

NextLevelMarketing

BEVERAGE AUTHORITY

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THE BIG PICTURE



Elementary Appeal

San Francisco is a magnificent city with a huge, welcoming personality...only not on this night. It was raining heavily when my flight arrived. By the time I retrieved my suitcase at baggage claim and scrambled to the cabstand, the city was cold, windy and shrouded in fog. The flight had been delayed and I was already running well behind schedule. The weather made traffic slow to a maddening crawl. When I reached my destination I was a soggy, miserable mess.

But things turned around for me immediately upon walking through the front door of the **Element Lounge** on Geary Street. The interior was stunning, inviting and zen-like. The motif was a veritable feast for the eyes; light colored woods, weathered, red brick walls, polished stone floors and subtle, demure lighting combined to create a warm, intimate ambience.

It was 6:45pm and the place was already abuzz with energy and filled with a young, *continued on page 4*

SPOTLIGHT ON COCKTAILS

Marys that are Bloody Good

The Bloody Mary is perhaps the most singular drink in the lexicon of mixology. It's a drink every bartender regularly makes and yet no two bartenders make it the same. When made well, the Bloody Mary is an absolute work of art — robust, nutritious and loaded with spicy, life sustaining flavors.

The Bloody Mary is deceptively simple, however. It's usually made with vodka, although tequila (a.k.a. **Bloody Maria**), gin (a.k.a. **Red Snapper**) and aquavit (a.k.a. **Danish Mary**) are popular variations. With the advent of flavored vodkas, the range of choices has greatly expanded. Lemon- or citrus-infused vodkas, such as Absolut Citron, Stolichnaya Citros, marry perfectly with Bloody Mary mix.

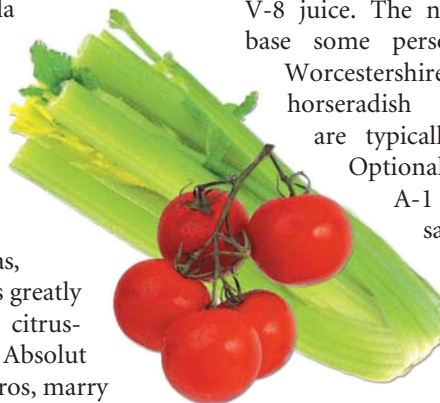
For many, mastering the Bloody Mary is a lifelong endeavor. If you're

looking to invest a little less time than that, considering the following secrets of the trade.

⇒**The Undercarriage** — As every bartender knows, the secret to a world class Bloody Mary is in the mix. Most scratch recipes start with a base of tomato juice, however, a stellar mix can be made using Clamato, or V-8 juice. The next step is to give the base some personality and character.

Worcestershire sauce, prepared horseradish and Tabasco Sauce are typically considered a must. Optional ingredients include A-1 sauce, Mexican hot sauce or pureed salsa, soy sauce, olive juice, cilantro, fresh lime or lemon juice and jalapeño pepper juice.

⇒**The Spice of Life** — The true creative artistry comes into play when adding seasonings. Celery salt, salt *continued on page 5*



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Test Driving the Professional Bartender's Blender



PRODUCT PROFILE by Robert Plotkin

Boodles British Gin

A bottle of **Boodles British Gin** on the back bar is the unmistakable sign you're frequenting an establishment that takes their Martinis seriously. Created in 1847 and named after the famous Boodles Club in London, the London dry gin is an aristocratic spirit with an international reputation for excellence. Although presently better known abroad than in

the United States, Boodles is increasingly becoming a fixture behind bars of distinction. If you haven't sampled the brand, drop what you're doing and get some.

One of the reasons for Boodles abundance of character and fresh crisp flavors lies in how it's made. The brand is the only London dry gin made in a vacuum still, which functions under extreme pressure allowing the alcohol to evaporate at a lower temperature. As a result, the gin retains more of its botanicals' crisp flavors. The recipe of

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The Business Side of Vodka

The vodka category continues to grow unabated, and according to *Impact*, it is expected to maintain this upward spiral through 2007. Vodka dominates consumption figures, accounting for more than 25% of all distilled spirits sold in the U.S. While interest in tequila and rum are also on the rise, vodka clearly remains America's spirit of choice—something that won't likely change for the foreseeable future.

