtered seven times through layers of semi-precious crystals. Nothing is added to adulterate the taste.

🍷 Corn	🇨🇦 Canada
% 40	£ ££££
↗ 70c1	# 18225 C 6

PREMIUM VODKA



KETEL ONE

Small batch vodka, copper-pot distilled and filtered through natural charcoal. Generously coats the tongue with a coolness and a lively tingle on the finish.

🍷 Wheat	🇳🇱 Netherlands
% 40	£ ££££
↗ 70c1	# 58306 C 6

FLAVOURED VODKA



ABSOLUT KURANT

Smooth and mellow, with a fruity blackcurrant character and a hint of tartness.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57552 C 6

PREMIUM VODKA



FINLANDIA

Finland's unique combination of untainted air, water and untouched land that makes this vodka so pristine. One of the purest vodkas available.

🍷 Barley	🇫🇮 Finland
% 40	£ £££
↗ 70c1	# 56806 C 6

PREMIUM VODKA



STOLICHNAYA

Marshmallow, mineral and mild fruit peel aromas. A medium-bodied palate with pastry frosting and citrus rind flavours and a clean, sweet finish.

🍷 Wheat & Rye	🇷🇺 Russia
% 40	£ ££
↗ 70c1	# 57576 C 6

PREMIUM VODKA



ŻUBRÓWKA

Try with pressed apple juice – the sweetness and acidic kick of the apple juice complement the scents of the bison grass, creating a complex drink with a taste of apple pie.

🍷 Rye	🇵🇱 Poland
% 40	£ £££
↗ 70c1	# 60030 C 6

FLAVOURED VODKA



ABSOLUT MANDRIN

Complex, smooth and mellow with a fruity mandarin and orange character mixed with a note of orange peel.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57546 C 6

PREMIUM VODKA



GREY GOOSE

Silky and smooth; initially soft with a gentle sweetness that gradually envelops the mouth. Fresh and bright with a long, satisfying finish.

🍷 Wheat	🇫🇷 France
% 40	£ £££
↗ 70c1	# 56804 C 6
↗ 1.5L	# 60723 C 6

PREMIUM VODKA



WYBOROWA

This pure rye vodka made in Poznan, Western Poland has a rich, rounded nose with notes of fresh rye bread. The palate is subtly sweet, followed by a long nutty finish.

🍷 Rye	🇵🇱 Poland
% 40	£ £££
↗ 70c1	# 57106 C 6

FLAVOURED VODKA



ABSOLUT CITRON

Smooth and mellow, with a fresh fruity lemon and lime character and a note of lemon peel.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57553 C 6

FLAVOURED VODKA



ABSOLUT RASPBERRI

Made exclusively from natural ingredients, without any added sugar. Rich and intense with the fresh and fruity character of ripened raspberries.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57544 C 6

FLAVOURED VODKA



ABSOLUT VANILIA

Rich, robust and complex with a distinct character of vanilla, notes of butterscotch and hints of dark chocolate.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
↗ 70c1	# 57543 C 6

FLAVOURED VODKA



CÎROC PINEAPPLE

This high quality spirit is infused with a blend of pineapple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
↗ 70c1	# 14085 C 6

FLAVOURED VODKA



CÎROC APPLE

Distilled five times, an infusion of apple and other flavours. Elegant, smooth and great on the rocks, as a shot or mixed in your favourite cocktail.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
↗ 70c1	# 18885 C 6

FLAVOUR VODKA STYLE



KETEL ONE BOTANICALS PEACH & ORANGE BLOSSOM

Fresh juicy ripe peach with a subtle orange blossom finish.

🍷 Wheat	🇳🇱 Netherlands
% 30	£ £££
↗ 70c1	# 21333 C 6

FLAVOURED VODKA



CHASE MARMALADE

Clear with a golden hue. Strong orange zest on the nose, with a naturally rich bittersweet flavour and a warm velvety mouthfeel.

🍷 Potato	🇬🇧 England
% 40	£ ££££
↗ 70c1	# 12630 C 6

FLAVOURED VODKA



CÎROC RED BERRY

Distilled five times and infused with raspberry, strawberry and other natural flavours. Deliciously sweet and great in a Cosmopolitan.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
↗ 70c1	# 15972 C 6

FLAVOURED VODKA



GREY GOOSE L'ORANGE

A fresh, fruity aroma, reminiscent of a ripe orange, with a hint of orange blossom. The smoothness of the spirit opens up to reveal a gentle sweetness and delicate floral notes, creating a juicy and mouth-watering scent.

🍷 Wheat	🇫🇷 France
% 40	£ ££££
↗ 70c1	# 60725 C 6

FLAVOUR VODKA STYLE



KETEL ONE BOTANICALS GRAPEFRUIT & ROSE

Zesty fresh squeezed grapefruit with a touch of rose.

🍷 Wheat	🇳🇱 Netherlands
% 30	£ £££
↗ 70c1	# 21332 C 6

FLAVOURED VODKA



CHASE RHUBARB

Delicately sweet infusion featuring Herefordshire rhubarb stewed, then distilled into the vodka. Fresh rhubarb is added for a distinctive pink tint.

🍷 Potato	🇬🇧 England
% 40	£ ££££
↗ 70c1	# 17942 C 6

FLAVOURED VODKA



CÎROC FRENCH VANILLA

Masterfully infused with a blend of vanilla flavours from multiple sources. Great as a shot or mixed in your favourite cocktail.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
↗ 70c1	# 18886 C 6

FLAVOURED VODKA



GREY GOOSE LE CITRON

Bright, evoking ripe lemon zest with a hint of sweetness, well balanced between the citrus flower and the leaf of the lemon tree.

🍷 Wheat	🇫🇷 France
% 40	£ ££££
↗ 70c1	# 60726 C 6

FLAVOUR VODKA STYLE



KETEL ONE BOTANICALS CUCUMBER & MINT

Crisp sliced cucumber with a hint of refreshing mint.

🍷 Wheat	🇳🇱 Netherlands
% 30	£ £££
↗ 70c1	# 21331 C 6

FLAVOURED VODKA



GREY GOOSE LA POIRE

Crisp, round and light with the gentle sweetness of fresh, juicy Anjou pears. When chilled, the texture becomes richer, giving a deeper, velvety feel.

🍷 Wheat	🇫🇷 France
% 40	£ £££
↗ 70c1	# 60724 C 6

FLAVOURED VODKA



STOLICHNAYA RAZBERI

A nose of raspberry jam, boiled sweets and hot berry fruit. The palate has raspberry ripple creaminess, balanced by the sweet spice of rye and wheat grain vodka.

🍷 Wheat & Rye	🇷🇺 Russia
% 37.5	£ £££
↗ 70c1	# 19153 C 6

FLAVOURED VODKA



SMIRNOFF APPLE

The extraordinary purity of Smirnoff No. 21 with the addition of natural apple fruit flavour. Tangy, fresh and intriguing.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
↗ 70c1	# 57800 C 6

FLAVOURED VODKA



SMIRNOFF LIME

The purity of Smirnoff No. 21 with natural lime fruit flavour. Perfectly ripe citrus fruits, with hints of floral fragrances and a sharp, zingy taste.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
↗ 70c1	# 57799 C 6

FLAVOUR VODKA STYLE



SMIRNOFF INFUSIONS ORANGE, GRAPEFRUIT & BITTERS

Made with Smirnoff Vodka and infused with real fruit essence and no artificial flavours.

🍷 Grain	🇷🇺 Russia
% 23	£ ££
↗ 50c1	# 21348 C 6

FLAVOURED VODKA



STOLICHNAYA VANIL

Elegant aromas of vanilla pod, crème anglaise and chocolate, with undertones of toasted buttery grain. The palate brings a creamy sweetness to the fore.

🍷 Wheat & Rye	🇷🇺 Russia
% 37.5	£ £££
↗ 70c1	# 19154 C 6

FLAVOURED VODKA



SMIRNOFF ESPRESSO

Blends natural coffee flavour from coffee beans with Smirnoff Red No. 21. It has a bold, rich, aromatic nose with hints of chocolate, nuts and caramel.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
↗ 70c1	# 60836 C 6

FLAVOURED VODKA



SMIRNOFF VANILLA

Sweet and flowery on the nose with notes of vanilla, lavender and plum. It has a fragrant natural vanilla bean flavour with a smooth, sweet and creamy finish.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
↗ 70c1	# 58910 C 6

FLAVOUR VODKA STYLE



SMIRNOFF INFUSIONS RASPBERRY, RHUBARB & VANILLA

Made with Smirnoff Vodka and infused with real fruit essence and no artificial flavours.

🍷 Grain	🇷🇺 Russia
% 23	£ ££
↗ 50c1	# 21349 C 6

FLAVOURED VODKA



TOFKA TOFFEE

Smooth, silky vodka with a rich, buttery toffee kick. Shake the bottle to see the suspended shimmer come to life as the bottle contents swirl.

🇫🇷 France	
% 29.9	£ ££
↗ 70c1	# 19709 C 6

RUM

Rum is a spirit with a history and variety of forms that is tough to beat, but it rarely gets the recognition it deserves. Then again, neither did gin until a few years ago, and look how far gin has come in the past few years. In fact, in a recent conversation with stat wizards CGA, it was revealed that rum is the second best performing category after gin. Which really is something, considering all the noise gin has been making.

White, golden, dark and spiced might seem like an overwhelming range of options for the rum novice, but the exciting rums we present in this section serve as an ideal introduction to all things rum. Cocktails are a crucial component in the ongoing success of the spirit, it is a masterful mixer and sits at the base of some all-time classics - from the discerning Daiquiri, to the party perennial Piña Colada.

One of the biggest recent cultural changes in rum consumption has been the realisation, that this spirit can stand proud next to the likes of whisky and cognac. Granted the spirit is not contained by the same legislative boundaries of other sipping peers, but the idea of premium rum is still relatively new, so it is still finding its feet. What's important is that the customers are growing in courage when it comes to approaching rum neat.

RUM

DARK



GOSLINGS BLACK SEAL

Widely available since 1858, a rich, intricate flavour nuanced with butterscotch, vanilla and cream. Winner of a Beverage Tasting Institute Platinum Medal.

▽ Bermuda		
% 40	£ £££	
↗ 70c1	# 17977	C 6

GOLD



APPLETON ESTATE

A delicious blend of the best 15 aged golden rums. Warm honey colour and a lush fruity, bold, rich taste. Enjoy with ginger beer for a Jamaican Mule.

