

NextLevelMarketing

BEVERAGE AUTHORITY

manage. serve. profit.

October 2006 ~ Volume 5, Issue 10

©Next Level Marketing 2006

THE BIG PICTURE



Beverage Industry Outlook

Like the jet stream dictates our weather, national drinking trends affect our business. At times these trends can be perceived at the street level, but more often than not they're so broad in scope that it takes an aerial view to really see what's going on. To that end, here is statistically what is happening in the beverage alcohol industry.

Total consumption in the United States was flat in 2005 driven by a 0.5% decline in beer, which is the largest beverage alcohol category at 86% of total volume. Consumption of spirits and wine increased by 2.7% and 2.2% respectively. Over the last five years, beer sales have grown just 2%, while wine grew 18% and spirit sales increased 14%.

Roughly 25% of total beverage alcohol consumption occurred on-premise, a segment that is growing faster across all categories than its off-premise counterpart. On-premise beer sales accounted for 87% of sales volume.

continued on page 4

SPOTLIGHT ON COCKTAILS

Gourmet Gimlets and Kamikazes

A clear sign that we're evolving as a species is the popular revival of the Gimlet. No drink in the lexicon of mixology has spawned as many popular variations of its theme than the classic Gimlet. Yet, as with most things, the original is still unsurpassed.

The Gimlet is the unfettered combination of gin, vodka, light rum or silver tequila mixed with several splashes of sweetened lime juice and served chilled in a cocktail glass. Squeeze in the juice from a fresh lime wedge and you've got one of the bona fide classic cocktails.

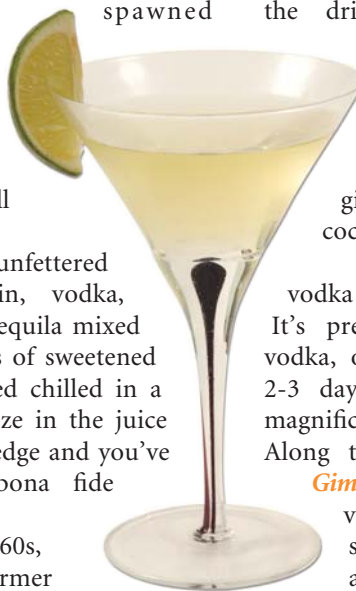
Until the late '60s, the featured performer in the Gimlet was invariably gin. As Americans

turned on to vodka, it became the more popularly requested spirit used in the Gimlet. During the same time frame the drink became more frequently requested served on the rocks.

While there is no accounting for taste, the dynamics of the Gimlet are unparalleled when made with a crisp, full bodied gin and presented in a chilled cocktail glass.

One delicious variation of the vodka Gimlet is the *Raspberry Gimlet*. It's prepared using raspberry-steeped vodka, or if you'd rather not wait the 2-3 days, select from any of several magnificent raspberry-infused vodkas. Along the same lines, the *Strawberry Gimlet* features strawberry flavored vodka. Both of these vodkas are similar to eaux de vie—light, dry and loaded with character. They taste and smell like sun-drenched, vine-ripened fruit.

continued on page 5



Safeguarding Your Profits ... 2

Brewing World Class Coffee

Featured Specialty ... 2

Daily's Bar Essentials

Beverage Management ... 3

Infused, Entused, and Full of Spirit

Improving Your Business ... 4

Steamy Java Specialties are Unsurpassed Sensations

Blended Cocktails ... 7

Ice Cream Drinks Appeal to Everyone



PRODUCT PROFILE by Robert Plotkin

Stolichnaya Vodka

You may be too young to remember the Cold War, Iron Curtain and Soviet Union, but there was a time when the importation of Russian Vodka into the United States was strictly *verboten*. Before its American debut, luxurious *Stolichnaya Vodka* was the exclusive property of heroes of the Motherland and members of the Politburo. For us in the decadent West, Russian vodka was the savory forbidden fruit, something unattainable.