To the uninitiated, vodka seems like an uncomplicated proposition. But that's far off mark. They are the unique product of microclimate, technique and water. Their base commodities, be they grain, grapes or potatoes, are nurtured by the sun, rain and soil. Distillation then renders their essence into the lightest of all spirits, one unfettered by the weighty effects of barrel aging. The character of the water is a most telling ingredient, however. Water is what gives vodka its singular identity—a genetic fingerprint, if you will—which in respect to the top-end brands is why no two are alike.

One question persists, however, regarding the long-term prospects for the category; namely, is the steady stream of new vodka brands inundating the marketplace? While providing consumers

with a huge selection from which to choose, when does it become overwhelming and ultimately send consumers scrambling to other spirits?

"To some extent, distributors, bartenders and consumers are a bit bewildered by the wall of vodkas brands—so, yes, the market is becoming somewhat saturated," contends Tim Clarke, CEO of *Shakers Vodka*, the first ultra-premium American vodka. "On a business level, it's tough for new brands to get due consideration from distributors and shelf space in stores, restaurants and bars. With the proliferation of new brands, you must have a product that delivers, a package that prompts trail and a brand that people can identify with, or you'll never break through the clutter."

The torrent of new vodkas raises the question of how operators determine which brands to stock. Limited back bar space dictates that some means of culling through these new offerings be applied.

Adam Seger is the general manager, sommelier and cocktail authority at *Chicago's Nacional 27*, a classy Pan-Latin restaurant in the *Lettuce Entertain You* portfolio. His approach to stocking

new brands is predicated on carefully delineated criteria.

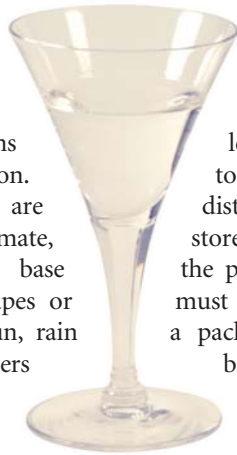
"The first of the factors is whether the new brand fits into our restaurant's concept and marketing position. Secondly, the product has to be of impeccable quality and taste. That's a rather significant hurdle, one that eliminates a fair percentage of candidates. Next is whether the new product will generate more profit than a comparable brand. For example, I'd be favorably disposed to a brand that offers us a higher financial return than a similar product. Lastly, I also consider the level of marketing support the supplier is bringing to the table. Four green lights and I'll give the new brand a shot."

Marketing America's Spirit of Choice

The rapid growth in ultra-premium vodkas has presented beverage operators with something of a marketing challenge. Vodka drinkers tend to have entrenched loyalties, convinced that their favorite brand is the purest and therefore the best. Enticing guests to sample other brands is often like getting them to switch political parties.

"By far the most effective approach to marketing vodka I've found is server education," says Greg Den Herder, managing partner of *33 Restaurant and*

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FEATURED SPECIALTY by Robert Plotkin

A Heat-Generating Threesome

Tailoring a Bloody Mary mix for your bar is made that much easier when you start with a great tasting foundation, perhaps a bottled product with heart and a stalwart character. That seems to be the working premise behind *Daily's Original Bloody Mary*, a deliciously balanced cocktail mix sporting a measured dose of heat on the finish. The mix has good texture and consistency. While reserved, it presents you with a superb framework for the creatively inspired.

When it comes to Bloody Marys, however, some people want theirs to have more substance and a feistier personality. Welcome *Daily's Thick &*



Spicy Bloody Mary, a mix whose recipe seems to call for more of just about everything. It has a thicker, stockier body and a rich palate of peppers and spices. Even when iced and laced with vodka the innovative mix brings a respectable amount of heat. It, too, makes an ideal chassis for a house specialty Bloody Mary.

The newest member of the popular threesome is *Daily's Salsa Bloody Mary Mix*. This is the real deal — remarkably bold, zesty and chock full of such classic flavors as onion, garlic, horseradish and jalapeño-like notes. The mix is exuberant, masterfully spiced and nearly impossible to resist. Its slightly combustible nature is a perfect compliment to the earthy flavors in

tequila, as well as vodka. Slap five stars on this mix and take the rest of the night off.

—RP ♦



Whether Green, Black or Red, Teas are Piping Hot

We should all have futures as bright as the one ahead for tea. George Jage, president and founder of the *World Tea Expo* cites an industry estimate that sales of tea are expected to nearly double in the United States by the year 2010.