▽ Jamaica		
% 42	£ £££	
↗ 70c1	# 15599	C 6

DARK



BACARDI CARTA NEGRA

Notes of banana, caramelised pineapple and molasses. One to three years in heavily charred oak barrels gives the drink a robust caramel flavour.

▽ Cuba		
% 40	£ ££	
↗ 70c1	# 14288	C 6

DARK



LAMB'S NAVY

A blend of 18 superior rums from Barbados, Jamaica, Trinidad and Guyana. Dark with a warm blend of spices and pleasant dryness on the finish.

▽ Jamaica, Guyana, Barbados, Trinidad		
% 40 £ ££		
↗ 70c1	# 16365	C 6
↗ 1.5L	# 16361	C 6

DARK



RON CALADOS DARK

Made from Caribbean rum, Ron Calados dark rum is a value for money mixing product.

▽ Caribbean		
% 37.5	£ £	
↗ 70c1	# 20788	C 12

GOLD



BACARDI CARTA ORO

Amber in colour, mellow and smooth, with impressions on vanilla and a balance of walnuts, spices and tropical fruits on a subtle background of oak

▽ Cuba		
% 40	£ ££	
↗ 70c1	# 12840	C 6

DARK



CAPTAIN MORGAN ORIGINAL

A blend of pot still and continuous still rums from Jamaica, Guyana & Barbados. Aged in oak for a dark, full-bodied colour and distinctive rich taste.

▽ Jamaica, Guyana, Barbados		
% 40 £ ££		
↗ 70c1	# 56627	C 6
↗ 1.5L	# 56589	C 6

DARK



PEAKY BLINDER BLACK SPICED

A dark Caribbean rum that pays homage to the Peaky Blinders from both the annals of history, and the award-winning BBC series.

▽ England		
% 40	£ ££	
↗ 70c1	# 20359	C 6

DARK



WOOD'S 100 OLD NAVY

The original strength of rum served on board British naval ships was 57%, and today Wood's is the only Demerara rum bottled at this strength.

▽ Guyana		
% 57	£ ££££	
↗ 70c1	# 56635	C 6

GOLD



BACARDI OCHO AÑOS

Aged for more than 8 years in oak barrels, blending adds notes of prunes, apricot, nutmeg and vanilla. Smooth and rich on the palate.

▽ Cuba		
% 40	£ ££££	
↗ 70c1	# 60727	C 6

GOLD



DIPLOMATICO RESERVA EXCLUSIVA

A fabulous dark golden rum, distilled from molasses in a copper pot still before 12 years of ageing. Rich, sweet and fruity.

▽ Venezuela		
% 40	£ ££££	
↗ 70c1	# 19716	C

GOLD



HAVANA CLUB ESPECIAL

A blend of old and young rums that results in a rich, warm gold-coloured rum. Its character combines the lightness of white rums and the robust aroma of dark rums.

▽ Cuba		
% 40	£ £££	
↗ 70c1	# 57037	C 6

GOLD



BRUGAL ANEJO

The nose is full of caramel and dark brown sugar, toffee and a little spice. The palate is smooth, rich and rather dry.

▽ Dominican Republic		
% 38	£ £££	
↗ 70c1	# 14858	C 6

GOLD



EL DORADO 5YO

Complex rum with a delicate taste, aged for at least five years in bourbon oak barrels. Can be enjoyed straight, on the rocks or in premium cocktails.

▽ Guyana		
% 40	£ ££££	
↗ 70c1	# 17975	C 6

GOLD



EL DORADO 15YO

Medium depth of gold. It has a full nose packed with dark coffee, candied orange, almonds, dark chocolate, pepper and rich vanilla; it's beautifully rounded with great spread of flavours across the mouth.

▽ Guyana		
% 43	£ ££££	
↗ 70c1	# 19803	C 6

GOLD



MOUNT GAY

Notes of apricot and banana on the nose and palate, a subtle smokiness imparted by the toasted Kentucky oak barrels the rum is aged in.

▽ Barbados		
% 40	£ £££	
↗ 70c1	# 12356	C 6

GOLD



CUT TO THE SMOKE

Dirty and down right delicious, Cut to the Smoke rum is smoky and leathery with touches of tobacco and early morning coffee.

▽ Jamaica		
% 40	£ £££	
↗ 70c1	# 20355	C 6

GOLD



EL DORADO 12YO

Rich amber in colour. A super attractive nose packed with aromas of sugar, honey, banana, toffee, raisin and sultanas. Ripe, rich and balanced flavours attend with sweetness, after which the finish is delightful, elegant and dry.

▽ Guyana		
% 40	£ ££££	
↗ 70c1	# 19802	C 6

GOLD



HAVANA 7YO

The epitome of Cuban rum. Ageing in white oak barrels infuses the rum with its powerful and complex flavours to produce a stylish and exceptionally rich rum.

▽ Cuba		
% 40	£ ££££	
↗ 70c1	# 59687	C 6

GOLD



MOUNT GAY BLACK BARREL

Claims to be the oldest existing brand of rum in the world. Takes its name from the heavily charred bourbon barrels in which it is finished.

▽ Barbados		
% 43	£ ££££	
↗ 70c1	# 18246	C 6

SPICED



THE KRAKEN

Chocolate sweetness & vanilla mingle with cinnamon, clove, ginger & orange, a warming finish with rich vanilla & coffee and slight pepper.			
▽ Trinidad & Tobago			
% 40	£	£££	
↗ 70c1	# 61157	C 6	

SPICED



RED LEG

Named after the red leg hermit crab that inhabits the coral reefs of the Caribbean. Features bold vanilla notes and a smooth, silky finish.			
▽ Caribbean			
% 37.5	£	££	
↗ 70c1	# 17976	C 6	

GOLD



PAMPERO ESPECIAL

Distilled in Venezuela from molasses and aged in casks that have previously held bourbon for 2-4 years, this rum can be sipped or enjoyed in a long drink like a Caracas Mule.			
▽ Venezuela			
% 40	£	£££	
↗ 70c1	# 19831	C 6	

SPICED



BACARDI SPICED

Crafted with care and passion using over 155 years of Bacardi company rum making expertise. This rum is based on BACARDI Carta Blanca & Carta Oro rums.			
▽ Cuba			
% 35	£	££	
↗ 70c1	# 21342	C 6	

SPICED



CAPTAIN MORGAN SPICED

A secret recipe with spice and natural flavours expertly blended with fine Caribbean rum, then aged in charred white oak barrels.			
▽ Jamaica, Guyana, Barbados			
% 35	£	££	
↗ 70c1	# 61743	C 6	
↗ 1.5L	# 61744	C 6	

SPICED



SAILOR JERRY

Smooth with warm spices of cinnamon & nutmeg with rich vanilla. A long dry finish balanced with a subdued sweetness and a hint of burnt toffee.			
▽ US Virgin Islands			
% 40	£	££	
↗ 70c1	# 56996	C 6	

GOLD



ZACAPA 23

The complex Solera ageing process creates exciting intricacies in this rum with its honey, butterscotch, spiced oak and raisined fruit flavours.			
▽ Guatemala			
% 40	£	££££	
↗ 70c1	# 14011	C 6	

SPICED



BARTI DDU

This Welsh Caribbean-style spiced rum is a blend of white rums from Trinidad and Tobago 'spiced' with creamy vanilla, subtle clove, ginger and hints of citrus.			
▽ Pembrokeshire			
% 35	£	£££	
↗ 70c1	# 219838	C 6	

SPICED



DEAD MAN'S FINGERS

Named after a crab's incredibly tough and indigestible grey gills, it combines a blend of rums from Barbados and Trinidad for a minimum of 3 years with Cornish culture.			
▽ Cornwall			
% 37.5	£	£££	
↗ 70c1	# 19834	C 6	

WHITE



SANTA TERESA CLARO

A Venezuelan white rum aged in American white oak for around 3 years. Plentiful fruit notes make it an ideal cocktail ingredient.			
▽ Venezuela			
% 40	£	£££	
↗ 70c1	# 18208	C 6	

COCONUT



KOKO KANU COCONUT RUM

Natural coconut essence blended with white Jamaican rum. Mix with fruit juices for a taste of the Caribbean.			
▽ Jamaica			
% 37.5	£	£££	
↗ 70c1	# 12203	C 6	

WHITE



BACARDI CARTA BLANCA

The world's first premium aged white rum, blended as it first was in 1862. The base for many classic cocktails such as the Mojito, Daiquiri and Cuba Libre.			
▽ Cuba			
% 37.5	£	££	
↗ 5c1	# 18203	C 12	
↗ 70c1	# 57580	C 6	
↗ 1.5L	# 56581	C 6	

WHITE



EL DORADO 3YO

Well-balanced, twice filtered through charcoal for great clarity and purity. The citrus and vanilla nose is enhanced by notes of chocolate and raisins.			
▽ Guyana			
% 40	£	££	
↗ 70c1	# 18189	C 6	

WHITE



RON CALADOS WHITE

Made from Caribbean rum, Ron Calados white rum is a value for money mixing product.			
▽ Caribbean			
% 37.5	£	£	
↗ 70c1	# 20787	C 12	
↗ 1.5L	# 20789	C 6	

FLAVOURED



BACARDI GINGER

A golden rum infused with ginger makes for a delicious combination of sweet and spicy flavours, with a highly distinctive aftertaste.			
▽ Cuba			
% 32	£	££	
↗ 70c1	# 22898	C 6	

WHITE



CAPTAIN MORGAN WHITE

Light and crisp, this crystal clear white rum is balanced and creamy, slightly sweet with a hint of fruit. Softened by ageing in white oak barrels for over a year.			
▽ Jamaica, Guyana, Barbados			
% 37.5	£	££	
↗ 70c1	# 14102	C 6	

WHITE



HAVANA 3YO

Light and dry; the result of blending aged, aromatic and extra light sugarcane to produce young rums which are rested in white oak barrels.			
▽ Cuba			
% 40	£	££	
↗ 70c1	# 56706	C 6	

WHITE



WRAY & NEPHEW OVERPROOF

In a country known for rum, this is the rum of choice, accounting for 90% of all rum sold in Jamaica. Enjoy in a Jamaican rum punch, Mai Tai or Daiquiri.			
▽ Jamaica			
% 63	£	£££	
↗ 70c1	# 15673	C 6	

FLAVOURED



BACARDI RASPBERRY

A white rum infused with citrus raspberry flavours for an irresistible meeting of sweet and tart.			
▽ Cuba			
% 32	£	££	
↗ 70c1	# 22904	C 6	

KEYCEJESKISHM

When it comes to running a successful bar, the key to keeping customers happy is simply range and quality.