In the late '70s Pepsi sealed a deal with the Soviets that for the first time gave the distillers of Stolichnaya Vodka access to the American market. More to the point it afforded us Baby Boomers our first taste of authentic Stolichnaya Vodka and we were smitten with our first tentative sip. It is an amazingly sultry and distinctive spirit revered by vodka aficionados everywhere. Russian vodka means Stolichnaya.

Made in the heart of Moscow, Stolichnaya is a classically structured Russian vodka and one of the most widely

continued on page 3

Brewing World Class Coffee

The finest, most exclusive coffee beans will not salvage a badly made cup of coffee. Take expensive coffee beans and grind them too course or too fine for your machine and the result will be disappointing. Similar disasters can result from improperly storing beans and ill-advised brewing techniques.

No coffee lover need suffer through a miserable cup of Joe. A few carefully heeded words of advice can mean the difference between a luxurious cup of heaven or a bitter, acidic mess.

Storing Coffee Beans

An important aspect of serving a great cup of coffee is to start with freshly roasted beans. Coffee beans quickly lose their lively aroma and robust flavor. Whole beans maintain their freshness better than ground coffee, so grinding them just before brewing is best. Do not store coffee—especially ground coffee—in a refrigerator. The ambient moisture will rob coffee of its freshness. Even stored in a sealed container, coffee is susceptible to absorbing any food odors present in a refrigerator. Although the practice has its detractors, storing coffee in a freezer is a far better alternative.

Grinding Coffee Beans

To best appreciate the character of coffee, the best advice is to grind the beans just

prior to brewing. If the grind is too fine, the water will extract an excessive amount of oil and flavors from the coffee. Likewise, the finely ground coffee will clog the filter and cause minute particles of coffee to make their way to the finished cup of coffee. An excessively course grind allows the hot water to rapidly flow through. This will cause under-extraction and result in a bitter or flavorless cup of coffee. The method of brewing ultimately dictates the type of grind used. The process of making Espresso requires that the beans be finely ground. Nearly all of the other methods used to brew coffee rely on a slower extraction. Most machines require a moderately coarse ground.

Water Quality

The coffee you brew can be no better than the water you use. Many tap waters are loaded with alkalines and minerals that adversely react with the essential oils in the coffee beans. The phosphates in softened water react even worse with the

coffee. Filtered drinking water, or even better, naturally balanced spring water is optimal.

Proper Water Temperature

The water temperature once the brewing cycle has commenced should ideally be between 195 and 205 degrees Fahrenheit. Weak or older equipment often insufficiently heats all of the water, resulting in under-extraction and weak, bitter coffee. On the other end of the scale, never pour boiling water directly over the coffee. Always wait a few moments before using boiling water taken directly off the burner.



Filter Selection

Most methods of brewing require that ground coffee be placed in either a paper or gold-plated filter. There are advantages to both. Paper filters are disposable and convenient. They are also effective at preventing solids from entering the coffee, although they filter out more of the desirable oils and colloids, the minute solids that give the brew its body and mouthfeel.

continued on page 5

FEATURED SPECIALTY by Robert Plotkin

Daily's Bar Essentials

A surgeon has scalpels, an artist has brushes. Tools made specifically to accomplish certain jobs without which a profession grinds to a halt. Such is the importance of bar essentials grenadine, lime juice and triple sec. Each is irreplaceable in mixology. No trio of products appear in more classic and neo-classic cocktail recipes. Suffice to say, selecting a fabulous brand of triple sec, lime juice and grenadine is a crucial component to beverage immortality.

Daily's offers a first class set of these bar essentials, beginning with *Daily's Grenadine Syrup*,



an excellent representation of the venerable product. The syrup is lightweight and fragrant. Its sweet palate adds a pleasant pomegranate flavor and reddish hue to a cocktail. Daily's Grenadine is perfectly in-step with contemporary tastes.

In addition to the Margarita, triple sec is an integral ingredient in such classic drinks as the Sidecar, Kamikaze, Long Island and Lynchburg Lemonade. The brand you choose will impact a great many cocktails. *Daily's Triple Sec* is alcohol-free, which means there won't be a petroleum-like finish



that seems to plague many competitive brands. The triple sec is relatively dry, aromatic and imbued with loads of fresh orange flavor.

