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TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS



A DISTILLED GUIDE TO HIGHBALL SERVES


DISTILLED

WORLD SPIRITS FROM CARLSBERG UK



WELCOME TO THE FIRST DISTILLED EDITION OF 2020...

... is all about the Highball serve, a serve that is proving popular among bartenders due to their accessibility and easy-drinking style and the opportunity to showcase unusual flavours with more familiar spirits. In this edition you will find information on various spirits, as well as how the Highball can be used as vehicle for everything from Tequila, to Gin, Rum and Whiskey.

First up in this edition is Laphroaig 10 YO, a full-bodied, smoke-filled legend, with a hint of sweet to go with salt and seaweed. When it comes to flavour, this stands out as one of Scotland's most memorable whisky experiences.

Moving across the pond from Scotland, into the world of American whiskey, Jack Daniel's has done more to promote a simple highball serve than any other. But if you want to branch off from the standard "Jack & Coke" then the Jack Daniel's Tennessee Rye, a Rye whiskey that has been embraced by some of the best bar professionals in highball serves.

We then come on to Maker's Mark, a whiskey that is lauded for its sweet profile with a high corn percentage, this allows bartenders to build on its sweetness with a little sugar syrup in a drink, but also counter it with something fresh. As a result, it works nicely in a slightly adapted julep highball serve, lengthened with some soda water: a perfect serve if the bar doesn't have julep cups.

We can't talk about Highballs and not mention Gin, and as a proud champion of gin history, Hayman's is renowned for its innovative approach to distilling, and recently launched the exceptional Hayman's Small Gin. Described as a "game-changing gin" the aim of this spirit is to let bartenders mix a real gin and tonic with just 0.2 units of alcohol per serve.

Next up is Slingsby Gin, a truly great highball gin that even when lengthened with lemonade or tonic, still lets the aromas of black pepper, citrus and pine prevail, leaving that classic, clean London Dry Gin character to come through on the palate.

Snapping at the heels of gin when it comes to sales figures is Rum, and Spiced Rum in particular is going to be massive this year. The Cut Rum range we feature next appeals to younger drinkers and Highballs are a great way to showcase these rums.

While the industry has been espousing the wonders of tequila and mezcal for more than a decade, a barrier remains between knowledgeable bartenders and drinkers unsure of what to drink and how to drink it. Abelha Organic Cachaça (pronounced

"ah-BAY-lya" and meaning "bee" in Portuguese) is a small-batch, premium copper-still cachaça made from sugar cane grown by a collective of smallholding farmers amid the sandy Highland soils of Bahia, Northern Brazil.

When you're eyeing up the tequila on the back bar, it's worth noting the highball is great for newcomers to the agave spirit category. The serve provides an open door to the full spectrum of flavours agave spirits have on offer. There's plenty of scope with simple mixers in a highball serve using Tequilas like Patrón Silver.

Let's move on, now, to Lillet – an oak-aged aromatised aperitif made from a blend of Bordeaux wines (85%), natural citrus and quinine liqueurs (15%), and King's Ginger, a hugely adaptable, iconic liqueur with a great story to tell.

We now live in an era where non-alcoholic mixed drinks are earning parity with alcoholic mixes on the menu. The non-alcoholic spirit Seedlip has been a pioneer in this movement, and has become an essential addition to the back bar.

Ending where we began with Whisky, and specifically Johnnie Walker, a brand that will celebrate its 200th anniversary in 2020. In preparation for the big year ahead, Johnnie Walker launched a global campaign to promote the highball, and taking the view that there are no strict rules or recipes to follow, the team created a Johnnie Walker Highball concept that was simple to recreate.

Hopefully you will find the information within this edition insightful and inspiring, enabling you to offer a great range of this brilliant and versatile serve!



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Customer Contact Centre: 08456 013 432
Carlsberg UK Limited. Registered office:
Jacobsen House, 140 Bridge Street,
Northampton, NN1 1PZ
Company number: 00078439
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WELCOME TO THE FIRST EDITION OF DISTILLED IN 2020

Hello everybody, welcome to the first edition of Distilled in 2020. It was a hundred years ago that the United States of America introduced Prohibition – the beginning of a 13-year period of ill-enforced abstinence.

During Prohibition, people came up with ingenious ways to keep drinking. Some pretended to be doctors or priests so they could get hold of medicinal alcohol or communion wine, while others hid illicit booze in everything from fake heels in their shoes and canes to garden hoses and hollowed-out eggs. As American moonshine-makers didn't have time to age their spirits, they even faked the effect by adding dead rats and rotten meat. Prohibition: a daft idea.

So, throughout 2020, a century on from all that silliness, Distilled will be raising a glass to a far more discerning approach to drinking. In fact, we will be raising quite a few glasses over the next 12 months, as – in addition to the main magazine – each of the quarterly editions will be dedicated to a particular serve.

Over the year, with the help of the bartending community and leading brands across all categories, we will be exploring the world of cocktails and bars through the prism of a goblet, Martini and rocks glass respectively.

But we begin with this edition looking at highballs – and we're not talking about inspecting a giraffe's nether regions. The highball,

as many readers will be aware, is a serve that is both steeped in history and enjoying an understandable revival.

The highball serve is currently very much on-trend in the on-trade. More than just a single serve, the highball is a category that is open to interpretation and innovation. In its simplest form, a highball consists of a spirit, a balanced mixer and a fresh, uplifting garnish, while at its most complex the highball can be an intricate balance of all the "taste elements" (sweet, sour, salt and bitter) that showcases the core spirit or liqueur in style.

The one constant is that it is long, cool, and crisp. Award-winning mixologist and drinks author Max Venning is a big fan: "Highballs are really accessible and easy to drink and they are a great way to add unusual flavours alongside more familiar notes."

As the chaps behind Sipsmith Gin recently wrote in their latest book, 100 Gin Cocktails with only 3 Ingredients, "Stunning doesn't have to be complicated ... with the right



gin, if you really pare it right back, you only need three ingredients for a perfect drink: gin, ice and a glass; plus a couple of great friends to sip it with."

While the gin-aissance has certainly acted as a catalyst for these halcyon highball days, one which we explore on pages ??-?, the strength of this serve is that it works so wonderfully well across almost all spirit and liqueur categories.

Throughout this issue, we showcase how incredibly versatile the highball is as a vehicle for everything from agave spirits and iconic liqueurs to rum, pisco and even non-alcoholic spirits.

On pages ??-??, we also delve deeper into the increasingly dynamic world of tonics, mixers and soft drinks, especially those specifically designed to bring out the best in the base spirit.

What was once a moribund and monochrome mixer market has become a kaleidoscope of complex flavours and aromas – and one that we explore through a rather silly sausage analogy.

But we've paid particular attention to the world of whisky – the spiritual home of the highball.

History has it that the highball started life as a tall Scotch whisky drink, and there are several (disputed) theories regarding its origin.

One suggestion is that the name comes from a nineteenth century railroad term. In his 2003 book The Joy of Mixology, the late, great cocktail expert Gaz Regan wrote that when a train was set to

When looking into history, research and education, one essential resource for any bartender is the mind of Ian Wisniewski. As a spirits writer and training guide, Ian's contribution to the world of bartending is unparalleled. He conducts tutored tastings, classes and courses, judges competitions, is a Master of the Quaich and a Musketeer of Armagnac. He is also the author of a host of excellent books

on various spirits, all of them thorough and essential for the bar library.

Part of the aim of this magazine is to encourage readers to investigate all the resources out there so you can expand your knowledge; so check out all of Ian's work.

His latest book, *The Whisky Dictionary*, is a guide to every aspect of whisky, from Scotch

to Japanese, rye to bourbon and beyond. It has hundreds of entries, covering everything from history, ingredients and distilling techniques to flavour notes, cocktails and the many varieties of whisky from all around the world. Ian kindly allowed us to provide you with an excerpt from the book, which – conveniently for us – concisely covers the fascinating history of the highball serve.

HIGHBALL HISTORY

Attaining stardom was a gradual process for the Highball, and when it happened it didn't last long. Waiting for a comeback also required perseverance (but that's show business).

The Highball was preceded by brandy and soda, a favourite among the English aristocracy.

This was an Anglo-French combination: soda water was invented by Joseph Priestley in Leeds in 1767, while France, of course, gets the credit for Cognac. Brandy and soda reigned supreme

until phylloxera, a vicious insect, devastated vineyards throughout France, including the Cognac region, in the late 19th century. Stocks of Cognac gradually dwindled, and blended Scotch moved in. Soon whisky and soda was as fashionable and established as its predecessor.

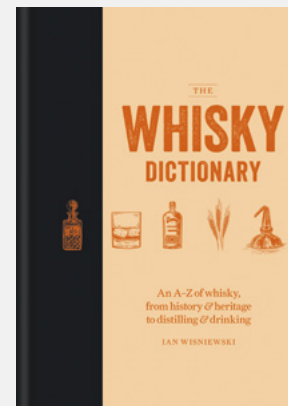
So, there was a recipe, but no name beyond a practical reference to the ingredients. The name Highball originated in New York in the 1890s, but who coined it remains uncertain.

Was it Tommy Dewar, of Dewar's Scotch whisky? He definitely popularized it among New York's high society and also, in 1902, trademarked the name to establish ownership. However, Patrick Gavin Duffy, a bartender at Ashland House in Manhattan, made a counterclaim. In writing, His cocktail book *The Official Mixer's Manual*, published in 1934, states that he introduced the name Highball in 1895.

In the first decade of the 1900s, the Highball was frequently requested. But as blended Scotch brands were increasingly advertised, it became usual to stipulate a brand name and ask for a "Dewar's and soda", for example; and using the name Highball declined in the USA.

However, in the 1920s, the Highball found a new audience in Japan, where it was known as a Wistan, a combination of "whisky" and "soda", with tan san being Japanese for soda water.

In the 1950s, the drinks conglomerate Suntory built several bars called Tory's in Tokyo and the Osaka area, serving Highballs to so-called "salary men" (businessmen). Tory's were among the earliest whisky bars in Japan.