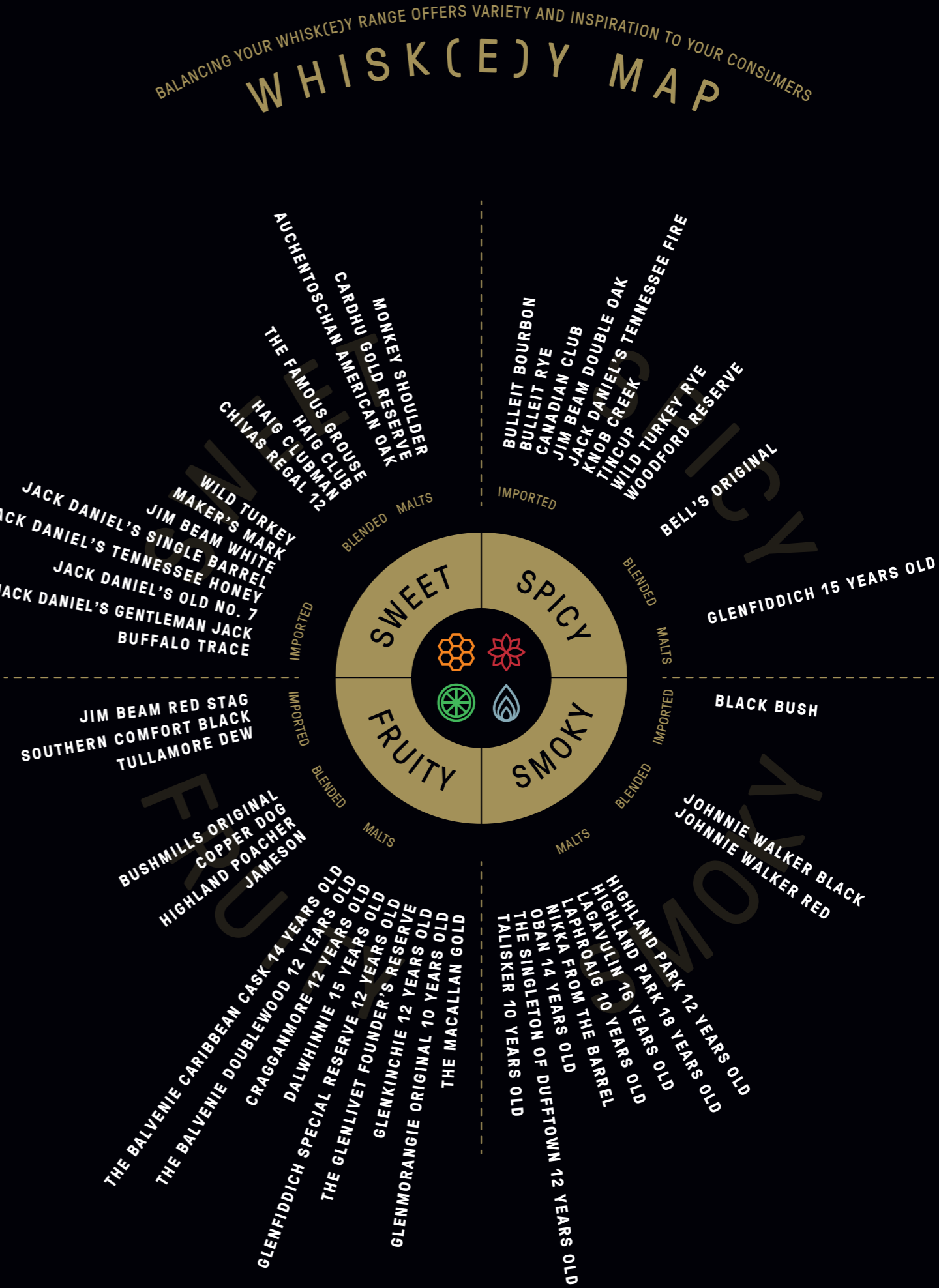
But the nuance is never more crucial than when you approach whisky, since today this multidimensional category can tempt the lips of pretty much any drinker coming into your bar. The trick is to keep things global. Be it single malt or blended Scotch, Japanese, whisky, or Irish and American whiskey with its 'e', this spirit is myriad in its merry giving, presenting an extraordinary playing field for storytelling and flavour.

Whisky drinkers are becoming more and more diverse. It used to be only enthusiasts who would be brave enough to ask for it. Nowadays, customers of all ages and demographics are keen to try something new, either to celebrate, or just to enjoy a nice drink at the end of their day.

Whisky cocktails have been crucial in raising the awareness of whisky drinking: from the Whisky Sour and the Sazerac to the Old Fashioned, they demonstrate its versatility and have transformed the way people see the category.

On the next spread you will find our whisk(e)y map, a helpful guide positioning all our products in this category by flavour.

KEYCEJESKISHM



ENSURE YOU HAVE AN UPSELL & SUPER UPSELL WITHIN THIS FRAMEWORK TO ENABLE CONSUMERS TO TRADE UP

BLENDED



JAMESON

Smooth spirit thanks to triple distillation, controlled maturation and masterly blending.


FRUITY		
% 40	£	£££
↗ 70c1	# 56622	C 6
↗ 1.5L	# 56678	C 6

MALTS



THE BALVENIE CARIBBEAN CASK 14 YEARS OLD

Matured in traditional oak whisky casks for 14 years, and then "finished" in casks that previously held Caribbean rum.


 FRUITY	▾ Speyside
% 43	£ ££££
↗ 70c1	# 18487 C 6

IMPORTED



JIM BEAM RED STAG

Corn sweetness and mellow oak accented by a hint of black cherry for smoothness and balance.


 FRUITY		
% 40	£ £££	
↗ 70c1	# 59108	C 6

IMPORTED



TULLAMORE DEW

Triple-distilled and aged in a combination of ex-bourbon and sherry casks to develop its distinctive smoothness.


 FRUITY		
% 40	£ £££	
↗ 70c1	# 60235	C 6

BLENDED



COPPER DOG

This is a well balanced blended Malt scotch whisky created from 8 different Speyside whiskies.


 FRUITY		
% 40	£ ££££	
↗ 70c1	# 19782	C 6

MALTS



THE BALVENIE DOUBLEWOOD 12 YEARS OLD

Sweet fruit and Oloroso sherry notes, layered with honey and vanilla. Nutty sweetness, cinnamon and a delicate layer of sherry.


 FRUITY	▾ Speyside
% 40	£ ££££
↗ 70c1	# 57040 C 6

IMPORTED



SOUTHERN COMFORT BLACK

Created by Drew Mayville; the master blender at the Buffalo Trace distillery. Southern Comfort Black has a NEW robust whiskey profile with iconic fruits and spices.


		
% 40	£ £££	
↗ 70c1	# 15879	C 6

BLENDED



BUSHMILLS ORIGINAL

A blend of triple distilled single malt whiskey with a lighter Irish grain whiskey.


		
% 40	£ £££	
↗ 70c1	# 14035	C 6

BLENDED



HIGHLAND POACHER

A smooth liquid from the Highlands of Scotland offering a sweet, mild peat flavour with hints of heather and a smooth finish.


		
% 40 £ £		
↗ 70c1	# 56687	C 12
↗ 1.5L	# 56686	C 6

MALTS



CRAGGANMORE 12 YEARS OLD

Hugely complex Speyside single malt, with layers of flavour and a whiff of smoke in the finish.


 FRUITY	▾ Speyside
% 40	£ ££££
↗ 70c1	# 56646 C 6

MALTS



DALWHINNIE 15 YEARS OLD

A crisp, dry, aromatic Highland malt with soft heather, honey malt and citrus fruits, with a sweet finish.


 FRUITY	▽ Highland
% 43	£ ££££
↗ 70c1	# 56644 C 6

MALTS



GLENKINCHIE 12 YEARS OLD

Sweet and creamy with a subtle floral fragrance. Crisp mid-palate then butter icing, lemon cheesecake and freesias with a dry, herbal finish.


 FRUITY	▽ Lowland
% 43	£ ££££
↗ 70c1	# 57425 C 6

IMPORTED



BLACK BUSH

Matured for up to seven years in Spanish oloroso sherry casks and sweet bourbon barrels for fruity notes to lingering smooth, sweet finish.


		
% 40	£ fff	
↗ 70c1	# 14113	C 6

MALTS



HIGHLAND PARK 12 YEARS OLD

A smooth, balanced single malt with a heather-honey sweetness on the nose, a rich, full flavour and a gentle smoky finish.


	▾ Orkney Islands	
% 40	£ ££££	
↗ 70c1	# 56642	C 6

MALTS



GLENFIDDICH SPECIAL RESERVE 12 YEARS OLD

The number one selling single malt. Pale and golden in colour. Rich fruit flavours, subtle pine and a hint of peatiness.


 FRUITY	▽ Speyside
% 40	£ ££££
↗ 70c1	# 56634 C 6

MALTS



GLENMORANGIE ORIGINAL 10 YEARS OLD

The well-balanced flavour carries traces of honey,wood and nuts, with a clean and salving aftertaste. Refined and fresh.


 FRUITY	▾ Highland
% 40	£ ££££
↗ 70c1	# 57373 C 6

BLENDED



JOHNNIE WALKER BLACK

Complex dried fruits from the European oak sherry casks followed by hints of smooth creamy toffee that linger with the smoky finish.


		
% 40	£ £££	
↗ 70c1	# 12193	C 6

MALTS



HIGHLAND PARK 18 YEARS OLD

With characteristics of toffee sweetness and an almond nuttiness reminiscent of marzipan with a smoky aftertaste.


	▾ Orkney Islands
% 43	£ ££££
↗ 70c1	# 59725 C 6

MALTS



THE GLENLIVET FOUNDER'S RESERVE

An archetypal Speyside whisky, gold in colour, mellow nose, fruity overall and backed by sweet biscuit notes and remote floral aroma.


 FRUITY	▽ Speyside	
% 40	£ ££££	
↗ 70c1	# 14548	C 6

MALTS



THE MACALLAN GOLD

The first in the new, no-age 1824 series from Macallan. The palate has a quiet note of vanilla followed by dark chocolate, floral and light oak notes.


 FRUITY	▽ Speyside
% 40	£ ££££
↗ 70c1	# 60243 C 6

BLENDED



JOHNNIE WALKER RED

Hints of fresh apple, pear from Speyside malts, followed by fruity sweetness, cinnamon and pepper,with a signature smoky finish.