Daily's Lime Juice has a balanced palate that hovers between tart lime and sweet citrus. The benefit to mixologists is that it contributes color, a semi-sweet aroma and delicate lime flavor to cocktails without a cloying finish.

Behind the bar you can trust this Daily's threesome to get the job done and done well. —RP ♦

Infused, Enthused and Full of Spirit

Pizzazz behind the bar entails doing something unexpected, something out of the ordinary. Infusions are loaded with pizzazz and among the hottest trends in the bar business. The secret to their success is that they're a fun and profitable way to create something exciting, something the competition can't duplicate. When you create a winning infusion, there's only one place to get it.

The Russians were the first to hit on the notion that vodka tastes better if given a flavor or two. You can turn virtually any spirit into something extraordinary by infusing it with everything from kiwis to sun-dried tomatoes. Steeping spirits is straightforward and uncomplicated. The process involves marinating fresh fruit, among other things, in large containers filled with spirits. Several days to a week later, the fruit will infuse the chosen spirit with flavor, color, aroma and loads of appealing character.

The infusion jar you choose should make a statement about how special its contents are. Infusions are prepared and displayed in jars typically equipped with a spigot near the bottom. This conveniently allows the precious contents to be drained without taking the jar off the shelf.

Aside from aesthetics, an important selection factor is capacity. You would be well advised to start your infusion program with one or two smaller jars, rather than one

large, 6-liter container. A smaller jar allows you to test different recipes without making the type of investment in product a larger jar requires.

One of the keys to marketing fruit-infused specialties is to put the jars somewhere conspicuous — on the back bar, for example, with big neon arrows dangling overhead. Drawing attention to the containers is part of the mystique. Anticipation will build such that by the time it's ready to debut, there will be more than enough demand.

The possible fruit combinations are limited only by availability. Among the more interesting and exotic selections are mandarin orange, kiwi, star fruit, honeydew, mango, papaya, watermelon, black currants, dried apricots, raspberry, and cranberry.

There's no reason to limit yourself to using fruit to infuse spirits with unrivaled flavors. A *Sonoran Spittoon* is made by steeping gold tequila with jalapeño peppers, and a few red and green peppers for color. The infused-tequila can then be mixed with horseradish-laced Bloody Mary mix and served with a scallion and fresh shrimp garnish. The *Bloody Mary à la Verdi*, a featured specialty at the Allegria Restaurant in New York, is made with vodka infused with sun-dried tomatoes, jalapeños, lemons and a helping of horseradish.

The *Brazilian Daiquiri* is the specialty of the house at the Coyote Cafe in Sante Fe.

The heart of the signature drink is a dreamy infusion made from a slew of Bacardi rums steeped with pineapple, vanilla, and brown sugar. Tucson's Café Terra Cotta promotes a fabulous signature drink dubbed *110 in the Shade*, a fiery blend of jalapeño-infused vodka and iced Mexican Modelo Especial beer. At Soho's Garlic & Shots, the featured attraction is a concoction made with garlic-infused vodka.

Your choice of spirits is as broad as your back bar. Rum is the featured spirit in the *Barrier Reef*, an infusion made with pineapple, melon and maraschino cherries. Also experiment steeping rum with vanilla, kiwi, raspberries, strawberries, watermelon or a mix of papaya and mango.

Another delicious infusion is the *Lemoneater*, which is made with gin, lemons and limes. Gin also tastes great infused with oranges or mint. Bourbon marries well with the flavor of peaches, apricots and cherries. *Beefeater Deli Gin* is an innovative infusion made with Beefeater Gin, sun-dried tomatoes, large olives, fresh garlic and dill, and large red onions.

Need more convincing that featuring a signature infusion makes good business sense? Infusions are highly profitable, yielding profit margins between 88-92%, just slightly lower if premium spirits are used.

High demand at great margins — it's an unbeatable combination. ♦

PRODUCT PROFILE *continued from page 1*



recognized spirit brands in the world. This famed spirit is double distilled from hearty winter wheat and glacial water. It is filtered five times through crushed quartz and charcoal before being rested in stainless-steel holding tanks.

