



IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

VOLUME 04



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARTSON'S BREWING COMPANY



WELCOME BACK



Welcome to Distilled, where we are pleased to present to you the fourth volume of our annual magazine dedicated to spirits. We are the specialist spirits division of CMBC and, working with The Thinking Drinkers - Ben McFarland and Tom Sandam - we aim to bring you insights on key trends, ranging inspiration and interviews with key industry movers and shakers.

TO DISTILLED

The industry is still very much feeling the impact from the last 18 months and, in many ways, still trying to understand the lasting changes that are likely to be permanent as we get attempt to get back on our collective feet. The transition of our relationship with the EU has brought additional challenges, in both predictable and unexpected ways. All of this would spell disaster for an industry less populated by passionate, resilient and innovative people, and we should all stop for a moment and appreciate that.

Here at Distilled we've seen some pretty significant changes too; we are now a part of the Carlsberg Marston's Brewing Company - or the somewhat snappier CMBC - a joint venture between two businesses with very different strengths. Under this new venture we have never been more excited to look to the future. Until then, we have pulled together a selection of the bits of the range that we love in this magazine - a magazine that doesn't represent our full range, but a bit of a taster. For the full five-course feast check out our website at distilleduk.com or ask your sales manager for more information.

Before you do that, check out some of our tips on navigating high volume drinks service, covering everything from ice and bar set up, to batch-preparing drinks and planning rotas. We've got plenty of recipes too - actually, we had a look at what people have been searching for online (don't panic, only the drinks related stuff) and created a list of twists on the classics people have been muddling through at home. This could be a great way to remind your customers of exactly what they have been missing.

We also spoke to Sue Leckie and James Crader about the physical health of bartenders; a conversation that is, let's be honest, probably overdue. It is at times a tough, physical job involving a lot of long hours, late nights and early mornings, where the average age of employees can often mask the potential toll that this can take. With the focus mostly spent on looking after others, it can be easy to forget to look after yourself.

Tired of losing track of National Tequila Day? We put a calendar of drinks together so you can plan some special drinks around those special days. Tie it in with a bit of social media activity and you can definitely squeeze a little extra margin from these opportunities. National Tequila Day is the 24th July, just in case you were wondering.

As far as the trends go, gin continues to be the belle of the ball, with the focus slowly shifting from all things sweet and pink into crisp, citrus flavours. Tequila continues to evolve in UK perceptions beyond the bottle with the little red hat on top and the associated sense of regret, with more drinkers shifting to quality agave liquids. Rum, once again, grows just behind gin, driven by flavours and infusions from brands that have been quick to act on these trends. All of these trends are tempered by the slight nervousness of the unknown; every bottle needs to pull its weight now more than ever. Getting the right range has never been more important, and we want to help you nail it.

After more than a year of drinking at home, it's time to remind the drinking public exactly what they've been missing.

EDITORIAL

THINKING DRINKERS	6
HEALTHY BARTENDER	8
ROARING 1920'S COCKTAILS	12
SURFING A HIGH-VOLUME WAVE	14
ARE YOU SITTING COMFORTABLY?	18
CALENDAR OF DRINKS	22
TWISTS ON TOP SEARCHED COCKTAILS	26
GINSPARATION	30
GIN AND TONIC ONE STEP BEYOND	34
GOLDEN GOOSE	36
NELSON'S COLUMN	40
TALKING TURKEY	44
WIDE WORLD OF WHISKY	48
MAKE AMERICAN (DRINKS) GREAT AGAIN	50
BACK TO SCHOOL	54
AGAVE AFFECTION	56
SEEDLIP NALA	58
GIVING YOU THE GOODS	114

GIN	60
VODKA	72
RUM	80
WHISKY	86
TEQUILA	94
BRANDY	98
LIQUEURS	102



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THINK

BEN MCFARLAND AND TOM SANDHAM, ALSO KNOWN AS THE 'THINKING DRINKERS,' ARE AWARD-WINNING ALCOHOL EXPERTS, DRINKS JOURNALISTS AND 'PIONEERS OF ALCOHOL-BASED COMEDY' (THE TIMES).

We could go on, so we will ...

Ben has been named 'Beer Writer of The Year' by the British Guild of Beer Writers on three separate occasions, and was previously editor-at-large for Theme and FLVR magazines. As well as authoring numerous award-winning books on drink, he spent seven years as the pub and bar reviewer for Time Out London.

Steeped in spirits knowledge and expertise, Tom seriously knows his cocktail onions, having been named 'Spirits Communicator of the Year' by the IWSC (International Wine & Spirit Competition), regarded as the Oscars of the alcohol world – mainly because the ceremony goes on for a very long time.

He is the former editor of the leading industry spirits and cocktail magazine CLASS, and oversaw the launch of World's 50 Best Bars, and House Tonic, the cocktail magazine for the Soho House Group. He is the author of the Gourmand award-winning book World's Best Cocktails and has judged cocktail competitions all over the world.

They first collaborated in 2006 when they researched and wrote Good Beer Guide West Coast USA – an award-winning travel guide and craft beer lover's compendium of the world's most cutting-edge brewing scene.

VISIT WWW.THINKINGDRINKERS.COM TO FIND OUT MORE ABOUT THE THINKING DRINKERS AND BUY TICKETS TO THEIR SHOWS.

They followed this award-winning debut with several other books on drink that were published worldwide, including World's Best Beers (since updated in 2017), World's Best Cocktails, Boutique Beer and Thinking Drinkers: The Enlightened Imbiber's Guide to Alcohol. Their latest book, The Thinking Drinkers Almanac, written during lockdown, is out now, published by Octopus Publishing. **PLEASE BUY IT.**

They also self-published an alternative book on kebabs – but they don't like to talk about that too much.

In 2011, disillusioned with dull drinks tastings and with no theatrical experience beyond leading roles in primary school productions, they transferred their expertise and unique take on alcohol from the editorial page to the comedy stage.

Together they wrote and performed The Thinking Drinker's Guide to Alcohol, a unique comedic drinking show during which audience members sip discerning drinks and learn more about the role of alcohol in history.

The show debuted at the 2011 Edinburgh Fringe. Following sell-out shows and excellent reviews, it returned to Edinburgh in 2012 at a bigger venue and also transferred to the Soho Theatre in London's West End. It was performed at the Cheltenham Literature Festival before enjoying a three-month run at the prestigious Teatro Cesar Calderon in Madrid, Spain.

Having first performed in a small freight container with seating for 60 people, eight years ago, they now tour a new show every year to more than 15,000 people up and down the UK, and in 2018, the Thinking Drinkers show saw Ben and Tom named Industry Communicators of the Year by Imbibe magazine.

In addition to performing, they continue to write for leading newspapers and magazines – with columns in both The Telegraph and The Spectator amongst others; they have also hosted two separate podcasts: It's The Drink Talking, and Around The World in 80 Drinks.



Prior to a long shift behind the bar, not many bar professionals will take time out to have a stretch and relax their mind. But they really should.

'As a bartender, you don't need me to tell you that you physically go through a whole bunch of stuff each and every shift,' says Sue Leckie of Maverick Pilates Movement.

'From standing for hours on end, to bending, twisting and shaking, you might find your shoulders are tight, your lower back might not be feeling much fun, your hips may be screaming at you and you might finish feeling all kinds of bent out of shape.'

Let's not underestimate the mental aspect either. The last 12 months or so have brought up a myriad of emotions in us all, and we have all had different experiences of what it means to live through a global pandemic.

As we approach and acclimatise to a new 'normal', one might feel excited, overwhelmed, worried, cautious, optimistic, confused; you might be champing at the bit to get back to 'normal', or you might be a little more anxious. No matter how you are feeling, know that it is valid.

Acutely aware of the stresses and strains of working in a pub or a bar, Sue has teamed up with former bartender and bio-behavioural coach James Crader to guide you through some of their favourite exercises.

'Play around with the following practises: some will work for you; some might not. But each of them offers you a different tool in your toolbox that might just come in handy! All are designed to help you feel that little bit better ... and relax.'



Sue Leckie

For two decades, Sue Leckie worked at the sharp end of the drinks business. Initially immersing herself in the bartending world as editor of Theme, the leading industry magazine at the time, she went on to work for Beefeater Gin, Chivas, Bacardi and Grey Goose.

But after 20 years of elite elbow-bending, which she adored, Sue switched professions to focus on stretching and expanding other muscles, by creating Maverick Pilates Movement, a business that blends personal training and Pilates to help people move and feel better. She counts bar professionals among her clients, including Bourne & Hollingsworth and The Edition Hotel.

4-7-8 breathing

4-7-8 breathing is a really useful breathing practice. It reduces stress, regulates metabolism, and just makes you feel good. It's also super simple.

Inhale to a count of four. Hold your breath for a count of seven. Then exhale for a count of eight.

You can't get it wrong. As stress rises, I like to go even simpler by just taking in a short quick inhale, buoyantly holding my breath as long as comfortable, and then deep diving into a slow, relaxed exhale.

Try adding in a yawn or sigh for extra stressless benefits.

Throat reset

'It's almost impossible to entirely avoid stress, but this is a wonderfully simple way to relieve it,' says James. 'Simply rubbing your hands together until they're warm and then softly placing your palms on the front of your throat helps to calm your nervous system and release stress, while also increasing creativity and productivity.'



Upper body release

The upper body is often a place where we hold tension, and releasing through the shoulders can relieve any neck pain you may have.

1. NECK CIRCLES

Keeping your neck long, drop the head down so your gaze looks to the floor. Then let the eyes lead the neck into a full circle, with your gaze moving from the floor to the wall to the ceiling, allowing the head to tip back, then to the other wall and back to the floor. Repeat 4–5 times in one direction, and reverse.

2. SHOULDER ROWS & ARM CIRCLES

Bring your head back to your original start position and place your fingertips onto your shoulders. Bring your elbows up and around as you inhale, and back down as you exhale, allowing the shoulder blades to fully move. Complete six circles in one direction, and then reverse for another six. If that feels good, make that movement a bit bigger, by repeating the movement with straight arms.

Start with your arms by your side, palms facing away from you. Inhale as you float your arms up in front of you, keeping your ribcage heavy, and as you exhale, circle your arms round and back to the start position. Once you've completed several in this direction, repeat in reverse, pressing the hands away behind you first, circling to bring them back by your ears, and pressing down to return to your start position.

Lower body release

Our legs and feet take a hit when we are standing for long periods of time. Here are a few ways to give them a little release.

1. ANKLE CIRCLES

Take a seat. Lift up one leg, holding behind the thigh, and straighten it. Point and flex the foot from the ankle several times, then circle it in one direction, and then the other. So simple but so good! You can also use this method to release tension in the wrists, by holding the forearm.

2. EXECUTIVE STRETCH

Again, take a seat. Pop one foot on the opposite knee, making a figure of four, and sit up nice and tall. Inhale, and as you exhale, hinge forward at the hips, keeping the chest proud. Hold for a few seconds and return to your start position. Repeat as often as desired, and then repeat on the other side.



Upper body release

Our spine is designed to move in flexion, extension, side flexion and rotation. This is a good way to check which you need more of!

1. ROUND THE WORLD

This is my favourite way to get a bit of movement into my body. You can do this seated, ideally cross-legged, but in any position that feels comfortable to you – even standing.

Pop your hands behind your head, pressing your head into your hands. Moving from the ribcage, curl forwards (flexion), return to upright and then lift the chest bone up, bringing the spine into extension, imagining that you are drawing a line on the ceiling throughout the movements.

Then draw a line side to side, by coming into a side bend to the left and right. Now let's join the lines together. Curl forward, rotate to one side, then open the chest into extension, rotate to the other side, return to the middle and restack.

Reverse and repeat, adding in movement to the lower back if that feels good too; let the movement move to include the lower back.

2. ROLL DOWNS

Stand against a wall, with your feet about one step away, and let your pelvis and back touch the wall, allowing it to support your natural curves of your spine.

Inhale, and as you exhale, nod your head, soften through your breastbone, and sequentially wheel and peel your spine off the wall, keeping the pelvis in contact until the spine cannot flex any more.

Hinge from the hips, inhale, and restack starting from the pelvis and returning to upright. Repeat as many times as feels good!



Follow James on Insta for more details [@james_crader](https://www.instagram.com/james_crader) or check out [jamescrader.com](https://www.jamescrader.com)

ROARING 1920S COCKTAILS

A century ago, Europe was recovering from the double whammy of the First World War and the Spanish flu epidemic.

Millions of lives had been lost, and unsurprisingly, people wanted nothing more than to forget – and forget quickly. Coinciding, as it did, with Prohibition in the States, America's leading cocktail personalities flocked to Europe.

London and Paris had the Savoy's American Bar and Harry's New York Bar respectively, Italy was creating the Negroni, while Cuba emerged as an escape for Americans where the El Floridita bar became the birthplace of daiquiris.

Drenched in drinking history, the '20s was an era when some of the world's most famous (and infamous) cocktails emerged – with many curated in two legendary cocktail tomes that should reside on every bar's backbar: Harry Craddock's Savoy Cocktail Book and various editions of Harry's ABC of Mixing Cocktails.

As we emerge from our own collective crisis, what better time to pay tribute to the most decadent drinking decade in history?



CORPSE REVIVER NO. 2

Designed to raise the dead. It won't. This recipe was made famous by Harry Craddock in the 1930 Savoy Cocktail Book.

Glass: Martini
25ml gin
25ml Cointreau
25ml Lillet Blanc
25ml fresh lemon juice
Dash of absinthe

Shake well with ice and strain in to a cocktail glass.
Garnish: maraschino cherry.



FRENCH 75

Some drinks are good enough for a collection of people to claim them. This was either Harry McElhone's, first made in Paris in 1925 at Harry's Bar, or it emerged in America during Prohibition.

25ml Star of Bombay gin
15ml lemon juice
15ml sugar syrup
Top sparkling wine

Shake, strain into a chilled Champagne glass top with sparkling wine, and garnish with a cherry.



WHITE LADY

Originally created by Harry MacElhone at the famous London imbibing institution Ciro's Club, using crème de menthe. In 1923 he adapted it at Harry's New York Bar in Paris, using gin and egg white.

50ml gin
25ml Cointreau
25ml lemon juice
1 egg white
Ice cubes

Lemon zest twist, to garnish

Shake the ingredients with ice, and strain into a glass.
Garnish with a lemon zest twist.



MONKEY GLAND

Another Harry MacElhone invention. Created in the 1920s as a tribute to Dr Serge Voronoff, who grafted monkey testicles on to humans in a bid to extend life. It didn't work.

60ml gin
1 tsp pastis
45ml orange juice
1 tsp grenadine
Ice cubes

Shake the ingredients with ice, and strain into a martini glass.



MARY PICKFORD

A Cuban classic from the Hotel Nacional in Havana, often frequented by the eponymous actress during Prohibition.

50ml white rum
2 dashes of Luxardo Maraschino Liqueur
50ml pineapple juice
1 tsp grenadine
Ice cubes

Shake all the ingredients with ice, and strain into a wine glass or martini glass.



GIN RICKEY

A gin classic that was initially designed with bourbon for 'Colonel' Joe Rickey, a lobbyist in Washington DC who regularly drank with congress members in the city's famous Shoemaker Bar. Strangely, Rickey later became the first significant importer of limes into the United States, and the cocktail was famously a favourite of F. Scott Fitzgerald.

2 lime wedges
40ml Sipsmith London Dry Gin
Sparkling water

Fill a glass with ice and squeeze in lime wedges. Add Sipsmith gin and top with sparkling water. Stir and serve.

LONDON



MEXICO CITY

SURFING A HIGH-VOLUME WAVE
 SURFING A HIGH-VOLUME WAVE
 SURFING A HIGH-VOLUME WAVE
 SURFING A HIGH-VOLUME WAVE
 SURFING A HIGH-VOLUME WAVE
 SURFING A HIGH-VOLUME WAVE

Quality cocktails served quickly is an essential equation in modern bar times

Geographical divide aside, London's Callooh Callay and Licorería Limantour in Mexico City have an incredible amount in common. A shared commitment to a quality bar programme and customer care, well-trained staff to deliver, not to mention that both have consistently been named in the Top 50 Bars in the world.

Both have operated for many years in an exceptionally tough and competitive industry, so are far from a flash in the pan. And both shaped a generation of bartenders and encouraged a wider consumer appreciation for cocktail culture in their respective neighbourhoods.

But, most relevant for this feature is the fact that both devoted themselves to complex cocktails in a fun environment without sacrificing their craft – they have combined exceptional spirit curation with thought-provoking menus, but never at the expense of firing out rapid drinks to demanding and thirsty customers. A devotion to detail has always enabled them to deliver drinks at pace, and, as a result, both have also been rewarded with the prestigious Best International High Volume Bar award at Tales of the Cocktails.

Historically, 'high volume' was the preserve of nightclubs or town-centre pubs with a late licence. Invariably, the key to success was the ability to churn out lukewarm bottle beer, shoddy shots, over-diluted white wine spritzers or liberally iced spirit mixers with limp garnishes. Discerning drinks weren't crucial, because the customer wasn't at the bar for an exceptional experience, they simply wanted to extend their night, and most were willing to substitute a queue for quality. How else do you think substandard 'agave' spirits were allowed to thrive?

But as customers' tastes and drinking habits have changed, with our own 'drink less, drink better' motto adopted globally, there has been an increased demand for quality cocktails in every venue. A new generation of drinkers rarely look to guzzle ghastly drinks into the early hours; they want to enjoy quality steadily, so whatever venue you purport to be, you need to be on point with excellence.

But crucially, with every bar about to be swamped with demanding customers, it's imperative you blend this superiority with speed.

One of our favourite examples of the perfection of this bar culture has been Employees Only in New York, where the service was not only efficient under incredibly busy circumstances, but in itself became part of the show. The way bartenders weave around each other, know their place, select the spirits, work the wells, deliver drinks, is almost balletic. Customers don't ever suffer frustration, because even a brief wait is enhanced by the performance.

“Historically, ‘high volume’ was the preserve of nightclubs or town-centre pubs with a late licence”

In the coming years, the training and skills to match speed with quality are going to become incredibly important. Demand for experiences has never been higher, but the bar must set itself apart from the home, so a reputation for serving quick and quality cocktails will see numbers multiply. But running a high volume cocktail bar is a serious commitment, and as important as the staff and the skill you present, is the prep you do before you serve a single customer.

As a first point of order, the most obvious specific suggestion is to ensure you've got enough stock. Sounds simple, but many operators still manage to run out of products on a busy night, so before you even get to your staff and the menu, make sure the cellar is pre-loaded.

And as a more general rule, remember that it's all in the details. Every decision you make is about chiselling a few seconds or minutes off each serve and keeping the customers flowing. After that, there are some very obvious – and yet too often overlooked – considerations.

11 TIPS FOR SERVING HIGH VOLUME AND HIGH QUALITY

SURFING A HIGH-VOLUME WAVE SECTION



VOLUME WAVE
VOLUME WAVE
VOLUME WAVE
VOLUME WAVE
VOLUME WAVE

ICE

You can still serve a drink without it, but people won't come back once they've tasted a warm Cuba Libre, so don't run out, and make the ice cold.

Ice is arguably as essential as the drink itself, and having a system that ensures you always have ice, and ice that is cold and dry, is critical. Ice is ice though, surely? Sadly not, because wet ice and dry ice will have a different impact. As ice melts it moves its cold energy into the liquid, but if you start a shake or serve a drink with very wet ice, ice that has been melting for ages before you even get to it, it'll dilute the drink a lot quicker. So, you're after the coldest, or driest, ice at the start of the process. This will take longer to chill, but also dilute less and last longer in a glass. Obviously, the science and tests you apply to your ice programme will depend on other factors, like space and time. We once discussed Sean Muldoon's ice programme at the Merchant in Belfast, and at the time he was vibrating ice in chest freezers in the hotel to achieve super clarity. Sean is a perfectionist, which is why he has had so much success in Belfast, and now in New York with the equally passionate Jack McGarry at Dead Rabbit. Naturally, not all of you can follow their lead, but just starting to take ice seriously will help.

SPEED RAIL

The key is in its name. These are the liquid ingredients that will provide a lot of focus on a busy night, so make sure you have a bit of quality here. Yes, the bar needs to think about the margins, but a careful selection can ensure your house pours are affordable but excellent options. Line them up in order of most ordered, and learn that order – again, it's about shaving off time. And obviously line up more than one bottle of them ahead of a shift.

WORKSPACE

We once heard a bartender describe how they designed a bar setup so that a server could produce as many as 30 cocktails without taking two steps in either direction. Sounds a bit like a factory booth, but there's a real art and pride in being able to meet this challenge. It's about bar design, but also having your bitters, garnish, tools, and breakdown stations all close by. Use the space under your bar, and again, focus on prep and training.

MENUS & RECIPES

Design it with the speed drinks in mind, and make it obvious and appealing so that the customer has confidence in the drinks on the page. The name, spirit base, story behind it, the flavours, the glassware. Make it concise, but sell it to them here and they'll be more inclined to order when they get to you. Have a programme that enables staff to learn, suggest and nail quality cocktails with fewer ingredients. We've seen bars that can speed-pour incredible cocktails with many more than three ingredients, but you have to apply a logic to the staff you have and the demands of customers.

EVERYTHING HAS IT'S PLACE

Drill the staff on where things go; if the bar is a mess, so is the service, and clutter can lead to a cluster whoopsie. If the Beefeater is always in the Beefeater spot on the shelf, everyone knows where to head when they need it, and if you have a long back bar, duplicate the bottles at either end. Don't make a bartender walk many metres in the middle of a serve if 30% of the bar's orders require the same gin.

BATCHING

Not a new phenomenon by any stretch, but perhaps more useful now than ever before. Combing the appropriate ratios of all spirituous ingredients (and sometimes sugars) to make a whole bottle of pre-measured, is an easy time-saver. The process of making the drink still requires the visible steps of measuring and pouring fresh ingredients, dashing bitters, shaking or stirring, and straining, but it'll still reduce the necessary.

KEEP IT FRESH

Select the best produce for garnishes, make sure fresh juices are exactly that, and throw oxidised ingredients away.

MULTI TASK

Become the Ronnie O'Sullivan of the bar and stay one, two or even three shots ahead at all times. The best bartenders understand their role as a host; the night is not about you, it's about everyone else, and they all need looking after. Deal with the customer being served, make their drink with care, but engage the next customer and start thinking about how you deal with them and their drink.

WORK HOURS

Come in early, and if you hire staff, pay them to come in early. Some bartenders will come in two hours before opening, to check stocks, prep garnishes and polish glasses. This is the time to ensure everything is ready when the customers start piling in.

CATCH THE EYE

Make every cocktail pretty. Each drink you pass across the bar is an advert for the queuing customer.

BARBACK

If you have the budget, hire a barback. Typically responsible for cleaning and refilling glassware, changing kegs, cleaning the bar top and restocking everything in the bar from spirits to syrups. The temptation might be to cut back on staff to manage the economics, but the barback is worth their weight in actual gold. They soon earn the salary and then some if they are on hand to keep all of the above moving and flowing.



The sharing of stories, lubricated by liquor, has always been the social heartbeat of pubs and bars the world over, and, in their role as hosts, the best bartenders should ensure they're well-equipped with interesting yarns and anecdotes.

ARE YOU SITTING COMFORTABLY?

The source of some fantastic stories can be discovered behind them on the back bar. There may be hundreds of bottles back there, each essentially distilled or created in relatively similar ways.

But every single one is different. What declares them distinct is not merely the ingredients used. What makes each spirit truly unique is that behind each and every one is an individual. Peer into the past and you will discover that an awful lot is going on beyond the liquid itself – lurking beneath the surface there are people, places and a past that have shaped them.

These drinks are not made in a vacuum; they reflect the cultural context of a particular place and the people who live there, and as such, they are steeped in some brilliant stories – stories that bartenders should really be telling.

By exploring the background behind each bottle, and sharing it with their customers, bartenders don't just broaden their guests' booze horizons and build a relationship – but also create customer confidence in their venue and make a visit more memorable.

To kick things off, we've picked six spirits that can be served with some interesting and often unknown anecdotes.

Wild Turkey Evel Knievel



There's nothing big or clever about drink driving ... or indeed riding. Just ask Evel Knievel.

The daredevil 1970s stuntman performed more than 300 death-defying jumps, and famously broke every bone in his body during a career that consisted of as many catastrophes as it did triumphs.

Resplendent in his trademark red, white and blue jumpsuit, Knievel successfully landed hundreds of jumps, but his most famous feats tended to end in failure and acute injury.

In 1975, with 90,000 people packed into Wembley Stadium, he tried to jump over 13 London buses for \$1m, but crashed and broke his pelvis. 'Anybody can jump a motorcycle,' he said.

'The trouble begins when you try to land it.'

Prior to rebelling against the laws of gravity, Knievel would often take a small sip of Wild Turkey, which he kept in his trademark hollowed-out cane. When not on his motorbike, he famously mixed it with beer and tomato juice to create his favourite drink, a Montana Mary – which sounds more dangerous than the jumps themselves.