		
<hr/>		
% 40	£ £££	
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↗ 70c1	# 60269	C 6

MALTS



LAGAVULIN 16 YEARS OLD

Full-bodied Islay malt, powerful peat-smoke nose with seaweed and some sweetness, salty and sweet flavours with hints of wood and a long peaty-salt finish.


	▽ Islay	
% 43	£ ££££	
↗ 70c1	# 56629	C 6

MALTS



LAPHROAIG 10 YEARS OLD

Sparkling gold in colour. Islay peat smoke, full and earthy, tangy salt laden air with an echo of sweetness at the end. Unforgettable.


	▽ Islay
% 40	£ ££££
↗ 70c1	# 57701 C 6

MALTS



THE SINGLETON OF DUFFTOWN 12 YEARS OLD

Sweetness and crunchy nuts, then smooth fruity richness on the palate. Firm, with hints of blackcurrant, brown sugar and espresso coffee.


	▽ Speyside
% 43	£ ££££
↗ 70c1	# 58320 C 6

IMPORTED



JACK DANIEL'S GENTLEMAN JACK

Uniquely twice mellowed through sugar maple charcoal for ultimate smoothness; full-bodied with fruit, spices and a warm, silky finish.


	
% 40	£ ££££
↗ 70c1	# 58920 C 6

IMPORTED



JACK DANIEL'S SINGLE BARREL

Matured in the upper reaches of the barrelhouses and bottled one barrel at a time to capture varying degrees of toasted oak, caramel and vanilla.


	
% 45	£ ££££
↗ 70c1	# 60729 C 6

MALTS



NIKKA FROM THE BARREL

A powerful Japanese whisky. Full bodied and punchy with winter spice, topped off with notes of cut flowers and a little oak.


	▽ Japan
% 51.4	£ £££
↗ 70c1	# 19713 C 6

MALTS



TALISKER 10 YEARS OLD

Full-bodied. A rich dried-fruit sweetness with clouds of smoke and strong barley-malt flavours. Huge, long, peppery finish with an appetising sweetness.


	▽ Skye
% 45.8	£ ££££
↗ 70c1	# 56638 C 6

IMPORTED



JACK DANIEL'S OLD NO. 7 (TENNESSEE SOUR MASH)

Charcoal mellowed Tennessee whiskey which draws colour, flavour and finish from maturation in toasted white oak barrels handmade by the distillery.


	
% 40	£ £££
↗ 70c1	# 56569 C 6
↗ 1.5L	# 56663 C 6

IMPORTED



JIM BEAM WHITE

A light and perfumed bourbon with mellow sweetness from oak and vanilla leading to a long warm, spicy finish.


	
% 40	£ £££
↗ 70c1	# 56570 C 6

MALTS



OBAN 14 YEARS OLD

Full-bodied Islay malt, powerful peat-smoke nose with seaweed and some sweetness, salty and sweet flavours with hints of wood and a long peaty-salt finish.


	▽ West Highland
% 43	£ ££££
↗ 70c1	# 56645 C 6

IMPORTED



BUFFALO TRACE

Made from the finest corn, rye and barley malt, the taste is rich and complex, with hints of vanilla, toffee and candied fruit.


	
% 40	£ £££
↗ 70c1	# 12261 C 6

IMPORTED



JACK DANIEL'S TENNESSEE HONEY

Jack Daniel's laced with Tennessee honeycombe. Spicy on the nose with a smooth, lightly sweet finish.


	
% 35	£ £££
↗ 70c1	# 59747 C 6

IMPORTED



MAKER'S MARK

Yellow corn and red winter wheat make this bourbon smooth and sweet with not a hint of bitterness.


	
% 45	£ £££
↗ 70c1	# 57702 C 6

IMPORTED



WILD TURKEY

Super-premium American bourbon from Lawrenceburg Kentucky. One of the biggest names in bourbon, with a high rye content for extra spiciness.


	
% 40.5	£ £££
↗ 70c1	# 18039 C 6

BLENDED



HAIG CLUBMAN

David Beckham's second partnership spirit has a sweet profile after ageing single grain whisky from Cameronbridge in American ex-bourbon casks.


	
% 40	£ £££
↗ 70c1	# 16573 C 6

MALTS



CARDHU GOLD RESERVE

From a Speyside distillery that dates back to 1842, Cardhu Gold Reserve is a rich and mellow liquid with warm notes of baked apple and toffee.


	▽ Speyside
% 40	£ £££
↗ 70c1	# 19144 C 6

IMPORTED



BULLEIT RYE

An award-winning, small batch, straight rye whiskey with a character of unparalleled spice and complexity.


	
% 45	£ ££££
↗ 70c1	# 62011 C 6

BLENDED



CHIVAS REGAL 12

A blended Scotch made of hand-selected malt and grain whiskies. At the heart is the classic Speyside single malt whiskey, Strathisla.


	
% 40	£ £££
↗ 70c1	# 57150 C 6

BLENDED



THE FAMOUS GROUSE

A blend of the finest malt whiskies, including The Macallan and Highland Park, and exceptional grain whiskies.


	
% 40	£ £££
↗ 5c1	# 18202 C 12
↗ 70c1	# 56624 C 12
↗ 1.5L	# 56587 C 6
↗ 4.5L	# 56596 C 3

MALTS



MONKEY SHOULDER

A blend of 3 Speyside single malts, with vanilla, brown sugar and toffee notes. A 'Monkey Shoulder' is a temporary injury suffered by malt men when turning barley by hand.


	▽ Speyside
% 40	£ £££
↗ 70c1	# 60162 C 6

IMPORTED



CANADIAN CLUB

Blended before ageing to allow the flavours of rye, rye malt, barley and corn to marry, before resting in top quality white oak barrels.


	
% 40	£ £££
↗ 70c1	# 57690 C 6

BLENDED



HAIG CLUB

David Beckham's sweet grain whisky with creamy vanilla and dark dried fruits on the nose and smooth bourbon and toffee notes on the finish.


	
% 40	£ ££££
↗ 70c1	# 12951 C 6

MALTS



AUCHENTOSHAN AMERICAN OAK

A Lowland single malt whisky with sweet aromas of Vanilla and Coconut - along with the signature smooth, delicate, Auchentoshan taste.


	▽ Lowland
% 40	£ ££££
↗ 70c1	# 18529 C 6

IMPORTED



BULLEIT BOURBON

A blend of high rye, corn and barley malt, with special strains of yeast make this small batch bourbon spicy with a smooth, clean finish.


	
% 45	£ £££
↗ 70c1	# 61855 C 6

IMPORTED



JACK DANIEL'S TENNESSEE FIRE

A combination of red hot cinnamon complimented by the sweetness of the authentic Jack Daniel's.

	
% 35	£ £££
↗ 70c1	# 14404 C 6

IMPORTED



JIM BEAM DOUBLE OAK

Eight years in new charred, white oak barrels, twice as long as original Jim Beam, for a fuller body and smooth caramel and warm oak notes.

✿ SPICY		
% 43	£ £££	
↗ 70c1	# 15834	C 6

IMPORTED



KNOB CREEK

Ageing for nine years in charred American white oak lends this small batch bourbon its maple sugar aroma, distinctive sweetness and rich, full-bodied flavour.

✿ SPICY		
% 50	£ ££££	
↗ 70c1	# 58319	C 6

IMPORTED



WILD TURKEY RYE

An ode to America's first distilled spirit: rye whiskey. Vanilla and spice notes burst through without changing the bold rye taste. Stands up to any mixer and shines through in cocktails.

✿ SPICY		
% 40.5	£ £££	
↗ 70c1	# 18041	C 6

BLENDED



BELL'S ORIGINAL

Blending the fresh, sweet malts of Speyside with the smoky sea salt of the Islands, with a malt heart of whisky from the Blair Athol distillery.

✿ SPICY		
% 40	£ ££	
↗ 5c1	# 18204	C 12
↗ 70c1	# 56947	C 6
↗ 1.5L	# 56598	C 6

IMPORTED



TINCUP

Powerful rye spice, cinnamon, cayenne pepper, and ginger, backed by notes of citrus and a fair amount of vanilla and caramel.

✿ SPICY		
% 42	£ £££	
↗ 70c1	# 14131	C 6

IMPORTED



WOODFORD RESERVE

A small batch, hand-crafted bourbon. Powerful caramel, oak, toffee and fruit flavours and a long, warming finish.

✿ SPICY		
% 45.2	£ ££££	
↗ 70c1	# 58919	C 6

MALTS



GLENFIDDICH 15 YEARS OLD

Aged in oak casks, before the flavours are transformed through mellowing in the Solera vat, a large oak tun inspired by the sherry bodegas of Spain and Portugal.

✿ SPICY		▽ Speyside
% 40	£ ££££	
↗ 70c1	# 18488	C 6



AGAVE TEQUILA COCKTAILS

As with many drinks trends, pioneering bartenders in London during the late 90s were keen to incorporate quality tequila into menus quickly, and trend setters like Tomas Estes with his Café Pacifico bar in Covent Garden helped the spirit stride forward. But until very recently, the received wisdom amongst most UK punters still had them suggesting this deadly drink left you loco and bent over a lavatory. The literal and figurative hangover is taking time to expunge.

The days of consumers sporting sombreros and licking lime or sniffing salt off the back of their hands are finally being snuffed out, and reassuringly, there now is a newly strengthening murmur of agave appreciation amongst the consumers, and everywhere from Brighton to Aberdeen is cultivating a collection of connoisseurs.

If you still doubt how much you need to re-evaluate the tequila selection on your bar, then consider the recent acquisitions in the world of tequila. The up-to \$1bn Diageo will or have paid for George Clooney Casa Amigos last year, or the reported \$5.1bn spent by Bacardi on Patron. Granted there is a mature market in the US that has motivated these acquisitions, but there is a genuine affection developing on British soil.

AGAVE TEQUILA COCKTAILS

PREMIUM TEQUILA



1800 REPOSADO

Crafted using 8-10 year old Weber blue agave and matured in oak for six months. Notes of buttery caramel, mild spices and a touch of smokiness.

% 38	£ ££££
↗ 70c1	# 17905 C 6

PREMIUM TEQUILA



DON JULIO ANEJO

Rich, distinctive and wonderfully complex, the flavour strikes the perfect balance between agave, wood and hints of vanilla.

% 38	£ ££££
↗ 70c1	# 17979 C 6

STANDARD TEQUILA



JOSE CUERVO ESPECIAL REPOSADO

José Antonio de Cuervo was granted licence to produce tequila in 1795. Blue agave is slow-baked, pressed, distilled then aged in oak barrels.