You can recreate that magic moment for yourself by pouring some Stolichnaya into a glass and letting it breathe for a minute or two. The reasons for its world-class status will become immediately evident. It is brilliantly clear with a light, herbal and pine bouquet. The fun really begins when its

medium-weight, satiny body glides over the palate, immediately filling the mouth with warmth and sweet, slightly peppery flavors. The finish is soft, long with zesty lemon notes.

Stolichnaya continues to garner critical acclaim. At the prestigious *San Francisco World Spirits Competition*, the vodka was awarded a coveted double gold medal. After the initial judging concluded, all of the double gold medal-winning spirits were evaluated side by side. The panel of 20 judges then voted on best of the competition. Stolichnaya was the consensus favorite of the field of contenders and was named the "Best Vodka."

The Stoli range recently expanded with the release of incomparable *Stolichnaya*



Elit Vodka, the first ultra-luxury vodka available in the United States. This most appropriately named spirit is skillfully crafted employing small batch distillation of select winter wheat and pristine glacier water. The secret to this amazing spirit is something called "freeze filtration," a technique first employed in the days of the czars.

Stolichnaya's all-world repertoire of flavored vodkas now includes *Stoli Ohranj*, *Vanil*, *Citros*, *Cranberi*, *Persik*, *Razberi*, *Strasberi*, and *Stoli Blueberi Vodka*.

Vashe zdorovie! —RP♦

Steamy Java Specialties are Unsurpassed Sensations

The Mosaic Restaurant is an elegant slice of heaven ensconced in the rolling desert hills of Scottsdale, Arizona. Over its four-year existence, the Mosaic has evolved into an acclaimed desert destination due in no small measure to the talents of bar chef and sommelier Matt Rinn. Mirroring the artistry and philosophies of owner/chef Deborah Knight, Rinn tempts their guests with a changing array of cocktails—all prepared with impeccable ingredients and refreshingly different spirits and liqueurs.

Rinn and bartender extraordinaire Stephanie Kozecki have concocted an impressive roster of specialty coffees, including the best-selling *Amadeus Coffee*, a savory blend of Mozart Dark and White Chocolate Liqueurs, Jewel of Russia Bilberry Infusion and hot coffee. The drink is finished with a cap of whipped cream and a chocolate cocktail stick.

“We look to use unusual products in our specialty drinks,” explains Rinn. “For example, one of our coffee drinks features Patrón X.O. Café Liqueur, which is made

from a base Patrón tequila. People love the drink and can’t quite put their finger on what gives it that all-important taste difference. That’s the key.”

The Mosaic’s *Border Café* is made with Chambord, Bushmills Irish Cream, coffee, whipped cream and a drizzle of hot caramel syrup, while the *Hot Cactus Bloom* is a delicious blend of Kahlúa, cinnamon schnapps and Knob Creek Bourbon.

At Courtright’s Restaurant in Willow Springs, Illinois, the man to see about all things beverage is mixologist Marco Reccio. “We’ve had tremendous success offering our guests coffee drinks after dinner. They’re soothing and stimulating at the same time and can be served as a dessert or an after dinner drink. Women tend to drink them most.”

Reccio likes to create specialties that excite the senses and engage the imagination. One such concoction is the *Jamaican Coffee*, a luscious combination of Myers’s Jamaican Rum, Tia Maria, Dark crème de cacao, brandy and hot coffee with a whipped cream garnish. Another is named *Sally Coffee* that features a blend of

Amarula Cream Liqueur, Navan Vanille Noire de Madagascar and coffee.

Brooke Crothers has a slightly different take on the subject. She’s the beverage manager at the posh Mission Inn in Riverside, California. “Naturally we offer our guests some genuinely marvelous coffee drinks. But for us, it’s all about the coffee.”

Crothers believes in marketing the quality and freshness of their coffee by piquing the clientele’s senses. She set up a cart adjacent to the dining room where servers can grind whole beans. The wafting aromas of ground beans and fresh brewed coffee are irresistibly alluring.