Geoff Alexander knows all to well how popular premium tea is becoming. He is the managing partner of *Vong's Thai Kitchen* in Chicago, a restaurant in the *Lettuce Entertain You* portfolio and brainchild of internationally acclaimed chef Jean-Georges Vongerichten. "Here in Chicago we're seeing tea shops opening at a rate that would impress even Starbucks," says Alexander. "While the concept of our restaurant naturally makes people consider drinking premium teas, demand over the past year has exceeded all of our expectations."

Vong's Thai Kitchen may well be any tea enthusiasts dream come true. During January, the popular eatery held a wildly successful promotion celebrating the many dimensions of tea. The month-long festivities offered a graduate level perspective on how to creatively market tea.

Every Tuesday night during the month, Alexander set-up a table near the front of the restaurant on which he laid out an array

of bowls containing ingredients used in blending tea, botanicals such as dragonwell, dried mangos, coconut and apples, various varieties of flowers, and loose green, red and black teas. Guests interested in creating their own blends of teas specifically geared to their individual tastes could do so. A

member of the restaurant's staff would work with the guest lending guidance and offering advice. Once the blend was created the products were placed in a silky mesh bag and served tableside.

According to Alexander his guests found the presentation fascinating. "It's intriguing to look at the various ingredients

used in premium blends of tea. The botanicals themselves are beautiful and highly aromatic. If you examine coffee beans, for example, they're oily and largely similar in appearance. Not so with the tea. The ingredients reinforce the notion that drinking tea is a natural, holistic and essentially healthy thing to do."

Alexander and staff also thought that it would be fitting to devise several cocktails that featured tea as ingredients. Both were extremely well received. The *Chamomile*



Mojito (\$4.95) is prepared and served in a similar manner as the conventional recipe with the notable additions of lemongrass syrup and 1 1/4 ounces of Chamomile Citron Tea. The *Cosmo-Tea-ni* (\$5.95) is a satiny blend of Chambord, Smirnoff Citrus Vodka, a splash of cranberry juice, and Berries and Blossoms Tea.

Every Saturday afternoon high tea is held at Vong's Thai Kitchen. It's an elegant, well-attended affair that celebrates both tradition and the delights of tea. Guests are tempted with sumptuous Thai finger foods and a selection of exotic blends of tea from which to choose. To answer any questions guests may have about a certain tea, the staff bring out test tube samples with the contents of the blend so they can experience first hand the feel and aroma of the botanicals. The weekly event is moderately priced at \$13 or \$15 per person.

Alexander and company regularly promote an assortment of bubble teas. These refreshing, attention-grabbing concoctions are made with iced tea, fresh fruit and either green or black tapioca balls. Popular flavors include cantaloupe, blueberry and watermelon.

If Geoff Alexander's perpetual smile and the demand for tables at Vong's Thai Kitchen are any indication, tapping into the growing popularity of tea is simply good business. ♦

PRODUCT PROFILE *continued from page 1*

aromatics includes coriander, sage, cassia bark, nutmeg, rosemary, caraway, angelica root and juniper berries. Boodles is bottled at the traditional 90.4 proof.

Imported by Pernod Ricard, few of the planet's major brands of gin can compare with Boodles' dry palate and delicate features. The pleasantries begin immediately. The gin is brilliantly clear and sports an engaging, skillfully crafted bouquet comprised of zesty juniper, citrus and floral aromas. Despite its elevated alcohol content, the initial entry is soft and restrained, building in intensity but never



past the point of warming. The juniper flavors persist throughout the dry, slightly piquant palate and well into the relaxed, long lasting finish. All in all, Boodles offers enthusiasts a marvelously crisp and flavorful experience.

The gin is a stellar performer behind the bar and a boon to any beverage program. Boodles can do it all. The gin is marvelous when paired with dry vermouth in a classically structured Martini. Its ensemble of botanicals seems tailor-made for accommodating the tart aperitif wine. On the flip side, the brand is perfectly suited for a few splashes

of crisp tonic water. It's not every gin that can pull off both roles with such finesse.