% 38	£ £££
↗ 70c1	# 61140 C 6

STANDARD TEQUILA



LA CHICA TEQUILA

La Chica is an authentic Tequila, distilled from the blue agave plant at a small family distillery in Jalisco, Mexico. It is clean and crisp, with light subtle aromas of agave.

% 38	£ £
↗ 70c1	# 21002 C 6

PREMIUM TEQUILA



CAZCABEL BLANCO

A spirit fashioned from sun-baked agave in the heart of Mexico's Jalisco region. The earthy notes of the agave are balanced with a fresh citrus edge.

% 38	£ £££
↗ 70c1	# 12402 C 6

PREMIUM TEQUILA



EL JIMADOR BLANCO

Made from 100% blue agave, it is double-distilled to remove impurities and immediately bottled to preserve its crisp, authentic character.

% 38	£ £££
↗ 70c1	# 12198 C 6

STANDARD TEQUILA



JOSE CUERVO ESPECIAL SILVER

The epitome of smooth. The master distillers at La Rojeña crafted this balanced blend to bring out tones of agave, caramel and fresh herbs in its flavour profile.

% 38	£ ££
↗ 70c1	# 61139 C 6

PREMIUM TEQUILA



1800 SILVER

A premium Tequila with a smooth and interesting flavour. The blend of white tequilas produces hints of sweet fruit and pepper.

% 38	£ ££££
↗ 70c1	# 17910 C 6

PREMIUM TEQUILA



CAZCABEL RESPOSADO

Tastes dry, earthy agave balanced with vanilla and toasted oak with a long and complex jalapeño tingle finish.

% 38	£ £££
↗ 70c1	# 20672 C 6

PREMIUM TEQUILA



EL JIMADOR REPOSADO

Aged for two months in American oak barrels. The result is an exquisite golden colour, balanced flavours and an unusually smooth and mellow character.

% 38	£ £££
↗ 70c1	# 12202 C 6

PREMIUM TEQUILA



DON JULIO BLANCO

Crisp agave flavour and hints of citrus make this an essential component to a variety of innovative drinks including Margaritas.

% 38	£ ££££
↗ 70c1	# 17978 C 6

MEZCAL



QUIQUIRIQUI MATATLAN

A classically smooth “house style” mezcal with distinct roasted agave flavours and a peppery Espadin finish. Perfect as both a house pour and a cocktail staple.

% 45	£ £££
↗ 70c1	# 19786 C 6

PREMIUM TEQUILA



OCHO BLANCO

Made with 100% blue agave, Ocho Blanco honours the noble agaves of Arandas and the Camarena “Ranchos”.

% 40	£ ££££
↗ 50c1	# 19783 C 6

PREMIUM TEQUILA



PATRÓN SILVER

Handmade in small batches using 100% Weber blue agave, to be smooth, soft and easily mixable. The fresh agave aromas and hints of citrus mix flawlessly into any cocktail.

% 40	£ ££££
↗ 70c1	# 12965 C 6

LIQUEUR



CAZCABEL HONEY

With the fresh, earthy and dry Tequila Blanco at its heart, a dose of sweet nectar is added to the blend.

% 34	£ £££
↗ 70c1	# 16687 C 6

PREMIUM TEQUILA



OCHO REPOSADO

Ocho Reposado is made with 100% blue agave and aged in ex-American whiskey barrels for eight weeks and eight days.

% 40	£ ££££
↗ 50c1	# 19784 C 6

LIQUEUR



CAZCABEL COFFEE

Tequila blended with the rich, sweet taste of freshly roasted South American coffee. Makes a fantastic Espresso Martini.

% 34	£ £££
↗ 70c1	# 12437 C 6

LIQUEUR



PATRÓN XO CAFE

This blend of Patrón Silver tequila and coffee is dry, with notes of chocolate and vanilla. Excellent for a cocktail ingredient, or as a dessert topping.

% 35	£ ££££
↗ 70c1	# 12961 C 6

PISCO



BARSOL PISCO

Elegant and refined, with solid character. The long finish and sweetness on the palate make it perfect for crafting Pisco Sours.

% 41.3	£ £££
↗ 70c1	# 21324 C 6

BRANDY

Cognac is now a component of millennial culture. So, if you have a bottle of it gathering dust on the lower reaches of the backbar, only set aside for those crusty chaps full of charmless chat who chomp on cigars and bang on about an open log fire and politics, it's time to dust it off and get it front and centre. This increased popularity with the younger generation provides a massive opportunity at the bar.

Brandy was driving innovation in cocktails in the mid-1800s, drinks like the daisy, the fizz, the sour and the flip all being based on the spirit. Unfortunately, phylloxera had it in for brandy, the pesky blight destroyed French vineyards during the late 19th century. The shortage of wine meant no brandy, and so absinthe filled the void for the French. At this time, rum was still in supply and gin was gaining ground in the UK. But as bartenders over the last ten years have immersed themselves in the history of mixed drinks, it stands to reason this heritage in Cognac has been recognised on the best bar menus.

Perhaps its strongest asset is its versatility, embraced in Europe by sipping XO by the fire, perhaps, while in China it's a status symbol and in America it's a big part of the hip-hop scene. This versatility is reflected in the drink itself, and bar professionals have been wise to this flexibility for some time. Chris Dennis launched the bar Disrepute in London with a core range of Cognac cocktails. Ryan Chetiyawardana, one of the world's most pioneering drinks minds, worked with Hennessy on temperature and dilution in Cognac. He did so to mind-blowing effect, proving simple changes in both can hugely impact the flavours.

BRANDY

COGNAC



COURVOISIER VSOP

A blend of Cognacs up to 10 years old, using a minimum of 50% Grande Champagne grapes blended exclusively with Petite Champagne grapes.

% 40	£ 444	
↗ 70cl	# 57695	C 6

CALVADOS



BOULARD CALVADOS

Pays d'Auge aged for a minimum of 2 years characterised by Grand Solage and vanilla oak.

% 40	£ 444	
↗ 70cl	# 15552	C 6

COGNAC



COURVOISIER VS*** LUXE

A blend of Cognacs aged for up to eight years. Grapes from the Fins Bois and Petite Champagne.

% 40	£ 44	
↗ 70cl	# 57694	C 6
↗ 1.5L	# 57693	C 6

COGNAC



HENNESSY VS***

Fruity character with flavours of grilled almonds, supported by notes of fresh grapes.

% 40	£ 44	
↗ 1.5L	# 56609	C 6

COGNAC



REMY MARTIN VSOP

Rested exclusively in mature Limousin oak. Balanced and silky Cognac with notes of apricot, rose and vanilla.

% 40	£ 444	
↗ 70cl	# 12357	C 6

GRAPE BRANDY



JULES CLAIRON

Pure French grape brandy, aged for a year to soften and build character.

% 36	£ 4	
↗ 70cl	# 61159	C 6

COGNAC



COURVOISIER XO

A very old blend of Cognacs from the Grande Champagne, Petite Champagne and Borderies crus, nurtured for at least two decades.

% 40	£ 4444	
↗ 70cl	# 57696	C 3

COGNAC



MARTELL VS***

A blend of Tronçais oak-aged eaux-de-vie from the Charente region's four main growing areas.

% 40	£ 44	
↗ 5cl	# 18201	C 12
↗ 70cl	# 56614	C 6
↗ 1.5L	# 56616	C 6

ARMAGNAC



JANNEAU VSOP

Bas Armagnac and Tenareze wines, distilled and aged for a minimum of seven years.

% 40	£ 444	
↗ 70cl	# 56978	C 6

GRAPE BRANDY



THREE BARRELS VSOP

Aged in French oak, smooth with hints of almond and walnut, and a long finish of candied fruits and ginger.

% 40	£ 44	
↗ 1.5L	# 57152	C 6



APÉRITIFS

In France they call them apéritifs in Italy, aperitivos. Which, roughly translated means “to open” and refers to an alcoholic beverage that is meant as an appetizer. A real scene setter, apéritifs prepare diners for the delights that lie ahead.

Whatever you call them, the primary reason to enjoy apéritifs is to stimulate the appetite, and anything dry or bitter qualifies in this category. In Britain, despite us all being ‘time poor’, the Negroni and Aperol Spritz have inspired a remarkable renaissance in the aperitivo moment and rejuvenated interest in age-old classics such as Galliano, Cinzano and Martini.

Liqueurs is a varied category with products from all over the spirit spectrum, from modern liqueurs popular with the younger party generation like Jägermeister, After Shock and Sourz to Henri Toulouse-Lautrec and Vincent Van Gogh’s famous tippie of Absinthe and all the fun, flavoured spirits in between.

Not to be mistaken for a category that serves up nothing but shots and aperitifs, this is a range that is full of products to help you create a full and exciting cocktail menu, many of these liqueurs forming the basis of some of the world’s most popular cocktails.

APÉRITIFS

APERITIFS & VERMOUTH



APEROL

The perfect aperitif since 1919. Bright orange with infusions of selected ingredients including bitter and sweet oranges, rhubarb and herbs.

% 11	£ ££
↗ 70c1	# 13714 C 6

APERITIFS & VERMOUTH



BELSAZAR DRY VERMOUTH

Made with wines from the South Baden region, combined with fruit brandies from Schladerer and a selection of herbs, including wormwood.

% 19	£ ££
↗ 75c1	# 20884 C 6

APERITIFS & VERMOUTH



BELSAZAR ROSÉ

A rosé bursting with surprise. Bitter-sweet and summery, offering a harmonious blend of pink grapefruit. Seville orange blossom with a raspberry and redcurrant finish.

% 17.5	£ £
↗ 75c1	# 20876 C 6

APERITIFS & VERMOUTH



CAMPARI

A secret infusion of herbs, aromatic plants and fruit in alcohol and water.

% 25	£ ££
↗ 70c1	# 13716 C 6

APERITIFS & VERMOUTH



CINZANO BIANCO

First created in 1757 from a base of Italian wine infused with herbs and spices. Always serve chilled.

% 15	£ £
↗ 75c1	# 13718 C 6

APERITIFS & VERMOUTH



COCCHI AMERICANO ROSA

Light, sophisticated and brimming with flavour, Cocchi Rosa is leading the way in the new style of aperitivo drinks. Bitter, sweet, spicy, fruity, this is a must-try for any drinks enthusiast who wants to stand out from the shadow of Aperol and Campari.