“We’ve found that even the sound of the coffee beans being ground has a favorable impact on sales,” says Crothers. “The approach has really bolstered our marketing efforts. Once their dinners are done, our guests are primed and ready to drink some coffee or sample one of our coffee-based specialty drinks.”

That’s why she says, “It’s all about the coffee.” ♦

THE BIG PICTURE *continued from page 1*

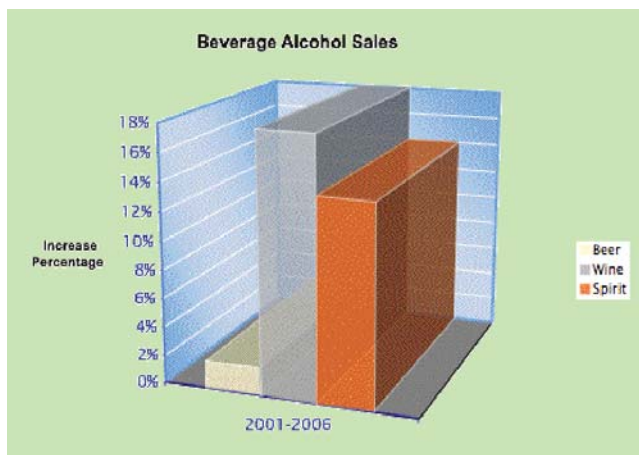
Beer’s share of the on-premise retail dollar, however, fell to 50%, while spirits increased to 36% during the same period.

While total beverage alcohol sales showed a slight decline of 0.5%, retail dollar sales increased by 6.0%. This was especially true for spirits sales, which saw volume growth of 2.7% and an increase in retail sales of 9.0%. Overall, the surge in sales is a result of consumers trading up to more premium brands.

Spirits consumption continued to rise in 2005, reaching 170 million 9 liter cases. Vodka is the largest category of spirit sales, representing 27.1% of total consumption. Over the last two years all spirits categories have posted growth with the exception of gin, Scotch and blended whiskey categories, each of which declined slightly. Vodka, rum and tequila continued to be the strongest growth categories.

Imports accounted for almost 40% of all spirit sales and grew almost five times faster than did domestic spirits in 2005. Consumption is shifting to premium and ultra-premium spirits with the high-end

outpacing category growth across all spirit types. The trend is illustrated by looking at the performance of the top 25 spirits brands. High-end brands like Grey Goose Vodka (+25.8%) are posting double-digit growth, while less premium brands like Barton Vodka (-4.2%) posted volume declines.



In the beer category, domestic brands accounted for nearly 88% of total consumption, while imports represented

about 12% of sales. Consumption trends seemed to shift somewhat in 2005 with imports growing by 5.5% while sales of domestics declined by 1.2%.

Domestic beer sales are dominated by light beer, which accounted for 57% of total sales. Light beer consumption grew by 1.1% in 2005, while all other domestic beer categories declined with the exception of ice beer. Imported beer from Mexico, the Netherlands and Canada combined for over 80% of total sales. Imports from Belgium, Jamaica, Italy and Ireland are growing the fastest. Corona and Heineken accounted for over 50% of imported beer sales.

Not too long ago the mantra in the industry was Americans are drinking less but better. Now it appears that we’re drinking more and better.

Mike Ginley
Next Level Marketing

Signature Kamikazes

In the '80s the Gimlet morphed into the Kamikaze, the ultra popular cocktail made with vodka, Rose's lime juice and a shot of triple sec. Even now in its third decade an icy Kamikaze in classy stemware is a "can't miss" proposition.

In addition to style and sublime taste, the Kamikaze also has one other thing going for it that helps it remain popular with both bartenders and their adoring public. That's versatility. The classic cocktail has the great ability to take on different looks and different tastes. It is also undergoing a renaissance and now popular in a number of clever guises.

The raspberry-flavored **Purple Kami** is made with Stoli Razberi and Chambord instead of triple sec. It is best served in a chilled cocktail glass,



although some offer it as a shooter, or tame it over ice. True to its name, the **Cranberry Kami** is made with brilliant flavored Stoli Cranberi and a splash of cranberry juice.

One of the more colorful Kamikazes is the **Divine Wind**.