Knievel died at the age of 69, and at his funeral, Hollywood actor Matthew McConaughey (and Wild Turkey 'creative director') delivered his eulogy. 'He's forever in flight now. He doesn't have to come back down. He doesn't have to land.'

Which is probably no bad thing.



Grand Marnier Cesar Ritz

When he was just fifteen years old, Cesar Ritz was told by his boss that he would never make anything of himself in the hotel business.

But Ritz, the last of thirteen children from a Swiss peasant family, more than defied these modest expectations – going on to become arguably history's greatest ever hotelier. Famed for his attention to detail, design and keeping high-class clientele happy, he formed a powerful partnership with Auguste Escoffier, Europe's top chef at the time.

Together they opened the Savoy Hotel in London and 'created' modern luxury, where, over eight years, they (allegedly) misappropriated the equivalent of £2.5m in pilfered wines and spirits, kickbacks and client 'entertainment' expenses.

(Allegedly) using this money, they opened the Ritz in Paris, where, in the 1920s, bartender Frank Meier is said to have created the Mimosa. One of the ingredients, Grand Marnier, was named by Ritz. Initially known as just Marnier, when Ritz tasted it, he loved it so much that he christened it 'Grand Marnier', meaning 'Big Marnier'.

Mimosa
12.5ml Grand Marnier
40ml fresh orange juice
120ml champagne or prosecco

Pour the fresh orange juice and Grand Marnier into a champagne flute and top up with champagne or prosecco.



Jameson Whiskey James Joyce



Jameson Irish Whiskey has been the liquid inspiration for many Irish literary heroes, including Samuel Beckett and of course, James Joyce – arguably the greatest novelist of the 20th century and the godfather of modernist literature.

Joyce was a committed barfly who went drink for drink with Ernest Hemingway while exiled in Paris. He claimed he was always more creative in his cups, and it was often Jameson's Irish Whiskey that he poured into them.

Jameson's inflamed Joyce's imagination, blew away the cobwebs of literary convention and transformed language into musical notation, sound superficially superseding the senses, but in reality communicating (like music) profundities which conventional words cannot hope to express.

It also made his work almost entirely incomprehensible.

The pages of Dubliners and Finnegans Wake, which really is trippy to get through, are soaked in references to Irish whiskey, while John Jameson, founder of the Irish whiskey, is mentioned in Ulysses, Joyce's most famous novel.

Something seldom mentioned by literary boffins is that Ulysses is essentially a love letter to the local boozier and a passionate defence of buying rounds in pubs.

While Joyce was writing Ulysses, Ireland was coming under increasing pressure by its British oppressors and uptight teetotalers to ban the tradition of 'treating' – getting a round in.

Joyce hails 'round buying' as a symbol of Irish autonomy and resistance to British rule, and used Ulysses to mock the temperance movement and champion the cornerstone of western culture – namely, getting the drinks in for your pals.



Hayman's Old Tom Gin Captain Dudley Bradstreet

During Covid-stricken 2020, several on-trade venues gallantly endeavoured to wiggle through lockdown loopholes to keep their business going.

The owners of '400 Rabbits', a Nottingham-based tequila bar, applied to become 'a place of worship' to try and remain open, while a pub in Brighton created a beer called 'Substantial Meal' in a bid to hoodwink rules that significant sustenance be served alongside any alcoholic drink.

British pubs and bars have had a long history when it comes to creative thumbing of the nose at authorities. Back in the early 18th century, when London was in the grip of an unsavoury gin craze, the trading and distilling of gin was seriously curtailed and it became prohibitively expensive (£7k in new money) to get a legal licence allowing you to sell gin.

This drove many vendors underground, including, so the legend has it, the

wonderfully-named Captain Dudley Bradstreet, who in 1736 fortunately came into a prime piece of London real estate that happened to have a sizeable stock of gin.

Exploiting an ambiguity in the licensing laws, he let locals know that sweet gin could be had at his address, placed a painting of a black cat (known as a 'tom') on the front of his gin shop, and inserted a slot, complete with lead pipe, beneath the cat's paw.

Thirsty gin drinkers would drop a coin into the slot, quietly call, 'puss', and place their mouth over the lead pipe – which was attached to a funnel. Bradstreet would then reply 'meow' and discreetly dispense some of his secret spirit gin into their mouths.

Soon, gin sellers were copying Bradstreet's idea, with 'puss' and 'mew' being whispered all over London, and this led to Old Tom becoming a code name for gin.



Blood & Sand
20ml Scotch whisky
20ml Peter Heering Cherry Liqueur
20ml sweet vermouth
25ml orange juice

Hard shake all the ingredients with ice and strain into a chilled cocktail glass. Garnish with a flamed orange peel.

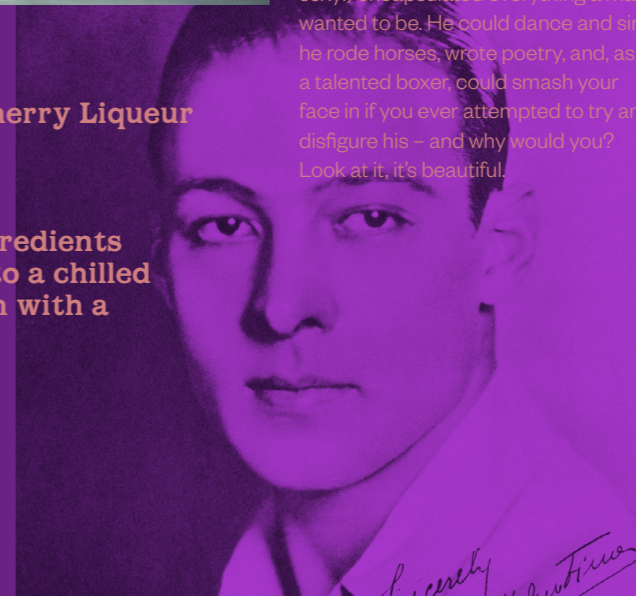
Cherry Herring Rudolph Valentino

Rudolph Valentino was a damn handsome fellow. Go on, Google him – even without beer goggles, you have to admit he's a highly attractive individual.

Labelled the 'Latin Lover' by the film studios, Rodolfo Pietro Filiberto Raffaello Guglielmi di Valentina d'Antonguella (even his name was sexy!) encapsulated everything a man wanted to be. He could dance and sing, he rode horses, wrote poetry, and, as a talented boxer, could smash your face in if you ever attempted to try and disfigure his – and why would you? Look at it, it's beautiful.

After lighting up the silent screen throughout the first half of the 1920s, he unexpectedly died from appendicitis complications, aged just 31. His death saw thousands of tearful mourners line the streets of New York, and some grief-stricken women even took their own lives.

One of his most famous films, Blood and Sand (about a bullfighter juggling two female admirers), shares its name with the well-known whisky drink containing Heering Cherry liqueur which was first featured in Harry Craddock's Savoy Cocktail Book back in 1930.



We concede there are way too many 'special' days during the year...

And the Americans are particularly enthused by the notion that a date devoted to a cause, creature or even cake is worthwhile.

The Yanks offer up National Hangover Day, National Personal Trainer Awareness Day, National Buffet and indeed National Cream Puff Day, all in the first 48 hours of a new year. Note they also have a National Absurdity Day, when most of these days might be deemed exactly that.

But with so many drinks earning a space on these dubious calendars, there's an opportunity to make a light reference to these moments and bring a new drink to the attention of customers. Sometimes embracing the absurd can get some momentum behind a specific serve or spirit, even if it's just for one day.

Such an approach isn't for everyone, and even the best might find it tricky to make the most of a Daiquiri on National Daiquiri Day if it's not a natural fit. But whatever your take, having a diary of key events that serve your business is a sound idea: planning enables you to stock up correctly, and if you're trying to drive a new drink or collection, it might provide a useful social media post or one-off menu.

Alex Lawrence is one of the leading lights in the world of bartending, now at Lyaness, and even at a bar that can be rammed on a Tuesday as much as it can on national holiday, he recognises the value in taking advantage of spikes.

'The best time of year in London was always London Cocktail week,' says Alex. 'Aside from having industry pals from around the globe visiting, the whole city starts to engage more with bar culture, and I think it's pretty special to see how much London celebrates its own. The worst/best/painful/profitable time can be office party season, around Christmas. People sometimes forget their manners, but they do bring the company credit card.'

Bobby Hiddleston from Swift agrees that any event like London Cocktail Week is one of those genuine drinks dates to enjoy and build from: 'There is a sliding scale of "usefulness" that these days have for the business,' he admits. 'There are very obvious days that will mean we are busier than usual (bank holidays or St Patrick's Day for example), but that doesn't mean days with a smaller audience don't have their functionality. It all depends on how "legitimate" the general public feel these days are – National Mojito Day, for example, can feel a bit contrived and will mostly just give bars an excuse to post a Mojito on their Instagram feed – but World Gin Day has grown massively in the past few years such that most mainstream outlets will recognise it, and we can expect a jump in business because of it.'

'Cocktails have grown in popularity over the past decade, so events like Negroni Week, Old Fashioned Week or London Cocktail Week are things that most bars should be using to their advantage.'



1 JANUARY

NATIONAL BLOODY MARY DAY: Granted, this is the preserve of the Americans, but could there be a more appropriate day to celebrate this boozy brunch beverage?

1 - 31 JANUARY	1 JANUARY	25 JANUARY	28 JAN - 4 FEB	12 FEB	14 FEB	16 FEB	22 FEB			
Start the year with a month that includes the non-drinker and surprises the drinkers in equal measure. 'Dry January' is a great opportunity to test drive some non-alcoholic drinks on the menu; meanwhile 'Rye January' offers something up to the customer who is interested in trying something new. And for those looking to keep it simple, Ginuary is a useful way to get through the range.	National Bloody Mary Day: Granted, this is the preserve of the Americans, but could there be a more appropriate day to celebrate this boozy brunch beverage?	Burns Night: Even if you decide against a poetry recital evening (which you should) this is an open goal for Scotch flights and highballs paired with square sausages.	National Storytelling Week: Not an opportunity to open your doors to underage punters, but check out page 18 for ideas on how to sell the stories behind your spirits.	Chinese New Year.	Valentine's Day: Regardless of your take on it, there are going to be a lot of couples out there with money.	Pancake Day: Pancakes are food, not drinks, and yet, with a bit of invention, you can make them both. Ingredients 50ml Sipsmith London Dry gin 1 egg white 60ml maple syrup 50ml freshly squeezed lemon juice Handful of blueberries (around 15) Method Add the gin, egg white, lemon juice, and maple syrup to a shaker and shake well without ice. Muddle blueberries in a cup and add to the mix with plenty of ice, then shake vigorously. Double strain into a chilled martini coupe and garnish with two blueberries and a miniature pancake on a cocktail stick.	National Margarita Day: It's cold outside, make it warm inside. Hawksmoor.			
	1 MARCH	5 MARCH	8 MARCH	17 MARCH	20 MARCH		28 MARCH			
	St David's Day: The perfect moment to put out the Aber Falls Welsh gin if you stock it.	National Absinthe Day: Not for everyone, but absinthe features in number of cocktails, including the Sazerac and Corpse Reviver No.2; added to which, there's some epic storytelling themes.	International Women's Day: Celebrate with some drinks on the menu to honour strong women.	St Patrick's Day: Irish whiskey across the board.	First day of spring, so clean the menu up accordingly.		Clocks change; not a drinks opportunity, but worth knowing for your shifts.			
19 APRIL	21 APRIL	23 APRIL	St George's Day.		1ST SATURDAY IN MAY		13 MAY	15 MAY	12 JUNE	
National Amaretto Day: Another one for the Americans, but if you need an excuse to push those Amaretto Sours ...	National Tea Day: Try and get creative with tea, and don't simply roll out Long Island Ice Teas.				Kentucky Derby: which means Mint Juleps all round. The Americans also celebrate Mint Julep Day on May 30th.	World Cocktail Day.	World Whisky Day.	World Gin Day.		
15 JUNE	21 JUNE				4 JULY	10 JULY	11 JULY	14 JULY	19 JULY	24 JULY
Beer Day Britain: Not an obvious choice for a spirits-led venue, but think about ways to turn some of the beer drinkers on to spirits with a decent beer cocktail list.	It's the first day of summer, so roll out a new menu.	American Independence Day, so go full tilt with anything American you can find.	National Piña Colada Day: When else can you make a fuss about this much maligned but magnificent classic?	22 SEPT	World Rum Day: With rum on a march right now, this is the time to get some tasting menus together and encourage new custom.	Bastille Day, so line up the French.	National Daiquiri Day: Arguably the most perfect barometer of a bartender's prowess.	National Tequila Day.		
31 AUGUST	SEPTEMBER	13-19 SEPT	19 SEPT		OCTOBER	LONDON COCKTAIL WEEK	21 OCT	22 OCT		
National Zoo Awareness Day: Animal-themed drinks using spirits with green credentials.	In America they'll be celebrating Bourbon Heritage Month, which could provide a useful source of ideas and cocktails.	Negroni Week: Open goal for Negroni twists, so pre-order plenty of Campari and vermouth and get a special menu on for the entire week.	International Talk like a Pirate Day: Rum.		It's the first day of autumn, so get seasonal with the menu changes.	Black History Month: Celebrate the many creations on your back bar that have been created by black people.	Keep an eye on the site to confirm the specific October dates londoncocktailweek.com . Even if you're not a London venue, it generates a lot of noise and interest in mixed drinks.	International Coffee Day: Not the only opportunity to make the most of coffee cocktails (see 23 rd November).	Global Champagne Day: Get the Champers cocktails front and centre of the menu for some marvellous mark up.	
NOVEMBER		2 NOV	4 NOV	5 NOV	23 NOV		20 DEC	21 DEC	24 DEC	31 DEC
Old Fashioned Week: usually falls in the opening week of November; keep an eye out for support and activity.	Day of the Dead: Go large on the tequila themes.	International Stout Day: Don't let a beer day put you off – this is an essential ingredient in the Black Velvet, a favourite of James Bond, no less.	Guy Fawkes Night: An obvious one, but the gunpowder plot was conceived in a pub, so bring it back to where it all began with some flaming drinks on the menu.	National Espresso Day: One for the Americans, but a fine excuse to print out a one-off menu with Espresso Martini tweaks.	National Sangria Day: If it doesn't seem seasonal, note that the Greeks used to season their wine in their 'hippocras' and occasionally heated the drink like mulled wine.	First day of winter, which seems late.	National Eggnog Day: Isn't this eggs-actly the type of winter warmer you need at this time of year. Not a volume serve, as the French say, 'un œuf is un œuf'.	Hopefully you don't need inspiration for this night: Simply make sure the staff are ready and make the most of it.		

Google Giggle Juice

We all lived our lockdowns in different ways. Some people mastered the ukulele or learned Italian, others worked on their core or their debut novel. And then some of us spent the entire period in the foetal position, rocking back and forth with a snot bubble protruding from our nose.

With pubs and bars being shut, search engine data also shows that millions of people tried to make cocktails at home, and, in due course discovered that making a decent drink is a lot harder than it looks. Despite having all the ingredients, and allegedly the experience, to make something as simple as a Martini, our efforts at the classic simply never reached the heights of those served so splendidly in venues that truly know what they're doing.

But what were people drinking in the UK – or at least trying to drink? Well, the list of the top six cocktails searched for on the internet during lockdown reveals that tastes are comfortingly classic and reassuringly retro.

They've tried them at home but now it's time to prove that nobody does them – and twists thereof – better than the professionals.



Espresso Martini

90,500 average monthly searches



Espresso Martini

From Trailer Happiness, London a tropical twist on Dick Bradsell's endearing modern classic, using a delicate spiced rum liqueur and fragrant falernum as a counterpoint to the intensity of the coffee.

25ml Don Q Oak Barrel Spiced Rum*
25ml coffee liqueur
10ml John D. Taylor's Falernum
30ml cold brew coffee
Shake hard with cubed ice
Strain into a coupette and garnish with a sprinkling of cinnamon and a pineapple slice.

*Or use an alternative spiced golden rum

Koko Espresso

40ml Koko Kanu
20ml coffee liqueur
20ml espresso (chilled)
3 coffee beans (garnish)

Make the espresso ahead of time and chill. Fill a cocktail shaker with ice cubes. Pour over all liquid ingredients and shake well. Strain into a cocktail/ coupe glass and garnish with a few coffee beans.

Mexpresso Martini

35ml Patrón Reposado
25ml Patron XO Café
25ml espresso
Shake and strain into glass. Garnish with three coffee beans



Margarita

65,500 average monthly searches



Lagerita

Made infamous by the MEATliquor burger bar and diners, this is lengthened with a lager.

35ml Ocho Tequila
15ml Cointreau
10ml sugar syrup

Mix all the ingredients in cup of crushed ice. Pour into a chilled highball or tankard and top with lager.



Pineapple & Pepper Margarita

35ml Patrón Silver
15ml Patrón Citrónge
25ml lime juice
30ml pineapple juice
7.5ml sugar syrup

Shake, fine strain and garnish with a wedge of pineapple.



Smoke Sea Salt Margarita

50ml Patrón Silver
20ml lime juice
20ml pineapple juice
10ml agave syrup

Shake, strain, rim the glass with paprika & smoked sea salt, and garnish with a lime wedge.



Mojito

60,500 average monthly searches



Pink Mojito

The guys at Little Mercies in North London have taken the Cuban classic to another level. If you think muddling some mint is a hassle, this may not be for you.

50ml purple shiso rum
15ml 2:1 sugar syrup
0.32ml MSK Garden Mint Flavour Drop
0.16ml corn mint tincture
25ml lime juice
85ml soda water



Frangelico

Frangelico is more than just a one-dimensional nutty flavour modifier or a sweet liqueur to add into dessert-style drinks. It's far more complex than that. Rich, chocolatey and herbaceous with a surprisingly dry finish, it's amazingly versatile and makes a nice nutty twist on the mojito.

30ml Appleton Estate Signature
20ml Frangelico
25ml freshly squeezed lime juice
6–8 mint leaves
15ml simple syrup

Add all ingredients but the soda into a glass and fill up to 2/3 of it with crushed ice. Stir with a bar spoon, add more crushed ice and add the soda. Finish with a quick stir before serving it.

Mexican Gardeni

50ml Patrón Silver
2 lime wedges
4 mint leaves
4 thin strips of cucumber
Top soda water

Build in the glass and garnish with a cucumber ribbon and mint sprig.

Mojito Spritz

25ml Bacardi Carta Blanca
3 mint leaves
50ml cloudy apple juice
3 cucumber slices

Shake and strain into a well-chilled glass over fresh ice, and garnish with a lime twist.

Pina Colada

60,500 average monthly searches



Trailer Happiness' Pina Colada

Trailer Happiness is a legendary subterranean retro rum lounge on the corner of Portobello Road in West London.

Kitted out in uncut kitsch, it looks like the lovechild of Abigail's Party and the bar from Mean Streets, but behind all the gaudy showmanship there's a real appreciation of rum here, with seriously switched-on staff and regular masterclasses exploring the spirit's wide array of styles – often featuring experts, distillers and tutored tastings.

Its version of the Pina Colada, cleverly titled Trailer Colada, is made with a secret signature rum blend, featuring very light column rums from Puerto Rico and quite a rich coconut rum liqueur from Jamaica.

Trailer Colada

50ml Colada rum blend
50ml pineapple juice
30ml Coco Lopez
5ml lime juice
A pinch of salt

Blend with crushed ice until smooth. Serve in a hurricane glass with an umbrella, cherry and pineapple wedge.



Blue Hawaii

A cheesy old school classic blue drink – essentially a Pina Colada turned blue. As ordered by Don Draper in series six of Mad Men.

30ml light rum
30ml Blue Curacao
90ml pineapple juice
30ml cream of coconut
Two dashes of freshly squeezed lime juice

Shake all the ingredients in a shaker, and strain into a large glass filled with ice.

Negroni

49,500 average monthly searches



Coffee Negroni

25ml Star of Bombay
10ml Martini Bitter
15ml Martini Rubino
25ml cold brew coffee

Build in glass and stir. Garnish with a lemon wheel.

Panettone Negroni

25ml Bombay Sapphire ^(panettone infused)
25ml Martini Rosso
25ml Martini Bitter

Stir in mixing glass over ice and pour into glass. Garnish with a slice of panettone.

Frenchie Negroni

20ml Bombay Sapphire
20ml St Germain
20ml Martini Bitter
20ml Martini Rubino

Stir in a mixing glass, pour into a chill glass and garnish with an orange wedge.



Bloody Mary

49,500 average monthly searches



The Tomatini

50ml Ketel One Vodka
15ml white balsamic vinegar
15ml fresh lemon juice
Pinch of salt and pepper
1 ripe tomato

Slice the tomato into segments and muddle in the base of the shaker. Add the rest of the ingredients. Shake with ice, and double strain into a chilled coupe. Garnish: peppered cherry tomato.

Beetroot Mary

40ml Grey Goose le Citron
15ml St Germain
15ml pomegranate molasses
100ml beetroot juice
2 drops Hellfire Bitters

Shake and strain into glass. Garnish with celery spear and pickled radish.

The Bloody Molly

Named after Molly Malone, Dublin's most famous daughter.

35ml Jameson Original
5ml dry sherry
150ml tomato juice
2 dashes Worcestershire sauce
½ tsp celery salt
1 twist black pepper
2 dashes tabasco
½ tsp horseradish sauce
½ tsp sugar

Blend in a jug or bowl and serve in a tall glass over ice. Garnish with a piece of celery, a cooked prawn and a cherry tomato.

GINSPARATION

GIN. SO MUCH GIN.

Not since the middle of the 18th century, when William Hogarth scribbled a picture showing 'Mother Ruin' lobbing a small baby down the steps of a gin shop, has Britain been in a state of such fervent, juniper-flavoured delirium.

In case you haven't noticed, and you really should have, we are still in the midst of a remarkable ginaissance.

The gin market has 'gincreased' hugely over the last ten years or so with ginno- vation rife and the category becoming ginundated with new brands using gincreasingly bizarre botanicals and

esoteric ingredients to create new gintense levels of flavour. Sorry, we'll stop now. It's getting annoying.

With so many gins out there, the tyranny of choice has become overwhelming for venues to compile a selection that captures the imagination of customers – who are becoming increasingly knowledgeable and broad-minded in their tastes and expectations.

So, with this in mind, we've created a one-line (maybe two) shorthand guide to some of the gins out there, grouped them into different categories and suggested a signature serve for each and every one.

FRUITY



1. WARNER EDWARDS RASPBERRY GIN

Super fruity, small-batch, bursting with raspberry and blackberry and 100% natural.

COCKTAIL: RASPBERRY COLLINS

2. BOMBAY BRAMBLE GIN

Ruby-hued release from iconic brand with no added sugar but filled with fresh fruit.

COCKTAIL: GIN BRAMBLE

3. PINKSTER GIN

Pinkster's distillate is macerated with fresh, plump raspberries grown nearby their rural base outside Cambridge, making for a juicy, easygoing gin.

COCKTAIL: PINKSTER SPRITZ

4. WILLIAM CHASE RHUBARB & BRAMLEY APPLE GIN

Balancing tart rhubarb and tangy apple flavours with hints of juniper, this one can take you by surprise with its genuine orchard funk.

COCKTAIL: MIX LONG WITH APPLE JUICE AND GINGER ALE

5. SALCOMBE GIN 'ROSÉ SAINTE MARIE' SMALL BATCH GIN

Dry, delicate, award-winning Mediterranean 'Pink Gin' made with strawberries, rose petals and Macedonian juniper.

COCKTAIL: SALCOMBE ROSE SPRITZ

6. SIPSMITH SLOE GIN

Berry flavours abound with a beautiful balance between sweet and tart, with juniper character courtesy of the classic London Dry foundation.

COCKTAIL: LONG WITH LEMON TONIC

7. WARNER'S SLOE GIN

Multi-gold-medal-winning sloe gin that's sweet with a tingle of tartness on the tongue, phenomenally fruity, jam-packed with berry and spice.

COCKTAIL: SERVE WITH SPARKLING WINE IN A "SLOECCO"

8. VERANO WATERMELON GIN

Big, juicy and utterly not-serious; a splash of this and you'll be transported back to that Spanish holiday in no time.

COCKTAIL: LEAN INTO IT AND SPRITZ WITH PINK FIZZ

9. BROCKMANS GIN

Phenomenally fruity, bursting with blackberries and blueberries laid down on a base of classic botanicals.

COCKTAIL: GINUARY FIZZ

10. WARNER'S RHUBARB GIN

Bold, tangy and subtly sweet, a third of this naturally pink-coloured gin is freshly pressed rhubarb juice.

COCKTAIL: RHUBARB FIZZ

11. TANQUERAY BLACKCURRANT ROYALE GIN

Distilled with only the finest French blackcurrants, vanilla, and the four classic London Dry botanicals - piney juniper, peppery coriander, aromatic angelica, and sweet liquorice.