Boodles is worth its weight in British Sterling, a classic London dry gin with a well-earned cache for quality, vibrant personality and a flair for drink making. Who knows, if the brand had existed in Colonial America, perhaps we might not have been in such a rush to revolt against the mother country. —RP ♦



Signature Manhattans Thriving in the Mainstream

Now 132 years after its inception, the *Manhattan* is undergoing a renaissance, fueled to a large degree by the resurgence of its featured performer, bourbon. Unlike the Martini, which is more of an acquired taste, this most classic of whiskey cocktails has a nearly universal appeal, one that doesn't require a sophisticated palate to appreciate.

Motives are rife for operators to promote premium Manhattans, not the least of which is their increased gross profit. While often costing twice as much as their counterparts made with well bourbon, Manhattans made with top-shelf brands typically yield twice the profit margin. Also, because of the rapid expansion of the category, most operators now carry two or three times as many premium bourbon brands than they did even five years ago. Increasing the turnover rate of these products is obviously advantageous.

One of the objectives when devising a signature Manhattan is to feature a premium bourbon in a cocktail that best enhances its individual characteristics.

For example, the *Uptown Manhattan* is a specialty of **Harry Denton's Starlight Room** in San Francisco. The sumptuous cocktail is made with Maker's Mark, Amaro Nonini (Italian bitter liqueur), orange bitters and brandied cherry juice. The drink is extremely popular.

Down the road at **Absinthe Brasserie & Bar**, Jonny Raglin is a the marquee performer with the bottle. His signature Manhattan is dubbed the *Bob-Tailed Nag*, which features Michter's Rye Whiskey, a dose of Cocchi Barolo Chinato red wine and several dashes of Fee's mint bitters. The drink is masterfully conceived. The lush fruit of the Barolo and spry mint notes marry beautifully with the spicy rye whiskey.

The bar at fashionable **Indigo Restaurant** in Honolulu is the domain of master mixologist Jason Castle. "Even in paradise we receive calls for specialty Manhattans, the best selling of which is the *Nattahnam*. It's a blend of Jack Daniel's with equal parts of Tuaca and sweet vermouth. I've yet to meet a guest who hasn't fallen in love with the drink after the first few sips."

Brûlée: The Dessert Experience at the Tropicana Hotel in Atlantic City is the country's premier, dessert-only restaurant featuring cutting-edge desserts and dramatic tableside flambés. While not necessarily the venue one would expect the Manhattan to flourish, general manager and lifelong mixologist Peter Van Thiel believed otherwise.

"We created a marvelous Manhattan that is ideally suited to accompany any of our desserts," says Theil. "The drink is named the *Vanilla Manhattan* and it's prepared using Knob Creek, Stoli Vanil and a splash of sweet vermouth. The highly caramelized bourbon and vanilla-infused vodka naturally complement each other making for a luscious cocktail experience."

Little did the staff at the Manhattan Club realize the revolution that they were fomenting when first they laced rye whiskey with vermouth. More than a century later, mixologists are still following suit and crafting trendy classics. Viva la revolution! ♦

THE BIG PICTURE *continued from page 1*

hip, internationally diverse clientele. I was definitely not the coolest person there.

By the time I gathered myself I was spotted and introduced to the owners of Element Lounge—Zak Latzka, Neej Gore and Brandon McKee. While they showed me around I started to get a better appreciation for just how outstanding their creation is. They use large river rocks as tables and a candle-lit steel wall as the divider for the VIP room. Element is also an art gallery that

rotates shows once a month. They showcase the talents of many bay area artists, musicians and performers.



Liqueur. The addition of a lime squeeze thoroughly integrates the flavors.

The other featured attraction that evening was the *Element Iced Tea*, which has become the most popular cocktail at the swank bar. It was created by owner Brandon McKee, who describes it as "smooth and refreshing drink with a bit of a zing." It's made with ZEN Green Tea Liqueur, Skyy Citrus Vodka, fresh lemon juice, a splash of sweet 'n' sour, 7-up and club soda, and served on the rocks in a tall glass with a lemon twist garnish.

As the night was winding down, I had an opportunity to have a quiet conversation about the business with Brandon. "A true party consists of 4 main elements: The music, the people, the cocktails, and the ambiance. It is crucial for the success of a party to have high quality and balance in all of these areas. If one is not in sync with the others, the vibe will unravel and fall apart."

That about sums it up.