Its engaging hue is created by substituting blue Curaçao for triple sec. Equally intriguing in appearance is the

Radioactive Kamikaze.

While the cocktail doesn't actually glow, it does seem to have an eerie glow about it. It's made with equal parts of Malibu Rum, light rum, 151 rum and blue Curaçao, a dash of grenadine and lime juice.

The **Coconut Kami** also features Malibu Rum, while the **Melon Kami** is made with Midori.

Rounding out the cast is the **Meadowlark Lemon**, an ultra-premium spin-off

that showcases Stolichnaya Elit and Cointreau, the **French Kamikaze**, in which Grand Marnier is substituted for triple sec, and **Recession Depression**, a delicious Kamikaze made with citrus-flavored vodka and fresh lemon juice.

The Cosmopolitan originated in the early '90s. Using the Kamikaze as the creative blueprint, the Cosmopolitan is constructed with citrus-infused vodka, Cointreau, lime juice, and a healthy splash of cranberry juice. It's then stirred and strained into the coldest, most elegant cocktail glass handy and presented with a wedge of fresh lime. **Voila**, the Kamikaze is transformed into a Cosmopolitan.

So if you're stumped on what to promote next, consider the altogether classic family of gourmet Gimlets and ultra chic Kamikazes. They're simply unbeatable. ♦

**SAFEGUARDING YOUR PROFITS** *continued from page 2*

Gold plated filters, on the other hand, allow more of the all-important oils and colloids to pass through to the finished brew. They are quite effective at filtering out solids, durable and moderately priced. Their chief drawback seems to be that one is left with a filter full of messy coffee grounds to deal with.

Using the Proper Measurements

In coffee parlance, a scoop of ground coffee is considered to be two teaspoons. How much coffee you use is obviously a huge factor in determining the quality of the finished product. As a general rule, two scoops of ground coffee and 8 ounces of water will yield a 6-ounce cup of coffee. This basic proportion can be adjusted slightly based on personal preference.

Keeping Brewed Coffee Hot

Prolonged exposure to direct heat will rapidly turn a pot of brewed coffee bitter. This naturally raises the question—Why do nearly all coffee makers come equipped with electric burners upon which the pot is meant to rest for

extended periods of time? After all, every passing minute that the coffee sits on a burner, a chain of unwanted chemical reactions will continue to destroy and vaporize every quality about coffee that is desirable. While there appears to be no readily apparent explanation, the best advice is to take the coffee off the burner as quickly as is convenient.

Life Expectancy of Brewed Coffee

If you've ever drank a cup of old, stale coffee, you'll agree that freshness matters. Serve coffee immediately after the brewing process has stopped. Conventional wisdom suggests that the optimum life expectancy of brewed coffee is between 20-40 minutes, after which it is best discarded.

Keeping Coffee Equipment Clean

The equipment you use to brew coffee should be cleaned regularly. Mineral build-up in the machine can diminish the effectiveness of the equipment, as well as taint the brewing process. Coffee contains

oils and solids that will remain in the machine, adversely affecting the next pot of coffee. ♦

Next Level Marketing
Beverage Authority

October 2006 ~ Volume 5, Issue 10

©Next Level Marketing 2006

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Katie Alter

Next Level Marketing

www.nextlevel-co.com ~ Tel.203.292.6295

1330 Post Road East, Westport, CT 06880

BarMedia

www.barmedia.com ~ authority@barmedia.com

Tel.520.747.8131 ~ Fax.520.903.0540

P.O. Box 14486, Tucson, AZ 85732

BarMedia and/or Next Level will not be responsible for the misuse of information obtained from this newsletter that results in harm in any form to the person/persons or to others while using this newsletter.

Gourmet Gimlets and Kamikazes

If you're even remotely concerned about contracting scurvy, then the Gimlet and Kamikaze are just the drinks for you. Not only are they great tasting, they are loaded with health-sustaining vitamin C. Gourmet Gimlets and Kamikazes are more popular than ever before. They are straightforward and uncomplicated. In these increasingly complex days, that sounds pretty good.