COCKTAIL: PLENTY OF ICE, LEMONADE AND DARK BERRIES

12. SLINGSBY BLACKBERRY GIN

The latest variant from the Harrogate based distiller, which is beginning to form a cult following...

COCKTAIL: BLACKBERRY SOUR

CITRUS

1. MALFY CON ARANCIA

This sun-soaked sip made with Sicilian blood oranges musters up Mediterranean vibes.

COCKTAIL: LA DOLCE VITA SPRITZ

2. MALFY GIN LIMON

Zesty, awesome aperitivo hewn from sun-ripened Amalfi lemons.

COCKTAIL: CIAO MALFY SPRITZ

3. TANQUERAY RANGPUR GIN

Vastly underrated and underutilised, Tanqueray Rangpur blends the exotic Rangpur lime with ginger and bay leaves for a spectacularly fresh flavour.

COCKTAIL: GIN RICKEY

4. BOMBAY SAPPHIRE CITRON PRESSÉ

A vibrant gin bursting with the taste of freshly squeezed Mediterranean lemons, made from an 100% natural fruits infusion with no added sugar.

COCKTAIL: SPRITZ WITH PROSECCO AND HONEY SYRUP

5. SLINGSBY MARMALADE GIN

Slingsby Gin seeks to capture the 'Spirit of Harrogate'; synonymous with its beautiful and restorative nature and deliver it in a bottle for you to enjoy. But marmalade-y.

COCKTAIL: BREAKFAST MARTINI



FLORAL

1. WARNER'S ELDERFLOWER GIN

Balmy summer days captured in a glass – 300 elderflowers, soaked in sun and harvested by hand.

COCKTAIL: G&T WITH SPRIG OF MINT

2. SALCOMBE STARTING POINT GIN

Versatile yet complex, award-winning one-shot smooth London Dry – classically citrus in character.

COCKTAIL: ON ITS OWN OVER ICE OR WITH A PREMIUM INDIAN TONIC WATER AND RED GRAPEFRUIT GARNISH

3. ROKU GIN

Suntory developed its own multiple distillation process as a result of the special features each botanical brings to Roku Gin's perfectly balanced mix. Cherry blossom, juniper, yuzu and delicate green tea notes come together in a complex gin.

COCKTAIL: NEGRONI

4. BULLDOG GIN

Beneath the iconic black bottle lies a very versatile gin made from a dozen exotic botanicals.

COCKTAIL: NEGRONI (WITH ITS

CAMPARI STABLEMATE)

5. WHITLEY NEILL PARMA VIOLET GIN

The aromatic violet flower infuses a subtle floral note to the smooth Whitley Neill Gin base for a vibrant intense taste of Italian elegance.

COCKTAIL: G&T WITH FRESH LEMON



JUNIPER

1. HAYMANS OLD TOM GIN

Faithful resuscitation of a classic, slightly sweet 18th-century recipe, with a soft liquorice-laced character.

COCKTAIL: TOM COLLINS

2. PORTOBELLO ROAD GIN

On the front of the palate, Portobello Road Gin has a generous slug of juniper, the mid-palate has a sustained, fresh citrus character from our use of lemon, bitter orange and coriander, which then develops into a sweet peppery finish, achieved by the use of liquorice and nutmeg.

COCKTAIL: G&T WITH FRESH GRAPEFRUIT

3. MARTIN MILLER'S GIN

Pot distilled using two separate distillations of the very best earthy and citrus based botanicals. This imparts its unique balance of citrus and juniper, and results in a gin that is complex yet clean as a whistle.

COCKTAIL: LONG WITH TONIC AND CITRUS

4. HAYMANS LONDON GIN

An acutely authentic antidote to the 'alternative' gins, this is a stone-cold classic London Dry, loyal to the recipes of its 19th-century founders. Complex and perfectly poised with distinct juniper and a flint-dry freshness.

COCKTAIL: MARTINI

5. SIPSMITH LONDON DRY GIN

This classic, handcrafted London Dry Gin, made in small batches in London, the birthplace of gin, was the key catalyst of the current 'ginaissance'. Clean-lined, loyal to the past but doesn't get stuck there. Exceptional.

COCKTAIL: MARTINI OR A GIN RICKEY

6. BROKER'S GIN

Fresh juniper fronts this traditional, gimmick-free London Dry created with classic botanicals and a dash of mischief.

COCKTAIL: BROKER'S PROMISE



SPICED

1. WARNER'S HARRINGTON DRY GIN

Numerous international industry trophies weigh down the mantlepiece at Falls Farm where they source the spring for this is bold and spicy gin that's loyal to the classic dry style.

COCKTAIL: FRENCH 75

2. OPIHR GIN

A unique gin that slightly stretches the definition of 'London Dry', made using hand-picked botanicals including spicy cubeb berries from Indonesia, cardamom and Tellicherry black pepper from India and coriander from Morocco.

COCKTAIL: LONG WITH GINGER ALE AND CHILLIES

HERBAL

1. BOODLE LONDON DRY GIN

A sharp-suited traditional London dry with a twist – an omission of citrus botanicals. Herbal, mellow and with a piney, Juniper-led aroma.

COCKTAIL: CLASSIC MARTINI



Everyone can make a G&T at home, so here's how to prove the experience is infinitely better at the bar.

The G&T is a staple, and whether you're a five-star hotel bar, or a pub or bar implementing your first spirit upgrades, every single establishment needs to take the serve seriously. It might be ubiquitous, uncomplicated, and even uninspiring if you've been behind the stick a while, but any bar professional will be called on to serve one during almost every shift.

Mercifully, it's a great platform from which to launch invention. For a start, it proves the customer is comfortable with a reasonably assertive and bitter flavour palate. This means you can have fun with the basic constituent parts, while also using it to inspire similar serves with a touch of creativity. It's also popular all year, so you rely on it whatever the season and spice it up according to the weather. And with the growing number of mixers to go with spirits, even in its simplest form, there are all manner of combinations – just ask the team at the Holborn Dining Room in London, who claim to be able to offer more than 14,000 possible gin and tonic pairings.

Stepping up your own offering is simple enough. Take the time to source a broad range of gins, learn about them and be armed with knowledge for the customer so you can take them from standards to exotic. Then identify some key botanical accents to pair with a range of more complex tonics and lift it with a seasonal

garnish: something floral in the summer months, orange or cinnamon stick at Christmas. And remember that if a customer is at the bar, they're ready to see how you can take the experience further than a drink they all believe they can make in the kitchen.

One approach is to single out the serve with its own page on the menu, and there's a lot of logic here. Exploit the drink's popularity, present your expertise, advertise your range and start to create a culture that justifies some prices. The Connaught Hotel bar will charge £23 for the serve, so there's plenty to be achieved if you celebrate the serve.

With a menu page devoted, you will also provide space to go one step beyond the standard gin and tonic and build on the themes. Something like the Secret English Garden with Bombay English Estate Gin is an example of how the familiar serve for the customer can be converted into an accessible and easy-to-produce cocktail.

Taking the customer on this flavour journey needn't be dramatic; it can happen over four very simple drinks, with slight tweaks, as the suggestions here emphasise.

Tanqueray No 10 Gin

Elevating a G&T can begin somewhere as simple as climbing up a brand's premium ladder. Distilled in small batches with the four original botanicals of London Dry and the addition of fresh whole grapefruits, oranges, limes and chamomile flowers, T10 is explosively fresh and – as you would likely imagine – citrusy. An utter legend of a liquid, right up to the point of being not only the only gin, but the only white spirit that has been awarded a place in the Hall of Fame at the San Francisco Spirits Awards.

It's a little punchier as far as ABV goes (47.3%), so all of this personality could do with a relatively low-key tonic water that will open up the spirits as opposed to add another big flavour into the mix. You'd be nuts not to use something to pick out the fresh grapefruit notes that this gin is known for, so a fresh grapefruit garnish makes absolute sense. Where you can elevate this is by picking out specific notes that compliment grapefruit and really add theatre; a spritz of pink or black peppercorn tincture over the glass while preparing the drink at the bar, or when serving the drink at the table certainly brings a little theatre as well as adding real depth and character to the drink.

Obviously enough, you will need to be careful with what could effectively amount to pepper spray, so get that atomiser labelled up and the team warned!

Bulldog Gin

Here's an example of how to step things up with the garnish. Bulldog gin botanicals include French lavender, lotus leaves and dragon eye, so this is a spirit punchy enough to demand a simple approach with your tonic. A neutral but premium tonic is one way to go; the exotic botanical list does a lot of work in the drink for you and makes it pop with the garnish. A wedge of grapefruit with a sprinkle of ground black pepper, a slice of grapefruit or three blackberries can provide an easy-on-the-eye serve. But this will also work with a spicy mixer, like the Fever Tree Aromatic Tonic, which includes South American angostura bark, perfectly balanced with sweet, spicy notes of cardamom, ginger, vanilla and pimento berry.



Peppercorn tincture

Allow 10g of pink peppercorns to sit in about 250ml of high ABV spirit for a maximum of two days (Tanqueray No 10 is of course good for this, but Wray & Nephew Overproof also works a treat). Strain out the peppercorns and pour into an atomiser. This will keep at room temperature indefinitely.

Warner's Rhubarb Gin

Keen to express its handmade credentials, Warner's has always celebrated the best of British horticulture, and in Warner's Rhubarb the company has achieved what few others can using freshly pressed rhubarb juice. The result is a tangy but sweet spirit with accents of lemon and nutmeg, juniper, coriander and elderflower. The star of the show is obviously that rhubarb juice, but rather than a standard tonic, this helps it make a fine companion to premium Ginger Ale and starts to take a G&T drinker in a different direction. Add a good-looking slice of orange and it should get other customers asking after it.

Haymans Gin

This gin can start the forays into other tonic flavours. Study your gin history and you'll undoubtedly unearth the botanical gems added to the spirit during its darkest days of the 18th 'gin craze'. Amongst them was urine. Seriously, we're not taking the piss, but some distillers were, and ruined it for everyone. It comes as no surprise to hear sugar was added to mask the flavours, but mercifully the urine has gone and we still have the sugar in the form of Old Tom, a historic style which has rightfully stayed the course. Hayman's is one of the best examples, and if you have it in the range you can wax lyrical about gin's past whenever a customer wants to learn. Rich, round and gloriously bold with citrus and juniper pine character and a subtle earthy sweetness, it remains a proper gin at the base, but the subtle sweetness is a super foil for a slightly sharper Premium Sicilian Tonic.



With vodka back on the rise, Grey Goose creator François Thibault took time out from the wheat fields to tell us why provenance and quality must be at the heart of the spirit's story going forward.

Golden Goose

Dominate the top spot in spirits for as long as vodka has, and it stands to reason some will want to topple the pedestal. Non-vodka producers might have had most to gain from a vodka wobble, though none would express ill will, but it was more surprising to see some bar professionals give the spirit a cold shoulder a few years ago. Not the best tenders, we should stress – the most talented always find ways to be innovative, regardless of the base spirit in a drink. But with the 'ginaissance' and the whispers of a rum-naissance (not an actual phrase ...) heads were certainly turned from the spirit that had, in many ways, helped establish British bar culture.

The world of vodka responded though, assertively addressing the criticism that 'all vodka is the same', with established or emerging producers emphasising provenance and unique production techniques to defend their differences. All of this proved easy for brands like Grey Goose, a vodka that has always been on message.

Launching into the heady vodka world of the 1990s, Grey Goose helped bartenders during the early cocktail revolution and simultaneously celebrated its own provenance. A French vodka in the then emerging scene of 'world vodka', it went toe-to-toe with the eastern European offerings, but flaunted its very Gallic flair. From the outset it built bartender confidence through the story of its ingredients, and to that end always enjoyed a following from the industry leading lights – check out the website today and you'll find a current crop of innovative cocktail creatives presenting Grey Goose recipes.

And since it has always revelled in its 'Frenchness' and the ingredients its homeland provided, it's easy for the brand to keep ploughing the furrow of its provenance now that bar professionals demand transparency.



Creator François Thibault remains committed to this approach, and retains his passion for provenance. Growing up in a wine family before working as distiller and Maître de Chai in Cognac, François has alcohol coursing through the veins, so to speak, and when American businessman Sidney Frank suggested his concept of a French luxury vodka, in 1996, it appealed. So, while he acknowledges the challenges vodka has faced, he has enjoyed staying on target with the production principles he implemented from his first batch.

'Originally the legal classification for a vodka was to be tasteless and odourless (the legal definition has since changed in the US at least), but I wanted to prove the opposite with Grey Goose,' says François. 'When comparing several vodkas, we can feel, smell and taste the difference. Often I invite bartenders to try a few vodkas next to Grey Goose. Pour the vodkas at the same ambient temperature and in the same glasses – keeping all else the same, and immediately you notice Grey Goose has a different mouthfeel, there are aromas of breadcrumbs and even a touch of lemon citrus on the nose. On the palate there is a beautiful bouquet, including almond and croissant. I always say that the taste of Grey Goose is proof that through a thoughtful distillation you can reveal the aromas of our wheat and even the fermentation.'

The core ingredient at the centre of François' vodka is that wheat, and while potatoes are popular in eastern Europe, he points out that grain is a huge part of vodka's history, indeed one of the leading core ingredients for vodka production in so called 'traditional' countries. So naturally, there's an opportunity to celebrate that grain if you can. François does as much, in soil-turning spades.

'My motto is simple: I must choose the finest ingredients and let it show its qualities during the process,' says François. 'However, wheat in most regions does not have the same reverence and quality that French wheat has. French wheat is the signature ingredient in our famous French breads, and the finest French bakers have always known the top wheat comes from a region just outside of Paris known as "the breadbasket of France". The wheat from this region is even classified much like how we classify the grapes of our famed wine regions. The wheat from this region made our baguette so famous, and I always say, if this wheat is good enough for the French bread, then it is good enough for Grey Goose!'

The wheat grows in Picardie, which boasts a perfect microclimate for delivering a specific grain with consistent qualities. What François does with it is equally pertinent, and while these are not the details you might share with the average customer, his distillation process is a great way to learn how this vodka might differ from others.





Distillation starts with us milling our own wheat directly in the distillery,' says François. 'This means we have much more control and are able to create a granularity made only for the distillation of Grey Goose vodka – never for anything else. The milling process starts with the whole wheat grain entering the distillery, where it is cleaned and then enters a 4-step milling process which achieves the exact granularity we are looking for.'

'From there, the milled wheat goes into a 6-tank cascade fermentation. This process, like the entire process, is continuous but only happens one time and allows for a really precise fermentation. Following fermentation, the bread-wine goes into a single 5-step continuous distillation. We only distil once through the five steps, because when you start with the best ingredients, once is enough.'

'The summary of my distillation philosophy is simple: it's not about removing flaws but about concentrating all of the innate qualities of the ingredients. That's a big difference from how many people approach making vodka. Some distillers even refer to making "corrections" during the process, but for me it's about slight refinement. If you need to make corrections then you've allowed imperfections to occur in the first place – and then it's too late.'

'And our wheat takes four days to turn into a spirit, so there is also the question of time. I realise I have chosen the longest way to make a vodka! But it is in this way we've created a bespoke recipe that yields a bespoke vodka profile – more in line with the way a designer creates a perfect garment in "haute couture" or the greatest chefs make the best dishes in gourmet cooking.'

Arguably the easiest component to 'Frenchify' is the water, although it's also worth noting François uses water from Gensac-La-Pallue

and a dedicated well – 500 feet deep within the earth. Fresh water is drawn every day, filtered and added to the wheat spirit.

'The aim of our water is purely physical, and most importantly does not change or enhance our wheat spirit but rather lifts the natural qualities further,' adds François. 'In this way, Grey Goose is created from only two natural ingredients: our concentrated wheat and our water. Nothing else is ever added and nothing else is ever needed.'

And it's true, with well-made vodka, nothing else is required. Indeed, one of the best ways to enjoy the spirit is neat on ice. That said, François has always taken pride in the brand's support of the bar industry, and continues to champion the value of a quality cocktails. As he points out, he developed the recipe so it would be apparent in mixed drinks. In 2000 he also started creating flavoured vodkas to widen the opportunity for mixing, the first in being Grey Goose L'Orange, and he partners with specialists in isolating natural fruit molecules in Grasse – the historic capital of perfume in the South of France. Fresh fruits and their essential oils are isolated via distillation and maceration in a variety of ways depending on the fruit, and thus he delivers a range of flavours that provide a canvas for innovative mixing.

'I'm proud that our Grey Goose flavours have a consistency and vibrancy that always shines through. And I'm proud of the success of the vodka. My everyday life is tasting daily as I approve every single batch of Grey Goose – this is a necessary step to guarantee the constant quality level we strive for.'

Understandably then, François enjoys his work, and as long as he and his fellow producers remain this committed to the provenance and process, the spirit can continue to compete with the popularity of the likes of gin and rum.

'I love tasting vodka on the rocks or particularly in a dry martini cocktail. Both of these ways you can really express the fullness of the taste of Grey Goose in the purest form. At home, I like making a Fizz, it is simple to do and very fresh. I only use limes from my garden. During the warm season I bring nature into play. I have a big quantity of berries in my garden (redcurrant, strawberry, red and white raspberry, grape, cherry, plums). Lots of possibilities to create home-made cocktails and have fun! When I meet bartenders, I get simple pleasure from discovering a cocktail I do not know before. Bartenders are not lacking in ideas; they are constantly creating. The best cocktail for me is when a bartender creates something adapted following my preferences and current mood. These people impress me, I like when a barman extemporises, plays with ingredients, when he becomes an artist! At this moment I am fulfilled, because we share the same values of each detail perfection.'



The Cocktail

Tel Aviv bartender Daria Makhota created this with the sights and sounds of her home city in mind. Keen to source local and seasonal, she selected fresh herbs and ingredients from her local market.

- 30ml Grey Goose Vodka
- 10ml St Germain Elderflower Liqueur
- 15ml fresh lemon juice
- 22.5ml home-made sage & rosemary syrup
- 2 drops French absinthe
- 40ml soda water

Shake first four ingredients together and double-strain into an ice-cold flute. Top with 40ml ice-cold soda water. Add two drops of French absinthe.

Nelson's Column. And Pots

Venezuelan maestro Ronero Nelson Hernández talks us through the complex a variety of distillation techniques that create his wide range of Diplomático rums.



Diplomático has done much to encourage the renaissance of rum. While the category was once the preserve of mixed drinks, the approachable Diplomático Reserva Exclusiva, with its tasty chocolate and mocha signature, has convinced many naysayers that rum can be sipped neat.

Rum masters Nelson Hernández and Tito Cordero deserve much of the credit for a flourishing affection for sipping rums in the UK; the two produce spirits for Ron Diplomático at Destilerías Unidas, and through Reserva Exclusiva they have helped rum reach whisky drinkers and bring vodka and gin fans into the world of rum. It is no exaggeration to say their rum has been a game changer.

'During the last few years, we've seen an increasing number of whisky consumers including rum into their drinking repertoire,' says Nelson. 'They've noticed the similarities between whisky and dark aged rums, not only in the production process but also in the consumption mode, as they find similar complexity. This is one reason why Diplomático Reserva Exclusiva has become so popular with whisky drinkers.'

But along with the sipping rum phenomenon, Diplomático rums have offered bar professionals a range of styles to support experimentation with rum cocktails. Nelson has at his disposal a microclimate that nurtures special sugar cane, diverse distillation kit and space to experiment with maturation, and this, combined with his own prowess with a pot still, has enabled him to satisfy bartender demand.

'We control every step of our production process, from field to bottle,' says Nelson. 'Our distillery in La Miel is based at the foot of the Andes in Venezuela and here we have ideal weather conditions for ageing rums. All year the temperature is high during the day (32°C) and fresh during the night (24°C), and since our distillery is located close to the Andes Mountains, the relative humidity is very high – over 90%. Added to this, we have a constant wind around our warehouses and large stock of rum casks. All of this means we say that aging dark spirits here is three times faster than [in] Scotland.'

Terroir is a real watchword in spirits at the moment, with everyone from vodka producers to Irish whiskey now experimenting and promoting the idea of local, natural ingredients, and the impact of the surrounding environment. Certainly the Venezuelan climate around La Miel provides an intriguing storyline and sugar supply, but Nelson's three sets of stills are equally worthy of note.

'At Diplomático, all distillation equipment is unique,' he says. 'These are bespoke to us and enable us to create superb rums. We have the Barbet Column, which we use to produce light distillate at 95 ABV – but a very aromatic one. Then there's our Batch Kettle, unique equipment to discontinuous distillation in the rum industry, which was previously producing Canadian Whisky. And there's a Pot Still double retort, again, exclusive design, very different with other pot stills, using a double retort installed in the Caribbean, and previously producing malt whisky in Scotland.'

Nelson also puts it another way: the Barbet column still brings 'energy' to the rum; the batch kettle brings the balance; and the pot, fully copper, brings character and complexity. Each distillate from the separate stills presents a rum with independent quality, as seen in the Diplomático Distillery Collection, but with this variety, Nelson and Tito can mature and blend for a range of styles. And Nelson stresses that a range of styles is critical in the bar now.

'Variety is very important, because we have a role in educating consumers on the diversity and complexity of the premium rum category, and also showing the depth of flavours and styles available. Our main challenge remains the lack of education and knowledge about premium-and-above rum segments. This has improved in recent years but there is still a lot of work to do, not only with the trade but also with consumers.'

'Having a range gives a great opportunity for rum enthusiasts and consumers to learn and know more about premium rum, and feel the personality and character of this spirit. This will help us to connect with a new generation of consumers who are looking for quality, authenticity and new tasting experiences.'

Cocktail culture has brought bar professionals on the journey of the rum renaissance over the last two decades, and the UK bar scene has been at the forefront of driving rum. As a result, Nelson and the team has already put a lot of faith and invested a lot of time in the bartenders here.

'Rum has a long history with the UK market, and British bars have highly contributed to its development and popularity,' adds Nelson. 'The on-trade has had a lot of influence in the evolution of this spirit, they've really used their innovative spirit to create exciting cocktail menus, and in turn attract new consumers to the category. Rum is also incredibly versatile and present it a lot of classic cocktails that consumers love, from the mojito to the daiquiri to the rum Old Fashioned, there's so much to discover.'

'We've seen an increased interest in recent years for super-premium rums, with new drinkers joining the category, and this trend was driven by the mixology world as they increased the number of rum-based cocktails on their menus and started exploring with cocktails that would "break the rules", rum twists on well-known classic cocktails such as the rum Old Fashioned.'

'The most impressive thing for me is how friendly this environment is. We've always been very welcomed in the UK. It is a lot about having fun, sharing and caring, and these are also key values shared by us at Diplomático. The UK bar scene is also very dynamic and innovative. Bartenders are really creative and passionate and share this with their customers, and have really contributed to the revival of the rum category. They have made rum more accessible for drinkers, telling rums stories to attract a new audience beyond the traditional rum drinker.'

Unsurprising then, that Diplomático has a brand mission to make people re-evaluate their perception of rum, and will continue to do that by educating the trade with interesting trade advocacy programmes. Nelson and the team will also engage consumers with new rum propositions to accompany their journey of discovery, and in the more recent launch of Selección de Familia he is proving they will continue exploring the exceptional styles of sipping rums.

Diplomático is by no means unique in these efforts, but it is reassuring to know that master distillers like Nelson are on hand to offer up advice and education as bar professionals constantly look for ways to expand their distilling knowledge.



Diplomático Mantuano Rum Mule

50ml Mantuano
100ml ginger beer
10ml lime juice

Serve all ingredients in the copper mule mug, stir with a bar spoon and top off with ice. Garnish with a mint leaf and lime.



Diplomático Reserva Exclusiva Old Fashioned

50ml Mantuano
100ml ginger beer
10ml lime juice

Serve all ingredients in the copper mule mug, stir with a bar spoon and top off with ice. Garnish with a mint leaf and lime.



Diplomático Planas Daiquiri

50ml Planas
20ml lime juice
15ml sugar syrup

Add all ingredients to a shaker, fill with ice, shake and strain into coupe. Garnish with a lime wedge.

NELSON'S ESSENTIAL TECHNICAL DETAILS TO CONSIDER WITH RUM

Raw materials
(juice, honey or molasses)

Distillation process
(continuous or batch)

Barrels type
(wood, size, charred or toast,
use previews or news)

Ageing method
(static or solera)

Blending
(blend of rums or single)

Rum type
(light, medium or heavy)

Finish in special barrel.

NELSON'S KEY MESSAGES TO COMMUNICATE TO CUSTOMERS

Country of origin and where the distillery is based.

Elaboration process, including rum's complexity compared with others spirits like whisky, cognac, etc.

Sugar cane: details of the raw material and rum history.

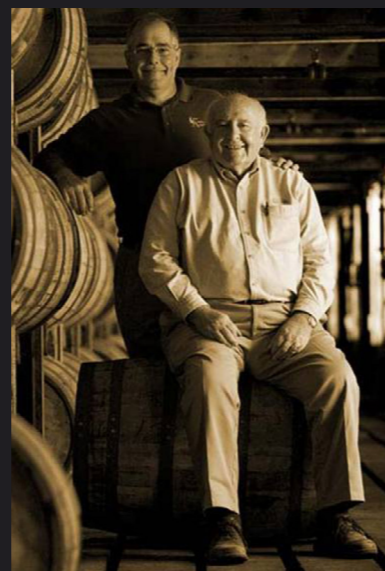
Complexity in flavours and taste.