Mike Ginley
Next Level Marketing



Fortunately for me, the night I visited Element happened to coincide with a ZEN Green Tea drink promotion. The ZEN ladies were there (very cool) promoting several increasingly popular drinks. The *ZEN tonic* is a simple concoction that tastes and looks great. The crisp quinine flavor in the tonic marries beautifully with the herbal green tea essence of ZEN

and ground black pepper are just the beginning. Adding a heaping measure of salsa is a marvelous way to add substantial heat and a chunky consistency to the drink. Cayenne pepper, cumin, paprika, crushed dried red peppers, onion powder, garlic salt or powder, thyme, Chinese mustard, seasoned salt, chili powder, cardamom, Italian seasoning, ginger and basil round out the shopping list. And whether a pinch, a teaspoon, or a dash of any of the above is used is a matter left entirely up to the artist's discretion.



the Danish Mary is made with aquavit.

The keynote to Bloody Marys is creativity. A good example is the *Mango Mary*. It features pepper vodka, white wine, V-8 juice, horseradish and overripe mangos. The *Bloody Bastard* is a savory drink made with Bass Ale, horseradish, and Bloody Mary mix. Add equal parts of Stolichnaya Citros and peppered-vodka to turn the drink into the *Bloody Russian Bastard*. Dry Sack Sherry provides the fabulous flavor in the *Bloodhound*.

The Bloody Mary has also found its way into shooter form. The *Bloody Nose* is a fiery combination of pepper vodka, horseradish, a raw oyster and Bloody Mary mix. A slight variation on the theme is the *Oyster Shooter*, a Louisiana specialty made with Tabasco sauce, horseradish, cocktail sauce, draft beer, and a raw oyster.

⇒Creative Variations —

There are several classic variations of the Bloody Mary. The *Bloody Caesar* is made with the addition of clam juice, or Clamato juice. Add beef bouillon to your Bloody Mary mix to make the hearty *Bloody Bull*. The Bloody Maria is made with tequila instead of vodka, the Red Snapper substitutes gin, and

⇒*Coup De Grace* — The final touch to any noteworthy Bloody Mary is the garnish. More than a mere embellishment, the garnish should be considered an ingredient in the drink. The classic garnish is celery. Use only the tender, interior pieces, not the fibrous, outer stalks. Also, leave the leafy greens on; it gives the celery a fresh, attractive appearance.

A fresh lime or lemon wedge is the other standard garnish on a Bloody Mary. Each adds, a delightful citrus tang to the drink. No need to stop there. Optional garnishes include scallions, olives, pearl onions, cooked and peeled shrimp (or prawns), beef jerky, Slim Jims, asparagus, tomatoes and cucumber spears pepperoncinis or small jalapeño peppers.

Bloody Marys are as unique as your signature, and speak volumes about your bar's degree of creativity. Have fun and make a masterpiece. ♦



SAFEGUARDING YOUR PROFITS *continued from page 2*

Lounge in Boston. "A few well chosen words from a bartender or server is often all it takes to entice our guests to try a new vodka. Considering how many vodkas we stock and the relatively slight differences between them, professional recommendations often make a huge difference in driving sales."

"A few well chosen words from a bartender or server is often all it takes to entice our guests to try a new vodka."

Education is an essential step in debunking the often-held misconception that all vodkas are created equal. Impress upon servers the fine and subtle differences between the brands and what makes them worth their enhanced price. Conduct tastings so servers can distinguish for themselves which vodkas have discernible taste from those that are neutral. This will enable them to make appropriate recommendations to the clientele.

When approaching guests about a specific vodka, servers should concentrate on stressing four important characteristics.

First and foremost is the nature of the water used in its production. Water is the unsung hero of vodka's surging popularity and arguably the most significant variable. Today's generation of super-premium vodkas feature spring waters, artesian waters, peat-filtered water and water harvested from glaciers. It's a major point of differentiation between the brands.

Secondly, they need to concentrate on what the vodka is distilled from, such as wheat, potatoes, corn, rye, or barley malt. Each commodity will produce a distinctively different spirit. Next, mention how the vodka is distilled. Most are made in continuous stills, but a growing number of brands are crafted in small batch alembic stills. Finally, super-premium vodkas are distinctive representatives of their homelands, and as such, deserve to have their origins highlighted.

Even the best selling category of spirits in the country can use a boost now and again. —RP ♦

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Bloody Marys For the Ages

When devising a Bloody Mary, the difference between greatness and failure is often measured in drops and dashes. This begs the question, is there a definitive Bloody Mary? Because it is so subjective and dependent on personal preferences, the likely answer is no.