If you're looking for some highly promotable specialty drinks, look no further. —RP ♦

Raspberry Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 3/4 oz. Stolichnaya Razberi Vodka
 3/4 oz. Chambord Liqueur
 3/4 oz. Daily's Triple Sec
 3/4 oz. fresh lime juice
Stir and strain
 Lime wedge garnish

Cranberry Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 3/4 oz. Stolichnaya Cranberi Vodka
 3/4 oz. Cointreau
 3/4 oz. fresh lime juice
 3/4 oz. cranberry juice
Stir and strain
 Lime wedge garnish

Devine Wind Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 3/4 oz. Vodka
 3/4 oz. Blue Curaçao
 1/2 oz. Rose's Lime Juice
Stir and strain
 Lime wedge garnish

Fuzzy Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 3/4 oz. Vodka
 3/4 oz. Frujá Peach Liqueur
 3/4 oz. Rose's Lime Juice
Stir and strain
 Lime wedge garnish

Italian Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 1/4 oz. Citrus-infused Vodka
 3/4 oz. Limoncello
 3/4 oz. Grand Marnier
 3/4 oz. fresh lime juice
Stir and strain
 Lime wedge garnish

Kokonut Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 2 oz. Malibu Rum
 1 oz. pineapple juice
 3/4 oz. sweet 'n' sour
Stir and strain
 Lime wedge garnish

Melon Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 1 3/4 oz. Vodka
 1 oz. Midori
 3/4 oz. fresh lime juice
Stir and strain
 Lime wedge garnish

Purple Kamikaze

Cocktail glass, chilled
Pour ingredients into iced mixing glass
 3/4 oz. Vodka
 3/4 oz. Chambord
 3/4 oz. cranberry juice
 3/4 oz. fresh lime juice
Stir and strain
 Lime wheel garnish

Questions for the Seasoned Pro

Questions

1. This descriptive phrase is used to identify the small amount of whisky that is lost from a cask through evaporation.
2. The name of this famous Highland single malt Scotch whisky means "Valley of the Deer."
3. This Belgian wheat beer is dark red in color, the result of being flavored with cherries.
4. What rum did Paul Revere quaff after his famous midnight ride?
5. This golden Norwegian Aquavit is aged in wooden casks stored in the holds of ships bound for the equator.
6. What eau de vie is traditionally sold with a pear in the bottle?
7. What is a "Belgium lace?"
8. What is Kirsch?
9. What is Aguardiente?
10. What is the generic name for French anise liqueurs such as Ricard and Penod?
11. This mild, caraway-flavored Kümmel is best known by what four initials?
12. Fruity and copper-colored, this Belgian beer is brewed with top-fermenting yeasts, naturally conditioned in wooden casks and cork-finished.
13. This popular European liqueur is made from wild purple plums.
14. The style of brewing associated with this city in northern Germany produces a dry, golden-blonde, bottom-fermented lager.

Answers

1. The Angel's Share
2. Glenfiddich Highland single malt Scotch whisky.
3. Kriek
4. Old Medford New England Rum
5. Linie Aquavit
6. Poire William or eau de vie de poire
7. Also known as "Brussels Lace," it refers to the beer foam that sticks to the inside of a glass as the head recedes; a sign of a good beer and clean glass.
8. Kirsch is an eau de vie distilled in a pot still from the fermented mash of black cherries.
9. Aguardiente is distilled from sugar cane or molasses, occasionally made from grapes, and typically bottled without aging or rectification.
10. Pastis liqueurs
11. Pronounced "Klawck," the initials of the Danish Kümmel are C.L.O.C.
12. Saison
13. Prunelle
14. Dortmund

Ice Cream Drinks Appeal to Everyone

Even in this day and age of health-awareness, chefs still prepare trays of tempting desserts and profit handsomely for their trouble. Few people go out to dinner with the intent to calorie-bulk on a dessert. Yet, when faced with devilishly irresistible treats, their heads nod yes as they consider their selections.

This time-tested marketing concept also works beautifully behind the bar. Tempting guests with delectable, dessert-like libations is a “can’t miss” proposition. They appeal to the child in all of us, and whether they admit it or not, people are attracted to the instant gratification of taste.