% 16.5	£ £££
↗ 75c1	# 19715 C 6

APERITIFS & VERMOUTH



COCCHI VERMOUTH DI TORINO

Remarkably complex and a cut above most vermouths. Vermouth di Torino has the classic bittersweet character of the style, but enhanced by layers of fruity complexity and herbal bitterness. A rich and full-flavoured aperitif, and a cocktail ingredient that makes its presence known.

% 16	£ £££
↗ 75c1	# 19712 C 6

APERITIFS & VERMOUTH



MARTINI BIANCO

Crisp and citrusy, its body is dry white wine, with a little sweetness from refined sugar, aromatic herbs and sweet, floral spices.

% 15	£ £
↗ 75c1	# 57370 C 6
↗ 1.5L	# 56577 C 6

APERITIFS & VERMOUTH



MARTINI EXTRA DRY

Made at the Pessione distillery near Turin, Martini® dates back to 1863. It uses only the finest Italian wines and over 40 carefully selected exotic herbs and spices.

% 15	£ £
↗ 75c1	# 57372 C 6
↗ 1.5L	# 56578 C 6

APERITIFS & VERMOUTH



MARTINI FIERO

A secret blend of fine white wines and intense fruity notes with a complex citrus character coming from zesty mandarin and sweet Spanish oranges.

% 14.9	£ £
↗ 75c1	# 21876 C 6

APERITIFS & VERMOUTH



MARTINI ROSSO

Complex and elegant, wine blended with rich Italian herbs. No Negroni is complete without it.

% 15	£ £
↗ 75c1	# 57371 C 6

HERB & SPICED



FIREBALL

Feel the burn as this Canadian cinnamon whisky ignites the tastebuds. Shoot straight, on the rocks or in a Fire Starter Coffee.

% 33	£ ££
↗ 70c1	# 59122 C 6

HERB & SPICED



GREEN CHARTREUSE

A staple of granny's drinks cabinet and the only liqueur with a completely natural green colour, it continues to improve in the bottle.

% 55	£ £££
↗ 70c1	# 15669 C 6

HERB & SPICED



AGWA DE BOLIVIA

Containing 37 blended herbs and botanicals including cocoa.

% 30	£ £££
↗ 70c1	# 59907 C 6

HERB & SPICED



CAZCABEL HONEY

With the fresh, earthy and dry Tequila Blanco at its heart, a dose of sweet nectar is added to the blend.

% 34	£ ££££
↗ 70c1	# 16687 C 6

HERB & SPICED



GALLIANO

Created in 1896, this Italian vanilla liqueur is made from more than 30 herbs, spices, berries and flowers.

% 42.3	£ £££
↗ 50c1	# 57986 C 6

HERB & SPICED



BENEDICTINE DOM

A blend of botanicals including saffron for the yellow appearance, with a balanced sweetness and ginger and clove spice.

% 40	£ £££
↗ 70c1	# 56573 C 6

HERB & SPICED



DRAMBUIE

A blend of 30 aged Scotch whiskies with herbs, spices and heather honey, created for Bonnie Prince Charlie in the 18th century.

% 40	£ £££
↗ 70c1	# 18036 C 6

HERB & SPICED



GLAYVA

A fusion of malt whiskies, spices, Mediterranean tangerines, cinnamon, almonds and honey.

% 35	£ ££
↗ 50c1	# 56599 C 6

HERB & SPICED



JUNGFRAU KRAUT

A blend of more than 40 spices, herbs and roots, fruits and flowers, including aniseed, bitter orange and white turmeric.

% 30	£ £££
↗ 70c1	# 59726 C 6

HERB & SPICED



LA FEE ABSINTHE

A modern twist on French absinthe - distilled with grand wormwood, anise and fennel.

% 40	£ £££
↗ 70c1	# 14904 C 6

HERB & SPICED



MESSER SCHMITT

A secret blend of many herbs, spices and fruit flavours combined to give a bitter-sweet taste.

% 22	£ £
↗ 70c1	# 58953 C 6

FRUIT & NUT



LUXARDO LIMONCELLO

Bright and vibrant, with a zingy, sherbet lemon note on the tongue and a pleasant finish.

% 27	£ ££
↗ 70c1	# 17949 C 6

FRUIT & NUT



FRANGELICO

A traditional hazelnut liqueur produced in the Piedmont region of Northern Italy, its origins date back more than 300 years.

% 20	£ £££
↗ 50c1	# 14675 C 6

FRUIT & NUT



EDINBURGH GIN'S ELDERFLOWER LIQUEUR

A sweet, aromatic, flavourful Scottish gin liqueur produced by the Edinburgh Gin Company. This has a beautiful floral flavour from natural elderflower essences.

% 20	£ ££
↗ 50c1	# 15662 C 6

HERB & SPICED



PERNOD

A uniquely refreshing bright golden anise spirit, Pernod as we know it today is a modified version of absinthe, originally produced in 1915.

% 40	£ ££
↗ 70c1	# 56575 C 6

HERB & SPICED



TUACA

Oak-aged Italian brandy, which is then infused with natural citrus fruit and sweet aromatics, most notably light vanilla.

% 35	£ ££
↗ 70c1	# 15926 C 6

FRUIT & NUT



BELTION LIMONCELLO

The striking and popular Italian digestivo delivers a hit of lemon flavour without the sourness. Serve chilled or pour over ice cream.

% 30	£ £
↗ 70c1	# 13972 C 12

FRUIT & NUT



EDINBURGH GIN'S PLUM & VANILLA LIQUEUR

Scottish plums and hints of Madagascan vanilla, perfect for a Plum Negroni or a new twist on a Kir Royale.

% 20	£ ££
↗ 50c1	# 18589 C 6

FRUIT & NUT



EDINBURGH GIN'S RASPBERRY LIQUEUR

A fresh raspberry taste, a perfect liqueur, wonderful with tonic, soda or lemonade, excellent in cocktails, with Champagne or simply over ice.

% 20	£ ££
↗ 50c1	# 15660 C 6

FRUIT & NUT



BOË PEACH & HIBISCUS

Lovingly created in small batches with Boë Scottish Gin. The tanginess and berry-rich flavour of hibiscus combines perfectly with fresh peaches.

% 20	£ ££
↗ 50c1	# 20203 C 6

FRUIT & NUT



BOË SPICED ORANGE

Bittersweet yet smooth on the palate with a well-balanced finish. A cool-looking Caledonian alternative to the likes of Grand Marrier and Cointreau.

% 20	£ ££
↗ 70c1	# 20351 C 6

FRUIT & NUT



CHAMBORD BLACK RASPBERRY

Berry fruits blended with French Cognac, extracts of Madagascan vanilla and other fragrant herbs.

% 16.5	£ £££
↗ 70c1	# 57407 C 6

FRUIT & NUT



EDINBURGH GIN'S RHUBARB & GINGER LIQUEUR

Spring rhubarb macerated with ginger and lemon zest before being infused with Edinburgh Gin for a rose-hued tipple

% 20	£ ££
↗ 50c1	# 15661 C 6

FRUIT & NUT



GRAND MARNIER

Made to a secret recipe created in 1880, blending fine Cognacs from France and Caribbean Bigaradia oranges, aged in French oak.

% 40	£ £££
↗ 70c1	# 16401 C 6

FRUIT & NUT



COINTREAU

An orange liqueur, produced according to a secret recipe unchanged for 150 years, and essential in the Margarita and Cosmopolitan.

% 40	£ £££
↗ 70c1	# 12358 C 6

FRUIT & NUT



DI CASSINI AMARETTO

A sweet nutty amaretto with rich marzipan and almond notes.

% 15	£ £
↗ 70c1	# 18259 C 6

FRUIT & NUT



DISARONNO ORIGINALE

17 herbs and fruits soaked in apricot kernel oil produce a marzipan and honey flavour.

% 28	£ ££
↗ 70c1	# 56576 C

FRUIT & NUT



LICOR 43

Named after the 43 ingredients that go into it, also known as "liquid gold" due to its golden shine. Mediterranean citrus fruits combine with aromatic herbs.

% 31	£ ££
↗ 70c1	# 16524 C 6

FRUIT & NUT



LUXARDO AMARETTO

An almond liqueur from Luxardo, works as a digestif and in cocktails.

% 28	£ ££
↗ 70c1	# 15553 C 6

FRUIT & NUT



LUXARDO MARASCHINO

A rare distilled liqueur. Sour Marasca cherries from Luxardo's own trees are aged to produce a complex character with a hint of bitter almonds.

% 32	£ £££
↗ 70c1	# 17947 C 6

FRUIT & NUT



LAZZARONI AMARETTO

Lazzaroni Amaretto is the only Amaretto made from an infusion of the famous Amaretti di Saronno biscuits, achieving a distinctively rich flavour and aroma.

% 24	£ ££
↗ 70c1	# 19707 C 6

CREAM & COFFEE



CAZCABEL COFFEE

Tequila blended with the rich, sweet taste of freshly roasted South American coffee. Makes a fantastic Espresso Martini.

% 34	£ ££££
↗ 70c1	# 12437 C 6

FRUIT & NUT



MIDORI MELON

Japanese for 'green', Midori's sweetness and vibrant colour are drawn from premium Japanese Yubari melons.

% 20	£ ££
↗ 70c1	# 13812 C 6

FRUIT & NUT



SOUTHERN COMFORT

A fusion of American whiskey, fruit and spice flavours created by New Orleans bartender M.W. Heron in 1874.

% 35	£ ££
↗ 70c1	# 15878 C 6
↗ 1.5L	# 15879 C 6

FRUIT & NUT



ST-GERMAIN ELDERFLOWER LIQUEUR

Crafted from 100% fresh, hand-picked elderflowers for a complex flavour profile that works through peach pear, lychee and citrus. Works in a Martini or with Champagne.

% 20	£ ££
↗ 70c1	# 14407 C 6

CREAM & COFFEE



PATRÓN XO CAFE

This blend of Patrón Silver tequila and coffee is dry, with notes of chocolate and vanilla. Excellent for a cocktail ingredient, or as a dessert topping.

% 35	£ ££££
↗ 70c1	# 12961 C 6

FRUIT & NUT



PASSOÃ PASSION FRUIT

Passion fruit liqueur with a balance of sweet and bitter flavours, making it a useful base for cocktails.

% 17	£ ££
↗ 70c1	# 12363 C 6

FRUIT & NUT



SOUTHERN COMFORT BLACK

Created by Drew Mayville; the master blender at the Buffalo Trace distillery. Southern Comfort Black has a NEW robust whiskey profile with iconic fruits and spices.