The *Whisky Dictionary* by Ian Wisniewski is available in all good book shops, including Waterstones and Amazon. Published by Mitchell Beazley, £15

Meanwhile, a rival to the Wistan was emerging: the Mizuwari.

The only difference was that a Mizuwari includes water (instead of soda water). Competition between the two intensified during the 1960s and 1970s, then the Mizuwari triumphed.

Sales of whisky in Japan began declining in the 1980s as shōchū (a spirit distilled from various ingredients, including barley or rice) gained popularity. And come the millennium, Japanese whisky experienced another slump. It wasn't until 2008 that whisky sales began to recover, and that was down to the top-selling brand, Kakubin, promoting the Highball (using that name rather than Wistan). The Highball soon became the most popular way to drink whisky in Japan.

One reason for this is its refreshing nature, which is highly desirable in a humid climate.

The Highball's popularity in Japan is such that it can be purchased in a "ready-to-drink" can, and more mainstream bars use Highball machines. But when prepared by a Japanese bartender, it is with meticulous attention. A tall glass is filled with large ice cubes (which melt more gradually than smaller ones) and 30–50ml (1–1¼ fl. oz.) whisky is poured over. More ice cubes are added. Soda water is then poured, gently, not onto the ice but at the side of the glass, at a ratio of 3:1 or 4:1 soda water to whisky. Then it's stirred once, and garnished with a lemon wedge.



DRINKER

BLACK ROCK IN LONDON HAS BEEN ONE OF THE MOST AMBITIOUS BUT SUCCESSFUL BAR CONCEPTS IN RECENT YEARS.

WITH A PURE FOCUS ON WHISKY IT HAS MANAGED TO COMBINE A CONNOISSEURIAL RANGE WITH A COMMITMENT TO EDUCATION, AND HAS DESERVEDLY ENJOYED CONSUMER ACCOLADES AND GLOBAL RECOGNITION FROM THE DRINKS INDUSTRY. THE APPEAL OF THE CONCEPT ENABLED THE TEAM TO ROLL OUT A NEW SITE IN BRISTOL, AND AS WELL AS KEEPING TO THEIR AMBITION TO MAKE NEAT WHISKY ACCESSIBLE TO THE CUSTOMERS, THERE IS ALSO A SPECTACULAR APPROACH TO HIGHBALL SERVES.

HERE, THE GROUP BAR MANAGER MATTHEW HASTINGS TALKS US THROUGH THE CREATIVE APPROACH TO THIS SEEMINGLY SIMPLE SERVE.

WHAT ARE YOUR THREE RULES TO GETTING THE HIGHBALL SERVE RIGHT?

1 - "GG" (GLASSWARE & GARNISH)

Not just highballs of course: with every mixed drink order, prepare your glassware and garnish first. You don't want to be messing around with the finishing touches whilst your drink is ready to go.

Your glass should be clean, polished and preferably frozen. Your garnish should be ready for the drink before you start pouring.

2 - AS MUCH ICE AS POSSIBLE

"Two cubes" is for misinformed rude boys. Fill that glass with as much good ice as possible. Big, clear, tempered chunks. No sloshy hollow cubes.

3 - MIX WITH CARE

CO2 bubbles are delicate little spheres of prickly delight; they must be treated with due care and attention. Pour & stir gently.

WHY IS THE WHISKY HIGHBALL SO ENDURING?

Whisky is cool. Highballs are refreshing. WONDER TWIN POWERS, ACTIVATE! In the form of a tasty tasty beverage! Whisky is great. People want to drink it and want to be seen drinking it. Highballs are a flexible and delicious way to drink it all night long, and with the diversity of both drams and mixers available, there are countless possibilities for consumers to explore.

WHAT ARE THE PITFALLS WHEN IT COMES TO CREATING A HIGHBALL MENU?

In all honesty, learning what to leave out. There are so many sodas, kombuchas, teas, tonics and all the rest vying for our guests' attention now, that finding the handful that you want to focus on and sticking to it can be a challenge. I've always been a firm believer in a short menu that tells people what to drink, rather than a book that lets them know every possibility. This unfortunately means you're probably going to have to "kill your darlings" when it comes to writing the final list, but it's definitely for the benefit of your guests' experience.



DO ALL WHISKIES WORK IN A HIGHBALL?

All whiskies work in at least “a” highball; it’s just about finding that perfect balance. Dailuaine 16 and In Bru, by the way ... fluorescent perfection.

HOW DID YOU GO ABOUT CREATING YOUR MENU? HOW MUCH RESEARCH WAS THERE? IS IT A TEAM EFFORT?

Menu development at Black Rock is entirely team led. The team on the floor are the ones developing the drinks, and they’re genuinely proud of what they create, which adds massively to the experience. We have a strict framework at Black Rock, with one highball for each of our key whisky flavours (Smoke, Fruit, Balance, Fragrance, Spice & Sweet). Every drink is developed to highlight one of those flavour profiles, so – for example – a fruit highball uses both fruity ingredients and whisky to create the best possible expression of fruit within a long whisky drink. They’re then all tasted in development sessions, and we perfect and keep the best of each category. Then, once the menu’s out in the world, we can see what sells (and what people come back for) and continue development from there.

YOU DON’T RUN A SCOTCH & SODA SERVE ON THE MENU; DO YOU OFTEN GET ASKED FOR THEM? IS THERE A PARTICULAR APPROACH TO THIS VERY SIMPLE SERVE?

We don’t sell a lot of Scotch & Soda, in all honesty. Highball drinkers tend to get excited by our menu and leave the “safe drinks” for other venues. When we do sell one, though: we follow the 3 simple rules outlined on the previous page, with a couple of extra Black Rock flourishes. Frozen, NUDE Finesse High Ball Glassware (extra thin glass and simple design). One large piece of hand-carved ice, the guest’s choice of whisky (but if we’re making suggestions, Glen Elgin 12 becomes a creamy gem when mixed with soda) & Fever-Tree Soda water.

And on a side tangent, on “is the customer always right?” When it comes to their drink, yes. There are ways of tasting and evaluating whisky, and then there’s how you enjoy whisky. These do not have to be the same thing. If you enjoy whisky straight, wonderful.

Like a drop of water or ice? Okay. With cola? Delicious. Milk? Weird flex, but okay. Basically, and – to paraphrase Master Distiller Fred Noe – “As long as you’re buying my whisky, you drink it however you like.”

HAVE YOU FOUND THE WHISKY HIGHBALL SERVE BRINGS IN NEW CUSTOMERS TO WHISKY?

Definitely. They’re easy to understand on a menu, the flavours are enticing and they taste delicious. They’re the perfect option for easing someone into the world of whisky.

IS THE BRISTOL CUSTOMER VERY DIFFERENT FROM LONDON? DO YOU FIND MORE SUCCESS WITH SOMETHING LIKE A HIGHBALL SERVE OVER A NEAT SERVE?

So far, no difference at all. There are whisky lovers everywhere, and you can be sure they know when interesting bottles are opening up near them. Straight whisky and cocktails sell well in both locations, in fact the only big difference I’ve seen is how well our “Tree Old Fashioned” sells in Bristol. But when you tap one of the world’s most famous drinks straight from the belly of an English oak tree in front of guests, it does turn a few heads.

WHAT'S YOUR FAVOURITE HIGHBALL SERVE? THE BEST ON THE MENU, BUT ALSO THE BEST YOU'VE EVER HAD ELSEWHERE.

In Bristol, the "Smoke Highball" is definitely my kind of drink. We've recently launched the "Crumble Highball" in Black Rock Tavern (our ground-floor pub/bar in London, above the original basement bar) with Dewar's 12, Rhubarb Liqueur and Vanilla Water, which is outstanding – especially considering it's not my normal kind of drink – yet I have one every time I go in! Elsewhere, Coupette deservedly get a lot of attention for their "Apples" serve, and the "Death in the Afternoon on tap" they have at Murder Inc. is equally delicious.

WHAT MADE YOU CHOOSE BRISTOL AS THE NEXT SITE?

Bristol has such an incredible, progressive food and drink scene, it had to be top of the list. There's already a big following for whisky with clubs and tasting nights. Bar wise, we're joining some of my favourite places to drink in the country, Like HMSS and Hyde & Co (amongst many, many others). Joining an already excellent scene, whilst offering something very different, makes it a dream city for us. Great people, great city!

DO YOU THINK THE BAR CONCEPT COULD WORK ANYWHERE? AND WHERE NEXT ...?

We certainly hope so! Our core mission statement at Black Rock is "whisky is for everyone." And if we're going to live up to that, 34 covers in a Shoreditch basement just isn't going to achieve it. We want people everywhere to be confident in enjoying whisky, so the more accessible and fun venues we can open, the better. As for where's next? Both Glasgow and Edinburgh are looking very tempting, but we'll have to wait and see...



Using single malt in any form of mixed drinks was once deemed a dangerous endeavour. The pompous whisky whingers at the bar could conceivably bore you to death if you even deigned to add a bit of ice to a dram.

FOR PEAT'S SAKE

But, like the angel's share, these ancient attitudes are slowly evaporating, and today you should feel confident you can approach single malt with the mixing innovation that the category needs if we're to convince the general public this is an accessible and delicious spirit.

In a simple Scotch and soda serve, you can lengthen the flavour profiles of a range of single malts in a way that expresses the flavour varieties. As the carbonation opens it up, the spirit will release the floral, fruity, spicy and oaky notes. This simple, longer serve also helps to mellow some of the more assertive qualities of the spirit, without removing them entirely, so that you can ease a drinker into the world of neat single malt.

This is all very useful, since single malt Scotch has an epic range, from lowland to Speyside and highland to islands. So if you stock a reasonable range of whisky on the back bar, you can use them to make an eye-catching and varied whisky highball menu.

The first step to understanding the range of flavours would be to lengthen any of the whiskies yourself, with soda, so you can effectively judge how they can be incorporated into other serves.

