

BEVERAGE AUTHORITY

June 2007 ~ Volume 6, Issue 6

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THE BIG PICTURE



Succeeding with Premium Spirits

There are definite mega-trends afoot regarding beverage sales that are affecting your beverage business. For instance, spirit sales continue to soar and are now at an all-time high driven by a shift to premium and ultra-premium product offerings across all spirit categories. On-premise consumption is fueling this growth with today's younger consumers entering the legal drinking age population with a cocktail mindset. Yesterday's consumers might have been drinking less but better but today's consumers are drinking more and better.

The appeal of premium and ultra-premium spirits cuts across gender, age and cultural demographic lines. The spirits industry is benefiting from a tremendous boom in luxury goods across all categories. Today's consumers are better educated and more affluent than ever but they are also working more than ever. High-end spirit drinks are seen as a

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SPOTLIGHT ON COCKTAILS

Secrets to Sensational Piña Coladas

In 1954, Bartender Ramon Marrero created the Piña Colada at the Caribe Hilton Hotel in San Juan, and ever since it has remained among the most enduring of subtropical drinks. The allure of the *Piña Colada* is easy to perceive. At its essence is the convergence of three prominent flavors — rum, coconut and pineapple. If you've ever had the drink, you can appreciate the synergy between these complementary tastes.



Gaining a mastery of the Piña Colada is one merit badge all mixologists should strive to achieve. It is a drink filled with possibilities.

⇒ **Spirit Choices** — The Piña Colada is traditionally prepared with light rum. One can presume that it is preferred because the rum's transparency will leave the color of the

other ingredients unaffected. On the other hand, the Piña Colada's creamy, off-white appearance is not necessarily the drink's strongest attribute. Using a gold or full-bodied, full-flavored aged rum may well be an inspired option. In addition to the rich color, the vibrant character of dark rums provides intriguing counterpoints and stand up well to the coconut-pineapple palate of the Piña Colada.

The most famous variation — the *Chi-Chi* — is prepared by substituting vodka for light rum in a Piña Colada. The substitution will create a sleek cocktail, but the vodka will contribute nothing to the drink's personality. On the other hand, using a flavored vodka in the drink could make a huge contribution. Imagine a Chi-Chi made with Stoli Blueberi, Absolut Vanilia, or Van Gogh Dutch

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Mount Gay Eclipse Rum

Barbados is an ideal place to cultivate sugar cane and distill rum. The gently rolling terrain and porous, fertile soil are tailor-made for cultivating sugar cane and the water is drawn from underground aquifers fed with coral-filtered spring water. Of the various brands of Barbadian rum, the oldest and most celebrated is Mount Gay; in fact, it's the oldest rum brand in the world. The spacious Mount Gay Rum Estate is located in the northernmost parish of St. Lucy.

The franchise player of the distillery's range, *Mount Gay Rum Eclipse* was created in 1910 and its name commemorates the total solar eclipse that occurred that year. Mount Gay Eclipse is produced from estate grown sugar cane and coral filtered spring water. It is comprised of a blend of pot still and continuous still rums aged in charred, American oak barrels that have been imported from Kentucky and previously used to age bourbon.

The enticement begins with the first glance. Eclipse has a luminous, golden amber hue that is a marvelous entrée

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Noteworthy New Tequilas

These are the best of times for tequila. Interest in the spirit has been nothing short of phenomenal, propelling the category to grow 10% in the U.S. last year, the steepest increase of the liquors, outpacing the growth of vodka (6.7%) and rum (5.0%). Considering that the Mexican import constitutes only 5% of the spirits market, there appears to be a tremendous opportunity for growth.

The past year or so has seen the introduction of a number of new brands of 100% agave tequilas. These are super-premium products in price and degree of excellence. Their impeccable quality suggests extending them V.I.P. treatment — snifters and cocktails glasses versus serving in a tall slushy concoction.



So who's at the head of the class? Here's our list of the twelve best new tequilas that you may not have heard of...yet.

⇒ **4 Copas** — Made in the lowlands of Jalisco, 4 Copas is a masterfully crafted line of super-premium organic tequilas. The blanco is filtered and bottled immediately after distillation. It has a wafting bouquet and a delectable palate of lemon zest and white pepper. Aged for nine months in American white oak, 4 Copas Reposado is graced with orange, honey and ripe fruit flavors, while the añejo spends up to three years in oak and has lingering finish marked by the flavors of vanilla, spice and toasted oak.