% 40	£ £££
↗ 70c1	# 19151 C 6

CREAM & COFFEE



BAILEYS

Fresh dairy cream, Irish whiskey, finest spirits and natural flavours.

% 17	£ ££
↗ 70c1	# 56944 C 6
↗ 1.5L	# 56691 C 6

CREAM & COFFEE



KAHLÚA

A blend of finest sugarcane and 100% Arabica coffee, with rum, vanilla and caramel for a rich flavour.

% 26.5	£ ££
↗ 70c1	# 57066 C 6

SAMBUCA



LUXARDO PASSIONE NERA

Inky black Sambuca aromatised with liquorice.

% 38	£ £££
↗ 70c1	# 56898 C 6

SAMBUCA



LUXARDO SPICED APPLE

Has a melting apple crumble sensation with a vibrant green colour.

% 38	£ ££
↗ 70c1	# 58581 C 6

CREAM & COFFEE



TEQUILA ROSE

A passionate combination of strawberry cream liqueur with a splash of tequila.

% 15	£ £
↗ 70c1	# 59685 C 6

CREAM & COFFEE



WARNINKS ADVOCAAT

Brandy, sugar and vanilla combine to make a smooth creamy velvety drink.

% 17.2	£ ££
↗ 70c1	# 56572 C 6

SAMBUCA



LUXARDO CHILLI & SPICE

The combination of chilli and spice gives this Sambuca a distinctively hot flavour.

% 38	£ ££
↗ 70c1	# 58582 C 6

SAMBUCA



LUXARDO WHITE

Made in Padova, near Venice, this is a classic Sambuca. Sweet and smooth with the distinctive taste of star anise.

% 38	£ ££
↗ 70c1	# 56595 C 6
↗ 1.5L	# 56886 C 6

CREAM & COFFEE



TIA MARIA

A delicious and versatile coffee liqueur. Mix with cola, enjoy in coffee or just pour straight over ice.

% 20	£ ££
↗ 70c1	# 57823 C 6
↗ 1.5L	# 57824 C 6

SAMBUCA



CARCELLI

A blend of elderberries and anise. Smooth and full in style with pronounced aniseed flavour.

% 38	£ £
↗ 70c1	# 57812 C 6

SAMBUCA



LUXARDO RASPBERRY

Blush pink Sambuca bursting with fragrant, fruit flavours.

% 38	£ ££
↗ 70c1	# 57877 C 6

SAMBUCA



ANTICA APPLE

Cleverly balanced taste of aniseed-rich Sambuca, with fresh, juicy apples.

% 38	£ ££
↗ 70c1	# 60278 C 6

SAMBUCA



ANTICA BANANA

Intense yellow blend of soft, sweet banana and aniseed.

% 38	£ ££
↗ 70c1	# 60279 C 6

SAMBUCA



ANTICA BLACK

Infused with liquorice for a sweeter and deeper flavoured Sambuca.

% 38	£ ££
↗ 70c1	# 60280 C 6

SAMBUCA



ANTICA CHILLI

Smooth Sambuca with a kick of spicy green chilli.

% 38	£ ££
↗ 70c1	# 60281 C 6

SAMBUCA



ANTICA CLASSIC

Crystal clear Sambuca. Intensely sweet and velvety smooth with just a hint of sourness.

% 38	£ ££
↗ 70c1	# 60283 C 6

SAMBUCA



ANTICA RASPBERRY

Pale pink Sambuca blending classic aniseed with sweet raspberries.

% 38	£ ££
↗ 70c1	# 60277 C 6

SAMBUCA



ANTICA TROPICAL

Anise with bright, vibrant notes of orange and mango.

% 38	£ ££
↗ 70c1	# 62016 C 6

BOLS



BOLS APRICOT BRANDY

Fresh apricot juice gives a richer, fuller flavour, with notes of Amaretto from crushed kernel stone.

% 24	£ £
↗ 50c1	# 13991 C 6

BOLS



BOLS BLUE CURACAO

Sparkling blue colour and a powerful orange flavour from sweet red, bitter Curacao and rare Kinnow oranges.

% 21	£ £
↗ 50c1	# 56593 C 6

BOLS



BOLS CHERRY BRANDY

Deep red colour from fresh Eastern European cherries with notes of Amaretto from crushed cherry stones.

% 24	£ £
↗ 50c1	# 56603 C 6

BOLS



BOLS BANANA

Sun-ripened bananas with a touch of vanilla and a hint of almonds.

% 17	£ £
↗ 50c1	# 56591 C 6

BOLS



BOLS CACAO BROWN

Rich flavour of bitter, dark chocolate and hints of orange and vanilla.

% 24	£ £
↗ 50c1	# 56594 C 6

BOLS



BOLS CACAO WHITE

Clear liqueur with delicious milk chocolate flavours, underpinned by faint vanilla and apricot tones.

% 24	£ £
↗ 50c1	# 56604 C 6

BOLS



BOLS TRIPLE SEC

A crystal clear liqueur flavoured with Curaçao orange peel and hints of citrus.

% 38	£ £
↗ 50c1	# 56605 C 6

BOLS



BOLS CRÈME DE CASSIS

Rich and fruity blackcurrant flavour with a sweet lingering finish.

% 17	£ £
↗ 50c1	# 56602 C 6

BOLS

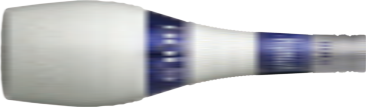


BOLS CRÈME DE MENTHE

Green, peppermint liqueur made from fresh mint leaves, resulting in a clean, well-defined bouquet with a definite mint finish.

% 24	£ £
↗ 50c1	# 56600 C 6

BOLS



BOLS NATURAL YOGHURT

Made from high-quality fresh yoghurt for a unique sweet and sour taste profile and a natural, smooth flavour.

% 15	£ £
↗ 50c1	# 12401 C 6

BOLS



BOLS STRAWBERRY

Fresh strawberry juice delivers a powerful but not over sweet strawberry flavour, edged with a slight citrus tang.

% 17	£ £
↗ 50c1	# 57201 C 6

GIFFARD



ABRICOT DU ROUSSILLON

At first very round and smooth mouth, reminding one of caramelized apricot compote.

% 25	£ ££
↗ 70c1	# 18285 C 6

GIFFARD



CASSIS NOIR DU BOURGOGNE

Very fruity mouth, intense taste of blackcurrant berries enhanced by the recognizable note of blackcurrant buds.

% 20	£ ££
↗ 70c1	# 18286 C 6

GIFFARD



CRÈME DE CACAO WHITE

Intense aroma of cocoa beans. Slight note of roasted cocoa beans.

% 25	£ ££
↗ 70c1	# 18291 C 6

GIFFARD



CRÈME DE MURE

Nice and fruity, sensation of freshly picked blackberries. A slight bitter note left by pips.

% 16	£ ££
↗ 70c1	# 18292 C 6

GIFFARD



FRAISE DES BOIS

Flavour of the natural fruit. Very intense, fresh and slightly acidulous.

% 16	£ ££
↗ 70c1	# 18281 C 6

GIFFARD



FRAMBOISE

Very fruity with blackberries, blackcurrants and other small acidulous red fruit notes. Long and aromatic finish, very faithful to the aromas of the raspberry.

% 16	£ ££	
↗ 70c1	# 18293	C 6

GIFFARD



PÊCHE DE VIGNE

Intense and very fruity. Notes of fresh compote. Taste of the peach stone in the very end.

% 16	£ ££	
↗ 70c1	# 18276	C 6

SPECIALITY DRINKS



ARCHERS PEACH SCHNAPPS

Fruit schnapps with intense flavour of peaches. The name schnapps comes from the old Norse word 'snappen', meaning to snatch a gulp.

% 18	£ ££	
↗ 70c1	# 57830	C 6
↗ 1.5L	# 57829	C 6

SPECIALITY DRINKS



MALIBU

Produced in Barbados since 1893, Malibu owes its unique taste to a refined blend of Caribbean rum, natural coconut flavours and very high quality pure cane sugar.

% 21	£ ££	
↗ 70c1	# 57063	C 6
↗ 1.5L	# 57069	C 6

GIFFARD



MANZANA VERDE

Clean, crisp apple, white peach, melon and stewed apple/ Bramley apple sauce.

% 18	£ ££	
↗ 70c1	# 18279	C 6

GIFFARD



WATERMELON

Long finish with a watermelon note, slightly acidulated.

% 20	£ ££	
↗ 70c1	# 18284	C 6
↗ 1.5L	# 56579	C 6

SPECIALITY DRINKS



BALI COCONUT

A smooth, sweet taste of the Caribbean.

% 17.5	£ £	
↗ 70c1	# 57584	C 6

SPECIALITY DRINKS



ORCHARDS PEACH SCHNAPPS

Rich, aromatic peaches on the nose and palate.

% 17.5	£ £	
↗ 70c1	# 57585	C 6

GIFFARD



ORANGE CURACAO

Perfect balance between the distilled orange peel (triple sec) and the Cognac.

% 25	£ ££	
↗ 70c1	# 18278	C 6

SPECIALITY DRINKS



ANGOSTURA BITTERS

Made with the same original secret recipe since 1824, this unique flavour enhancer remains a quintessential ingredient for classic and contemporary cocktails.

% 44.7	£ £	
↗ 20c1	# 14372	C 12

SPECIALITY DRINKS



GOLDSCHLÄGER

Swiss-made hot cinnamon schnapps with floating flakes of real 24 carat gold.

% 40	£ £££	
↗ 70c1	# 57440	C 6

SPECIALITY DRINKS



PIMM'S NO.1

A gin-based drink flavoured with liqueurs and fruit made to the original recipe which remains a closely guarded secret, known only to 'the secret six' of Pimm's top people.

% 25	£ ££	
↗ 70c1	# 56946	C 6

SPECIALITY DRINKS



PEYCHAUD'S BITTERS

Peychaud's Bitters is sweet with slight hints of cherry, clove and nutmeg on the nose. The classic New Orleans bitters is an essential component of the official Sazerac cocktail.

% 15	£ ££	
↗ 35c1	# 19730	C 12

SPECIALITY DRINKS



SOURZ APPLE

Sweet apple flavour balanced by a zingy sour finish.

% 15	£ £	
↗ 70c1	# 56770	C 6

SPECIALITY DRINKS



TABOO

A light, refreshing blend of white wine and exotic fruit juices. A '90s classic, best enjoyed over ice or with lemonade.