If you don't already know it, you'll quickly realise that the potent peated whiskies represent the finishing post in this process, and indeed in any efforts to convince non-whisky-drinking customers to try single malt. Any bartender who has attempted to convert a vodka drinker to whisky knows you don't start with Laphroaig – you need to take them slowly to Islay whiskies via a softer style.

But balance without losing the essence of peat is achievable, as Sam Ross proved with his Penicillin

cocktail, a rocks serve that is now regarded a modern classic.

When it comes to peated whisky, there is plenty of scope though. To help you on the way, it might be necessary to add a more flavoursome mixer to combine smoke with sweet or spice – as the two serves below prove. What's surprising, though, is that you can find the balance and deliver a delicious highball serve with a very assertive single malt.

And in the Laphroaig 10 YO you'll find a full-bodied, smoke-filled legend, with a hint of sweet to go with salt and seaweed. When it comes to flavour, this stands out as one of Scotland's most memorable whisky experiences.



SMOKY GINGER

Despite being one of the true classics of the peated world, there are ways to tame the smoke on Laphroaig, and this exceptionally simple serve has made a huge success of bringing the spirit to a wider audience.

25ml Laphroaig 10 YO
Chilled ginger ale
Lemon wedge
Ice

Pour measured ingredient into a highball glass. Fill with quality cubed ice. Top up with ginger ale. Garnish with a lemon wedge.



SMOKY APPLE

25ml Laphroaig 10
Chilled cloudy apple juice
Apple slice
Ice

Pour a measure of Laphroaig 10YO into a rocks or highball glass. Fill with ice and lengthen with chilled cloudy apple juice. Garnish with an apple slice.

VARIETY & SPICE



JKS RESTAURANTS HAVE ESTABLISHED AN INNOVATIVE REPUTATION, WITH RISHNA AND GYMKHANA BOTH EARNING MICHELIN STARS,

AND THE CREATIVITY IS EQUALLY PRESENT IN THE BARS. HERE, GROUP BAR MANAGER JAMES STEVENSON EXPLAINS HOW THE TEAM TOOK A PIONEERING APPROACH TO THEIR SCOTCH & SODA HIGHBALL SERVES AT THE GROUPS' INDIAN RESTAURANT AND BAR, BRIGADIERS.



India has long had a deep affinity with Scotch, so it comes as no surprise to learn the Brigadiers bar in London is well stocked.

The venue has been inspired by the army mess bars of India, where military regiments go to eat, drink and socialise, and it's proving you truly can create a venue that is all things to all bar-goers. With a strong emphasis on socialising and camaraderie, the venue broadcasts live sport in selected rooms, has pool and classic card games, and a food menu that focuses on Indian barbecue, cooking with tandoors, charcoal grills, rotisseries, wood ovens and classic Indian smokers.

The drinks are equally varied, ranging from great beer to cocktails on tap. And, given India's long love affair with spirit, they boast a whisky collection that combines connoisseur choices with accessible drams.

To guide the customer through, the menu cleverly presents a useful whisky map, and there's even an eye-catching whisky vending machine for customers to sample from. Meanwhile, the expressions include

some brilliant Indian whisky, along with a representation from all the core Scottish regions, and a comprehensive selection of the Johnnie Walker blends.

And it was Johnnie Walker that provided the inspiration for the bar team when they weighed up their approach to Scotch & Soda highballs. When looking to celebrate Diwali, JKS group bars manager James Stevenson and the team decided to step up the creativity with their serves, launching a collection of bottled Johnnie Walker Whisky Highballs that take inspiration from popular Indian drinks. Combining flavours from Indian food and drink with four Johnnie Walker Whisky Expressions (Black, Gold, Green & Blue), they have created bespoke sodas, carbonated and bottled in house.

"We took a chef's approach to this when creating a new dish," says James. "Starting with the raw ingredient of the Johnnie Walker whisky blends and stripping back their individual flavour profiles, and exploring different Indian flavours that would complement and enhance the whisky characteristics.



The result is quite something. James's Jal-Jeera for example, features green mango, chaat masala and ginger, enhancing the spicy notes on the Johnnie Walker Black Label whisky profile, while the Sandalwood Sharbat blends Johnnie Walker Green label with woody tones of sandalwood, nutty aromas of Amontillado Sherry and sweet banana soda.

"The Johnnie Walker range works particularly well as each blend is very individual and has a strong character of its own. The aim of this new Scotch & Soda range was to accentuate these wonderful characteristics by pairing with complementing flavour combinations to hero the individual styles of each blend."

"We decided to take a bespoke approach as we were focused on bringing flavours from the kitchen into the drinks, so they'd pair with food like a traditional Indian soft drink would.

It was important for us to have control over this process to ensure each flavour pairing was right and not unbalanced; for example, we tested many different variations of the passion fruit lassi and green mango to ensure we achieved the right levels of sweetness and acidity before bottling."

That Passion fruit lassi James refers to is a creamy, clarified yoghurt highball enhanced with natural vanilla essence from the tropical pandan plant and paired with Johnnie Walker Gold Label. And for those wanting to toast the special occasion, the collection also includes a sharing (for four) Champagne whisky highball based on a Nepalese Butter Tea (a traditional drink, drunk on the mountainsides of the Himalayas), combining ultra-premium Johnnie Walker Blue Label, milk, oolong tea, Champagne, and a brown butter pineapple caramel.

SANDALWOOD SHARBAT

25ml Johnnie Walker Black Label
30ml 30&40 Eau de Vie
Pinch of salt
20ml Chaat Masala Tincture (see recipe below)
Slice of lime
Top with ginger ale

CHAAT MASALA TINCTURE

Rectified spirit (or vodka) 100ml
Coriander seeds (crushed) 20g
Cumin 6g
Black pepper 10g
Amchoor powder 18g

"I love how our new whisky and soda collection brings to life all the unique and amazing flavours that people don't expect to find in a whisky," says James. "To most, whisky still has a stigma of tasting of leathery and cigar notes, but different blends can offer so many other surprising characteristics such as honey and tropical fruit notes. The new range aims to make whisky more accessible, offering customers a new drink and a chance to explore whisky's unique flavour profile. It's great to see people who don't normally enjoy the drink, exploring these new creations and discovering they like whisky!"

"I'm a strong believer in thinking there is a whisky out there for everyone, and if you don't think you like it, then you haven't found the right one for you yet! We hope that this new collection will challenge preconceptions and help convert future whisky fans."



JOHNNIE WALKER

Whisky was the major force behind the resurgence of the highball serve last year, and the trend is set to be massive in 2020. Amongst the whiskies driving the momentum has been Johnnie Walker, and this is a going to be a momentous year for the brand.

Johnnie Walker will celebrate its 200th anniversary in 2020, and as well as some special releases to mark the occasion, the famous blended Scotch will also open a new £150m Johnnie Walker visitor centre in Edinburgh.

In preparation for the big year ahead, Johnnie Walker launched a global campaign to promote the highball, and taking the view that there are no strict rules or recipes to follow, the team created a Johnnie Walker Highball concept that was simple to recreate.

The Johnnie Walker Highball Collection looked at mixing 50ml Johnnie Walker Red or Black

Label with either peach with a lemon wedge garnish; elderflower and mint sprig garnish; lemon and orange wedge garnish; ginger and lemon wheel garnish; or green tea and cucumber garnish – in a tall glass over ice.

Allan Gage, founder of specialist drinks agency Sweet&Chilli who developed the Johnnie Walker Highball Collection, said, "The Highball Collection offers a real breadth of enticing flavours in an easy-drinking style, and Johnnie Walker is the brand blazing this particular trail.

"Johnnie Walker Red Label and Johnnie Walker Black Label are established bartender favourites and this is a brilliant way for bartenders to rethink how they work with these classic staples. Highballs are the perfect choice right now for people wanting to explore bold alternatives to certain long-established cocktails, both at home and in the bar."



Johnnie & Ginger

50ml Johnnie Walker Red Label
150ml ginger ale
Lemon wheel garnish



Johnnie & Lemon

50ml Johnnie Walker Red Label
150ml white lemonade
Orange wedge garnish



Johnnie & Elderflower

50ml Johnnie Walker Red Label
30ml elderflower cordial
100ml soda water
Mint sprig garnish



Johnnie & Peach

50ml Johnnie Walker Red Label
150ml sparkling peach iced tea
Lemon wedge garnish

Rye Whiskey is on the rise, with some of the best bar professionals now embracing it in highball serves.

ON THE RYES



As a brand call goes in the world of American whiskey, Jack Daniel's has done more to promote a simple highball serve than any other. But if you want to branch off from the standard "Jack & Coke" and drive that same customer to a more complex serve, then the Jack Daniel's Tennessee Rye provides you with a useful spirit segue.

Rye whiskey has been enjoying a resurgence on both sides of the Atlantic in recent years, with the best bartenders already well versed in its qualities. We say resurgence, because in terms of American whiskey, this would

have been the forerunner of the corn-led bourbon we now more commonly associate with the US.

When settlers from Europe landed in America and first attempted to distil, rye would have been more readily available than the likes of barley, maize or corn, and it wasn't until the whiskey makers headed south to Kentucky that the higher corn mash bills became popular.

So rye is truly a heritage grain for whiskey, and provides you with a much spicier and more assertive platform to mix with. Jack Daniel's Tennessee

Rye was the first time since prohibition that the Jack Daniel distillery had changed up the mash bill, and it presents you with a whiskey that is 70% rye, with 18% corn and 12% malted barley, still passed through the same charcoal filtration as the other expressions.

Frank McGivern is the UK advocacy manager with Brown Forman, and has been enjoying the spirit's success in bars, particularly when it comes to highballs.

"The highball is perfectly simple, endlessly variable, and – most importantly – absolutely delicious if made well," says Frank. "The rules, as far as I'm concerned, are good whiskey, with good ice and lots of it. Also a nice tall, chilled glass, and some good chilled soda. Bartenders tend to nail highballs these days, but from a preference point I view, I like mine quite simple with not too many ingredients.