How to drink it: neat or in various cocktails!



Talking Turkey

Legendary American whiskey maker Eddie Russell took some time out to talk to us about his production processes and the wider value of his Wild Turkey creations.



By combining a rich and spicy palate with exceptional heritage in classic cocktails, American whiskey has made itself a spirit worth having a special relationship with. If you're not already on board, it's time to buckle up, say 'yee', and indeed 'hah', and load the bar up with a range of styles.

But while exploring the widening world of this whiskey is a useful endeavour, it makes sense to have a classic on the shelf or in the well that can cover every option. And amongst the essential contenders is Wild Turkey, a classic distillery with heritage and form, backed up by a production team that has embraced modern techniques and respects the spirit's heroic heritage.

bourbons for our consumers, while the new distilleries are producing single malts and other unique liquids.

'The excitement comes from who is growing our industry. Most of my career it was an older gentleman that drank bourbon' and there weren't many brown spirit cocktails being served. Now we see a big presence in the bartending community. The younger men and women who have started drinking bourbon is most exciting.'

Certainly, cocktail culture has helped catapult American whiskey back to the forefront of bar chat in recent years. As a firm fixture in the recipe books during the original golden age of cocktails between 1860 and 1930, it has



Wild Turkey's Eddie Russell is a whiskey-making legend. Son of Master Distiller Jimmy Russell, and the third generation Russell to work at the Wild Turkey Distillery in Lawrenceburg, Kentucky, he has more than 30 years of experience and enjoys a unique pedigree in the bourbon industry.

Perhaps unsurprisingly then, Eddie is pretty passionate about the work he does, and remains determined to help bar professionals learn more and communicate its value to the customers.

'The American whiskey category is the best it's been in my career,' he says. 'The main distilleries are releasing some of the best bourbons they have, and we have all expanded from our core products to release some special

become a star of the modern mixing revolution, contributing to the reinvention of classics like the Sazerac, Old Fashioned, Manhattan and Julep. Not only do these drinks nod to an epic cocktail heritage, but they have also proved an incredible asset when a bartender is looking to ease a customer into the category.

'An American whiskey introduction can come through cocktails,' says Eddie. 'Cocktails remain an especially important part of the narrative with Wild Turkey. Many of our drinks are simply classic cocktails, made even better by using Wild Turkey. The Old Fashioned, the Manhattan, the Boulevardier, the Sazerac, the Mint Julep ... and even new twists on old classics, like the Paper Plane. The experimental possibilities are endless for our portfolio.'

The Wild Turkey portfolio diversity certainly lends itself to hitting the high notes of these mixed drinks. Eddie's 81 Proof Bourbon balances a little more rye in the mash bill with sweetness after maturation in heavy charred barrels, and is a great entry-level spirit for cocktails. But he dials things up in the excellent Wild Turkey 101 with a punchy ABV of 50.5%, which makes a worthy ally in many mixed drinks. There's also the Wild Turkey Rye, one of the best ryes on the market and an essential addition to any bar looking at a cocktail offering; not to mention the more recent collaboration with movie man Matthew McConaughey, which saw Eddie create the sweet and smokey Longbranch. All the variation and more is achieved at the distillery in Kentucky, where those decades of experience really come to the fore.

'We have always believed every step is important to making a great bourbon,' says Eddie. 'We start with the best grains we can find. We only use non-GMO corn and source our rye from Germany. The yeast is a proprietary yeast that has been used since the beginning and produces less fusel oil and more spicy flavors, which allows us to have a bolder bourbon that doesn't have an oily feel in your mouth.'

'The distillation proofs are also important and we use only one still for all our products, which is a column still with a doubler. We distill the alcohol off at a consistent 130 proof; this proof keeps some fusel alcohols that produce the esters we want, with the esters producing the fruity flavors you get in bourbon.'

'The barrels we use are six-to-nine-month air dried to naturally remove some of the bad tannins, and most use kiln-dried staves in their barrels. The aging process is a big difference. We use seven-story warehouses that produce different flavors based on which floor they are aged on, and we age everything six to 13 years, whereas most bourbons will only age four years. The longer aging gives the bourbon time to produce the flavors we want. Barreling at lower proofs also produce more full-bodied flavors. We don't add much water to bring the proof down – some bourbons cut the whiskey by 50% which reduces the flavors.'

This expertise has been applied to the creation of the aforementioned Wild Turkey Rye, which has proved popular with bartenders in the US and has seen a recent reappraisal in the best bars in the UK. Rye has enjoyed this rediscovery in part because of the bartender's fascination with the past.

'Somehow Rye fell "out of fashion" after prohibition,' says Eddie. 'But the truth is, Wild Turkey has always been in the rye game! We are one of the few legacy distilleries that can claim that. For decades, rye has served as a key pillar of whiskey production at Wild Turkey Hill, with our Wild Turkey Rye, Wild Turkey 101 Rye, Russell's Reserve 6-Year-Old Rye and Russell's Reserve Single Barrel Rye. This new expression is the culmination of more than 150 years of Kentucky artisanship and heritage.'

So why is rye resonating?



'It may be that bourbon drinkers have graduated to a place where they want something spicier once in a while, and it's an easy transition from one to the other. My son Bruce has always championed Rye, so this is reflective of perhaps a new generation of bourbon enthusiasts. To that end, bartenders have always valued and understood the importance of rye on the shelf. But the scale to which people are enjoying it is unprecedented in the best way. The industry went from 100,000 barrels in 2010 to now more than 1 million barrels last year. With the rise of cocktail culture, thanks to the great mixologists around the world, rye started to make its way back into the vocabulary of the consumer and on-menus, in cocktails and so on.'

But Eddie, along with many of his American whiskey producing peers, doesn't simply look to the past for inspiration. One of the great elements of the boom in American whiskey in the last decade has been the industry's thirst for innovation, whether through distillation, premiumization or barrel finishing. With the Master's Keep Revival project Eddie has already taken on interesting ideas, finishing his whiskey in Oloroso barrels in the past, and a new expression is coming.

'We are excited about our new Master's Keep "One", which will be our seventh release in this limited, annual series. As a Whiskey Hall of Fame member, my Dad Jimmy claims the perfect bourbon is one that's been aged between the eight to 10 year mark. I however, believe that the complexity in flavors of an older, 12-14 year aged bourbon yields makes for the best whiskey tasting experience. The next Master's Keep One is a culmination of these two spirits. I can't say much more than that without giving away the secrets, but we are really excited to share this with the world soon.'

'We will also unveil a new look for our core range of Wild Turkey. This is a more modern pack for our brand, so we're really excited about that, along with a new global campaign coming later in the year as well. We're keen to get back to support our bartending friends and I am personally celebrating 40 years as Master Distiller with Wild Turkey this June, a milestone I am very proud of!'

Lots to look forward to, and plenty of news to keep American whiskey front of mind for the industry, all of which will help inspire bartenders and hopefully help them keep customers equally intrigued by this special spirit.

Cocktails

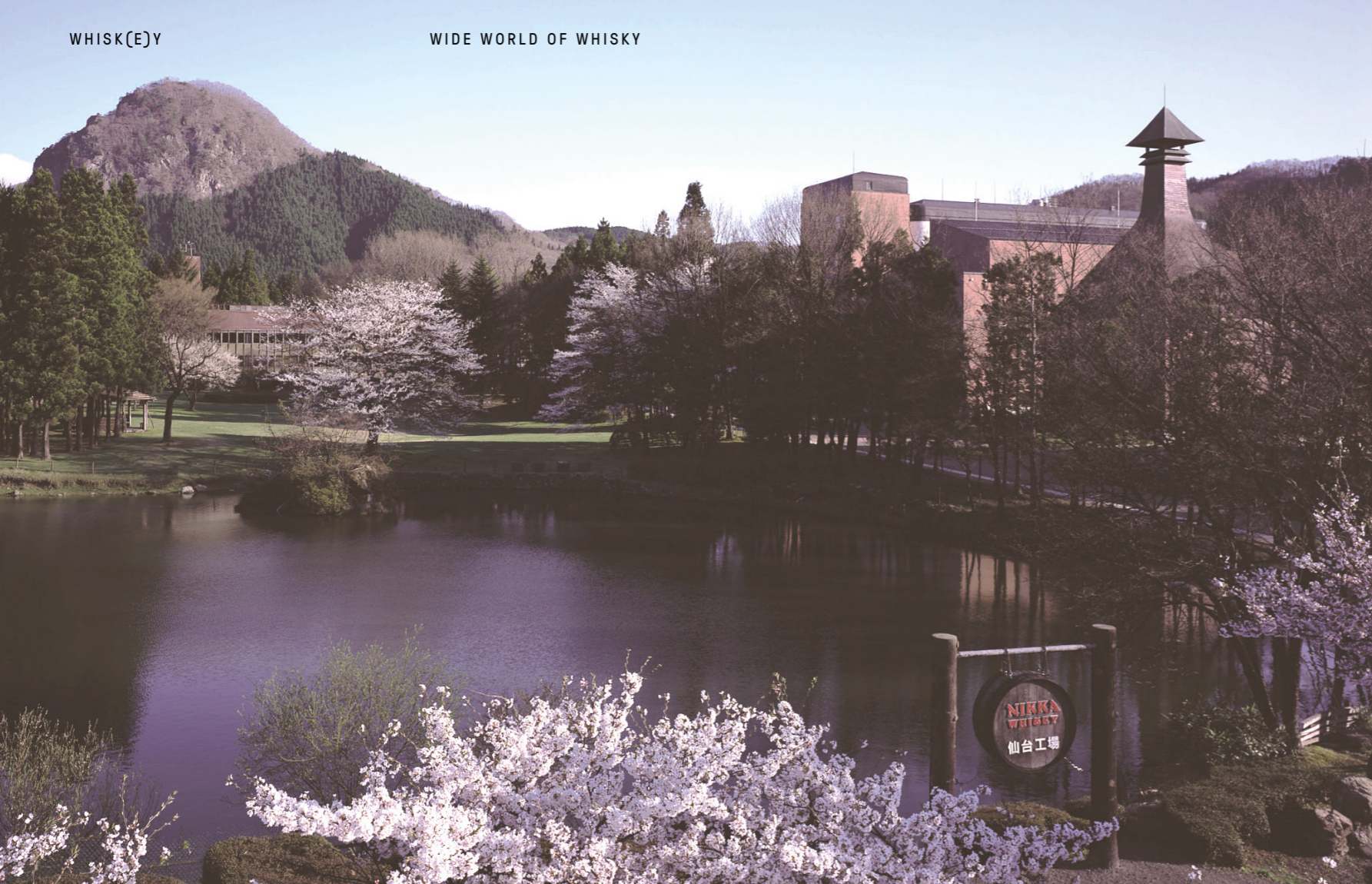
The Old Fashioned is the classic, but I also appreciate the variations from all the bartenders. They understand how flavors mix together to give the drinks a great taste. Our Wild Turkey 101 Old Fashioned works because this is a bigger bolder bourbon that stands up to the mixers in cocktails. The flavors shine through to make simple but tasteful drinks.'

Bourbon Basics

'Bourbon has natural sweetness with the vanilla and caramels. It also has that spice. These mingle great with the bitters and fruits that are in most cocktails. When selecting a bourbon, the bar professional needs to discover these things through neat tastings, and comparative tastings which helps them to determine which is best. The bourbons they choose should have the flavours that make the best version of their cocktails; they know the flavors they are looking for.'

'Like champagne is to France, bourbon is to America,' he says. 'In terms of production, it's all about the mash bill. Bourbon must contain no less than 51% corn, the mash must be distilled at 160 proof or less, the distillate must be stored in charred new oak barrels at 125 proof or less, and it must not contain any additives. Other whiskeys have different ABV standards for barreling and distilling, and other whiskeys can be aged in barrels previously used to age other spirits, and they don't necessarily need to be whiskey barrels—port, sherry, and rum casks are used in the aging process for non-bourbon whiskeys. But to be designated "straight bourbon whiskey," bourbon has to have been aged in new charred oak barrels for a minimum of two years. Lastly, it doesn't have to come from Kentucky, but it probably should. Ha!'





While the Japanese might have seemed like a newbie novelty ten years ago, such is the distilling prowess and award-winning acclaim, it's now an essential listing in the bar.

At the heart of Japan's whisky history are two legends: Shinjiro Torii, who founded Suntory, and Masataka Taketsuru, often known as the Father of Japanese whisky, who founded Nikka. Both are still going strong today, creating exceptional single malts, releasing rare and old casks, and presenting blends.

of Whisky

Wide World

While once the preserve of the Scotch geek, whisky is now a global phenomenon, and you'll find certain customers keen to explore everything from Australian to English. Gone are the stigmas and snobbery; in fact, world whisky distilling techniques are being lauded, so without the baggage of a historic stereotype, a more obscure offering might bring a non-whisky drinker into the conversation.

Take the Cotswold Distilling Company as an example. A sleek, modern bottle and label are matched with experimental work with wood maturation in the limited-edition sauternes cask single malt whisky from the Hearts & Crafts series. But the innovation doesn't come at

the cost of traditional values, with barley exclusively collected from the surrounding Cotswolds, and harvested barley heads sent to Warminster, Britain's oldest working maltings. While English whisky might seem a bit of an oddity to the customer, the credentials are there, and the benefit of The Cotswolds Distillery is that it's on the UK's doorstep.

But even if your customer isn't open to the wider new world of whisky, your staple serves can provide a decent geographical spread. You need to offer a range of Scotch, of course, and Irish, and you should have American as well, but along with the stalwarts you also now need to add Japanese whisky.



Nikka From The Barrel, for example, is a blend of single malts from the Yoichi and Miyagikyo distilleries and a unique grain whisky, married from a selection of different oak casks. Bottled directly from the cask at close to cask strength, it showcases a range of the flavours and spirit skills from the Japanese. Rich and fruity, there's some pepper, clove and cinnamon spice, and delicate citrus fruitiness is there, as well as the long note of oak on the finish. It's a fine all-rounder and a great addition to a cocktail if you're looking to play with concepts.

By simply adding Japanese and English whisky to the backbar, you're already showcasing a range that will have the customer talking. And you need this intrigue to prove to customers that your bar provides knowledge and diversity that expands imbibing horizons, and so delivers an experience they can't get in their own armchair.



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DRINKS

GREAT AGAIN

AFTER WHAT CAN ONLY BE DESCRIBED AS A RATHER EVENTFUL FOUR YEARS, WHEN CELEBRATING ANYTHING FROM ACROSS THE POND BECAME A LITTLE PROBLEMATIC FOR SOME, BARS CAN NOW JOYOUSLY 'MAKE AMERICAN (DRINKS) GREAT AGAIN.'

And American drinks don't come with more 'yee' or indeed 'hah' than the Old Fashioned – a stone-cold, star-spangled classic that showcases American whiskey, and sometimes other spirits, in style.

A passionate advocate of the Old Fashioned is Joe Beardsmore, bar manager at the Birmingham Whisky Club. Nestled in the heart of the city's uber-cool Jewellery Quarter, this bar, lounge and tasting room is dedicated to whisky in its finest form, and stocks more than 350 whiskies overseen by unpretentious staff steeped in knowledge and passion.

Its deftly curated menu offers a range of cocktails and classics, whisky flights and monthly specials, yet front and centre is a section dedicated entirely to the Old Fashioned.

The 'Old Fashioned Bar' is a four-drink segment consisting of a classic Old Fashioned alongside three bespoke versions designed by Beardsmore. Taking the drink's three core ingredients, and ice too, Joe has riffed on the classic recipe to create a trio of 'new' Old Fashioneds that showcase the versatility of each of the key components.

'The Old Fashioned is a timeless classic. It's simple and its elegant,' says Joe. 'But I have manipulated the original recipe of whiskey, sugar, bitters in a number of ways, whether straying away from the classic Angostura or orange bitters or seeking out sweetness in forms that add layers of flavour or texture to the drink.'

The Old Fashioned may be an easy drink to make in theory, but, Joe concedes, it is also an even easier drink to make badly – hence why the Old Fashioned has long been a reliable indicator of a venue's broader cocktail-making prowess.

'A dash too much bitters, a gram too much sugar or under-diluted and it's not just the drink that is ruined – it's the guest's visit too,' added Joe. 'That said, a well-made Old Fashioned can make a good visit a great visit.'

Enhancing both flavour and the customers' experience drives Joe's Old Fashioned innovation – while also staying true to the values and history of the drink. 'By utilising whiskey, sugar and bitters of the highest quality you instantly have a more pronounced and developed flavour profile that can create a richer, deeper cocktail,' he says.

Joe also stresses the importance of how the drink is presented – both on the menu and in the glass. At The Birmingham Whisky Club, Old Fashioneds are served 'minimalistic yet refined' in sophisticated, heavy bottom rocks glasses, with an ice ball and a single orange twist.

'An attractive and elegant cocktail turns heads,' says Joe. 'Also, the dialogue surrounding the drink is important, because it draws the customer's attention to the drink – try changing the word "sugar" to "demerara sugar" or mentioning specific whiskies rather than just indicating a bourbon.'

THANKS TO THE INTRODUCTION OF THE OLD FASHIONED BAR, THE CLASSIC COCKTAIL IS CURRENTLY THE MOST POPULAR ORDER AT THE BIRMINGHAM WHISKY CLUB, WHILE DRINKS LIKE THE SUMMERTIME BLUES ARE CONSISTENT TOP SELLERS.

SUGAR

Swapping granulated sugar for demerara or a similarly rich sugar can further develop the taste, add texture and mouthfeel, while substituting sugar for fortified wines – such as Pedro Ximénez sherry – expands the mouthfeel and creates a rich, vibrant flavour.

A common mistake is using raw sugar. Raw sugar never dissolves fully when stirred, and, as such, renders the finished drink unbalanced. I prefer sugar syrup at a ratio of 2:1 (2 parts sugar, 1 part water), which mixes throughout the drink, can be added in smaller quantities and therefore is less likely to cause over-dilution.

BREAKING DOWN THE OLD FASHIONED'S INGREDIENTS

BITTERS & AMAROS

There's a wide range of bitters available to bartenders, ranging from large brands like Angostura down to local independents producing small-batch craft bitters. Adding adventurous bitters, such as plum and grapefruit, helps weave complex flavours into a harmonious drink.

The use of Pedro Ximénez sherry brings big bold stewed fruits and dried raisin notes, and its syrup-like viscosity adds texture. Fernet-Branca and coffee liqueur, meanwhile, bring big bold profiles, fill out the body of the drink and add to the appearance of the drink.

THE CLUB OLD FASHIONED



**50ML BUFFALO TRACE KENTUCKY STRAIGHT BOURBON
2 DASHES ANGOSTURA BITTERS
1 DASH ANGOSTURA ORANGE BITTERS
12.5ML DEMERARA SUGAR SYRUP**

SPIRIT

Some say you shouldn't use any whiskey other than a bourbon in an Old Fashioned, (but) I believe that you can develop the flavour profile of the beverage even further by using rye, single malt, or blended whiskeys – and anything else that carries the 'whiskey' (or, indeed, 'whisky') label.

Bourbon, made from mash bill consisting of at least 51% corn, is a sweeter style of distillate that lends itself incredibly well to an Old Fashioned, finding harmony with the sugar and its caramel and toffee.

Made with a minimum of 51% rye, rye whiskey – like the grain – is harder, spicier and darker, and delivers white pepper spice, vanilla pod and cloves. American whiskey, meanwhile, has a varied mash bill, so doesn't have a standard tasting note but shares some similarities with Scotch whiskeys, and profiles of fresh fruit notes, biscuits and Christmas spices.

ICE

Poor-quality ice can affect the beverage by over-diluting or under-diluting, alongside chipping. If the Old Fashioned falls on either side of perfect dilution it will have a thin mouthfeel or a harsh bite of alcohol respectively.

If too much ice is used in the glass, then the drink risks over-diluting before the customer can finish it. We strive to create the best ice possible for our Old Fashioneds by freezing our own 3"x3" cubes before shaping them into perfect spheres that both look elegant and slow the dilution rate in order to allow the customer a more relaxed drinking time.

SUMMERTIME BLUES



**45ML OLD FORESTER KENTUCKY STRAIGHT BOURBON
12.5ML GIFFARD PÊCHE DE VIGNE
5ML DEMERARA SUGAR SYRUP
2 DASHES FEE BROTHERS GRAPEFRUIT BITTERS**

THE COFFEE BREAK



**40ML MICTHER'S US*1 BOURBON
18.75ML MR BLACK COLD BREW COFFEE LIQUEUR
7.5ML PEDRO XIMÉNEZ SHERRY
2 DASHES ANGOSTURA BITTERS**

BACK TO SCHOOL



Patrón Rosalia



40ml Patrón Silver tequila
10ml Martini Riserva Speciale Bitter
10ml fresh lemon juice
15ml rose sugar
Himalayan pink salt for the rim
White flower for garnish

Shake all the ingredients, and double strain directly into the coupe glass with a Himalayan pink salt for rim.

Just as a mechanic has to learn about his tools, learning more about tequila is crucial if you want to work with it in the bar. Matthew Sykes, Senior Director for Global Marketing at Patrón, has seen his fair share of tequila service, and is passionate about this element of what the brand does for the bar community. This is why, as well as training, he and the team encourage bar professionals to get involved in global competition and push the boundaries for tequila cocktails.

'Education is vital in helping to inspire, inform and then arm bartenders with the true facts of the category and brands, as well as dispelling any myths of what the category is not,' says Matthew. 'Giving bartenders information that can then be shared with consumers is of huge added value to the drinking experience. At Patrón, we don't just immerse bartenders in the story and vision of our brand and home, we also help them grow their knowledge of the wider tequila category. We offer training and courses in collaboration with the Tequila Regulatory Council to deliver a greater understanding of tequila and its heritage to bartenders.'

'Providing the bar community with a sound base of knowledge and the confidence to share that story is a key part of their skill's "toolkit". When encouraging consumers to trade up to a better-quality, but more expensive, spirit or drink, it's imperative the bartender adds value to their experience and provides further nuggets for those consumers to share with others.'

'Telling a simple but inspiring story is key to encouraging any consumer to try something new, and recommending tequila is no different. As ever, the conversation between bartenders and customers is two ways, so it is important for them to identify what the consumer prefers and tailor that offering to their needs.'

'A wonderful bartender, and one of the nicest people you'd ever want to meet, is Salvatore Scamardella. I remember when I walked into his bar in Italy for the first time – he took the time to explain the inspiration of his Patrón signature drink, shared his story and took immense pride in creating a phenomenal drink like nothing I'd tried before. Salvatore took that same care and attention with everyone else he served that night – treating every individual moment as a unique experience. Really inspirational.'

In 2015, Patrón launched a contest – the Margarita of the Year programme – challenging bartenders to twist and innovate around a classic. This year over 40 'Patrón Perfectionists' from around the world submitted their own take on the Margarita to the mixology website Difford's Guide, with the public asked to choose a winner. Italy's Chiara Mascellaro took the title, with her Rosalia cocktail, a Margarita twist with a purpose, created to draw attention to Cervical Cancer Awareness Month. The Rosalia is a delicate and fragrant twist on the Margarita that enhances the classic fruity and herbaceous notes of Patrón Silver with scents of rose, bitter aromas and fresh lemon juice.

'The challenge has been an opportunity to put my creativity to the test in a moment when our bartending community needs more inspiration and stimulus than ever,' says Chiara. 'I had fun in experimenting and creating my own signature Patrón Margarita, and loved being in touch with my fellow Perfectionists all over the world, feeling part of this supportive community who share the same passion and dedication to the world of mixology.'



Patrón Paloma

50ml Patrón Silver tequila
30ml grapefruit juice
15ml lime juice (freshly squeezed)
7.5ml agave syrup
Grapefruit soda to top up
Grapefruit slice or lime wedge

Add Patrón Silver tequila, the grapefruit juice, lime juice and agave syrup to a shaker. Shake and strain into a highball filled with ice, top with grapefruit soda and garnish with a grapefruit slice.

Agave spirits are booming at the moment, so knowing what you have behind the bar is crucial. Here Patrón's tequila leader and master distiller David Santos Rodriguez, and Patrón production director Garcia Patrón provide some insight into the creation of their spirit.

Agave Affection

Tell us about the production methods at Patrón

At Patrón we combined two different production methods – the more modern roller mill and the ancestral method of the tahona volcanic stone mill. In the first method, we separate the juice from the fibre, while the tahona method allows us to keep the agave fibres all the way into distillation. Both processes begin with the highest quality 100% Blue Weber Agave, coming from the fields of the best growers in the Jalisco region. With them, we have long-term contracts in order to guarantee the best quality for us and the best business conditions for them.