Ice cream is an ideal vehicle for liqueurs and distilled spirits. Its sweet, creamy consistency accepts a wide variety of flavors, so being extremely creative is easy. Here’s an experiment proving that an ice cream drink can be every bit as satisfying as dessert on a plate.

Start by placing two heaping scoops of French vanilla ice cream into a blender. Add 2 ounces of Starbucks Coffee Liqueur, a ripe banana, 1/2 cup of fresh raspberries, an ounce of chocolate syrup, a healthy measure of milk and blend thoroughly. Pour the contents into a chilled specialty glass and garnish with a dollop of whipped cream and a drizzle of chocolate syrup. While there is no such thing as a universal crowd-pleaser, this concoction comes awfully close.



“Tempting guests with delectable, dessert-like libations is a “can’t miss” proposition.”

Vanilla ice cream is most frequently used in specialty drinks because it provides a somewhat neutral base upon which a wide array of flavors can be

added. There is, however, no reason to work exclusively with vanilla ice cream. There are at least 31 flavors from which to choose, so experiment. In addition to ice cream, there’s also frozen yogurt, sherbet and sorbet to consider. Each will lend a different taste and texture to the concoction.

There are few creative limitations when choosing flavorings for ice cream drinks. In addition to using fresh fruit, options include chocolate, caramel, butterscotch syrup, peanut butter, fruit juice, iced coffee or espresso, crushed cookies and candy bars.

Your back bar is also rich with possibilities. Nothing could be more ideally suited to creating world-class ice cream libations than coffee liqueurs such as Kahlúa, Starbucks and Tia Maria. Yet, why stop there? Midori is marvelous when paired with fresh kiwis and lime sherbet, or papayas with lemon sorbet. Consider pairing coconut rum with chocolate ice cream and Mandarin oranges, or making a specialty float using Malibu, cola and ice cream.

On the extreme end of the creativity curve is the *Mel’s Chocolate/PB/Nana Shake*, a delicious creation made with Kahlúa, Appleton Jamaica Rum, chocolate syrup, peanut butter, milk, vanilla ice cream, and a fresh banana. It’s so big and satisfying that it could be served as an entrée.

In many respects, ice cream drinks are about exceeding expectations and indulging guests’ desires. Thoroughly decadent and loaded with pleasure, ice cream libations are guaranteed to do just that. ♦



Indian Summer Ice Cream Drinks

Drive down Main Street USA and you’ll likely see an ice cream parlor or frozen yogurt shop on darn near every block. Americans love the stuff. So why not give people what they are secretly craving?

Ice cream drinks have it all. They’re tall, good-looking drinks that taste great. Best of all, it’s relatively easy to make an instant classic behind your bar. Pair complementary flavors, blend and serve. If you’re looking for a little creative inspiration, consider the following recipes.

Caribbean Delight

House specialty glass, chilled
Pour ingredients into iced blender
 2 oz. Coconut-Flavored Rum
 3/4 oz. Kahlúa
 3/4 oz. Frujá Tangerine
 3/4 oz. whole milk
 3/4 oz. chocolate syrup
 2 scoops chocolate ice cream
Blend thoroughly
 Whipped cream and chocolate syrup drizzle garnish

Coffee Raspberry Frappé

House specialty glass, chilled
Pour ingredients into iced blender
 2 oz. Starbucks Coffee Liqueur
 3/4 oz. Chambord
 3/4 oz. whole milk
 1 oz. chocolate syrup
 2 scoops French vanilla ice cream
 1 ripe banana
Blend thoroughly
 Whipped cream and chocolate syrup drizzle garnish

Mel’s Choc/PB/Nana Shake

House specialty glass
Pour ingredients into iced blender
 1 1/2 oz. Kahlúa
 1 oz. Appleton Jamaica V/X Rum
 1 ripe banana
 1 oz. chocolate syrup
 2 tbsp. creamy peanut butter
 4 oz. whole milk
 2 scoops vanilla ice cream
Blend thoroughly
 Whipped cream and shaved chocolate garnish



Vita-Mix Barboss Advance