"Rye can be a complicated spirit," he adds. "But highballs make it a little more accessible to everyone whilst also honouring the complexities. Jack Daniel's Tennessee Rye's mash bill is perfect for highballs; that balanced mash bill, with 70% rye grain lends itself perfectly to mixing. It works especially well with fresh citrus flavours to complement the spice of the grain. Dry spices like nutmeg and cinnamon, and mint also work with flavours already present in the liquid."

Frank has taken this rye to the best bars in the UK and witnessed how some of the most innovative bartenders can play with it in highball serves.

"We were very lucky to work with some amazing bartenders," says Frank. "Conor Bloomfield from Swift, Charlotte Copley from the Beaufort Bar, Eric Tinca from Satan's Whiskers and Ben Alcock from Filthy XIII. They all made amazing highballs using Jack Daniel's Tennessee Rye. I couldn't possibly name a favourite, but they all showcased the quality and versatility of the spirit."

Recipes

The complexity of these bartender serves allows you to take rye whiskey way beyond a simple spirit mixer pour, and use a familiar serve for your customer – the highball – to showcase the complexity of spirit and cocktails. It's the perfect way to take the spirit mixer fans on to the next level of discerning drinking.



RYE & DRY

50ml Jack Daniels Tennessee Rye
Top with Dry Ginger Ale
Garnish with orange wedge

Serve in a highball glass over cubed ice



RYE & APPLE

50ml Jack Daniels Tennessee Rye
Top up with fresh Apple juice
Garnish with apple slice

Serve in a highball glass over cubed ice

AMERICAN WHISKEY

Much like Scotch, American whiskey has a range that's diverse enough in flavour to enable you to draw from some of the core characteristics when you lengthen the spirit.

Even in two bourbons like Jim Beam and Maker's Mark, you see examples of how varied the bourbon category can be. While bourbon must have at least 51% corn in that mash bill, by playing with the ratios of grain in the remaining recipe, you provide a flavour profile that lends itself to other flavours when mixing.

So, in Jim Beam you have a bourbon recognised for a higher rye content in the mash bill, that has been aged for four years and so is young and spicy: perfect when you're looking at mixed drinks.

Meanwhile, Maker's Mark is lauded for its sweeter profile with a higher corn percentage. This allows you to build on the sweetness with a little sugar syrup in a drink, but also counter it with something fresh. As a result, it works nicely in a slightly adapted julep highball serve, lengthened with some soda water: a perfect serve if the bar doesn't have julep cups.

HIGHBALLS

MAKER'S & GINGER

1-1/2 parts Maker's Mark Bourbon
Ginger ale
Lime wedge for garnish

Fill rocks glass with ice
Add Maker's Mark and top off with ginger ale to taste. Garnish with a lime wedge.

MINT JULEP HIGHBALL



50ml Maker's Mark
6-8 mint leaves
10ml sugar syrup
Top with chilled soda water
Mint sprig for garnish
Highball glass

Fill the glass with cubed ice. Pour the ingredients in the order listed and stir the mint leaves through. Garnish with the mint sprig.

MANHATTAN HIGHBALL



40ml Maker's Mark
20ml Sweet Vermouth
2 Dash bitters
Top with Chilled Soda Water
Zest Orange

Fill glass with ice. Pour in order listed, stir gently, add more ice and garnish

NEW

In a lot of cases it was a dirty drink, but moving into the 19th century, gin started to enjoy its ups. Column distillation literally rectified the situation, and gin started to enjoy a clarity both in the minds of the drinker and in the spirit being served.

Gin's history is a fascinating story of ups and downs. In the early 18th century, it was predominantly downs, in the sense that pints of the spirit were being irresponsibly downed, and everyone drinking it seemed to be on a proper downer.

But the gin that sparked these crazy shenanigans on the streets of London back then would've been very different from that of today. Mixed and mashed with whatever was to hand, the murky liquid would've been stored in barrels and flavoured with liquorice or even anise to improve the flavour.

Amongst the adjustments to conceal the poorer flavours of the less palatable 18th-century gin was the addition of sugar. But as the quality improved, this was one production method that stayed with us, and sugar is still added to a style that earned respect and is still known as Old Tom. This gin was probably the spirit Americans made their first gin cocktails with in the 19th century, and today Old Tom gin has a very welcome place at the bar.

Amongst the best exponents is the historic Hayman's Old Tom, one of the first to refresh the gin enthusiast's memories of the style when it launched in 2007. Using a family recipe from the 1860s, it's bold in the botanicals with the sweetness carrying through in the citrus.

This gin forms the base for a series of drinks that can help you take the gin and tonic drinker in a new direction with highball cocktail serves. By using a historic style like Old Tom, you can tell the fascinating stories around gin but also expand the customer's drinks horizons.

Hayman's has a nationwide appeal, with many bars already aware of the extraordinary heritage mixed with the fantastic gin distillation process. Here are two bars using the gin in simple highball serves that take their customers from gin and tonic into the more complex world of gin cocktails.

OLD TOM

HONEY & HIBISCUS COLLINS



Balans, London, wanted to put their own twist on the classic Tom Collins cocktail, which calls specifically for the use of an Old Tom gin. Hayman's was the natural choice, as the brand that revived the Old Tom Gin style, a sweeter style of gin from the 1700s. The Tom Collins is a classic alternative to a G&T, with Old Tom gin, sugar, lemon and topped up with soda. Balans replace the sugar with Honey & Hibiscus to give it a sweet floral twist.

50ml Hayman's Old Tom
15ml honey & hibiscus syrup
25ml lemon juice
Top with soda.

LAST RESORT



Alvino's, Newcastle, also chose Hayman's Old Tom over a London Dry Gin, as it brings a sweet, citrus note to the cocktail.

45ml Hayman's Old Tom
15ml green chartreuse
20ml cucumber cordial (made in-house)
20ml lemon juice
Top with soda.

VISIT THE DISTILLERY

Hayman's is one of the most open and supportive gin producers in the industry, and reaches out to the bars that use the gin; so if you're stocking it, make sure you take advantage of a visit to the distillery.

"When working with our on-trade accounts, the key thing for us is education," says Miranda Hayman. "As the Hayman family is intertwined in the history of gin itself, it's essential that bar professionals understand how the true English style has been championed by the Hayman's distillery for over 150 years. We also have a unique 2-day distillation process that remains in place today, and we can offer our bar partners team trips to our distillery in Balham, London, to learn more."

Everyone benefits from education when it comes to the stories you're trying to tell at the bar, and a trip to the Hayman's distillery helps bring the stories alive.

During the visit bartenders are able to get hands on with the botanicals in the Hayman's gin lab while learning, and can talk them through the distillation, tasting the full range of gins while hearing the stories of Hayman's origins in gin history. They also have a bar to learn more about the perfect serves, and if the staff can't make the distillery, the Hayman's team head to the account and will hold an on-site induction, tasting and drink development sessions.

All of which is adding real value back to the bar, and by expanding the knowledge of staff we create a genuine industry that goes beyond a hastily made G&T into creating drinks that are discerning in creation and delivery. So go, expand your mind, and improve your drinks.

SMALL GIN



Not just a proud champion of gin history, Hayman's is renowned for its innovative approach to distilling, and recently launched the exceptional Hayman's Small Gin. Described as a "game-changing gin" the aim of this spirit is to let bartenders mix a real gin and tonic with just 0.2 units of alcohol per serve.

It might be small in terms of size, but Small Gin still packs a whacking punch of flavour: a mere 5ml (one thimbleful) is needed to create a balanced gin and tonic – reducing the alcohol in a standard gin and tonic by an incredible 80%.

Each bottle of Small Gin comes with a branded 5ml thimble hand-tied around the neck, making it easy to measure a perfect serve every time. Just one thimbleful has the same botanical flavour as 25ml of traditional London Dry Gin, meaning every 20cl bottle contains an incredible 40 serves.

And in keeping with the expanded use of gin in other highball serves, you can also use the Hayman's Small Gin in a selection of other serves beyond the G&T.

MINI GIN MOJITO

Shake: 5ml (thimbleful) Small Gin,
4 mint leaves, 25ml lime
12.5ml sugar.
Strain over ice. Top with 100ml
soda. Garnish with a mint leaf.
0.2 units alcohol and 45 calories
per serve.



TINY TOM COLLINS

5ml (thimbleful) Small Gin
20ml lemon juice
10ml sugar syrup
Top with 100ml of soda water.
0.2 units alcohol and 45 calories
per serve.

Given that Slingsby Gin was the official gin of the last British and Irish Lions tour, it'll come as no surprise that it's well suited to highballs. Dyageddit? As in high balls, as in, you know, the rugby balls in the air ... oh never mind.

Still, Slingsby Gin really is a great highball gin. It's a classic punchy London Dry Gin from Harrogate, in the heart of God's Own Country, that is layered with lots of botanicals – and that can quite rightly boast local provenance.

tonic, the aromas of black pepper, citrus and pine prevail, while you still get that classic, clean London Dry Gin character coming through on the palate – fortified by an ABV of 42%.

The town of Harrogate has, historically, been considered good for one's health. It became known as "the English Spa" town back in Georgian times, following the discovery in the 16th century that its waters had restorative powers.

Slingsby Gin

A dozen of the botanicals used are grown and sourced direct from the kitchen garden at Ridding Park hotel in Harrogate, including primrose, sweet cicely, seven seas rosemary, citriodorous thyme, silver posie and vulgaris thyme, lovage, sage, chervil, hyssop, and oregano.

When blended with angelica, cassia, orris root, coriander, liquorice, grapefruit and Madagascan juniper, not to mention water drawn from the world-famous Harrogate aquifer and renowned for its "curative clout", it produces a gin more than capable of holding its own in the company of other cocktail components. Even when lengthened with lemonade or

Legend has it that in 1571, it was an eccentric English adventurer named William Slingsby who discovered that Harrogate's Tewit Well had the power to improve one's mind, body and soul – and it is this man whom the gin is named after.

Now, no-one is saying that the Slingsby range of rather splendid spirits carries the same curative clout as the local water, but is it purely coincidence that Harrogate was named the happiest place to live in the UK in 2015 – the same year that Slingsby Gin was launched? Surely not.