Additionally, we have a team of agronomists who supervise not only the harvesting process but also the entire cycle, during the up to seven years that it takes for the agave to reach full maturity. Once the agave reaches Hacienda Patrón, we cook it in traditional small brick ovens for over three days, before we can crush the agave, either in the roller mill or in the tahona. The next step is fermentation, which takes place in our small pine wood fermenters, allowing us to provide the best environment for the yeast during this process. Finally, we distil the tequila in small handmade copper pot stills.



What are you most proud of with production?

Patrón is handmade in small batches. I am particularly proud of this factor, not only because it enhances the flavour profile of the spirit, but also because it truly showcases the talent and dedication of the people who are part of our family at Hacienda Patrón. Currently, we are 2,000 people at the Hacienda, and the passion that every single person channels into their daily work is what makes Patrón truly unique as a company. The handcrafted process sets Patrón apart. We are the largest tahona mill tequila producer, with currently 14 volcanic stones to crush our agave. This ancient and time-consuming process is rarely used nowadays.

How does production impact on flavour profile?

The combination of the roller and tahona mill processes gives a complex and unique flavour profile. Herbal and citrus notes come from the roller mill process, while fruitiness and cooked agave are conveyed by the tahona process. All the characteristics are in perfect balance, allowing you to enjoy it neat and increasing its mixability in a cocktail.

Can you share some differences in the expressions?

Patrón Silver is the perfect combination of the vegetal and herbaceous characteristic of our terroir and the sweetness achieved through the cooked agave. To create our aged tequilas, we use a combination of different barrel types – American, French and Hungarian are just a few of the varieties that we use in order to provide complexity to the different Patrón aged expressions. We offer a vast choice of aged tequilas, starting from our core range, with Reposado and Añejo, to reach our luxury range, with Gran Patrón Piedra and Gran Patrón Burdeos. Patrón Reposado is the ideal expression for people who might not be familiar with agave spirits, as its five-month ageing period provides the sweetness of vanilla and caramel notes while maintaining the fresh agave characteristic of the Silver base. Patrón Añejo spends more than a year in our different types of barrels, creating an amazing profile where you will find dry fruits, citrusy notes and an interesting touch of oak that makes it perfect to be enjoyed as a substitute to another dark spirit.

You talk about '60 hands to make Patrón'. What does this mean?

We always say that it takes at least 60 hands to produce a single bottle of Patrón. This real story is testament to the amount of amazing people involved in the production of our tequila. We make our tequila by hand, from the harvesting process up to distillation. Patrón is handmade in small batches and our commitment to craftsmanship even extends to the bottling room, where we apply every single label by hand, and we personalise each bottle by handwriting its individual number. At Hacienda Patrón we are 2,000 people, while other distilleries can produce the same volumes of tequila we do with just 100 people, and our people make Patrón unique.

SEEDLIP

If post-pandemic predictions prove to be true, the next few years in British pubs and bars may well be the most hedonistic since, well, the decade following the last flu pandemic, back in 1918.

But even if there is a repeat of the roaring 20s, it will be more balanced than a century ago. Because the thriving low- and no-alcohol scene (which was picking up speed prior to the pandemic) is showing no signs of slowing down, and the appetite for abstinence – even during a stressful lockdown – has continued to grow.

While the media were quick to highlight a rise in stress-induced alcohol consumption during the last year, something seldom mentioned was the increasing number of consumers embracing the 'wellness' trend by moderating their drinking with non-alcoholic alternatives.

According to the IWSR, a leading global drinks analyst, the low- and no-alcohol market is projected to grow by 22% in the UK during in the six years between 2019 and 2024 – which is why big name brands such as Gordon's, Tanqueray and Martini have all entered the market with 'grown-up' offshoots backed with major marketing spend.

They join a tranche of trailblazing brands such as Seedlip and Æcorn at the forefront of a distinct category who have totally transformed the image of non-alcoholic drinks.

NALA

From The Field



INGREDIENTS

Chilled cocktail glass
60ml Seedlip Garden 108
15ml apple & plum cordial
30ml sparkling water

METHOD

Stir
Garnish with pea pod.

Once the 'distressed' purchase of those who are not 'allowed' to drink alcohol, such as pregnant women, religious groups and drivers, the non-alcoholic category is now one that people are actively buying into – regardless of whether they regularly drink alcohol or not.

Unwilling to end their night spilling kebab on their shoes, people are looking for interesting alternatives to 'moderate' their drinking. They're willing to pay premium prices to do so, but are not prepared to compromise on quality in terms of ingredients and integrity.

Ben Branson, Founder of Seedlip, believes the consumer demand for grown-up non-alcoholic drinks is also growing sales of other alternative categories, be it vegan milks, plant-based meat or electric cars.

'We are changing how we live, what we value, what we consume, and becoming more aware of the impact of the decisions we make across every aspect of our lives' This includes drinking more non-alcoholic options,' he says. 'We are switching to something positive – for people personally as well as the planet – and the non-alcoholic category is no different.'

Spice 94 & Tonic



INGREDIENTS

In a highball full of ice, add 50ml Seedlip Spice 94
Top with tonic water

METHOD

Garnish with pink grapefruit zest.

Mr Howard



INGREDIENTS

50ml Seedlip Spice 94
30ml pink grapefruit juice
20ml fresh lemon juice
15ml sugar syrup
1 star anise

METHOD

Shake all ingredients, and double strain into a chilled Martini glass.
Garnish with a star anise.

Grapefruit Gimlet



INGREDIENTS

50ml Seedlip Spice 94
50ml pink grapefruit cordial*

METHOD

Shake all ingredients and double strain into a chilled Martini glass.

*Pink grapefruit cordial: peel the rest of the grapefruit, and in a container, macerate the peel in 50 g white caster sugar and the remaining juice from the grapefruit. Leave macerating for a few hours, then strain the liquid into a bottle and keep in the fridge.

Citrus Fizz



INGREDIENTS

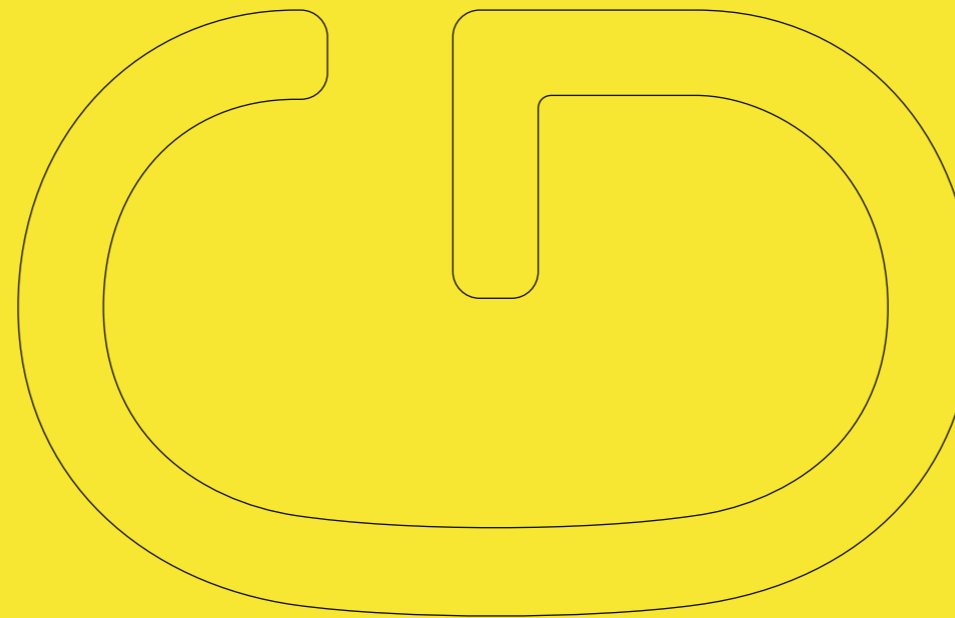
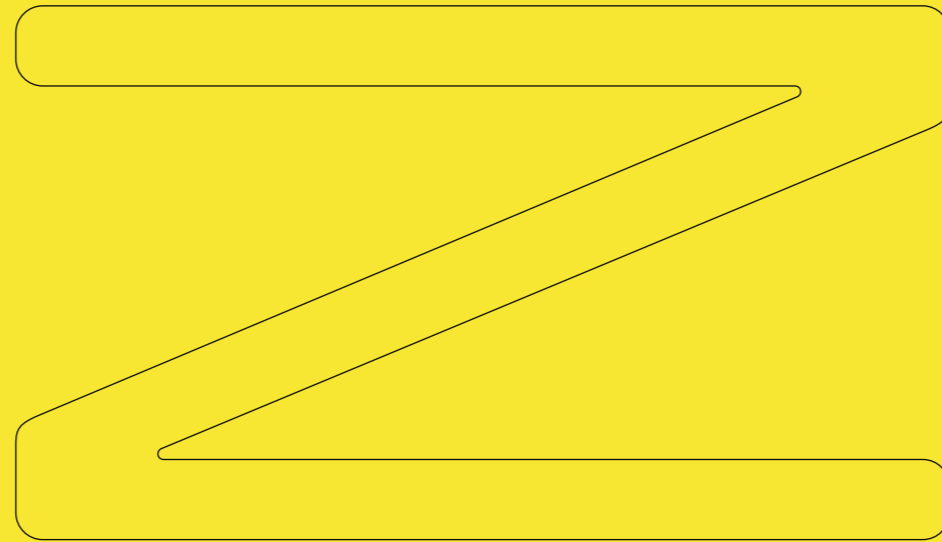
Chilled champagne flute
50ml Seedlip Grove 42
25ml organic marmalade cordial*

METHOD

Stir & strain
Top with cold sparkling water.
Garnish with orange zest.

*Organic marmalade cordial: Mix 300g organic marmalade with 150 ml hot water. Fine strain and bottle. Store in fridge.

GIN



While gin is still very much big business, there is a sense of fatigue just starting to set in with consumers. Endless flavour variants scratch an itch for the new but isn't necessarily practical when you have limited space or an aversion to clutter. While times are challenging it makes sense to rationalise your range somewhat, driving more volume into less bottles. It may be time to consider changing out twelve esoteric bottles of flavoured gins for a handful from a brand that you know will work – it doesn't hurt to rethink your pouring and upsell options when it comes to London Dry, either...



HAYMAN'S OLD TOM

Many people are unfamiliar with traditional English Old Tom Gin. Dating back to a period when gin was more richly flavoured, it remains a favourite to this day.

JUNIPER		
% 41.4	£ £££	
↗ 70c1	# 20885	C 6

MARTINEZ		
50ML HAYMAN'S OLD TOM GIN		
7.5ML DRY VERMOUTH		
22.5ML COCCHI SWEET VERMOUTH		
7.5ML LUXARDO MARASCHINO		
1 DASH OF ANGOSTURA BITTERS		
1. COUPLE GLASS		
2. STIR OVER ICE & STRAIN INTO FROZEN GLASS		
3. ORANGE ZEST GARNISH		



ADNAM'S COPPER HOUSE

A trophy-winning gin, handcrafted from grain to glass which is aromatic, fruity and floral. Classic notes of citrus juniper, cardamom and sweet, zesty orange peel.

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



BEEFEATER DRY

Distilled in Kennington, on the South bank of the Thames to James Burrough's original recipe from the 1860s.

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



BOMBAY SAPPHIRE

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

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

TANQUERAY N° TEN

Born in the 10th still, this small batch gin infuses not only peel, but the whole of the fruit. Grapefruit, orange, lime and chamomile set Tanqueray No.10 apart.

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

GIN MARTINI		
50ML TANQUERAY N° TEN GIN		
10ML DRY VERMOUTH		
1. NICK & NORA GLASS		
2. STIR WITH ICE & POUR INTO FROZEN GLASS		
3. TWIST OF PINK GRAPEFRUIT PEEL GARNISH		



BOODLES LONDON DRY

Beefeater London Dry gin base with sweetened natural blood orange flavours.

JUNIPER		
% 40	£ £££	
↗ 70c1	# 23080	C 6



BROKERS

Quadruple-distilled pure grain gin made from English wheat, with the finest herbs, spices and fruit imported from three continents.

JUNIPER		
% 40	£ ££	
↗ 70c1	# 16246	C 6



GORDON'S

Carefully distilled using a secret recipe, the distinctively refreshing taste comes from the finest handpicked juniper berries and a selection of other botanicals.

JUNIPER		
% 37.5	£ ££	
↗ 70c1	# 56945	C 6
↗ 1.5L	# 56592	C 6



PORTOBELLO ROAD

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

JUNIPER		
% 40	£ £££	
↗ 70c1	# 12201	C 6



SIPSMITH LONDON DRY

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



SLINGSBY DRY

Refreshing citrus from the grapefruit base gives way to a very smooth herbaceous sweetness, led by sweet cicely and a light green tea scented with jasmine blossom.

JUNIPER		
% 42	£ £££	
↗ 70c1	# 24063	C 6



HAYMAN'S LONDON DRY

The very essence of Hayman's Gin - London's award-winning Family Gin Distillers is that they still make their gins using the same family recipes pioneered over 150 years ago.

JUNIPER		
% 41.2	£ £££	
↗ 70c1	# 20887	C 6



MARTIN MILLER'S

Flavoured with Tuscan juniper, cassia bark, angelica, Florentine orris, coriander, Seville citrus peels, cinnamon and liquorice root.

JUNIPER		
% 40	£ £££	
↗ 70c1	# 14582	C 6



PLYMOUTH

Distilled from a unique blend of 7 botanicals, soft Dartmoor water and pure grain alcohol at the historic Black Friars Distillery - the oldest working distillery in England.

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



TANQUERAY

Four times distilled with four botanicals - juniper, coriander, angelica and liquorice; this award winning gin is a bold spirit.

JUNIPER		
% 41.3	£ £££	
↗ 70c1	# 57060	C 12



TARQUIN'S CORNISH DRY

Elegant crisp juniper and sweet orange blossom on the nose, leading to zesty pink grapefruit, warming eastern spice, and fragrant floral complexity to finish.

JUNIPER		
% 42	£ £££	
↗ 70c1	# 23321	C 6



THE BOTANIST ISLAY DRY

The spirit is satin smooth gliding over the palate like no gin you have ever tried before. A totally seductive experience.

JUNIPER		
% 46	£ ££££	
↗ 70c1	# 16073	C 6



WHITLEY NEILL LONDON DRY

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

JUNIPER		
% 42	£ £££	
↗ 70c1	# 15558	C 6



BEEFEATER BLOOD ORANGE

The fresh zesty flavours of blood orange tune perfectly with classic notes of juniper and citrus of Beefeater Gin.

CITRUS		
% 37.5	£ ££	
↗ 70c1	# 23149	C 6

MALFY ROSA

Malfy Gin Rosa, Pink Grapefruit and Rhubarb-Pompelmo Rosa and Rabarbaro. Pink Grapefruit is a classic citrus variety in Southern Italy.

CITRUS

% 41	£ £££
↗ 70cl	# 23516 C 6

50ML SAN PELLIGRINO ARANCIATA ROSSA
50ML PROSECCO

AMALFI SUNSET SPRITZ

35ML MALFY GIN ROSA

50ML SAN PELLIGRINO ARANCIATA ROSSA

50ML PROSECCO

ICE

1. WINE GLASS
2. BUILD
3. ORANGE WHEEL, THYME SPRIG & STRAWBERRY SLICES



TARQUIN'S RHUBARB & RASPBERRY

Zesty rhubarb compote and tart raspberry sorbet on the nose, leading to soft, crisp juniper and a touch of frangipane sweetness to finish.

FRUITY

% 38	£ £££
↗ 70cl	# 23323 C 6

50ML TARQUIN'S RHUBARB & RASPBERRY GIN
100ML PONTE PROSECCO
100ML GINGER ALE

ROYAL SPRITZ

50ML TARQUIN'S RHUBARB & RASPBERRY GIN

100ML PONTE PROSECCO

100ML GINGER ALE

ICE

1. LARGE WINE GLASS
2. BUILD AND STIR
3. FRESH RASPBERRIES & MINT GARNISH



BOMBAY CITRONS PRESSE

A vibrant gin bursting with the taste of freshly squeezed Mediterranean lemons, made from an 100% natural fruits infusion with no added sugar.

CITRUS

% 37.5	£ ££
↗ 70cl	# 31972 C 6



GORDON'S MEDITERRANEAN ORANGE

Inspired by a 1929 Gordon's recipe, this delicious gin boasts fresh and zesty Mediterranean orange notes that perfectly compliment the refreshing juniper taste of Gordon's.

CITRUS

% 37.5	£ ££
↗ 70cl	# 25433 C 6



MALFY CON LIMONE

Malfy Gin is distilled by the Vergnano family in Moncalieri, Italy using a traditional vacuum still.

CITRUS

% 41	£ £££
↗ 70cl	# 23519 C 6



CHASE PINK GRAPEFRUIT & POMELO

Floral and zesty, a wave of tartness hits your tongue first, followed by a juicy kick of grapefruit peel. Subtle hints of juniper round out the flavour.

CITRUS

% 40	£ ££££
↗ 70cl	# 19475 C 6



GORDON'S SICILIAN LEMON

A Mediterranean twist on an original recipe from Alexander Gordon. Sicilian lemon is a crisp refreshing distilled gin with juniper and delicious juicy lemons.

CITRUS

% 37.5	£ ££
↗ 70cl	# 24645 C 6



SALCOMBE 'START POINT'

Distinct notes of red grapefruit with heady, earthy pine from Macedonian juniper. Rich, full and incredibly smooth palate, with a fresh, lingering and balanced finish.

CITRUS

% 44	£ £££
↗ 70cl	# 23165 C 6



ENGINE

Engine is an organic gin produced in Piedmont, in North of Italy. Engine has a stout structure but a kind soul. It sparkles on the rocks and shines in tonic water.

CITRUS

% 42	£ £££
↗ 70cl	# 33858 C 6



MALFY CON ARANCIA

Blood oranges have a unique flavour profile compared to other oranges, being distinctly raspberry-like in addition to the usual citrus notes.

CITRUS

% 41	£ £££
↗ 70cl	# 23518 C 6



SIPSMITH LEMON DRIZZLE

This recipe takes a classic London Dry Gin backbone and layers on sundried lemon peels, lemon verbena and vapour infused, fresh hand peeled lemon.

CITRUS

% 40.4	£ £££
↗ 70cl	# 31910 C 6



SLINGSBY MARMALADE

Crisp grapefruit enhances the citrus profile further and the Yorkshire marmalade provides a beautifully sweet finish and a well rounded mouthful.

CITRUS

% 40	£ £££
↗ 70cl	# 24636 C 6



WHITLEY NEILL BLOOD ORANGE

A sweet fruit burst of Sicilian blood oranges offers a smooth crisp taste of the Mediterranean sun.

CITRUS

% 43	£ £££
↗ 70cl	# 29896 C 6



ZYMURGORIUM MARMALADE

Like a ray of bright morning sun this gin has a true citrus twang that'll wake the senses.

CITRUS

% 40	£ £££
↗ 50cl	# 27117 C 6



TANQUERAY RANGPUR

Rare Rangpur limes bring an exotic, bold flavour to the already perfect combination of juniper, coriander, bay leaves and ginger. Clean, transparent with a rich, refreshing taste.

CITRUS

% 41.3	£ £££
↗ 70cl	# 59653 C 6



WHITLEY NEILL PINK GRAPEFRUIT

Infused with Iberian pink grapefruit on the palate, this gin has a delicate sweetness with citrusy notes that give way to a balanced grapefruit burst.

CITRUS

% 43	£ £££
↗ 70cl	# 30476 C 6



BULLDOG

A delicious English gin made with poppy, dragon eye, lotus leaves, citrus, almond, lavender and various other botanicals (12 in total).

FLORAL

% 40	£ £££
↗ 70cl	# 18042 C 6



TANQUERAY SEVILLA

Inspired by an original recipe from Charles Tanqueray, this is a unique distilled gin made with bittersweet Seville oranges, orange blossom, as well as other fine botanicals.

CITRUS

% 41.3	£ £££
↗ 70cl	# 19508 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	£ ££££
↗ 50cl	# 16440 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	£ £££
↗ 70cl	# 57166 C 6

ROKU

In Japanese, Roku translates as the number six. Inside every bottle of Roku Gin, you will find six very special botanicals that are sourced in Japan.

FLORAL

% 43	£ £££
↗ 70c1	# 30011 C 6

GIMLET

50ML ROKU GIN

15ML LIME JUICE

10ML SIMPLE SYRUP

1. COUPE GLASS
2. SHAKE & FINE STRAIN
3. LIME SLICE GARNISH



WARNER'S HARRINGTON DRY

Bold and spicy pepper with cardamom on the nose, drifting into elderflower and subtle vanilla. Juniper, silky smooth orange and a hint of cinnamon on the palate.

HERBAL

% 44	£ £££
↗ 70c1	# 27063 C 6

ELDERFLOWER GIMLET

50ML WARNER'S HARRINGTON DRY GIN

20ML ELDERFLOWER CORDIAL

2 FRESH MINT LEAVES

12.5ML LIME JUICE

1. COUPE GLASS
2. SHAKE & FINE STRAIN
3. FRESH LEMON THYME AND LIME PEEL GARNISH



HENDRICK'S FLORA ADORA

The beautiful juniper and coriander backbone is lengthened by lush, green and wonderfully deep sweet floral characteristics.

FLORAL

% 43.4	£ £££
↗ 70c1	# 33837 C 6



WARNER'S ELDERFLOWER

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

FLORAL

% 40	£ ££££
↗ 70c1	# 27065 C 6



WHITLEY NEILL PARMA VIOLET

A luxurious handcrafted gin of exceptional quality with bright vibrant flavours of juniper followed by a herbaceous floral note from the violet.

FLORAL

% 43	£ £££
↗ 70c1	# 30178 C 6



BOË VIOLET

A light purple-hued liquid, infused with violet flowers alongside classic botanicals, including coriander, angelica, spiced ginger, cassia bark and grains of paradise and citrus peel.

FRUITY

% 41.5	£ £££
↗ 70c1	# 19501 C 6



BOMBAY BRAMBLE

A bold new gin bursting with the 100% natural flavour of freshly harvested blackberries and raspberries.

FRUITY

% 37.5	£ £££
↗ 70c1	# 24719 C 6



BOODLES MULBERRY

A rich mulberry scented gin with notes of raspberry and currant to create a sweet and subtle medley.

FRUITY

% 30	£ £££
↗ 70c1	# 23081 C 6



ZYMURGORIUM MANCHESTER

This complex, rich gin from Manchester begins with slightly sweet, floral notes and finishing herbal touch that lingers on the palate thanks to a honey-vodka base.

FLORAL

% 40	£ £££
↗ 50c1	# 27118 C 6



GIN MARE

Distilled in a fishing village near Barcelona, Gin Mare smells and tastes like the essence of the Mediterranean, which was kind of the intention.

HERBAL

% 42.7	£ £££
↗ 70c1	# 15657 C 6



WILLIAM CHASE EXTRA DRY GB

Juniper, dark chocolate and citrus zest upfront on the palate, followed by notes of cinnamon, nutmeg and ginger.

HERBAL

% 40	£ £££
↗ 70c1	# 13990 C 6



BROCKMANS

The subtle acidity from grapefruit peel and the fresh and floral notes of blackberries and blueberries combine beautifully with the original and unique combination of Brockmans botanicals.

FRUITY

% 40	£ £££
↗ 70c1	# 23199 C 6



GORDON'S PINK

Gordon's Pink gin balances the refreshing taste of Gordon's with the natural sweetness of strawberry and raspberry with the tang of redcurrant.

FRUITY

% 37.5	£ ££
↗ 70c1	# 18637 C 6



GORDON'S TROPICAL PASSIONFRUIT

A precise balance of citrusy pomelo notes, the essence of warm pink peppercorn with a touch of quinine.

FRUITY

% 37.5	£ ££
↗ 70c1	# 32277 C 6



BEEFEATER PEACH & RASPBERRY

The classic Beefeater tastes of juniper and citrus are enhanced by the slightly sweeter notes of peach that show a delightful burst of raspberry on the finish.

FRUITY

% 37.5	£ £££
↗ 70c1	# 26601 C 6



BEEFEATER PINK STRAWBERRY

Beefeater London Dry gin base with sweetened natural strawberry flavours.

FRUITY

% 37.5	£ £££
↗ 70c1	# 19767 C 6



BOË PASSION FRUIT

A mixture of fresh passion fruit and bright orange notes meld with classic herbaceous gin elements, making for a sweet treat.

FRUITY

% 41.5	£ £££
↗ 70c1	# 21135 C 6



GORDON'S SLOE

The finest wild sloe berries (fruit of the wild blackthorn) are gently steeped, before adding Gordon's gin.

FRUITY

% 26	£ ££
↗ 70c1	# 56977 C 6



GORDON'S WHITE PEACH

This sophisticated gin has a subtle sweetness that captures the naturally mellow flavours of white peach. Carefully balanced with the refreshing taste of Gordon's.