% 14.9	£ £	
↗ 70c1	# 56606	C 6
↗ 1.5L	# 56696	C 6

SPECIALITY DRINKS



CORKY'S BLUEBERRY GLITTER

Schnapps with the taste of ripe blueberries, swirled with edible glitter for an infusion guaranteed to impress everyone.

% 15	£ £	
↗ 70c1	# 57079	C 6

SPECIALITY DRINKS



CORKY'S MANGO GLITTER

Packed full of that fresh tropical flavour. Perfect with rum and a dash of soda. Get your disco balls ready!

% 15	£ £	
↗ 70c1	# 12584	C 6

SPECIALITY DRINKS



SOURZ CHERRY

Rich dark cherry combined with subtle berry for a perfectly balanced sweet & sour flavour.

% 15	£ £	
↗ 70c1	# 57197	C 6

SPECIALITY DRINKS



CORKY'S SOUR APPLE

The crisp apple is refreshingly fruity with a sour twist to bring the taste buds to life. Add a dash of lemonade for a taste sensation.

% 15	£ £	
↗ 70c1	# 57081	C 6

SPECIALITY DRINKS



CORKY'S SOUR CHERRY

A perfect mix of sweet and sour, delivering an explosion of sour cherry bite with a sweet, tangy kick.

% 15	£ £	
↗ 70c1	# 57084	C 6

SPECIALITY DRINKS

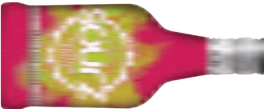


CORKY'S RASPBERRY GLITTER

A raspberry flavour alcoholic mix with edible glitter.

% 15	£ £	
↗ 70c1	# 14070	C 6

SPECIALITY DRINKS



SOURZ PASSION FRUIT

A refreshing new flavour from Sourz, every bit as fresh and fruity as it sounds.

% 15	£ £	
↗ 70c1	# 20404	C 6

SPECIALITY DRINKS



SOURZ RAINBOW ICE

A magical mix of raspberry, orange and lime with a cool tingle twist.

% 15	£ £
↗ 70cl	# 13888 C 6

SPECIALITY DRINKS



AFTERSHOCK BLACK

Flavoured with cranberry and spices to be served ice-cold or with a mixer of your choice.

% 30	£ £££
↗ 70cl	# 57560 C 6

PRE-BATCH COCKTAIL



TAILS MOJITO

Bacardi Carta Blanca Rum, mint and lime juice. Some say this drink was developed in the 1500s when the famed explorer Sir Francis Drake landed in the city of Havana.

% 15	£ ££
↗ 1L	# 20902 C 6

PRE-BATCH COCKTAIL



TAILS PORNSTAR MARTINI

42 Below Vodka, Vanilla, Passion Fruit Liqueur, Passion Fruit Juice, Lime Juice. Douglas Ankras is the creator of this elixir.

% 15	£ ££
↗ 1L	# 20900 C 6

SPECIALITY DRINKS



SOURZ RASPBERRY

Strong hits of fruit and a balance of sweet and sour for impactful flavour.

% 15	£ £
↗ 70cl	# 58594 C 6

SPECIALITY DRINKS



AFTERSHOCK BLUE

A fresh combination of citrus and mint to awaken the senses. A popular shot on the drinking circuit since its release.

% 30	£ £££
↗ 70cl	# 57559 C 6

PRE-BATCH COCKTAIL



TAILS BERRY MOJITO

Bacardi Carta Blanca Rum, creme de cassis, mint, lime juice, soda. This is a fruity twist on the Cuban classic. Best served over ice in a highball glass.

% 15	£ ££
↗ 1L	# 20892 C 6

NON ALCOHOLIC



SEEDLIP SPICE 94

A complex blend of aromatic Jamaican Allspice berry & cardamom distillates with two barks & a bright citrus finish.

% 0	£ ££
↗ 70cl	# 20904 C 6

SPECIALITY DRINKS



SOURZ TROPICAL BLUE

Initial citrus taste with deep tropical fruit flavours and a zingy sour finish.

% 15	£ £
↗ 70cl	# 57196 C 6

SPECIALITY DRINKS



AFTERSHOCK RED

A fiery cinnamon liqueur usually drunk as a shot but also works in cocktails such as a Mr T Special or a Purple Haze.

% 30	£ £££
↗ 70cl	# 57558 C 6

PRE-BATCH COCKTAIL



TAILS ESPRESSO MARTINI

42 Below Vodka, coffee liqueur, arabica coffee. It is thought that this cocktail was created by Dick Bradsell in 1983 while at the Brasserie Soho in London.

% 15	£ ££
↗ 1L	# 20901 C 6

NON ALCOHOLIC



SEEDLIP GROVE 42

A zesty & complex, citrus-forward blend of three types of orange & uplifting spice distillates.

% 0	£ ££
↗ 70cl	# 20905 C 6



MIXING MUST HAVES

Historically, there has always been a strong link between the mixers and spirits. As the average spirits range has become more eclectic and diverse, naturally, mixers have had to follow suit.



WARNER'S RASPBERRY G&T

50 ML WARNER'S RASPBERRY GIN
+**LONDON ESSENCE TONIC WATER**
+FRESH BLACKBERRIES
+SPRIG OF MINT



WHISKY GINGER

HIGHBALL GLASS FULL OF ICE
+50ML WHISKY
+200ML **FEVER-TREE GINGER ALE**
+ORANGE PEEL TO GARNISH



KETEL BOTANICALS SODA SMASH

50ML OF KETEL ONE OF
CHOSEN BOTANICAL
+**BRITVIC OR FEVER-TREE SODA TO TOP**
+RELEVANT NATURAL GARNISH

In this section you will find all the information you need about our huge range of mixers, both premium and more standard offerings, including ideas on how to serve them and what to pair them with.






SEEDLIP COCKTAIL SPICE & AROMATIC

50ML SEEDLIP SPOICE
+125ML **FENTIMANS PREMIUM INDIAN TONIC WATER**
+POMELO SASH TO GARNISH

After decades of being dominated by a couple of big brands, the mixer scene has become a source of innovation and investment, with a variety of new entrants offering bartenders greater choice when it comes to sourcing suitable soulmates for their spirits.

MIXERS	SKU	GREAT WITH	CASE SIZE & QUANTITIY	SUGAR
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BRITVIC

Bitter Lemon Low Calorie	18575		24 x 125ml Glass NRB	2
Diet Lemonade	16805		24 x 125ml Glass NRB	2
Spicy Ginger Ale	57270	Rum & Whisk(e)y	24 x 125ml Glass NRB	4
Tonic	57272	      	24 x 125ml Glass NRB	2
Tonic Low Calorie	57271	      	24 x 125ml Glass NRB	2
Bitter Lemon Low Calorie	16609		24 x 200ml Glass NRB	2
Spicy Ginger Ale	16608	Rum & Whisk(e)y	24 x 200ml Glass NRB	4
Ginger Beer	16612	Rum & Whisk(e)y	24 x 200ml Glass NRB	4
Soda Water	16606	Vodka	24 x 200ml Glass NRB	2
Tonic	16605	      	24 x 200ml Glass NRB	2
Tonic Low Calorie	16607	      	24 x 200ml Glass NRB	2

FENTIMANS

Light Tonic Water	60793	  	24 x 125ml Glass NRB	2
Pink Grapefruit	17532	 	24 x 125ml Glass NRB	3
Premium Indian Tonic Water	57806	 	24 x 125ml Glass NRB	2
Valencian Orange Tonic	NEW	 	24 x 125ml Glass NRB	3

FEVER-TREE

Aromatic Tonic	17820		24 x 200ml Glass NRB	3
Elderflower Tonic Water	14836		24 x 200ml Glass NRB	3
Ginger Ale	13717	Calvados, Armagnac	24 x 200ml Glass NRB	3
Lemon Tonic	16432		24 x 200ml Glass NRB	3
Sicilian Lemonade	13719		24 x 200ml Glass NRB	3
Light Tonic	13715		24 x 200ml Glass NRB	2
Madagascan Cola	16803	Rum, Bourbon, Whisk(e)y	24 x 200ml Glass NRB	3
Mediterranean Tonic Water	15554	 	24 x 200ml Glass NRB	3
Soda Water	NEW	Vodka	24 x 200ml Glass NRB	1
Smoky Ginger Ale	20513	Bourbon, Whisk(e)y, Vodka	24 x 200ml Glass NRB	3
Spiced Orange Ginger Ale	20520	Cognac, Malts & Whisk(e)y	24 x 200ml Glass NRB	3
Tonic Water	13720		24 x 200ml Glass NRB	3

SUGAR KEY

- 1 Exempt (milk or fruit based)
- 2 Sugar content <5g/100ml
- 3 Sugar content 5-8g/100ml
- 4 Sugar content >8g/100ml

‘GREAT WITH’ FLAVOUR KEY



Juniper



Floral



Fruity



Citrus



Herbaceous









Spiced

MIXERS	SKU	GREAT WITH	CASE SIZE & QUANTITIY	SUGAR
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


FRANKLIN & SONS

Elderflower Tonic Water with Cucumber	NEW	  	24 x 200ml Glass NRB	2
Indian Tonic Water	NEW	 	24 x 200ml Glass NRB	3
Light Tonic	NEW	 	24 x 200ml Glass NRB	2
Rhubarb and Hibiscus Tonic	NEW	 	24 x 200ml Glass NRB	2

LONDON ESSENCE

Ginger Ale	17423	 	24 x 200ml Glass NRB	2
Grapefruit & Rosemary	17420	 	24 x 200ml Glass NRB	2
Orange & Elderflower	17422	Vodka	24 x 200ml Glass NRB	2
Pomelo & Pink Pepper Tonic	20485		24 x 200ml Glass NRB	2
Tonic	17421		24 x 200ml Glass NRB	2

SCHWEPPEs

Canada Dry Ginger Ale	56914	Whisk(e)y	24 x 125ml Glass NRB	2
Bitter Lemon	56913		24 x 125ml Glass NRB	2
Slimline Indian Tonic	56912	    	24 x 125ml Glass NRB	2
Tonic water	56911	    	24 x 125ml Glass NRB	2
Canada Dry Ginger Ale	57454	Whisk(e)y	24 x 200ml Glass NRB	2
Bitter Lemon	57104		24 x 200ml Glass NRB	2
Slimline Bitter Lemon	56892		24 x 200ml Glass NRB	2
Lemonade	57105	Vodka	24 x 200ml Glass NRB	2
Slimline Indian Tonic	56891	    	24 x 200ml Glass NRB	2
Tonic Water	56890	    	24 x 200ml Glass NRB	2