Long Lemonade

50ml Slingsby London Dry Gin
Half a lemon
25ml sugar syrup
Handful of mint
Lemonade

Muddle the lemon down in a tall glass and add the mint. Add the sugar syrup and gin. Fill with crushed ice and stir. Add more ice and lemonade. Garnish with a lemon wheel and mint sprig.



Balsamic Collins

40ml Slingsby London Dry Gin
20ml strawberry puree
15ml lime juice
5ml lime cordial
5ml sugar
3–5ml balsamic vinegar
Soda

Add all ingredients (apart from the soda) into a shaker; double strain over cubed ice and top with soda. Garnish with mint and dust with icing sugar.



Mo-tea-to

50ml Slingsby London Dry Gin
50ml Green Tea
6 Mint or Basil Leaves
50ml Apple juice

Build all ingredients in a tall glass over crushed ice. Top with cloudy lemonade and garnish with a lemon wheel and a basil or mint sprig.



CUT SMOKE RUM HIGHBALLS WITH CHRIS TURNER



Listen up, because we've got some news. Spiced Rum is going to be massive this year. In other news, a bear has been seen ambling off into the woods clasping some toilet roll in his paw and, apparently, the Pope was spotted sporting some daft millinery.

Ok, so we know you don't need to be Nostradamus or some kind of other spiritual soothsayer to realise that the renaissance in all things rum is set to continue – all the facts and figures say as much.

According to the latest numbers in the The Wine & Spirits Trade Association (WSTA) Market Report, rum is snapping at the heels of gin when it comes to buoyant sales figures.

During the 12 months to the end of June 2019, dark rum sales reached £127m in value and golden rum hit £383m – and a third of the 35m bottles of rum bought in the UK were done so in the on-trade.

What's more, with sales of white rums very slightly down, the growth

and evolution of the category is being driven very much by golden rums, dark rums and, of course, spiced rums.

In fact, the WSTA number-crunchers reckon spiced rum will soon become the largest off-trade category of rum in 2020 and, with more Brits willing to expand their cocktail repertoire, they predict that this trend will be mirrored in pubs and bars.

Younger drinkers, disinterested in the clichéd swashbuckling pirate-themed perception of rum, are seeking to know more about these sugar-cane spirits – regional differences, provenance, integrity of ingredients and all-round, higher quality spirits – all boxes ticked by the Cut Rum range.

These rums eschew pirates, sea monsters, salty old sea-dogs and pin-up girls in favour of quality aged copper pot-still rums sourced from Jamaica and Trinidad blended with natural ingredients.

The majority of the rums in the blend are sourced from the Worthy Park Estate in Jamaica, a distillery surrounded by cane fields that dates back to 1720 and produces rum using copper stills designed by Forsyths, the revered Scottish still-maker.

Ageing takes place in ex-Bourbon barrels more than 350m above sea level to produce rums of robust and generous character. The spectrum of spices used to flavour the rum is hugely diverse – including Madagascan vanilla and peppercorns, cinnamon, aniseed from South India and nutmeg from the West Indies.

But how to drink it? Well, highballs are clearly a great way to showcase Cut Rum. It goes without saying that the classic long serve for rum has, for years, been the simple rum and coke. Add a squeeze of lime and a dash of bitters and you've got a Cuba Libre; and then, of course, there's the Dark 'N Stormy – a highball classic made with ginger ale that tastes great (but legally requires a different name if you don't use Gosling's).

At the Proofing Room, a beautiful basement bar in London's Spitalfields, the Highball is hailed in style using the Cut Rum range – as well as numerous other spirits. "We make highballs with Mezcal, Calvados, Tequila, Whisky and spiced rum – everything works.

That's why the simple and elegant Highball is so great," said bar manager Chris Tanner.

"Just as the Old Fashioned has late night connotations, the highball is synonymous with elegance, it's jovial, it's social but, crucially, it's simple and it should be greater than the sum of its parts," added Chris.



The bar team at the Proofing Room heighten the complexity of their highballs by creating their own cordials using bitters and liqueurs, homemade syrups and bespoke sodas to lengthen their impressive range of base spirits.

“The foundations of the Highball at the Proofing Room is our base flavours which we build ourselves,” said Chris. “Reductively, we build little dashes and small increments of bitters, liqueurs and other ingredients to create, for example, a birch soda.

“These tiny little increments come together and create something interesting and unique in a highball – they bring it to life,” he added.

“With a simple rum highballs, we use ginger ale made using fresh ginger, we make our own fresh ginger syrup which brings something special. We make it bright, we make it tart and make it acidic. And fizzy too!”

While the highball is widely celebrated for its simplicity, Chris warned bartenders not to be hoodwinked into complacency. “It’s easy to get the Highball wrong,” he said. “It’s like a Daiquiri, a great litmus test for the spirit and the bartender - because it’s so simple and it can be SO good.

“Equally, if you screw it up, it can

be SO bad. Things you have to consider are how cold is it? How diluted is it? How fizzy is it? Or if you want to do a little twist – are you being thoughtful about the ingredients you’re using?”

Chris admitted that while the Cuba Libre and the Dark ‘N Stormy are widely revered Highball classics, the rum highball is ripe for reinvention – and he suggests his Spiced Signals, a delightful coming together of Cut Spiced Rum, celery bitters, olive bitetrs, Kummel and soda.

“BE THOUGHTFUL IN YOUR INGREDIENTS”

“Be thoughtful in your ingredients,” he said. “Use a high-quality rum like Cut Rum and then balance the flavours with interesting or unusual ingredients at your disposal. Spices are crucial. We use caraway, celery and olive bitters – and the addition of spices gives it huge character. It can be dry, be sweet and all these flavours come through in the highball.”

“A highball should be light and elegant and fresh in flavour – and it should be SO cold. Seriously cold. People can get geeky about carbonation too – effervescence is really important, you want it to be exploding on the tongue.

“The highball is more than a gateway serve to other cocktails. It’s better than that. It’s a great drink in its own right. Because it can be loose in its make-up in terms of a cordial, a spirit and a sweetener, you can do anything you like with it and I think that it’s restrictive in terms of certain tenants but there’s so much you can do creatively with such a small selection of ingredients.”



CUT SPICED

**25ML CUT SPICED RUM
TOP UP WITH CLOUDY APPLE JUICE
+ DASH OF BITTERS**

DARK & SMOKY

**25ML CUT SMOKE
TOP UP WITH GINGER BEER
+ LIME + DASH OF BITTERS**



SMOKE STORM

**25ML CUT SMOKE
GINGER ALE
BITTERS
LIME**

DARK 'N STORMY

Rum has long been synonymous with seafaring, sailing and all-round swashbuckling. Christopher Columbus, who criss-crossed the Atlantic to open up the New World in the 15th century, was the man who introduced sugar cane to the Caribbean.

Blackbeard, the most infamous pirate in history, was a renowned rum drinker whose skull was turned into a punch bowl after he died. After a particularly blood-soaked battle in the Caribbean, pioneering privateer Sir Francis Drake served up his weary crew a mixture of lime, mint, rum and sugar – making him the first chap to muddle a mojito.

Then there's Vice-Admiral Horatio Nelson, whose body was preserved in a barrel of rum that was drunk dry by his adoring crew during the voyage back home to Blighty. Lest we forget, also, it wasn't until 31st July 1970 that the government stopped giving Royal Navy officers a daily ration of rum – a full ten years after they began operating nuclear submarines. Madness. Rum remains the go-to grog for

the sailing community today – especially Gosling's Black Seal, a rum with a rich nautical past. Back in 1806, James Gosling, the oldest son of wine and spirits merchant William Gosling, set out from Gravesend in Kent on the ship *Mercury*, bound for America.

After three months at sea, the ship put in at the nearest port: St. George's, Bermuda, and by 1860, the Goslings had made their first dark rum, which they sold from the barrel. Up until the First World War, people would simply bring along any old bottle and fill it up from the cask – but then they began using champagne bottles reclaimed from the British officers' mess, and securing the corks with black sealing wax – and Gosling's Black Seal was born.

It's trademarked (quite literally) traditional serve is, of course, the "Dark 'n Stormy", a historical highball cocktail created by British sailors on shore leave in Bermuda. Mixing it with homemade stomach-settling ginger beer and lime, which prevented scurvy,

legend has it that the name was coined by a British soldier who, gazing at the drink in the glass, declared it looked like "the colour of a cloud that only a fool or a dead man would sail under."

It is also worth noting that the dark rum was reportedly added on top of the ginger beer before drifting down to the bottom of the glass – thus creating that stormy cloud effect. Now the unofficial drink of Bermuda, the Dark 'n Stormy is the mast to which Goslings have firmly pinned their colours – and spent a fair few "pieces of eight" doing so.

So it's no surprise that they have gone to huge lengths to protect their close association with the drink – for both historical reasons and taste consistency. Several decades after it was first created, and after years of trying to protect its past without the backing of a big drinks conglomerate, Goslings won a trademark on the Dark 'n Stormy in 1991 – the landmark ruling stipulated that the cocktail must be made using the original rum – namely Gosling's. Dark 'n Stormy may only refer to Gosling's Black Seal rum and ginger beer.

Bars needn't brace themselves for a visit from Gosling's lawyers if they're simply mixing rum with ginger and calling it something else – the trademark only covers the name not the ingredients. Their aim, understandably, is to ensure



that every Dark 'n Stormy served in bars is done so using Gosling's Black Seal rum.

Any cheeky ideas to change the punctuation, add ampersands or muck about with the name won't wash with this highball's hotshot lawyers either – the trademark simply can't be sidestepped like that.

The Dark 'n Stormy isn't the only trademarked naval drink. The Painkiller cocktail is trademarked by Pusser's, a rum distiller in the British Virgin Islands, and Tropical Isle store in New Orleans has trademarked the Hand Grenade.

DARK 'N STORMY



50ML GOSLING'S BLACK SEAL RUM + GINGER BEER + IN A TALL GLASS FILLED WITH ICE, ADD 125ML OF GINGER BEER AND TOP WITH GOSLING'S BLACK SEAL RUM. + GARNISH WITH A LIME WEDGE (OPTIONAL).