FRUITY

% 37.5	£ ££
↗ 70c1	# 25432 C 6



KOPPARBERG MIXED FRUIT GIN

A London Dry Style Gin, double distilled with botanicals of juniper, coriander and lemon zest, infused with raspberries and blackcurrants to create a refreshingly bold and balanced serve.

FRUITY

% 37.5	£ £££
↗ 70c1	# 24254 C 6

SLINGSBY BLACKBERRY

A bright, fruity and refreshing gin with a beautifully sweet finish and a well-rounded mouthfeel.

FRUITY

% 40	£ £££
↗ 70c1	# 31033 C 6

ROYAL BRAMBLE

25ML SLINGSBY BLACKBERRY GIN

20ML LEMON JUICE

10ML SUGAR SYRUP

PONTE PROSECCO ROSÉ TOP

1. FLUTE GLASS
2. SHAKE & FINE STRAIN ALL NON-SPARKLING INGREDIENTS, TOP WITH SPARKLING WINE
3. FRESH BLACKBERRY GARNISH



SALCOMBE 'ROSÉ SAINTE MARIE'

Fragrant notes of fresh lemon peel and Provence herbs, complemented by natural sweetness of red fruit and distinctive perfumes of white flowers and orange blossom.

FRUITY

% 41.4	£ £££
↗ 70c1	# 23162 C 6

PROVENCE SPRITZ

35ML SALCOMBE GIN 'ROSÉ SAINTE MARIE'

20ML PROVENCE ROSÉ WINE

TOP FEVER-TREE INDIAN TONIC

ICE

1. COPPA GLASS
2. BUILD AND STIR
3. LEMON PEEL & DRIED LAVENDER STEM GARNISH



KOPPARBERG STRAWBERRY & LIME

Kopparberg Strawberry & Lime Premium Gin is distilled with pride and expertly infused with the finest ingredients and natural fruit flavours that made Kopparberg famous.

FRUITY

% 37.5	£ £££
↗ 70c1	# 22407 C 6



PINKSTER

The original pink gin, made with real raspberries grown locally to their rural Cambridgeshire HQ, Pinkster is only produced during the raspberry cropping season.

FRUITY

% 37.5	£ ££
↗ 70c1	# 29180 C 6



SIPSMITH SLOE

Gorgeous redcurrant and ripe winter fruits with stone-fruit almond. Cassis comes through with soft cherry hints and a rounded fruitiness. Velvety mouthfeel and balanced sweetness.

FRUITY

% 29	£ ££££
↗ 50c1	# 17946 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	# 27067 C 6



WARNER'S HARRINGTON SLOE

Harrington Dry gin steeped with handpicked sloe berries for an intensely fruity but not overly sweet liqueur bursting with notes of cherry and almond.

FRUITY

% 30	£ £££
↗ 70c1	# 27064 C 6



WHITLEY NEILL BLACKBERRY

Inspired by floral English hedgerows laden with fresh plump blackberries in late summer, this gin has a vibrant and intensely fruity taste of these summer favourites.

FRUITY

% 43	£ £££
↗ 70c1	# 30286 C 6



SLINGSBY GOOSEBERRY

An initial burst of refreshing citrus from the grapefruit base leads to an unmistakable tangy sharpness from fresh Yorkshire gooseberries, tempered with a sweet and fruity finish.

FRUITY

% 40	£ £££
↗ 70c1	# 22169 C 6



SLINGSBY RHUBARB

Initial sweetness of rhubarb and raspberry followed by the bitter tang of the pink grapefruit citrus base. A tart Rhubarb finish rounds off the drink.

FRUITY

% 40	£ £££
↗ 70c1	# 22177 C 6



TANQUERAY BLACKCURRANT ROYALE

A sumptuous bold and rich flavourful distilled gin elevated with dramatic mysterious flair. Inspired by the Tanqueray French heritage and travels of Charles Tanqueray in the 1840's.

FRUITY

% 41.3	£ £££
↗ 70c1	# 26552 C 6



WHITLEY NEILL QUINCE

A handcrafted gin of exceptional quality, with a flavour that's as rich as its ancestry.

FRUITY

% 43	£ £££
↗ 70c1	# 29013 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



WHITLEY NEILL RHUBARB & GINGER

Harking from fond memories of the Whitley family farm, this gin mixes rhubarb and a warm twist with the addition of fresh ginger.

FRUITY

% 43	£ £££
↗ 70c1	# 19107 C 6



TARQUIN'S STRAWBERRY & LIME

Zesty lime, sweet orange blossom, and warm spice on the palate. With a finish of tart strawberry jam, candied marmalade, and soft pine.

FRUITY

% 38	£ £££
↗ 70c1	# 30369 C 6



VERANO WATERMELON

Verano watermelon is a fruity pink gin infused with a handmade distillate of fresh Spanish watermelon.

FRUITY

% 40	£ £££
↗ 70c1	# 25463 C 6



WARNER'S RASPBERRY

Vibrant raspberry coulis covers the palate and melds with fresh, tart blackberries and juniper.

FRUITY

% 40	£ ££££
↗ 70c1	# 27066 C 6



WILLIAM CHASE RHUBARB & BRAMLEY APPLE

Carefully crafted by blending gin with freshly pressed rhubarb and Bramley apple juice, straight from the farm. Tangy & tart.

FRUITY

% 40	£ ££££
↗ 70c1	# 20353 C 6



ZYMURGORIUM FLAMINGO PINK

Strutting in with flavours of the Caribbean of; Mango, Pineapple, Passionfruit, Allspice and Ginger. Just sit back and enjoy the holiday sun on your taste buds.

FRUITY

% 38	£ £££
↗ 50c1	# 27121 C 6



ZYMURGORIUM SWEET VIOLET


Refined with sweet violets as well as over 20 other botanicals contained in Zymurgorium's Gin, made in Manchester's first Gin distillery.

FRUITY

% 18.7	£ ££
↗ 50c1	# 27115 C 6

TANQUERAY ALCOHOL FREE

A distinct blend of four quality botanicals steeped and steam distilled to give a complex yet refreshing taste of juniper Tanqueray is famous for.

 JUNIPER	% Alcohol Free
% 0	£ ££
↗ 70cl	# 26551 C 6

SOUTHSIDE

50ML TANQUERAY 0.0%

20ML LIME JUICE

15ML SUGAR SYRUP


10 MINT LEAVES

1. COUPE GLASS
2. Muddle mint, add other ingredients with ice, shake & fine strain into frozen glass
3. FRESH MINT GARNISH



GORDON'S ALCOHOL FREE


Made with a unique blend of distilled botanicals and centered around juniper berries to create the bold juniper led character you'd expect from Gordon's.

 JUNIPER	% Alcohol Free
% 0	£ ££
↗ 70cl	# 26548 C 6



WARNER'S PINK BERRY 0.0%

A delicious non-alcoholic alternative to a fruity or pink gin: fragrant & tangy, combining raspberries and blackcurrant sage with a kick from chilli, ginger and Szechuan pepper.

 FRUITY	% Alcohol Free
% 0	£ ££
↗ 50cl	# 27062 C 6



VODKA

While flavoured gin fatigue seems to have crept in, flavoured vodka has been quietly gaining momentum. In the off-trade flavoured vodka accounted for 8% of the volume sales in the vodka category (over last 12 months) compared to just 4% in 2019*.

In the on-trade vodka is booming (driven by cocktail demand) but flavours are in volume growth by 37% year on year and a whopping 75% vs the 3 year average*.

If you haven't updated your range, now is the time. Tropical flavours in spritz serves, blended drinks and simple highballs are an absolute money maker.

DISTILLED has plenty of choice, so get stuck in and shift gin deficits into vodka growth.

*Source: OGA by NIQ data up to 31/12/2022, WSTA Market Data Report April 2023.



PREMIUM VODKA

SKYY

Neutral in aroma and flavor, with a hint of vanilla and a crisp, light finish.

🍷 Grain	🇺🇸 USA
% 40	£ £££
📏 70cl	# 28951 C 6

DIRTY MARTINI

50ML SKYY VODKA

5ML DRY VERMOUTH

12.5ML OLIVE BRINE

1. NICK & NORA GLASS
2. STIR WITH ICE & STRAIN INTO FROZEN GLASS
3. BLUE CHEESE STUFFED OLIVES GARNISH



STANDARD VODKA



ERISTOFF

Made from 100% pure grain and demineralised water, Eristoff is triple distilled and charcoal filtered to create a clean and crisp taste.

🍷 Grain	🇬🇪 Georgia
% 37.5	£ ££
📏 70cl	# 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	🇬🇪 Georgia
% 37.5	£ £
📏 70cl	# 26706 C 12
📏 1.5L	# 56682 C 6

STANDARD VODKA



SMIRNOFF RED LABEL

Smirnoff No. 21 Premium Vodka is the number one best-selling premium vodka in the world, with countless years of heritage and unmatched quality.

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

PREMIUM VODKA

CHASE

Voted the World's Best Vodka in 2010 by the prestigious San Francisco Spirits Competition, Chase Vodka is the world's first super premium English potato Vodka.

🍷 Potato	🇬🇧 England
% 40	£ ££££
📏 70cl	# 12631 C 6

GINGER & HONEY COLLINS

50ML CHASE ORIGINAL POTATO VODKA

15ML LEMON JUICE

10ML HONEY

GINGER ALE TOP

ICE

1. COLLINS GLASS
2. STIR
3. ADD LEMON WEDGE GARNISH



PREMIUM VODKA



KETEL ONE

Handmade, small batch vodka; copper-pot distilled from fine wheat and pure water and filtered through natural charcoal for added clarity.

🍷 Wheat	🇳🇱 Netherlands
% 40	£ ££££
📏 70cl	# 58306 C 6

PREMIUM VODKA



REYKA

Handcrafted in small batches using traditional copper stills and filtered through lava rock, giving the vodka its intense purity and character.

🍷 Wheat & Barley	🇮🇸 Iceland
% 40	£ £££
📏 70cl	# 19708 C 6

PREMIUM VODKA



SMIRNOFF BLACK LABEL

Handcrafted in small copper pot stills for a distinctively smooth taste. Rich and distinctive with chocolate aromas, big spiced flavours and a velvety smooth rounded mouthfeel.

🍷 France	🇷🇺 Russia
% 40	£ £££
📏 70cl	# 56695 C 6

PREMIUM VODKA

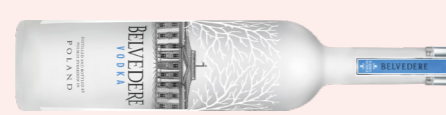


ABSOLUT BLUE

Based on the simple concept of "One Source", located near Åhus, in Southern Sweden. ABSOLUT VODKA is exclusively made of the 100% natural ingredients.

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
📏 70cl	# 57545 C 6

PREMIUM VODKA



BELVEDERE

A slight natural alcohol nose, but deepens near the end. Soft and smooth on the palate, with a bold tingle as it finishes.

🍷 Rye	🇵🇱 Poland
% 40	£ ££££
📏 70cl	# 59892 C 6

PREMIUM VODKA



CÍROC

A superbly luxurious Vodka, Ciroc is inspired by more than a century of wine-making expertise and craftsmanship. Produced using fine French grapes, Ciroc is distilled five times in an Armagnac-style pot still.

🍷 Grapes	🇫🇷 France
% 40	£ ££££
📏 70cl	# 12950 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	£ ££
📏 70cl	# 19155 C 6

PREMIUM VODKA



WYBOROWA BLUE

A rich, rounded nose with warm notes of fresh rye bread. The palate is subtly sweet palate with white chocolate and pecan and a long nutty finish.

🍷 Rye	🇵🇱 Poland
% 40	£ £££
📏 70cl	# 57106 C 6

PREMIUM VODKA



ŻUBRÓWKA

Herbal and fresh slight green tea notes, mixed with cloudy apple juice just like an apple pie!

🍷 Rye	🇵🇱 Poland
% 40	£ £££
📏 70cl	# 30127 C 6

PREMIUM VODKA



CRYSTAL HEAD

Seven times filtered vodka.

🍷 Corn	🇨🇦 Canada
% 40	£ ££££
📏 70cl	# 18225 C 6

PREMIUM VODKA



FINLANDIA

Pure glacial spring water is naturally filtered through moraine formed during the Ice Age, which is combined with the finest six-row barley to make Finlandia.

🍷 Barley	🇫🇮 Finland
% 40	£ £££
📏 70cl	# 24972 C 6

PREMIUM VODKA



GREY GOOSE

Created in the Cognac region using 100% fine French winter wheat blended with pure spring water for a silky, smooth premium vodka.

🍷 Wheat	🇫🇷 France
% 40	£ £££
📏 70cl	# 56804 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	£ £££
📏 70cl	# 57553 C 6

FLAVOURED VODKA



ABSOLUT KURANT

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

🍷 Wheat	🇸🇪 Sweden
% 40	£ £££
📏 70cl	# 57552 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	£ £££
📏 70cl	# 57546 C 6

PREMIUM & FLAVOURED VODKA

CÎROC MANGO

Cîroc Mango flavoured vodka is a rich tasting spirit made with vodka distilled five times from fine French grapes.

🍷 Grapes	🇫🇷 France
% 37.5	£ £££
📏 70cl	# 29700 C 6

MANGO SPRITZ

50ML CÎROC MANGO

150ML SODA

25ML PONTE PROSECCO

25ML CRANBERRY JUICE

ICE

1. HIGHBALL GLASS
2. BUILD & STIR
3. ORANGE WHEEL GARNISH



PREMIUM & FLAVOURED VODKA

ABSOLUT PASSIONFRUIT

The intoxicating aroma of juicy, sun-ripened passionfruit creates a combination of dazzling tropical fruits and well-balanced sweetness.

🍷 Wheat	🇸🇪 Sweden
% 38	£ £££
📏 70cl	# 26554 C 6

PASSIONFRUIT & BLOOD ORANGE MARTINI

50ML ABSOLUT PASSIONFRUIT

37.5ML BLOOD ORANGE JUICE

25ML LIME JUICE

12.5ML SIMPLE SYRUP

1. COUPE GLASS
2. SHAKE & STRAIN
3. HALF PASSION FRUIT GARNISH



FLAVOURED VODKA



ABSOLUT PEARS

Made exclusively from natural ingredients. Fresh and crisp can be drunk neat, over ice, in a spritz or be used as a base for cocktails.

🍷 Wheat	🇸🇪 Sweden
% 38	£ £££
📏 70cl	# 27922 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
% 38	£ £££
📏 70cl	# 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
% 38	£ £££
📏 70cl	# 57543 C 6

FLAVOURED VODKA



GREY GOOSE L'ORANGE

A fresh, fruity aroma, reminiscent of a ripe orange, with a hint of orange blossom.

🍷 Wheat	🇫🇷 France
% 40	£ ££££
📏 70cl	# 60725 C 6

FLAVOURED VODKA



KETEL ONE CITROEN

Ketel One Vodka infused with the essence of four different types of citrus lemons, and two types of limes to enhance the freshness.

🍷 Wheat	🇳🇱 Netherlands
% 40	£ ££££
📏 70cl	# 23234 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	£ ££
📏 70cl	# 57800 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	£ ££££
📏 70cl	# 12630 C 6

FLAVOURED VODKA



CHASE RHUBARB

A nose of fresh stewed rhubarb, with a naturally sweet palate offering a hint of tartness and pepper. Creamy, finishing like a fine reposado tequila or mescal.

🍷 Potato	🇬🇧 England
% 40	£ ££££
📏 70cl	# 17942 C 6

FLAVOURED VODKA



CÎROC APPLE

Cîroc Apple has the juicy taste of bright green apples with hints of vanilla and citrus.

🍷 Grapes	🇫🇷 France
% 40	£ ££££
📏 70cl	# 18885 C 6

FLAVOURED VODKA



SMIRNOFF ESPRESSO

Natural coffee flavour extracted from real coffee beans with Smirnoff Red No. 21. Espresso has a bold, rich, aromatic nose with hints of chocolate, nuts and caramel.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
📏 70cl	# 60836 C 6

FLAVOURED VODKA



SMIRNOFF LIME

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

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
📏 70cl	# 57799 C 6

FLAVOURED VODKA



SMIRNOFF RASPBERRY CRUSH

Smirnoff Raspberry Crush Flavoured Vodka is a delicious raspberry flavoured vodka with the natural flavours of pink raspberries.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
📏 70cl	# 26986 C 6

FLAVOURED VODKA



CÎROC PINEAPPLE

Infused with a distinctive blend of pineapple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
📏 70cl	# 14085 C 6

FLAVOURED VODKA



CÎROC RED BERRY

Cîroc Red Berry is masterly infused with a distinctive blend of raspberries, blackberries and other natural flavours resulting in a taste experience that is refreshingly delicious and elegantly smooth.

🍷 Grapes	🇫🇷 France
% 37.5	£ ££££
📏 70cl	# 15972 C 6

FLAVOURED VODKA



GREY GOOSE LE CITRON

A fresh, fruity aroma, reminiscent of a ripe orange, with a hint of orange blossom.

🍷 Wheat	🇫🇷 France
% 40	£ ££££
📏 70cl	# 60726 C 6

FLAVOURED VODKA



SMIRNOFF MANGO & PASSIONFRUIT

Premium vodka meets sweet juicy mango & passionfruit for some captivating fun with your friends. Smirnoff Mango & Passionfruit Vodka expertly blends bold, tropical; fruity flavours guaranteed to steal the show.

🍷 Grain	🇷🇺 Russia
% 37.5	£ ££
📏 70cl	# 32529 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
% 40	£ ££
📏 70cl	# 58910 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	£ £££
📏 70cl	# 19153 C 6

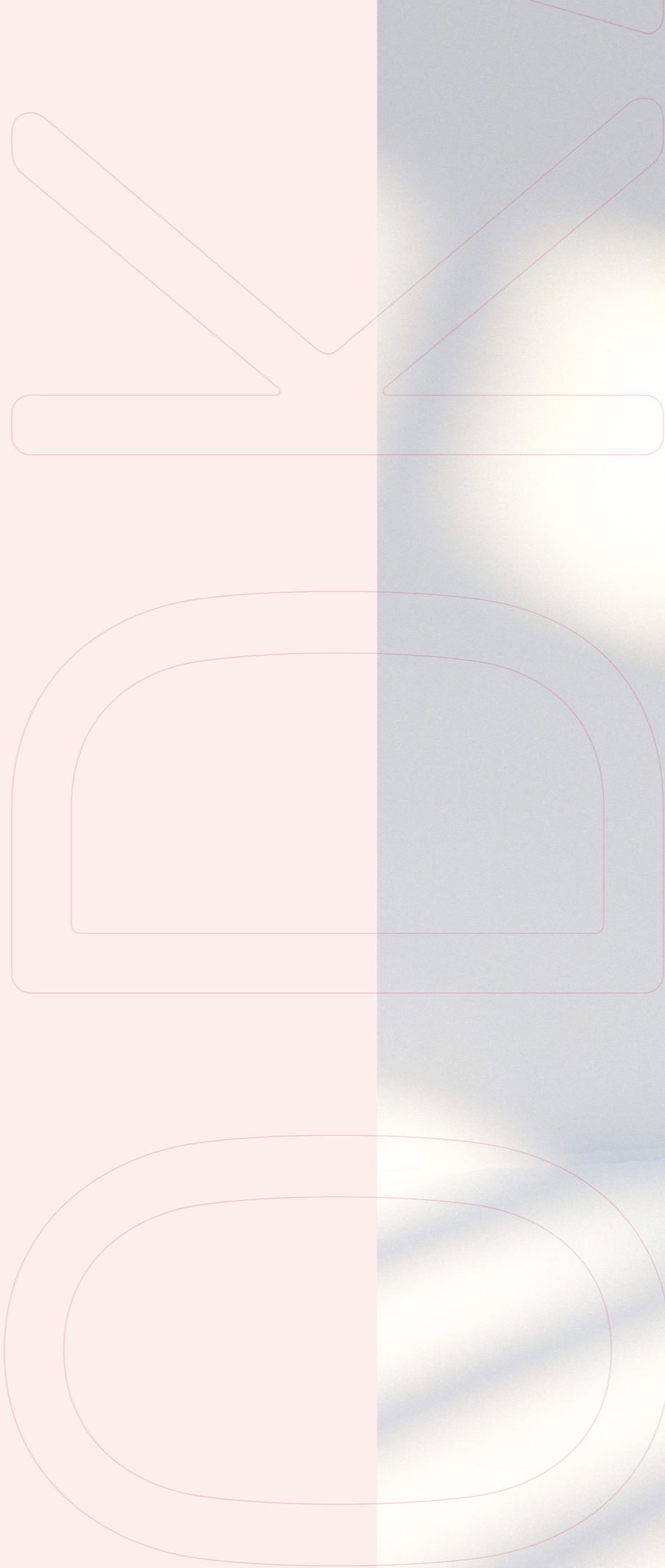
FLAVOURED VODKA



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	£ £££
📏 70cl	# 19154 C 6



RUM

"What's the next gin?" That's a question that we get asked a lot at DISTILLED. A whole lot.

While the gin boom of recent years is slowing, there does appear to be a successor emerging, peg-legged, from the shadows...

Rum has been going great guns for some years now and is actually up an astonishing 51% vs the three-year average. For context, gin sits at -6% and whisk(e)y -5%*. The main growth driving the category is sitting in spiced, flavoured and aged liquids.

Now's the time to get set up for success; review that range. Make sure you have some clear upsells, some good recipes and plenty of training in place.

*CGA latest 12 weeks to week ending June 2022 vs 3 year average



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	£ EEEE	
↗ 70cl	# 14011	C 6

ZACAPA SIGNATURE OLD FASHIONED

50ML ZACAPA NO. 23 RUM

10ML SIMPLE SYRUP

1 DASH AROMATIC BITTERS

1 DASH CHOCOLATE BITTERS

ICE

1. OLD FASHIONED GLASS
2. BUILD & STIR
3. GRAPEFRUIT PEEL & GRATED QUALITY DARK CHOCOLATE GARNISH



DARK



BACARDI CARTA NEGRA

Robust fruity notes of ripe banana, caramelised pineapple and molasses, and 1 to 3 years in heavily charred oak barrels gives a robust caramel flavour, with a smoky oak finish.

Puerto Rico		
% 40	£ EE	
↗ 70cl	# 14288	C 6

DARK



CAPTAIN MORGAN BLACK LABEL

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		
% 40	£ EE	
↗ 70cl	# 56627	C 6
↗ 1.5L	# 56589	C 6

DARK



GOSLINGS BLACK SEAL

Black Seal has a rich, intricate flavour, well balanced and nuanced with butterscotch, vanilla and caramel.

Bermuda		
% 40	£ EEE	
↗ 70cl	# 17977	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		
% 40	£ EE	
↗ 70cl	# 16365	C 6
↗ 1.5L	# 16361	C 6

DARK



RON CALADOS DARK

Dark Caribbean rum.

Caribbean		
% 37.5	£ E	
↗ 70cl	# 20788	C 12

DARK



WOOD'S 100 OLD NAVY

Made from the finest sugar cane, grown along the banks of the River Demerara in Guyana, this is a combination of spirit made in both pot and continuous stills.

Guyana		
% 57	£ EEEE	
↗ 70cl	# 56635	C 12

GOLD



APPLETON'S ESTATE SIGNATURE BLEND

This blend has a warm honey colour and a lush fruity, bold, rich taste with notes of orange peel. 100% Jamaican from cane to cup.

Jamaica		
% 40	£ EEE	
↗ 70cl	# 15599	C 6

GOLD

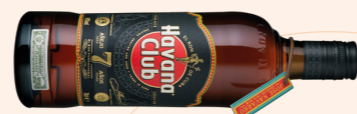


BACARDI CARTA ORO

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.

Puerto Rico		
% 40	£ EE	
↗ 70cl	# 12840	C 6

GOLD



HAVANA CLUB 7YO

The lengthy and natural ageing process in white oak barrels infuses the Rum with its powerful and complex flavours to produce a stylish and exceptionally rich rum.

Cuba		
% 40	£ EEEE	
↗ 70cl	# 59687	C 6

GOLD

DIPLOMATICO EXCLUSIVA RESERVA

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

Venezuela		
% 40	£ EEEE	
↗ 70cl	# 19716	C 6

PINEAPPLE OLD FASHIONED

45ML DIPLOMATICO RESERVA EXCLUSIVA

5ML PINEAPPLE SYRUP

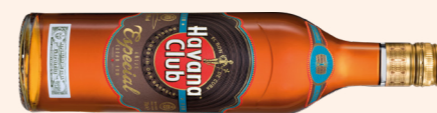
2 DASHES OF ANGOSTURA BITTERS

ICE

1. OLD FASHIONED GLASS
2. BUILD & STIR
3. PINEAPPLE LEAVES GARNISH



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	£ EEE	
↗ 70cl	# 57037	C 6

GOLD



MOUNT GAY ECLIPSE

This Barbados rum has a brilliant golden amber colour, distinctive floral and fruity notes of apricot and banana on the nose and a subtle smokiness.