On the other hand, nearly all great Bloody Marys share similar attributes. For one thing, great Marys have a thick, almost chewy consistency and appear hardy enough to pass as a meal. They also must have at least a slight kick. A world class Bloody Mary needn't scald the larynx, but it does need to stimulate the senses and impress the recipient that they're still alive.

Remember, few great works of art are created on the first attempt. —RP ♦

Bloody Tex-Mex

Bucket or house specialty glass, ice
Salted rim, (optional)

Build in glass

- 1 1/2 oz. Premium Vodka
- 1/2 tsp. chili powder
- 2 pinches ground cumin
- 2 pinches paprika
- Fill with Daily's Salsa Bloody Mary mix
- Lime wedge and beef jerky stick garnish

Bloody Cajun

Bucket or house specialty glass, ice
Salted rim, (optional)

Build in glass

- 1 1/2 oz. Vodka
- 1/2 tsp. onion powder
- 1/4 tsp. crushed thyme leaves
- Pinch red pepper
- 2 pinches paprika
- Fill with Bloody Mary mix
- Lime wedge and celery garnish

Bloody Michilada

Bucket or house specialty glass, ice
Salted rim, (optional)

Pour ingredients into iced mixing glass

- 1 1/4 oz. Gold Tequila
- 3/4 oz. fresh lime juice
- 1/2 oz. fresh lemon juice
- 3-4 dashes Tabasco sauce
- 1/4 oz. white wine vinegar
- 1-2 pinches salt
- 1-2 pinches seasoned salt
- 2 pinches black pepper
- 3 oz. tomato juice

Shake and strain

- Fill with Mexican beer
- Lime wedge garnish

Hornitos Maria

Bucket or house specialty glass, ice
Salted rim, (optional)

Pour ingredients into iced mixing glass

- 1 1/2 oz. Sauza Hornitos
- 3/4 oz. fresh lime juice
- 1/2 oz. fresh lemon juice
- 3-4 dashes Tabasco sauce
- 1-2 pinches salt
- 1-2 pinches seasoned salt
- 2 pinches black pepper
- 3 oz. tomato juice
- Shake and strain*
- Lime wedge garnish

Bloody Bull

Bucket or house specialty glass, ice
Salted rim, (optional)

Build in glass

- 1 1/2 oz. Vodka
- 3/4 oz. beef bouillon
- 1/2 Tbsp. horseradish
- Fill with Bloody Mary mix
- Lime wedge & celery garnish

Bloody Caesar

Bucket or house specialty glass, ice
Salted rim, (optional)

Build in glass

- 1 1/2 oz. Vodka
- 1 1/2 oz. clam juice
- 1/2 Tbsp. horseradish
- Fill with Bloody Mary mix
- Lime wedge & celery garnish

Questions for the Seasoned Pro

The best thing about trivia is finding out what those around you don't know yet. Then, regardless of whether you knew the answers at first, you can act superior when your pals are stumped. "Geez, I thought for sure that you'd have known that." You can choose to be more mature than that, but why? Why have specific knowledge if you're not going to rub it in people's faces? To that end, here is this month's trivia quiz.

Questions

1. Oude" and "Jonge" are styles of this type of gin.
2. This German brandy is made from French grapes, twice distilled in pot stills and aged in oak for 8 years.
3. Laird's is the producer of this famous American brandy.
4. What do grappa and marc have in common?
5. Similar in character to vodka, this Asian spirit has been distilled since the 1500s from grain, molasses or sweet potatoes.
6. This South American cane spirit is likely the oldest distilled spirit in the world.
7. This Spanish liqueur is made from vanilla, citrus, milk and 43 different herbs.
8. This 80 proof French liqueur is similar in character to Benedictine yet remains less renown than its 110 proof counterpart.
9. This brand of pastis has been made in Marseilles, France since the 1930s.
10. This dry Spanish liqueur is flavored with star anise.

Answers

1. "Oude" and "Jonge" are styles of Genever gin.
2. Asbach Uralt Brandy
3. Applejack Apple Brandy
4. Both are pomace brandies; they are distilled from the remnants of the wine-making process.
5. Shochu
6. Aguardiente
7. Licor 43 (Cuarenta y Tres)
8. Yellow Chartreuse
9. Ricard
10. Ojen

Test Driving the Professional Bartender's Blender

I have been working with Vita-Mix blenders for more than a decade, so it was with no small amount of excitement that I tore into the box bearing the 2006 model of the *Vita-Mix BarBoss Advance*.