LATIN AMER

**Don't want to boast,
don't want to brag – but
recently we were in a Mexican
restaurant in Soho with
some mates.**

There we were, tucking into tortilla chips, leisurely shooting the breeze like a nonchalant sniper in a French cheese shop, when talk turned to tequila. The drinks menu was opened to reveal a long list of agave spirits featuring more than 300 varieties of tequila and more than 30 kinds of mezcal; blancos, reposados and añejos by both the bottle and glass.

Rather than reveal a revisionist view of agave spirits among what marketeers would no doubt label "discerning middle-aged metropolitan professionals", the menu simply acted as a catalyst for that clichéd tequila conversation.

While the industry has been espousing the wonders of tequila and mezcal for more than a decade, a barrier remains between knowledgeable bartenders and drinkers unsure of what to drink and how to drink it.

Yet here's where the highball comes into play. Simple to make, straightforward to explain, easy to drink, yet expressive of the spirit's complexities, the highball is the perfect Trojan Horse with which to penetrate any punter's fortress of doubt.

ICAN SPIRITS

They scoffed at the £100 prices, they shrugged at the suggestion that these are spirits to be sipped and not shot and, obviously, we had to have that weary, well-worn walk down memory lane to the night, twenty years ago, that started with salt and lemon and ended up with shame and loss of keys, dignity, job ... or maybe all three.

Someone mentioned George Clooney, another asked which one had the worm and no-one knew the difference between mezcal and tequila. It became acutely, and rather dispiritingly, apparent that awareness of all things agave still hasn't fully connected with consumers.

"If we are going to succeed in enlightening people about the joys of agave spirits," said Stuart Ekins of Ocho Tequila, "then it's crucial that we make it easy for them by using it across different occasions and in different drinks.

"It's a little unrealistic to expect people to switch from shooting to sipping expensive añejo tequilas like cognac in front of a roaring fire," he added. "Accessibility is key, and uncomplicated highball serves that skilfully showcase tequila and mezcal's versatility are a great way to get people on board – especially as these are how these spirits are consumed in Mexico in drinks like the Batida and the Paloma."

A similar approach could be advised for other, perhaps lesser-known Latin American spirits, such as pisco and cachaça. Both are popular among the bartending community, and, in the past, both have benefitted hugely from a very close association with a classic cocktail – the Pisco Sour and the Caipirinha.

Yet an over-reliance on the classic cocktails has, some would suggest, clipped their wings of creativity and prevented innovation beyond twists on these drinks. Either as the star spirit or as cameo roles in other cocktails, both cachaça and pisco have huge untapped potential.

Cachaça, the third most consumed spirit in the world (yet 99% of it consumed in its native Brazil) is well placed to benefit from a UK on-trade revelling in all things rum – especially as you explore the emergence of premium, barrel-aged, pot-still alembic cachaças made using an array of different oaks – from America, Latin America and Europe.

Abelha Organic Cachaça (pronounced “ah-BAY-lyah” and meaning “bee” in Portuguese) is a small-batch, premium copper-still cachaça made from sugar cane grown by a collective of smallholding farmers amid the sandy Highland soils of Bahia, Northern Brazil.



The Abacaxi

“AH-BAY-LYA”



The cane is processed on the same day it's picked, and fermented using yeast that grows naturally on the cane – and only the heart or curacao, a small fraction of the distillate, is used.

As well as making quality Caipirinhas, and numerous twists thereof, the acutely mixable Abelha encourages bartenders to broaden the horizons of Brazil's national spirit through a selection of alternative simple long serves, including the Brazilian Lady, Bee's N Ting, Oxicooco, Abacaxi and Amarga.

Pisco, meanwhile, is ripe for rediscovery. Rudyard Kipling famously described the grape-based spirit thus: “I have a theory it is compounded of cherubs' wings, the glory of a tropical dawn, the red clouds of sunset, and fragments of lost epics by dead masters.” He also added it goes rather well with his exceedingly good cakes.

“Highballs have long been the staple of Gin & Whisky, but there are so many other spirits that are completely opened up by building them in a tall glass over ice with a mixer, especially an effervescent one,” said Lorcan O'Duffy of Speciality Brands, purveyor of BarSol Pisco – whose bodega in Peru dates back to 1919. “It's a more relaxed way to enjoy a good spirit, taking more time to sip and while away the time with good friends (friends not compulsory ...).

“If you're nervous about trying a strong whisky or an unusual spirit, you can try it first in this longer format to really appreciate some of the nuanced flavours; we would suggest being careful though, and ensuring the mixer complements the spirit at hand.”



The possibilities with Peruvian pisco are endless. It can be made from eight different grapes, including aromatic and non-aromatic varieties, and can either be a single varietal puro, or a blended acholado.

While the Pisco Sour is the most “classic” pisco drink in Peru, they also enjoy the national spirit neat; yet the most widely consumed pisco cocktail in Peru is the Chilcano – an easy-drinking go-to throughout the evening, made with a squeeze of lime and a dash of bitters and topped up with ginger ale.

Alternatively, there's the BarSol Piston – an even simpler serve of tonic water with a squeeze of lime. It's an ideal way in which to understand the

finer flavour profiles of different pisco varieties and the grapes within – BarSol sources locally grown Quebranta, Italia, and Torontel grapes from small growers.

Pisco sales are on the rise, fuelled by a prevailing passion for all things Peru: fashionable restaurants such as Ceviche and Andina continue to thrive, while Peru remains a popular holiday destination – recently named as the 3rd most popular region in 2019 by Lonely Planet. What's more, in the first week of February, London bars will be participating in London Pisco Week.

Chicano

- 50ml Quebranta Pisco
- 10ml Lime juice, or two squeezed lime wedges
- 2 dashes bitters
- ginger ale.
- Add all ingredients to a rocks or highball glass full of cubed ice. Garnish with a lime wedge.

Serafin

- 50ml Ocho Blanco
- 10ml Merlet Poire
- 25ml fresh lime juice
- 15ml simple syrup
- Top with ginger beer and garnish with a lime wedge.

“Pina Fumada” at Discount Suit Company, Spitalfields, London.

- 30ml QuiQuiRiQui Matatlan Mezcal
- 15ml Taylor's Velvet Falernum
- 15ml lemon juice
- 35ml pineapple juice
- Top with soda.

Bee's N Ting

- 50ml Abelha Silver
- Grapefruit soda
- Fill a highball glass with ice.
- Add Abelha Cachaça.
- Top with grapefruit soda, and stir well. Garnish with a lemon wedge.

Oxicoco

- 50ml Abelha Cachaça Silver
- 100ml cranberry juice
- Fill a highball glass with ice. Add Abelha Cachaça.
- Top with cranberry juice, and stir well. Garnish with a lime wedge.

Abacaxi

- 50ml Abelha Cachaça Silver
- 100ml pineapple juice
- Fill a highball glass with ice. Add Abelha Cachaça.
- Top with pineapple juice and stir well.
- Garnish with a lime wedge.

The Serafin,



Amarga

- 50ml Abelha Cachaça Silver
- Bitter lemon
- Fill a highball glass with ice. Add Abelha Cachaça.
- Top with lemonade. Stir well. Garnish with a lemon wedge.



AGAVE ACTION

BENJI RYDE MADE HIS NAME IN THE BLOSSOMING READING BAR SCENE, WORKING AS GENERAL MANAGER AT THE CITY'S COCONUT BAR & KITCHEN AFTER BEING GENERAL MANAGER AT RYND BAR & KITCHEN AND MIX COCKTAIL BAR. MORE RECENTLY, HIS LOVE OF AGAVE SPIRITS TOOK HIM INTO THE ROLE OF UK BRAND AMBASSADOR AT PATRÓN TEQUILA, SO HERE TELLS US WHY TEQUILA IS A PERFECT SPIRIT IN A HIGHBALL – BOTH FOR CELEBRATING THE SPIRIT'S CHARACTER, BUT ALSO FOR BRINGING NEW CUSTOMERS TO THE CATEGORY.

Other simple serves with tequila in a highball would be drinks based on the classic long drinks, such as the G&T or the Mule, so simply replacing the traditional spirit base to create the Patrónico and the Jalisco Mule. These are really simple but tasty highball serves that allow the agave and floral notes of Patrón to really shine in combination with a refreshing mixer such as tonic water or ginger beer.

So, there's plenty of scope with simple mixers in a highball serve. But you can start to build on this and perfect a highball by using different styles of bitters. Patrón Tequila sits on the sweeter side of the fence, and added to tonic – which is also generally quite sweet – you can use a splash of aromatic or flavoured bitters to bring the highball alive and, more importantly, bring the flavour of the tequila front and centre.

If you're not already on the case with highballs, you'll find an abundance of exceptional bars that are, right across the company. Just to name a few of my own recommendations, you'll always be able to pick up a stellar highball in Jane Eyre in Manchester, Volpi (and soon to be Madre) in Liverpool and The Hedonist in Leeds. I urge you to try the Patrón highball on draught at Manchester's Cottonopolis, in the Miyabi section of their menu!

When you're eyeing up the tequila on the back bar, it's worth noting the highball is great for newcomers to the agave spirit category. The serve provides an open door to the full spectrum of flavours agave spirits have on offer; it gives a drink vitality, and is especially useful for cutting out the commonly misconceived burn associated with tequila and its ABV.

When you're starting, naturally soda water is a go-to for a classic highball, but my favourites are a Patrónico (Patrón Silver and Fever-Tree Citrus Tonic Water) and a Paloma, with Reposado, pink grapefruit juice, soda water and a squeeze of lime.

The Paloma is an essential tequila serve, a classic; and Patrón works beautifully well with a good grapefruit soda – or even better with fresh pink grapefruit juice mixed with soda and a couple of squeezes of lime. It's the most popular highball in Mexico for good reason!