Barbados		
% 40	£ EEE	
↗ 70cl	# 12356	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		
% 37.5	£ EEE	
↗ 70cl	# 14102	C 6

WHITE



HAVANA CLUB 3 YO

The result of blending aged, aromatic and extra light sugarcane distilled and allowed to rest in white oak barrels before final blending, resting and filtering.

Cuba		
% 40	£ EE	
↗ 70cl	# 56706	C 6

WHITE



RON CALADOS WHITE

White Caribbean rum.

Caribbean		
% 37.5	£ E	
↗ 70cl	# 20787	C 12
↗ 1.5L	# 20789	C 6

WHITE



WRAY & NEPHEW OVERPROOF

Equally enjoyable in an authentic Jamaican Rum punch, a Mai Tai, a Daiquiri, or in any popular mixer.

Jamaica		
% 63	£ EEE	
↗ 70cl	# 15673	C 6

SPICED



BACARDI SPICED

Made with rum aged and unaged, with a hint of smokiness from charred American oak, Bacardi Spiced is blended with natural flavours and spices.

Puerto Rico		
% 35	£ EE	
↗ 70cl	# 21342	C 6

SPICED



CAPTAIN MORGAN'S SPICED GOLD

A secret recipe with spice and natural flavours expertly blended with fine Caribbean rum, then aged in charred white oak barrels.

Jamaica		
% 35	£ EE	
↗ 70cl	# 61743	C 6

SPICED



DEAD MAN'S FINGERS SPICED

On the nose, there's the signature vanilla notes and deep toffee tones one would associate with other spiced rums.

Barbados/Trinidad		
% 37.5	£ EEE	
↗ 70cl	# 19834	C 12

CAPTAIN MORGAN TIKI MANGO & PINEAPPLE

Experience tropical tiki flavours led by ripe pineapple and juicy mango and a sweet smooth rum with a clean finish and a fruity aftertaste.

▼ Jamaica		
% 25	£ 25431	
↗ 70cl	# 25431	C 6

TIKI MANGO & PINEAPPLE DAIQUIRI
50ML CAPTAIN MORGAN TIKI MANGO & PINEAPPLE
½ MANGO OR 50ML MANGO PURE
25ML PINEAPPLE JUICE
25ML LIME JUICE
HALF SCOOP ICE CUBES
1. DAIQUIRI GLASS
2. BLEND
3. LIME WHEEL GARNISH

SPICED



SAILOR JERRY SPICED

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.

▼ Guyana		
% 40	£ ££	
↗ 70cl	# 56996	C 12

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.

▼ Puerto Rico		
% 37.5%	£ ££	
↗ 70cl	# 57580	C 6
↗ 1.5L	# 56581	C 6

FLAVOURED



DEAD MAN'S FINGERS COCONUT

Dead Man's Fingers Coconut rum is a blend of Caribbean rum and spices rounded off with smooth, slightly sweet coconut.

▼ Barbados/Trinidad		
% 37.5	£ £££	
↗ 70cl	# 30123	C 6

SPICED



KRAKEN BLACK SPICED

The Kraken Black Spiced Rum with ginger beer and a squeeze of fresh lime.

▼ Trinidad & Tobago		
% 40	£ £££	
↗ 70cl	# 61157	C 6

FLAVOURED



BACARDI COCONUT

The perfect blend of white rum and essence of real coconut will transport you to a tropical paradise, even when it's raining outside.

▼ Puerto Rico		
% 32	£ ££	
↗ 70cl	# 24763	C 6

FLAVOURED



DEAD MAN'S FINGERS COFFEE

Dead Man's Fingers Coffee rum has a blend of Caribbean rum and spices balanced with a rich coffee finish.

▼ Barbados/Trinidad		
% 37.5	£ £££	
↗ 70cl	# 30122	C 6

SPICED



HAVANA SPICED

Deep, rich, golden amber on the nose, with rich, fresh & tropical fruit notes with touches of sweet honeycomb and spice.

▼ Cuba		
% 35	£ £££	
↗ 70cl	# 26599	C 12

FLAVOURED



BACARDI RASPBERRY

A white rum infused with citrus raspberry flavours for an irresistible meeting of sweet and tart.

▼ Puerto Rico		
% 32	£ ££	
↗ 70cl	# 22904	C 6

FLAVOURED



DEAD MAN'S FINGERS PASSIONFRUIT

Inspired by the original spiced rum from the Rum & Crab Shack in St. Ives, Cornwall, this rum has sweet tropical passion fruit aromas with hints of mango.

▼ Barbados/Trinidad		
% 37.5	£ £££	
↗ 70cl	# 30992	C 6



FLAVOURED

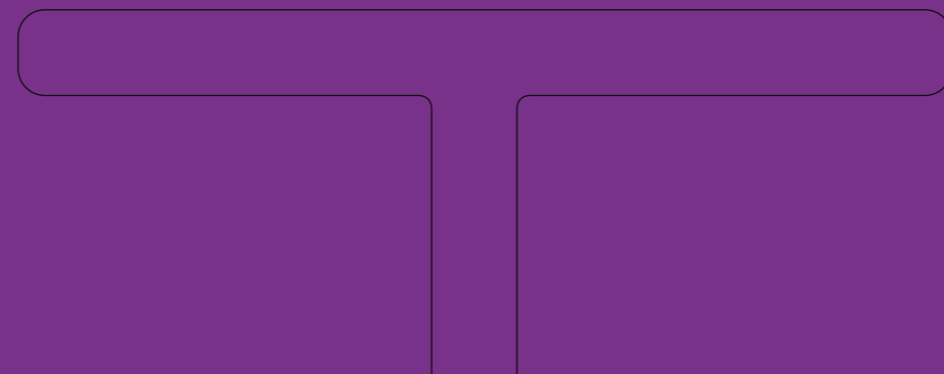
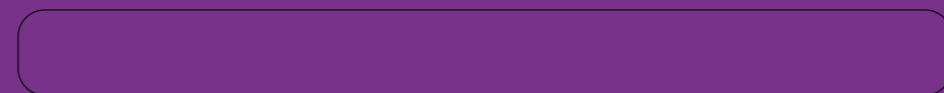
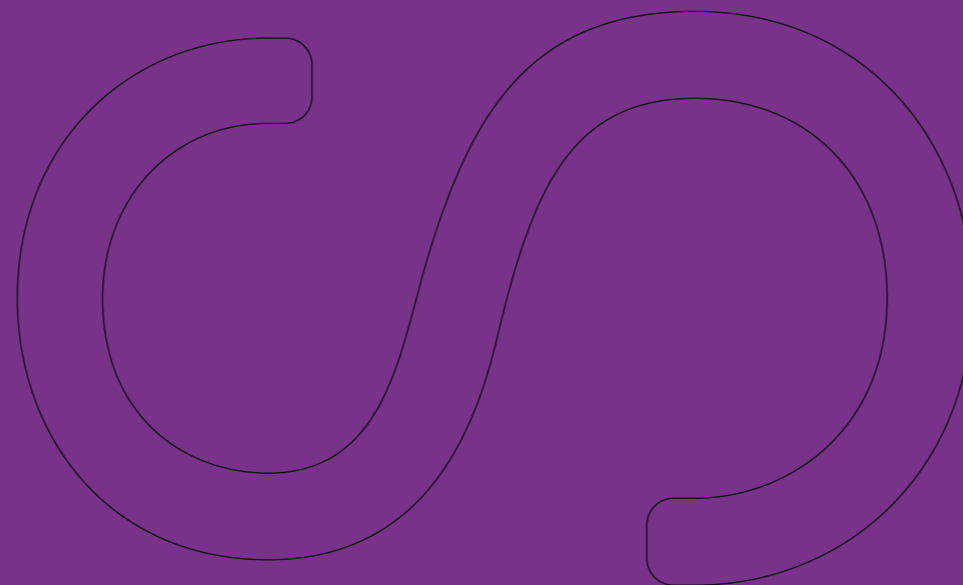
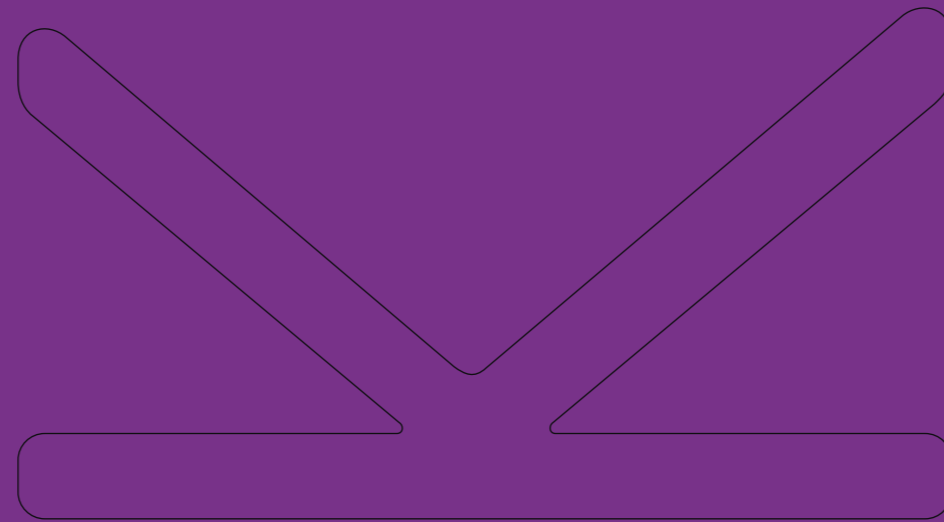


THE KRAKEN ROAST COFFEE

A rich fusion of Spiced Caribbean Rum and fine Arabica bean coffee. The unexpectedly rich, dark and smooth taste of coffee balances perfectly with the variety of spices in Kraken rum.

▼ Trinidad & Tobago		
% 40	£ £££	
↗ 70cl	# 33385	C 6

WHISK(E)Y



Having a passion and knowledge is absolutely commendable, although we can sometimes be so into our chosen thing that it can be difficult for those less informed to get involved. Whisky, as a category, can sometimes fall victim to this – slightly precious attitudes over how certain whiskies can be enjoyed can be intimidating and off-putting to drinkers and staff. A small part of what makes The Bartending Community so great is that it is so focused on sharing knowledge and helping one another get to that next level; we should be the antithesis of gatekeeping.

Training in the whisky category is crucial - make sure that you invest in growing the knowledge that your team has on a potentially profitable part of your backbar, then focus on the right range...

Pick out a few bottles from a few different broad flavour groups to appeal to the most potential drinkers; maybe even label the shelf edge with these groupings to make it totally clear which whiskey tastes like what.



SINGLE MALT

DALWHINNIE 15 YO

Soft flavours of heather, honey-sweetness, malt and citrus fruits lead to a lingering sweet finish and final impressions of smoke, peat and malt.

	Highland
% 43	£ EEEE
↗ 70cl	# 56644 C 6

FLORAL OLD FASHIONED

50ML DALWHINNIE 15-YEAR-OLD

12.5ML CHAMOMILE SYRUP [ADD DRIED CHAMOMILE FLOWERS WHILE MAKING SIMPLE SYRUP]

3 DASHES ANGSTURA BITTERS

ICE

1. OLD FASHIONED GLASS
2. STIR
3. EDIBLE FLOWERS GARNISH



BLENDED



ABERDOUR PIPER

Aberdour Piper is distilled in traditional copper pot stills from Scottish water, malted barley and other cereals.

	Speyside
% 40	£ £
↗ 70cl	# 26817 C 6
↗ 1.5L	# 26818 C 6

SINGLE MALT



BALVENIE DOUBLEWOOD 12 YO

A smooth and mellow single malt of beautifully combined flavours – nutty sweetness, cinnamon spiciness and a delicately proportioned layer of sherry.

	Speyside
% 40	£ EEEE
↗ 70cl	# 57040 C 6

SINGLE MALT



CRAGGANMORE 12 YO

Single malt whiskey with a smokey finish.

	Speyside
% 40	£ EEEE
↗ 70cl	# 56646 C 6

SINGLE MALT



GLENFIDDICH 12 YO SPECIAL RESERVE

The world's favourite single malt whisky. Pale and golden in colour. Rich fruit flavours, subtle pine and a hint of peatiness. Long, lingering and round.

	Speyside
% 40	£ EEEE
↗ 70cl	# 56634 C 6

SINGLE MALT



GLENLIVET FOUNDERS RESERVE

Full gold in colour, the nose is mellow and sophisticated – fruity overall backed by sweet biscuit notes with more floral nose at reduced strength.

	Speyside
% 40	£ EEEE
↗ 70cl	# 14548 C 6

SINGLE MALT



GLENMORANGIE 10 YO

The well-balanced flavour carries traces of honeywood and nuts, whilst the aftertaste is clean and salving. This is malt with an overall impression that is refined and fresh.

	Highland
% 40	£ EEEE
↗ 70cl	# 57373 C 6

IMPORTED



BUSHMILLS ORIGINAL

Approachable with a rich, warming taste of fresh fruit, honey and vanilla and a crisp fresh finish with a touch of spice.

	Lowland
% 40	£ EEE
↗ 70cl	# 14035 C 6

SINGLE MALT



GLENKINCHIE 12 YO

A light delicate whisky; sweet and creamy with a subtle floral fragrance. Crisp mid-palate then butter icing, lemon cheesecake and freesias with a dry, herbal finish.

	Lowland
% 43	£ EEEE
↗ 70cl	# 57425 C 6

IMPORTED



JAMESONS IRISH WHISKEY

The hallmark smoothness comes down to three factors; triple distillation, controlled maturation and masterly blending of the various whiskey components.

	West Highland
% 40	£ EEE
↗ 70cl	# 56622 C 6
↗ 1.5L	# 56678 C 6

BLENDED

JOHNNIE WALKER BLACK

Rich dried fruits from the European oak sherry casks followed by hints of smooth creamy toffee and a sophisticated, smoky finish.

	West Highland
% 40	£ EEE
↗ 70cl	# 12193 C 6

NEW YORK SOUR

50ML JOHNNIE WALKER BLACK LABEL

25ML LEMON JUICE

18.75ML SIMPLE SYRUP

1 EGG WHITE [OPTIONAL]

18.75ML RED WINE

ICE

1. OLD FASHIONED GLASS
2. WET SHAKE ALL BUT THE RED WINE, THEN DRY SHAKE, POUR OVER ICE THEN FLOAT RED WINE
3. NO GARNISH



IMPORTED



TULLAMORE DEW

Triple distilled and aged in ex-bourbon and sherry casks to develop smoothness and gentle complexity, with malt and pot still whiskey providing citrus and spicy notes.

	Lowland
% 40	£ EEE
↗ 70cl	# 60235 C 6

SINGLE MALT



LAGAVULIN 16 YO

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

	Islay
% 40	£ EEEE
↗ 70cl	# 56629 C 6

SINGLE MALT



OBAN 14 YO

Mouth-filling late autumn fruits – dried figs and honey-sweet spices; followed by a smoky malty dryness. Long, smooth-sweet finish with oak-wood, dryness and a grain of salt.

	West Highland
% 43	£ EEE
↗ 70cl	# 56645 C 6

IMPORTED



BUSHMILLS BLACK BUSH

A truly refreshing drink is a marriage of Black Bush Irish whiskey, ginger ale and a slice of orange.

	Lowland
% 40	£ EEE
↗ 70cl	# 14113 C 6

SINGLE MALT



LAPHROAIG 10 YO

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	£ EEEE
↗ 70cl	# 57701 C 6

BLENDED



JOHNNIE WALKER RED LABEL

Hints of fresh apple, pear and the spark of zest from the elegant Speyside malts are followed by fruity sweetness, cinnamon and pepper, and a smoky finish.

	West Highland
% 40	£ EEE
↗ 70cl	# 60269 C 6

SINGLE MALT



HIGHLAND PARK 12 YO SCOTCH

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	£ EEEE
↗ 70cl	# 56642 C 6

BLENDED



NIKKA FROM THE BARREL

This Japanese whisky has so much power. It's full bodied and punchy with winter spice, notes of cut flowers and a little oak.

	Japan
% 51.4	£ EEE
↗ 70cl	# 19713 C 6

SINGLE MALT



TALISKER 10 YO

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

	Skye
% 45.8	£ EEEE
↗ 70cl	# 56638 C 6

SINGLE MALT

WILD TURKEY BOURBON

Full of fruit, butterscotch, toffee and toasted oak on the nose, with a palate of caramel, vanilla, and pear

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 18039	C 6

LO-FI THC
20ML WILD TURKEY
20ML JACK DANIEL'S TENNESSEE HONEY
20ML CAMPARI
2 DASHES ORANGE BITTERS
5ML SIMPLE SYRUP
ICE
1. OLD FASHIONED GLASS
2. STIR
3. ORANGE ZEST GARNISH



SINGLE MALT



SINGLETON 12 YO

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

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

SINGLE MALT



AUCHENTOSHAN AMERICAN OAK

A lowland single malt whisky with sweet aromas of vanilla and coconut along with the signature smooth, delicate, Auchentoshan taste.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 18529	C 6

IMPORTED



BUFFALO TRACE BOURBON

Imported whiskey made from corn, rye and barley malt.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 12261	C 6

BLENDED



CHIVAS REGAL 12 YO

Made from hand-selected malt and grain whiskeys. At the heart of all the Chivas Regal blends is the classic Speyside single malt whiskey, Strathisla.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 57150	C 6

BLENDED



FAMOUS GROUSE

A blend of malt whiskeys including The Macallan and Highland Park, rests in fully seasoned oak casks for an unusually long period.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 56624	C 6
↗ 1.5L	# 56587	C 6

IMPORTED



GENTLEMAN JACK

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

🍯 SWEET		
% 40	£	££££
↗ 70c1	# 24976	C 6

BLENDED



HAIG CLUB

Perfectly served in a Clubman and Cola: the sweet, vanilla flavour of the scotch combines perfectly with the sweet caramel of cola.

🍯 SWEET		
% 40	£	££££
↗ 70c1	# 12951	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.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 16573	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.

🍯 SWEET		
% 45	£	££££
↗ 70c1	# 60729	C 6

BLENDED

BULLEIT RYE

Russet in colour, with rich oaky aromas, the flavor is notably smooth, with hints of vanilla, honey, and spice and a long clean finish.

🍯 SPICY		
% 45	£	££££
↗ 70c1	# 62011	C 6

BOULEVARDIER
25ML BULLEIT RYE
20ML CAMPARI
20ML COCCHI SWEET VERMOUTH
ICE
1. OLD FASHIONED GLASS
2. STIR
3. ORANGE TWIST GARNISH



IMPORTED



JACK DANIELS TENNESSEE

It's in Lynchburg, Tennessee, that every drop of Jack is still produced and bottled today. This Tennessee whiskey has won numerous gold medals during its 150 year history.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 24983	C 6
↗ 1.5L	# 24982	C 6

SINGLE MALT



JURA ORIGIN 10 YO

Thick and full with cereal notes and a barley fudge sweetness creeping in with creamy smoothness and a touch of aniseed.

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 27875	C 6

IMPORTED



JIM BEAM KENTUCKY WHITE

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

🍯 SWEET		
% 40	£	£££
↗ 70c1	# 56570	C 6

IMPORTED



MAKERS MARK BOURBON

Yellow corn and red winter wheat from specially selected small farm co-operatives are double distilled to give this bourbon its soft, mellow taste.

🍯 SWEET		
% 45	£	££££
↗ 70c1	# 57702	C 6

BLENDED



MONKEY SHOULDER

A beautifully sweet blend of 3 Speyside single malts. Rich vanilla, brown sugar and toffee notes with hints of oak, cinnamon and nutmeg spice and a smooth finish.

🍯 SWEET		
% 40	£	££££
↗ 70c1	# 60162	C 6

SINGLE MALT



THE SEXTON

The rich dried fruit and citrus notes of The Sexton single malt is magnified with chilled soda and a twist of lemon peel.

🍯 SWEET		
% 40	£	££
↗ 70c1	# 23470	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	£	££
↗ 70c1	# 56947	C 12
↗ 1.5L	# 56598	C 6

IMPORTED



BULLEIT BOURBON

Its unique blend of rye, corn and barley malt, along with special strains of yeast make this small batch bourbon subtle and complex.

🍯 SPICY		
% 45	£	£££
↗ 70c1	# 61855	C 6

IMPORTED



CANADIAN CLUB

Blended before ageing to allow the subtle flavours of rye, rye malt, barley and corn to marry perfectly before their long sleep in top quality white oak barrels.

🍯 SPICY		
% 40	£	£££
↗ 70c1	# 57690	C 6

IMPORTED

GLENFIDDICH 15 YO

A 15 year old matured in American bourbon, Portuguese sherry and virgin oak, then married in a Solera vat.

🌶️ SPICY		
% 4	£ EEEE	
↗️ 70c1	# 18488	C 6

GLENFIDDICH HIGBALL
50ML GLENFIDDICH 15 YO
SODA WATER TOP
ICE
1. HIGBALL GLASS
2. BUILD
3. GRAPEFRUIT ZEST GARNISH



IMPORTED



DALMORE 12YO

12 year old Highland Single Malt Scotch Whisky. Matured for 9 years in Bourbon casks, one half is then transferred in to 30 year old Matusalem oloroso sherry butts.

🌶️ SPICY		
% 40	£ EEE	
↗️ 70c1	# 27770	C 6

BLENDED



HAIG CLUB MEDITERRANEAN ORANGE

Haig Club single grain whisky notes and orange blossom extracts to give a marmalade orange profile.

🌶️ SPICY		
% 35	£ EE	
↗️ 70c1	# 26550	C 6

IMPORTED



KNOB CREEK BOURBON

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	£ EEEE	
↗️ 70c1	# 58319	C 6

IMPORTED



WILD TURKEY RYE

Big, broad vanilla and spice notes burst through without changing the bold rye taste. Wild Turkey Rye stands up to any mixer and shines through in cocktails.

🌶️ SPICY		
% 40	£ EEE	
↗️ 70c1	# 18041	C 6

IMPORTED



WOODFORD RESERVE BOURBON

Woodford Reserve is the only bourbon which is triple distilled in copper pot stills. It is then aged in charred American oak barrels in stone ageing warehouses.

🌶️ SPICY		
% 45.2	£ EEEE	
↗️ 70c1	# 24986	C 6



TEQUILA

For years the word 'tequila' inspired thoughts of sticky floors, hangovers and pangs of regret. The salt/tequila/lime ritual was born of a necessity to mask cheap spirit, which is apt given what we had to work with for far too long. Thankfully the spirit has managed to – mostly – shake this identity off in favour of premium production and serves.

Like liqueurs and rum, tequila has enjoyed a significant bounce-back – managing to exceed pre-COVID levels a couple of years ago. Although the category remains the second smallest spirit by volume, it is up 11% in value terms and 10% by volume*.

The category has always had premium products with puro (pure agave), quality tequilas and mezcals, although it seems that it's really starting to gain traction with consumers – in some part thanks to the gin boom's rethink on tonic water overflowing into other white spirit categories.

Review your range, get inspired and ditch the bottle with the plastic hat on it, we beg of you...

*WSTA Market Report, July 2022



PREMIUM TEQUILA

DON JULIO AGED

Full-bodied and complex with expressions of cooked agave, wild honey and oak-infused butterscotch.

% 38	£ EEEE
↗ 70c1	# 17979 C 6

LUX SPICY MARGARITA

37.5ML DON JULIO AÑEJO TEQUILA

12.5ML GRAND MARNIER

25ML LIME JUICE

12.5ML SIMPLE SYRUP

2 OR 3 FRESH CHILLI SLICES

ICE

1. SHAKE INGREDIENTS AND ICE
2. STRAIN INTO AN OLD FASHIONED GLASS
3. GARNISH WITH A CHILLI SLICE ON A PICK



PREMIUM TEQUILA

CUERVO TRADICIONAL SILVER

100% blue agave tequila that is irresistibly refined with a smooth finish – the original Cuervo Tequila.

% 38	£ EEE
↗ 70c1	# 23079 C 6

PALOMA

50ML CUERVO TRADICIONAL SILVER

10ML AGAVE SYRUP

10ML LIME JUICE

60ML PINK GRAPEFRUIT JUICE

SODA WATER

ICE

1. SHAKE ALL NON SPARKLING INGREDIENTS
2. STRAIN OVER ICE AND TOP WITH SODA
3. SEA SALT THE RIM AND GARNISH WITH A SLICE OF GRAPEFRUIT



PREMIUM TEQUILA



PATRON SILVER

Handmade in small batches using only the finest 100% Weber Blue Agave, to be smooth, soft and easily mixable.

% 40	£ EEEE
↗ 70c1	# 12965 C 6

PREMIUM TEQUILA



DON JULIO SILVER

Clean and dry with a touch of black pepper and grassy undertones.

% 40	£ EEEE
↗ 70c1	# 17978 C 6

PREMIUM TEQUILA



OCHO SILVER

Made with 100% blue agave, Ocho Blanco honours the noble agaves of Arandas and the Camarena "Ranchos" through intense, lively and clean flavours.

% 40	£ EEE
↗ 50c1	# 19783 C 6

STANDARD TEQUILA



MONTEZUMA GOLD

Produced by the Montezuma company and available in silver and gold for maximum flexibility, these tequilas offer a great quality liquid at a brilliant price.