Billed as the "Professional Bartender's Blender," the '06 BarBoss utilizes the same dual speed design and heavy-duty, 2 horsepower motor as the renowned Vita-Mix Drink Machine, which has until

Frankly, when the blender kicks into overdrive, even solidly frozen ice doesn't stand a chance. It effortlessly transformed 32 ounces of ice, tequila and fixings into a pitcher of slushy Margaritas in seconds. Not only did it make short work of homogenizing the various ingredients, the resulting Margaritas stayed intact and perfectly integrated at room temperature for an impressively long time.

The blender's enhanced performance can largely be attributed to two significant design improvements. The first involves the all-important blades. Previous models have been outfitted with blades resembling a plus sign with four sharpened edges and two raised tips. The BarBoss has a much larger, 3.5 square inch, stainless steel blade. It's a beast of a device, designed to improve blending speed and reducing cavitation.

The second major improvement is the high tech design of

the canister. It creates a vortex that continually forces the ingredients to circulate downward toward the whirling blades. So powerful is this downward vortex that it leaves a distinctive, swirling pattern on the surface of the drink, which may soon become the cache of a perfectly blended drink.

There's not a mixologist alive that wouldn't appreciate getting his or her hands on the Vita-Mix BarBoss. It's a street legal machine that transforms all types of disparate ingredients into an evenly blended masterpiece. It has the torque of a throaty V8, the proven endurance of a Jeep and the unflinching response of a high performance roadster.

The Vita-Mix BarBoss is as indispensable behind the bar as oxygen is to mammals. Test drive the machine yourself and feel firsthand the exhilaration of being creatively unshackled. ♦



now been the industry's "go to" blender. Its advanced technology includes a pulse feature that greatly increases your control over the blending process. It allows you to rev-up the rpms when in the low speed, or momentarily reduce the blade speed when in high.

The machine now sports six program settings that vary the machine's speed and running time. It's an invaluable feature for attaining drink consistency. The internal noise dampeners and bafflings have been also improved, rendering the blender 20% quieter than previous models. It is noteworthy to mention that the highly efficient coupling system—which connects the drive shaft to the canister's blades—is wisely the same used on previous Vita-Mix blenders.

Taking the '06 BarBoss Advance through its paces was a genuine pleasure. It is a serious machine designed to withstand the rigors of commercial use.

Fabulous Frozen Signature Drinks

Let's see if I have this right. You want to promote great tasting drinks at your bar. You want them to look great, offer your guests good value for their money and yield the kind of profit margins that attracted you to the bar business in the first place. Well, plug in your blender. Things will start going your way.

Staten Island Berry

House specialty glass (16 oz. capacity), chilled
Pour ingredients into iced blender canister

- 1/2 oz. Gin
 - 1/2 oz. Vodka
 - 1/2 oz. Rum
 - 1/2 oz. Tequila
 - 1/2 oz. Triple Sec
 - 1 oz. fresh lime juice
 - 1 1/2 oz. strawberry puree
 - 2 oz. sweet 'n' sour
- Thoroughly blend ingredients*
Splash cola
Lemon wedge garnish

Strummer Hummer

House specialty glass (16 oz. capacity), chilled
Pour ingredients into iced blender canister

- 3/4 oz. Light Rum
 - 3/4 oz. Cruzan Estate Banana Rum
 - 3/4 oz. Amaretto Disaronno
 - 1 ripe banana, peeled
 - 1 1/2 oz. fresh lime sour mix
 - 1 1/2 oz. sweet 'n' sour
- Thoroughly blend ingredients*
Banana spear garnish

Zanzibar Dunes

House specialty glass (16 oz. capacity), chilled
Pour ingredients into iced blender canister

- 1 1/2 oz. Vodka
 - 3/4 oz. Midori
 - 3/4 oz. Peach Schnapps
 - 1 oz. Concord grape juice
 - 1 1/2 oz. cranberry juice
 - 2 oz. orange juice
- Thoroughly blend ingredients*
Whipped cream and
pineapple spear garnish



Vita-Mix BarBoss Advance