Highballs are happening, and it's not just gin and whisky that are benefiting; we're seeing agave spirits really making the most of the serve already, so I suggest anyone reading gets on board. Here are a few serves I've been enjoying recently:



GOLD GEYSER

CREATED BY STEPHEN HALPIN,
DALLAS, TEXAS.

50ml Patrón Silver
90ml Lemon tonic water
15ml fresh-squeezed lemon juice
7.5ml honey

A sprig of rosemary and lemon twist for garnish

In a shaker with ice, combine Patrón Reposado, lemon juice and honey. Shake to chill and strain into a collins glass over fresh ice. Top with tonic water. Garnish with a sprig of rosemary and a lemon twist.



THE BRIDGE

CREATED BY GIULIA CUCCURULLO OF
ARTESIAN BAR, LONDON. GIULIA IS THE UK
FINALIST OF THE PATRÓN PERFECTIONISTS
COCKTAIL COMPETITION.

50ml Patrón Silver
50ml rhubarb cordial
30ml Cocchi Americano Rosa
30ml tomato water
A dash of salt solution

Add all ingredients in a shaker and throw. Serve on clear ice in a highball glass. Garnish with tomato and rhubarb leather.

CHIPOTLE PUNCH

CREATED BY JOSÉ LUIS LEÓN,
LICORERÍA LIMANTOUR, MEXICO CITY

37.5ml Patrón Silver
15ml Fino sherry
30ml Lemon juice
2 tbsp. Chipotle oleo saccharum

Dehydrated fruits and vegetables for garnish

Combine ingredients in a mixing tin. Shake and double strain into highball glass with ice.



CITY LIGHTS

CREATED BY NATHAN SHEARER, FORMERLY
SWIFT, CALLOOH CALLAY, LONDON

30ml Patrón Silver
15ml bitters
30ml pear juice
15ml lime juice
15ml passion fruit syrup
2 dashes salted bitters
Top with soda water
Thinly sliced pear for garnish

Build in a highball glass filled with ice and top with soda water.



PATRÓNIC

50ml Patrón Silver
150ml Citrus tonic water
Orange slice or twist for garnish

Combine all ingredients in a glass over ice.
Garnish with a twist or slice of orange.



JALISCO MULE

50ml Patrón Silver
90ml ginger beer
15ml lime juice
Lime wedge and candied ginger for garnish

Combine Patrón Silver and lime juice into a chilled mule mug filled with crushed ice. Top with ginger beer and stir. Garnish with a lime wedge and candied ginger.



Shall we have a debate about whether bars could be use highball serves to do more with liqueurs and speciality spirits? OK, we'll start. The answer is: Yes. Of course they should. There are some incredible, iconic drinks out there that are criminally under used and deserve better billing from bartenders. The end.

Perhaps we could start by lamenting the neglect of liqueurs and speciality spirits - cumbersome to categorise yet hugely diverse in aroma and flavours and unbelievably ripe for rediscovery.

These orphan-like tipples are too often sheepishly huddled together on the back bar waiting to be picked up to perform mere cameo

One only has to look at the success of Aperol to realise that the potential of speciality spirits and liqueurs stretches far beyond bit part roles - especially in the shape of simple, straightforward highball drinks that are easy on the eye and, indeed, the palate.

For example, let us first focus on the French. The French have, for years, been bringing their booze

LIQUEURS

Alas, a question this unambiguous does raise some genuine issues when it comes to writing a feature. There's a lot of white space below that needs filling - even when we throw in some nice pictures of cocktails - so we really need to expand a little on the above, delve a little deeper into the diverse world of liqueurs and speciality spirits until we hit the required word count. And then, hopefully, we can all agree with the original premise and get on with what we were doing.

roles in classic, some would say cliched, cocktails - Galliano in a Harvey Wallbanger, Cointreau in a Cosmopolitan; Drambuie in a Rusty Nail; and Heering Cherry Liqueur in a Singapore Sling.

Surely it's time to kick this traditional typecasting into touch. Just as Guy Pearce and Kylie Minogue successfully reinvented themselves after being in 'Neighbours', why not explore alternative ways of maximising the potential of these talented drinks?

across the Channel along with their baffling grave accents, their flick knives, their devil bangers and their unfashionable Kickers shoes.

Yet many of these great Gallic drinks simply don't get the credit they deserve. Just as Italian brands such as Aperol and Cinzano have captured the "aperitivo" moment, these classic French drinks are ideal for highball serves - especially as an aperitif (which, as you probably know, is the French word for denchers).

made from the maceration of dead grass snakes. It wasn't very nice. But this traditional French aperitif culture is characterised by the kind of refreshing, lower ABV drinks that dovetail very neatly with trends currently shaping the bar scene in the UK.

For example, Grand Marnier Cordon Rouge has worked diligently to distance itself from the traditional after-dinner occasion in favour of more accessible serves.

LIQUEURS

After all, along with nonchalantly playing ping-pong in nothing but flip-flops and a pair of budgie smugglers, France's national pastime seems to be sitting in cafes sipping something that's a little different - whether that's Amer Picon, Suze, Ricard, Cap Corse, Lillet, Benedictine, Vermouth....the list goes on.

On our travels we've encountered beers made from chestnuts in the Ardeche, some homemade giggle-juice made using greengages (known as Reine-Claude) in the Dordogne (the bounciest region of France) and, perhaps less appetizing, a mountain moonshine



The Margarita may be the key cocktail for Grand Marnier in the USA but the Grand Tonic (Grand Marnier topped up with fever Tree Lemon tonic and a slice of orange) is not just simple and delicious but also captures both the blend of fins bois and bons bois oignons as well as that distinctive orange essence.

Chartreuse is another legendary Gallic liquid that lends itself to rediscovery. Most people associate the Alpine elixir with The Last Word cocktail and many within the cocktail community often use it to greet friends and colleagues as a “bartender’s handshake,” a shot of booze on the house.

But with 130 herbs and botanicals, and aged in oak casks, the liqueur’s potent herbal flavour works wonderfully when lengthened using either tonic, garnished with a sprig of mint, or with ginger ale and a slosh of raspberry liqueur in the “Raspberry Beret” – named, of course, after the preferred millinery of the Frenchman.

Let’s move on, now, to Lillet – an oak-aged aromatised aperitif made from a blend of Bordeaux wines (85%) and natural citrus and quinine liqueurs (15%). Created in Podensac, back in 1872 by the Lillet brothers, Paul & Raymond, it was apparently a favourite of Hannibal Lecter - when he wasn’t sipping Chianti with fava beans and a slice of human liver.

The French drink it like Dr Lecter, ‘with a slice of orange over ice’ and its most iconic serve is the Vesper Martini, first ordered by James Bond in Ian Fleming’s 1953 novel “Casino Royale”. Although back then, it was called Kina Lillet and contained more of the bitter quinine.

At just 17% ABV, all three of the Lillet expressions deliver impressive aromatic character that shines through in a number of highball serves that are moderate in alcohol yet high in flavour – and delivering decent margin too. From ‘La Republique’, let us move on to a quintessentially English royal liqueur from Berry Bros & Rudd, the oldest wine and spirit merchant in Britain – and possibly the world?

King’s Ginger is a hugely adaptable, iconic liqueur with a great story

to tell. Back in 1903, Berry Bros & Rudd were granted their first Royal Warrant by King Edward VII who, by all accounts, was a bit of a player.

Edward inked up his body with tattoos, bedded mistresses, smoked cigars and lived the good life in the latest fashions – particularly tweed. He also liked driving around his open-top Daimler which, much to the concern of his Royal Physician, exposed him to the elements.

It’s still made just the way it’s always been. Fresh ginger root, sourced from all over the world, is shredded into small pieces, collected in cotton bags and steeped in water overnight before being soaked in neutral molasses spirit for four weeks at a ratio of 16grams to one litre.



It is then blended with some sugar and a lemon oil distillate created by steeping lemon oil in water and neutral spirit. The result? A wonderfully gentle gingery affair, moderately fiery with aromas of orange marmalade, honey and lime.

Capable of straddling all the seasons, it’s very versatile and performs handsomely in a highball. At 41%, lengthening brings out the fresher side of The King’s Ginger and the flavours don’t get washed out. The touch of sweetness plays against any bitterness in a tonic and the ginger gives everything a fresh kick.

So there we are, just a few ideas to inspire one to let liqueurs off the leash and celebrate speciality spirits through simple yet eye-catching, margin-making highball serves.



KING’S SUMMER CUP

- 1 part (25ml) The King’s Ginger
- + 3 parts (75ml) Lemonade
- + 3 parts (75ml) Cranberry juice

Build in a glass over ice.

- + Add lemon wheels and strawberries.
- + Finish with a splash of fresh lemon or top up with some sparkling wine.

LILLET CITROSÉ

- 50ml of Lillet Rosé
- + 100ml of lemonade

Pour 5cl of Lillet Rosé into a glass full of ice.

- + Add 10cl of lemonade and a slice of lime. Decorate with a mint leaf.



LILLET “VIVE” SPRITZ

- 50ml Lillet Blanc
- + 50-80ml Tonic.

Build in a Wine glass. Top up with Tonic.

- + Garnish with fresh strawberries and mint or a wedge of cucumber



SEEDLIP

There was a time, in living memory, when the low or no alcohol options at your local were a smudged highball filled with lukewarm lemonade, or, if you were lucky, a can of Shandy Bass. This was not a time of discerning drinking. Then came the "mocktail", which addressed the issue of improving the no and low options, but labelled them with a patronising moniker.

Fortunately, we now live in an era where non-alcoholic mixed drinks are earning parity with alcoholic mixes on the menu. Innovative bartenders are serving up a slew of sexier options and finally removing the stigmas around the decision to stay dry.

The non-alcoholic spirit Seedlip has been a pioneer in this movement, and has become an essential addition to the back bar. Packed with a recipe of distilled botanicals, it presents bartenders with a platform to mix complex cocktails with the accents and highlights of flavour you find in alcoholic spirits.

With the demand in no and low alcohol growing, it's becoming imperative that all bars now think about creating drinks for the menu that cater. With Seedlip, most of the hard work has been done already, with the brand having worked closely with innovative bartenders over the last few years.