% 40	£ EE
↗ 70c1	# 28268 C 6

STANDARD TEQUILA



MONTEZUMA SILVER

Produced by the Montezuma company and available in silver and gold for maximum flexibility, these tequilas offer a great quality liquid at a brilliant price.

% 38	£ EEEE
↗ 70c1	# 28267 C 6

STANDARD TEQUILA



LA CHICA SILVER

La Chica Tequila Silver is clean and crisp, with light subtle aromas of agave. The finish is warm and earthy.

% 38	£ E
↗ 70c1	# 21002 C 6

PREMIUM TEQUILA



EL JIMADOR SILVER

Made from 100% blue agave, it is double-distilled to remove impurities and immediately bottled to preserve its crisp, authentic character.

% 38	£ EEE
↗ 70c1	# 30963 C 6

PREMIUM TEQUILA



1800 SILVER

100% agave, 1800 tequila is great with rose lemonade, mint and grapefruit. Floral, fruity and slightly sweet.

% 38	£ EEEE
↗ 70c1	# 17910 C 6

PREMIUM TEQUILA



1800 REPOSADO

The world's first double-barrel aged tequila – marrying the flavours of French and American oaks gently sweet with buttery oak, mild spices and a touch of smokiness.

% 38	£ EEEE
↗ 70c1	# 17905 C 6

STANDARD TEQUILA



JOSE CUERVO ESPECIAL REPOSADO

A unique recipe aged in white oak for up to 6 months producing sweeter, warmer tones.

% 38	£ EEE
↗ 70c1	# 61140 C 6

STANDARD TEQUILA



JOSE CUERVO ESPECIAL SILVER

The brand that introduced the World to Tequila, Especial Silver is great in mixed, long drinks and is the epitome of smooth.

% 38	£ EE
↗ 70c1	# 61139v C 6

PREMIUM TEQUILA



OLMECA SILVER

Made from premium blue agave this tequila captures the flavour of the Jalisco highlands. Drink it mixed, in shots or in classic cocktails such as the margarita.

% 38	£ EE
↗ 70c1	# 14728 C 6

BRANDY

Brandy is an incredibly diverse category, and while a backbar staple, the spirit has lately been somewhat under-appreciated; standard brandy is in growth but the premium stuff (where most purchases are made) is down in volume slightly*.

It's a spirit that absolutely deserves a reappraisal – if not a resurgence in popularity – given this variety. Cognac, as the brandy most first think of, has a built in upsell framework of VS to VSOP to XO, Pisco is a tremendous cocktail ingredient with a rich history, and the bright apple character of Calvados can make a mean highball with ginger ale (or beer if you're looking for something bolder) and a splash of Angostura.

Nail down your Cognac range as a starting point, but explore outside the region to really do your brandy backbar justice.

*CGA OPMS data to W/E 28.01.2023



CALVADOS

BOULARD CALVADOS

Produced from a blend of Calvados varieties from the Pays d'Auge, it is aged for a minimum of 2 years.

% 40	£ 444
↗ 70cl	# 15552 C 6

BOULARD OLD FASHIONED

50ML BOULARD CALVADOS

2 DASH ANGOSTURA BITTERS

7.5ML SUGAR SYRUP

ICE

1. OLD FASHIONED GLASS
2. STIR HALF MEASURE OF EACH INGREDIENT WITH ICE, ADD REMAINING HALF MEASURE AND STIR
3. ½ SLICE ORANGE & 2 AMARENA CHERRIES GARNISH



COGNAC



COURVOISIER VS *** LUXE

A mouth-watering blend of cognacs aged for up to eight years. Grapes from the Fins Bois and Petite Champagne crus give complex fruity notes, richness and depth.

% 40	£ 44
↗ 70cl	# 57694 C 6

COGNAC



COURVOISIER VSOP

Expertly crafted using a minimum of 50% Grande Champagne grapes blended exclusively with Petite Champagne grapes.

% 40	£ 444
↗ 70cl	# 57695 C 6

COGNAC



HENNESSY VS COGNAC

For 250 years, Hennessy has been able to preserve and perpetuate its expertise, and to establish a unique style with such a variety of expressions.

% 40	£ 44
↗ 70cl	# 28458 C 6

COGNAC



MARTELL VS ***

A masterful blend of "Tronçais" oak-aged eaux-de-vie from the Charente region's four main growing areas; Grande Champagne, Petite Champagne, Borderies and Fins Bois.

% 40	£ 444
↗ 70cl	# 56614 C 6

COGNAC



REMY MARTIN VSOP MATURE CASK

A blend of eaux-de-vie stored exclusively in mature Limousin oak casks that are more than 20 years old. Notes of apricot, rose and vanilla.

% 40	£ 444
↗ 70cl	# 12357 C 6

ARMAGNAC



JANNEAU VSOP ARMAGNAC

White wines from Bas Armagnac and Tenareze are distilled and aged separately in Limousin oak casks for a minimum of seven years before being blended and bottled.

% 40	£ 444
↗ 70cl	# 56978 C 6

GRAPE BRANDY



JULES CLAIROL

Pure French grape brandy, aged for one year to soften and build character. Nose of rich caramel, and a smooth full-bodied palate.

% 36	£ 4
↗ 70cl	# 61159 C 6
↗ 1.5L	# 28570 C 6

PISCO



BARSOL QUEBRANTA PISCO

Refined brandy.

% 41.3	£ 444
↗ 70cl	# 21324 C 6



LIQUEURS

While base spirits like gin, rum and vodka get all the glory, liqueurs and speciality spirits often get overlooked. Being that it is hot on the heels of gin, and behind vodka as the third largest category in volume*, it's key to get your range right.

The gin and tonic has fostered a taste for the bitter on the British palate, meaning that Italian bitters such as Campari and Aperol are flying – and can be used in a great many serves... Campari and Ting is a seriously underrated oddity and the Spaghett is the summer beer drink we didn't know we needed.

The sweeter serves are, of course, still going to do the numbers – the post time-period-of-which-we-shall-not-speak boom in cocktails, especially the spritz serve, has meant that there is a place on the backbar classics like St Germain and limoncello, as well as newer kids on the block like Cazcabel Honey Liqueur.

* WSTA Market Report April 2023



HERB & SPICED

BENEDICTINE D.O.M.

27 herbs and spices secretly blended to produce a pleasing, balanced sweetness. D.O.M. stands for “Deo Optimo Maximo” meaning “To God most good, most great”.

% 40	£ £££
↗ 70c1	# 56573 C 6

REPO-BENEDICTINE MANHATTAN

50ML OCHO REPOSADO TEQUILA

25ML BÉNÉDICTINE

1 DASH ANGOSTURA BITTERS

1. COUPE GLASS
2. STIR WITH ICE, STRAIN INTO FROZEN GLASS
3. LIME ZEST GARNISH



APERITIFS & VERMOUTH

**APEROL**

Bright orange with a unique taste from the secret recipe; including bitter and sweet oranges and many herbs (including rhubarb) and roots in perfect proportions.

% 11	£ ££
↗ 70c1	# 13714 C 6

APERITIFS & VERMOUTH

**CAMPARI**

Campari has an iconic strong bittersweet flavor, with notes of orange peel, cherry, clove, and cinnamon.

% 19	£ ££
↗ 70c1	# 13716 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

**GALLIANO L'AUNTENTICO**

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

**JACK DANIEL'S TENNESSEE FIRE**

It delivers the bold character of Jack Daniel's Tennessee Whiskey with the warm, smooth finish of cinnamon.

% 35	£ £££
↗ 70c1	# 24985 C 6

HERB & SPICED

**JACK DANIELS TENNESSEE HONEY**

Sweet and delicate hints of molasses, chocolate and pralines followed by smooth, long trails of rich honey and nut character.

% 35	£ £££
↗ 70c1	# 24987 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

**JÄGERMEISTER**

A German herbal liqueur made with 56 herbs, roots and fruits, including ginger roots, star anise, cardamom and orange peel. Serve ice cold.

% 35	£ £££
↗ 70c1	# 12354 C 6

FRUIT & NUT

ST GERMAIN

St-Germain is the first liqueur crafted in the artisanal French style from 100% fresh, handpicked elderflowers.

% 20	£ £££
↗ 70c1	# 14407 C 6

ELDERFLOWER SPRITZ

50ML ST GERMAIN

200ML SODA WATER

ICE

1. LARGE WINE GLASS
2. BUILD & STIR
3. EDIBLE FLOWER GARNISH



HERB & SPICED

**JUNGFRAU**

Distilled from a blend of more than 40 herbs and spices. Aniseed, bitter orange and the aromatic essence of white turmeric.

% 22	£ ££
↗ 70c1	# 16228 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

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

FRUIT & NUT

**AMARETTO DI SARONNO**

A mark of "Made in Italy" excellence for over 500 years, Disaronno continues to capture the imagination of discerning consumers everywhere.

% 28	£ ££
↗ 70c1	# 26392 C 6

FRUIT & NUT

**BOË PEACH & HIBISCUS**

The tanginess and berry-rich flavor of Hibiscus combines perfectly with fresh peaches, to give a delightful fruity and flowery aroma and taste.

% 20	£ ££
↗ 70c1	# 20203 C 6

FRUIT & NUT

**CHAMBORD**

This velvety smooth black raspberry liqueur is made with exquisite French XO cognac and bursting with hints of Madagascan vanilla, Moroccan citrus peel and delicate honey.

% 16.5	£ £££
↗ 70c1	# 24974 C 6

FRUIT & NUT

**COINTREAU**

Produced according to a secret recipe that has remained unchanged for 150 years, and an essential ingredient in classic cocktails such as the Margarita and Cosmopolitan.

% 40	£ £££
↗ 70c1	# 12358 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

LIMONCELLO THYME

50ML LIMONCELLO [INFUSED WITH THYME]

60ML PONTE PROSECCO

30ML SODA

ICE

1. LARGE WINE GLASS
2. BUILD & STIR
3. THYME SPRIG GARNISH



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



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

A delicious almond Liqueur from Luxardo, packaged in an award-winning bottle. This is great as a digestif and it also works wonderfully in cocktails.

% 40	£ ££
↗ 70c1	# 15553 C 6

FRUIT & NUT



LUXARDO MARASCHINO

Sweet and dry with superb floral violet, vegetal and herbaceous flavours. Almond, spice and plum notes add complexity with candied cherry as a subtle hint.

% 32	£ £££
↗ 50c1	# 20057 C 6

FRUIT & NUT



MIDORI

Japanese for 'green', Midori's sweetness and vibrant colour are drawn from premium Japanese Yubari melons.

% 20	£ ££
↗ 50c1	# 13812 C 6

FRUIT & NUT



PASSOA

Bright red passion fruit liqueur with a balance of sweet and bitter flavours making it a subtle and refreshing base for cocktails.

% 17	£ ££
↗ 70c1	# 12363 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.

% 22	£ ££
↗ 70c1	# 15878 C 6
↗ 1.5L	# C

FRUIT & NUT



SOIREE AMARETTO

Soiree Amaretto is a classic almond flavoured liqueur with a silky smooth taste. It is perfect on its own over ice or used to add a nutty, mellow edge to creamy or rich cocktails.

% 22	£ £
↗ 70c1	# 61158 C 6

CREAM & COFFEE



DISARONNO VELVET

Disaronno Velvet masterfully and harmoniously mixes the distinctive imprinting of Disaronno Originale with velvety notes and unexpected nuances.

% 17	£ ££
↗ 70c1	# 31463 C 6

CREAM & COFFEE

BAILEY'S IRISH CREAM

Fresh dairy cream, Irish whiskey, finest spirits and natural flavours.

% 17	£ £££
↗ 70c1	# 56944 C 6
↗ 1.5L	# C

FLAT WHITE MARTINI

50ML BAILEYS ORIGINAL IRISH CREAM

25ML KETEL ONE VODKA

25ML ESPRESSO

1. COUPE GLASS
2. SHAKE HARD & FINE STRAIN INTO FROZEN GLASS
3. 3 COFFEE BEANS GARNISH



CREAM & COFFEE



JAGERMEISTER COLD BREW COFFEE

Jägermeister Cold Brew Coffee is a unique combination of original Jägermeister with natural cold brewed coffee made with the finest Arabica coffee beans and cacao.

% 33	£ £££
↗ 70c1	# 23314 C 6

CREAM & COFFEE



KAHLUA

Originating in Veracruz, Mexico, Kahlúa blends two of the region's finest ingredients—sugarcane and 100% Arabica coffee—with rum, vanilla and caramel.

% 16	£ ££
↗ 70c1	# 57066 C 6

CREAM & COFFEE



TIA MARIA

Tia Maria is a premium, medium strength liqueur delicately flavoured with an intriguing blend of cane spirit, the finest Jamaican coffee, vanilla and sugar.

% 20	£ ££
↗ 70c1	# 26384 C 6

CREAM & COFFEE



TIA MARIA MATCHA CREAM

Tia Maria Matcha Cream is an exquisite cream liqueur with the rich distinctive taste of Japanese green tea. It provides natural richness with an indulgent cream finish and is made from natural matcha extract.

% 17	£ ££
↗ 70c1	# 33855 C 6

CREAM & COFFEE



WARNINKS ADVOCAT

Brandy, sugar and vanilla combine to make a smooth creamy velvety drink.

% 17.2	£ ££
↗ 70c1	# 56572 C 6

SAMBUCA



LUXARDO PASSIONE NERA

Inky black Sambuca aromatised with liquorice.

% 38	£ ££
↗ 70c1	# 56898 C 6

SAMBUCA



LUXARDO RASPBERRY

Blush pink Sambuca bursting with fragrant, fruit flavours.

% 38	£ £££
↗ 70c1	# 57877 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	# C

SAMBUCA



SAMBUCA CARCELLI

A blend of elderberries and anise. Smooth and full in style with pronounced aniseed flavour.

% 38	£ £
↗ 70c1	# 57812 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.

% 27	£ ££
↗ 70c1	# 17949 C 6

FACCIAMO

25ML FRANGELICO

25ML CAMPARI

25ML LIMONCELLO

12.5ML LEMON JUICE

ICE

1. OLD FASHIONED GLASS
2. SHAKE & STRAIN
3. LEMON SLICE GARNISH



FRUIT & NUT

TUACA

Made from oak-aged Italian brandy, which is then infused with natural citrus fruit and sweet aromatics, most notably light vanilla.

% 35	£ ££
↗ 70c1	# 15926 C 6

TUSCAN MULE

50ML TUACA

GINGER BEER TOP

ICE

1. COLLINS GLASS OR COPPER CUP
2. STIR
3. LIME WEDGE & FRESH MINT GARNISH



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 WHITE

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 CRÈME DE CACAO WHITE

Clear liqueur with delicious milk chocolate flavours, underpinned by faint vanilla and apricot tones.

% 24	£ £
↗ 50c1	# 26624 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

BOLS



BOLS TRIPLE SEC

A crystal clear liqueur flavoured with Curaçao orange peel and hints of citrus.

% 38	£ £
↗ 50c1	# 56605 C 6

SPECIALITY DRINKS

PIMM'S SUNDOWNER

Pimm's Sundowner is the new way to spritz, with fruity raspberry flavour which is perfectly balanced with tart redcurrant notes, delivering a bitter sweet tasting aperitif.

% 18	£ £££
↗ 70c1	# 26985 C 6

SUNDOWNER SPRITZ

50ML PIMM'S SUNDOWNER

50ML PONTE PROSECCO

SODA WATER TOP

ICE

1. LARGE WINE GLASS
2. BUILD AND STIR
3. FRESH RASPBERRIES GARNISH



GIFFARD

GIFFARD LYCHEE

Slightly floral with tropical fruits, rose petals and tinned lychee..

% 18	£ £££
↗ 70c1	# 30938 C 6

LICH-LI

50ML GIFFARD LYCHEE LIQUEUR

100ML PONTE PROSECCO ROSÉ

100ML SODA WATER

ICE

1. LARGE WINE GLASS
2. BUILD & STIR
3. LYCHEE FRUIT GARNISH



GIFFARD



CRÈME DE BANANE LIQUEUR

Use it in tropical cocktails with dark rum, or to add extra depth to a variety of tasty desserts.

% 25	£ ££
↗ 70c1	# 29184 C 6

GIFFARD



CRÈME DE CACAO WHITE

Giffard offers more than 130 years of know-how in producing liqueurs. Using only fresh fruits and plants from the Loire Valley region in France, Giffard began in 1885.

% 25	£ ££
↗ 70c1	# 18291 C 6

GIFFARD



TRIPLE SEC

Made with the bitter peels of orange, Giffard's Pacifico Triple Sec offers a fantastically rich and heady flavours.

% 25	£ ££
↗ 70c1	# 29190 C 6

SPECIALITY DRINKS



CORKY'S SOUR CHERRY

A perfect mix of sweet and sour, Corky's Cherry Schnapps delivers an explosion of sour cherry bite with a sweet, tangy kick.

% 15	£ £
↗ 70c1	# 57084 C 6

SPECIALITY DRINKS



CORKY'S MANGO GLITTER

Corky's Mango Schnapps is packed full of fresh tropical flavours. Perfect with rum and a dash of soda, get your disco balls ready.

% 15	£ £
↗ 70c1	# 12584 C 6

SPECIALITY DRINKS



CORKY'S RASPBERRY GLITTER

A raspberry flavour alcoholic mix with edible glitter.

% 15	£ £
↗ 70c1	# 14070 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	£ £££
↗ 70c1	# 57559 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	£ £££
↗ 70c1	# 57558 C 6

SPECIALITY DRINKS



ARCHER'S PEACH SCHNAPPS

'Schnapps' comes from the old Norse word 'snappen', meaning to snatch a gulp. From this comes the traditional way of drinking schnapps as an ice cold shot.

% 18	£ ££
↗ 70c1	# 57830 C 6
↗ 1.5L	# C

SPECIALITY DRINKS



CORKY'S PASSIONFRUIT GLITTER

Corky's Passion Fruit Schnapps is brimming with fresh, fruity flavour with a passion fruit kick that explodes on the palate to deliver complete refreshment.

% 15	£ £
↗ 70c1	# 21733 C 6

SPECIALITY DRINKS



JIM BEAM RED STAG

Corn sweetness and mellow oak accented by a hint of black cherry for smoothness and balance. Satiny and judiciously sweet with a true bourbon warmth.

% 40	£ £££
↗ 70c1	# 59108 C 6

SPECIALITY DRINKS



KOKO KANU

Natural coconut essence blended with white Jamaican rum. Mix with fruit juices for a taste of the Caribbean.

% 37.5	£ £
↗ 70c1	# 12203 C 6

SPECIALITY DRINKS



BALI RUM & COCONUT

Orchards Peach Schnapps is at its best chilled over ice, or topped up with lemonade, fresh orange juice or tonic water for a refreshing, long drink.

% 17.5	£ £
↗ 70c1	# 57584 C 6

SPECIALITY DRINKS



CORKY'S SOUR APPLE

Corky's Sour Apple will bring your taste buds to life! The crisp apple is refreshingly fruity with a sour twist.

% 15	£ £
↗ 70c1	# 57081 C 6

SPECIALITY DRINKS



CORKY'S BLUEBERRY

Corky's Blueberry Schnapps captures the taste of ripe blueberries to create a sweet and smooth shot.

% 15	£ £
↗ 70c1	# 57081 C 6

SPECIALITY DRINKS



MALIBU

Malibu owes its unique taste to a refined blend of Caribbean Rum, natural coconut flavours and very high quality pure cane sugar.

% 21	£ ££
↗ 70c1	# 60281 C 6

SPECIALITY DRINKS



ORCHARDS PEACH SCHNAPPS

Re-create the taste of paradise by mixing this versatile drink with pineapple juice, orange juice or lemonade. Or simply enjoy on the rocks!

% 17.5	£ ££
↗ 70c1	# 57585 C 6

SPECIALITY DRINKS



PIMM'S NO. 1

A gin-based drink flavoured with liqueurs and fruit still made to the original recipe which remains a closely-guarded secret, known only to six of Pimm's top people.

% 25	£ ££
↗ 70c1	# 56946 C 6

SPECIALITY DRINKS



SOURZ APPLE

Sweet apple flavour balanced by a zingy sour finish.

% 15	£ £
↗ 50c1	# 56770 C 6

SPECIALITY DRINKS



SOURZ RAINBOW ICE

A magical mix of raspberry, orange and lime with a cool tingle twist.

% 15	£ £
↗ 50c1	# 13888 C 6

SPECIALITY DRINKS



ZYMURGORIUM UNICORN

Extra pink and shimmery for even more beautiful beverages simply swirl to unlock the stunning iridescence.

% 20	£ ££
↗ 50c1	# 27116 C 6

SPECIALITY DRINKS



SOURZ CHERRY

Rich dark cherry combined with subtle berry for a perfectly balanced sweet & sour flavour.

% 15	£ £
↗ 50c1	# 57197 C 6

SPECIALITY DRINKS

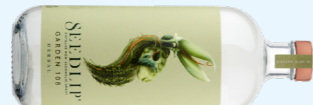


SOURZ RASPBERRY

Strong hits of fruit and a balance of sweet and sour for impactful flavour.

% 17	£ £
↗ 50c1	# 58594 C 6

NON ALCOHOLIC



SEEDLIP GARDEN 108 HERBAL

Sophisticated top notes of garden Peas & hay with a complex herbal base character of spearmint, rosemary & thyme.

% 0	£ ££
↗ 70c1	# 29703 C 6

SPECIALITY DRINKS

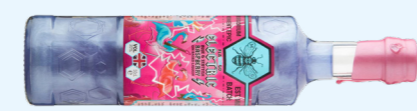


SOURZ PASSION FRUIT

A refreshing new flavour from Sourz, every bit as fresh and fruity as it sounds.

% 15	£ £
↗ 50c1	# 20404 C 6

SPECIALITY DRINKS



ZYMURGORIUM ELECTRIC BLUE RASPBERRY

Strong and powerful refreshment, finishing with a soft & smooth diminuendo of ripe fruit leaving your senses crying "ENCORE! ENCORE!"

% 20	£ ££
↗ 50c1	# 59122 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	£ ££
↗ 70c1	# 20904 C 6



GIVING YOU THE GOODS

In case you didn't know it by now; we're kind of into spirits. Sipping them, mixing them, reading about them, talking about them and, well you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this decidedly sexy brochure that you're holding in your hands. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen.

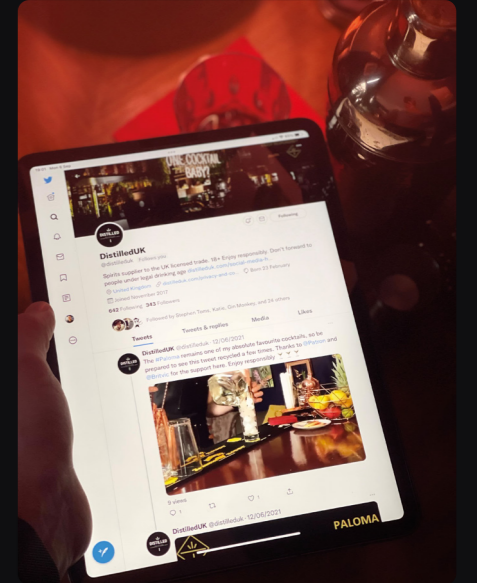
DISTILLEDUK.COM



The Distilled Malt Map

Check out what you can get from us but, you know, on a little screen. Or a big one. Either way, we add new listings there, you can check out articles, get serve ideas, or download this very brochure. Where we will tell you to go look at our website. Weird.

SOCIAL MEDIA



Collaborating with various spirits brand partners, we post videos and stories about whatever is going on. Cocktail making tutorials, sharing ideas on batch-serves, interesting spirits news or maybe just figuring out just what Stanley Tucci has against the Negroni (not that we mind watching him make them).

LISTING HELP, COCKTAIL SPECS & MENUS



ESPRESSO MARTINI

Ingredients	Measure
Ketel One Vodka	30ml
Kahlua	30ml
Fresh Espresso	30ml

Glassware

Chilled Coupe or cocktail (Martini) glass

Method

Shake vigorously & fine strain in to a chilled glass

Garnish

Three coffee beans

Notes

→ Watch video here



NEGRONI

Ingredients	Measure
Tanqueray Gin	25ml
Campari	25ml
Cocchi Vermouth Di Torino	25ml

Glassware

Old Fashioned (large tumbler) glass

Method

Build all ingredients over ice and stir

Garnish

Orange wedge or zest

Notes

→ Watch video here

Having an idea for a great cocktail list is a strong start. Not only can we help you take that first step, but we can help you pull it into a consistent spec sheet for your team to use, meaning that you serve the dream drink every time. We can work with you to balance your menu across various spirit bases, flavour profiles and glassware serves.

We can also help cost it out serve by serve, maximising your sales, or make money more effectively from the sales that you have. We can support you at every step, right up to creating the physical menus with you that will ultimately end up on your bar top (or in handbags, if we really nail it).