GROVE & TONIC



- 50ML SEEDLIP GROVE 42
- 125ML INDIAN TONIC
- BUILD IN HIGHBALL OVER CUBED ICE
- GARNISH WITH ORANGE PEEL

COLD BREW



- 50ML SEEDLIP SPICE 94
- 15ML FRESH PINK GRAPEFRUIT JUICE
- TOP WITH SANDOWS CITRUS COLD BREW
- HIGHBALL FULL OF ICE
- GARNISH WITH PINK GRAPEFRUIT ZEST

Amongst a vast collection of suggested mixed drinks is a series of Seedlip highballs that will satisfy any customer looking for a non-alcohol drink with the complexity to compete with the alcoholic set.

"Drinking a well-made non-alcoholic cocktail should be as sexy, inclusive and delicious as drinking an alcoholic drink," says Seedlip founder Ben Branson. "Serving Seedlip & Tonic in a highball with lots of ice and a simple garnish is a great, easy way to achieve that."

SPICE & TONIC



- 50ML SEEDLIP SPICE 94
- 125ML INDIAN TONIC
- HIGHBALL FULL OF ICE
- GARNISH WITH RED GRAPEFRUIT TWIST



Back when we were students, in the sepia-tinted days of yesteryear, we used to go to a pub in Brighton called the Shakespeare's Head.

It was a proper boozier, a lovely old-school neighbourhood local that specialised in some superb sausage action.

Laid out neatly on a chalkboard in a funky flow-chart format were eleven types of sausages, seven types of mash and six types of gravy. According to our abacus here, this presented punters with more than a thousand different permutations of sausage, mash and gravy. And that's before you even start considering condiments – of which there were plenty. It was brilliant.

The same, however, could not be said for soft drinks and mixers back then. Choice was more chipolata than chunky Cumberland, with a rather monochrome mixer market sewn up by two major soft drink companies.

Twenty years on, though, and what was once a rather moribund mixer market has swollen in size, thanks to a proliferation of new players offering diversity – a range of different flavours and lengthening options that cater for more than just the core “white” spirits.

The permutations and possibilities of spirit and mixers pairings are endless – and it would demand a chalkboard of quite epic proportions to showcase them all. Yet still (and forgive us for stretching the painful porcine analogy even further), far too many venues remain bafflingly blinkered to the benefits of broadening their mixer range beyond the basic “banger” offering.

The opportunity is huge. The soft drink and mixer market is worth £435bn and growing, particularly at the premium end of the market, where people are drinking less but are willing to pay more. What's more, the mixer market is the fastest sub-category within this sector – up 25% year-on-year; driven primarily by the gin-inspired boom in tonics, available in an increasingly eclectic range of flavours and aromas.

“Each flavour is made using British sugar beet, rather than artificial sweeteners,”

Ounal Bailey, co-founder of The London Essence Company, another burgeoning mixer brand under the Britvic umbrella, has identified a trio of trends currently shaping the mixer market: “Firstly, consumers are more adventurous with their food and drink choices than ever before and are constantly seeking out new flavours, experiences and interesting new products,” she said.

“Secondly, more and more people are adopting an attitude of ‘healthy hedonism’ than ever before – they want to enjoy socialising with friends, but are increasingly conscious of their sugar, calorie and alcohol intake.”

“And finally, as the demand for premium spirits has risen, consumers are looking for complementary mixers which elevate the spirit, rather than masking its flavour.”

The London Essence range of tonics, sodas and gingers are all gently distilled using botanicals and designed to bring out the best qualities of the world's finest spirits – using a process that eschews large doses of sugar in favour of other sources of sweetness, such as stevia.



London Essence Scotch & Rosemary Highball

25ml Blended Scotch whisky
+ 125ml Chilled Grapefruit & Rosemary Tonic

Build in a Highball over ice
Lemongrass and sage to garnish

Another brand deliberately sidestepping saccharine sweetness is Franklin and Sons, whose selection of dual-flavour mixers allows bartenders to get creative with their serves across a wide range of different spirits.

"Each flavour is made using British sugar beet, rather than artificial sweeteners," said Rosie Crossman, brand manager at Franklin & Sons.

"The sugar beet brings a citrusy dimension and less is needed to provide natural sweetness. It's the natural flavours and high-quality ingredients which elevate a highball serve and give a premium price point."

While gin and vodka very much remain the key catalyst for mixers, the maturing market is increasingly catering for other spirits on the back-bar: as consumer appetite for increasingly diverse distillates grows, so too do the options for ever more innovative mixers.

And drinkers are increasingly dabbling in the dark side – especially rum and whisky – categories in which the highball serve is absolutely key. "Consumers who have been brought into the category by gin are now looking to experiment more widely, and are starting to

discover quality dark spirits, which can be seen with rum sales in the UK surpassing £1 billion in 2018," said Ounal.

"A mixer allows for versatility of serve and makes the spirit more approachable and easy to enjoy. This is especially important for a younger audience who do not wish to sip their dark spirits neat, as an older generation may have done." Fever-Tree, meanwhile, has carefully crafted with naturally-sourced ingredients to enhance the complex flavour notes of rums, whiskies, brandies and golden tequilas.

"The de-stigmatisation of how to drink whisky is particularly exciting, and mixing whisky – particularly with ginger ale – is something we're seeing more and more of," said Ounal. "Take one of our ginger mixers, like Smoky Ginger Ale or Spiced Orange Ginger Ale, mix with whisky and garnish a twist of orange peel, and you've got yourself a simple but delicious long drink."



Together with the whisky brands, Fever-Tree is reigniting simple, long whisky serves and seeing bartenders create twists on some of the classics, like a traditional whisky highball, using flavoured tonic water instead of soda water to enhance the variety of complex notes in different whiskies.

"It's not just spirits though," added Ounal. "With a trend towards low/no-alcohol drinking, we're seeing fortified wines, like vermouth and port, being simply mixed with our flavoured tonics to create interesting long drinks."

"The gin and tonic played a massive part of driving customers back to the highball," added Ounal. "Now drinkers have moved on to explore the complexities of whisky to appease their adventurous palate – and we've seen an increasing demand for dark spirits and mixers, and the highball serves as the perfect choice for consumers who are seeking a more creative and refreshing serve."

"Visually the highball is very appealing to consumers – the clean lines of the glass complemented with artisanal ice and a garnish makes for an attractive serve. The highball is also a simple serve to master, ideal for people who don't want to spend hours making their drinks. It also taps into the trend of moderation."



Fever-Tree recently worked with London's Old Bengal Bar to create a whisky highball menu...

to coincide with the Rugby World Cup, with a range of serves to represent each nation. For example, the "England" serve was Cotswolds Whisky with Spiced Orange Ginger Ale, "United States" was Bulleit Bourbon & Smoky Ginger Ale, and for "Japan" they offered Hibiki Harmony Whisky with Premium Ginger Ale or Elderflower Tonic.

They also created a range of innovative and seasonal highball serves for the Fever-Tree Winter Lodge pop-up at Broadgate Circle in the heart of the City of London, including Lemon Berry Fever (vodka, cassis and Fever-Tree Sicilian Lemonade), and Braemle (Braemle Liqueur with Fever-Tree Mediterranean Tonic Water).

Increasingly, consumers are brand-calling mixers....

Whilst in a pub in Norfolk recently, we witnessed a customer ask for a “Gin and Fever-Tree”, seemingly indifferent to the spirit involved or, perhaps, happy with the house pour.

With that in mind, visibility is key. The days when mixers were tucked away behind the bar at ankle level next to the crisps and box of paper coffee filters should be long gone. “Eye-level is buy level” may be a painfully clichéd marketing mantra but, let’s face it, it’s true.

If you can’t see what’s on offer, you’re not going to buy it. Thankfully, the vast majority of premium mixers are handsome so-and-sos – as easy on the eye as the sexy-looking spirits they accompany. “Consumers buy with their eyes, recognising quality signals from packaging and design,” said Ounal, whose London Essence packaging was inspired by the original London Essence Company who created the highest grade essences for the capital’s perfume, confectionery and drinks industries. “We also use a specialist botanical illustrator to showcase the unique distilled essence in every bottle,” she added.

Franklin’s, meanwhile, has released its own branded highball glasses – with a cut glass base – after research revealed that 30% of consumers stated that premium glassware is just as important as the drink within. What’s more, 70% of 18–34 year olds have posted photos of the drink they’ve ordered on social media. Again, more evidence that consumers drink with their eyes.



Fever-Tree Whisky Highballs

JOHNNIE & GINGER

50ml Johnnie Walker
Red/Black Label

Top with Fever-Tree Ginger Ale
Garnish with a slice of orange

COPPER DOG & SPICED ORANGE GINGER

50ml Copper Dog

Top with Fever-Tree Spiced Orange Ginger Ale
Garnish with a slice of orange

JÄGERMEISTER MULE

50ml Jägermeister

Top with Fever-Tree Ginger Beer
Garnish with cucumber and lime

Franklin & Sons Highballs

VANILLA BUCK

35ml Tanqueray 10
+ 10ml vanilla syrup
+ 25ml cranberry juice
+ 1 lime wedge (squeezed)

Top with Franklin & Sons Light Tonic Water
Garnish with thyme and a slice of ginger

SKYE ROSE

35ml Talisker 10
+ 1 dash rose water
+ 1 lime wedge (squeezed)
+ Franklin & Sons Rhubarb Tonic with Hibiscus + Garnish with 1 orange wheel and a bay leaf

Add all the ingredients into a highball glass, fill with ice and top with Franklin & Sons Rhubarb Tonic with Hibiscus, stir and garnish.



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CACHACA	



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RUM	



LILLET ROSÉ

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APERITIF	



MAKER'S MARK

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45%	ABV
BOURBON	



PATRON SILVER

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GIN	



JACK DANIEL'S RYE

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JOHNNIE WALKER BLACK LABEL

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40%	ABV
WHISKY	



SEEDLIP GROVE 42

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SEEDLIP SPICE 94

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NON-ALCOHOLIC	



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