⇒ **Chaya** — This range of tequilas is made in the highlands of Tepatitlan. Chaya Silver has an oily, supple body with an assertive bouquet of anise, honey and notes of toasted cereal grain and dry flavors of black peppercorn and roasted vegetables. The reposado is aged seven months and has a delicious, complex palate. The highest praise is reserved for the two-year old Chaya Añejo. The pale amber tequila is lightly wooded with earthy, floral and spicy flavors.

⇒ **Corzo** — Corzo is slow fermented, double-distilled and aged in oak barrels

for two to four months before being redistilled a third time. Corzo Silver is elegant and sublime with a seamlessly smooth body and a lightly peppered, long lasting finish. The reposado is matured in two different woods to give it more complexity. Aged for over a year in white oak, Corzo Añejo is lush and exquisite.

⇒ **El Diamante del Cielo** — These ultra-premium, limited production tequilas are made from estate-grown agaves triple-distilled in state of the art pot stills. The blanco is bottled straight from the still and brimming with bakery fresh flavors. The reposado is imbued with honey and floral aromas and a classy, long lasting finish. El Diamante Del Cielo Añejo is a magnificent, noble spirit. It's a blend of tequilas aged up to four years in oak with a generous bouquet, sultry, full body and a palate laced with fruit flavors.

⇒ **Fina Estampa** — This handcrafted newcomer is distilled in the highlands of Jalisco. Fina Estampa Blanco has a svelte, lightweight body, voluminous bouquet of cracked pepper and garden herbs and an imminently satisfying, slightly vegetal
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“ONE MORE THING. . .” by Robert Plotkin

“Excuse Me...is my Leprosy Bothering You?”

I am a business traveler. If I could make a livelihood staying at home I would. One of the downsides of traveling is — other than taxi drivers, overcrowded airports, bell caps and shuttle buses — having to dine alone.

Now I am not an especially handsome man. I'm not tall, distinguished or well dressed. But I am socialized to the point where I've acquired passable manners. So why is it that from the moment I enter a restaurant alone I'm treated like some pathetic excuse of a human being? It's the trip phrase, “Party of one.” Like dominos on an incline, so goes my evening.

The experience begins with the hostess sizing me up as a social leper. “Oh...well...follow me.” Invariably I'm seated at a table adjacent to the kitchen, a point farthest from the front entry.

I'm certain they'd seat me in the men's room if they thought they could get away with it.

Next up in this Greek tragedy is the server, whom I presume has already sarcastically thanked the hostess for seating me in his or her station. I feel badly for the server having to take the time to tell me about the night's specials. Clearly I'm no gourmand or I wouldn't be alone. Offering me the wine menu is an afterthought, something of a hollow gesture.

Moments after putting my fork down for the last time, the table is cleared of everything but the crumbs. I'm awed by the lightning speed of this final act. The check is thrust my way and I'm ushered out of the dining room stat.



So let me get this straight. If I were to show up at a restaurant with a call girl draped on my arm I'd be a most welcome guest. But if I arrive alone looking for a quiet meal in a strange town, I'm presumed communicable and socially undesirable?

Well, listen up. I habitually over-tip and rarely make a scene. Discriminating against us solitary diners is bad form. It should be seen as a business opportunity, not a liability. Just consider us half as demanding as a two-top.

We social outcasts thank you in advance. — RP ♦

The Zen of Harmonizing Waters

Water is integral to almost everything we do in the food and beverage business. It is the essential element in every alcoholic beverage, every mug of coffee and every cup of tea. Water is served before meals, with meals and after meals. It is the principal ingredient of every drink and glass of beer. The importance of water is universal, and yet some restaurants have integrated water programs, while others fail to see its potential.

For instance, the surging popularity of super-premium spirits has ratcheted up the importance bottled spring and mineral waters play behind the bar. “Marketing top-shelf spirits necessitates having your act together when it comes to stocking the appropriate waters,” says Paige Seager, principal in Next Level, a marketing and promotion agency for the beverage alcohol industry.

“Aficionados understand that bottled waters enhance the experience of drinking world-class whiskeys, tequilas and aged rums. These days knowing which bottled waters to stock is every bit as important as knowing which malts to feature.”

Seager further explains that water is ingrained in the entirety of the spirits’ ritual. A swallow or two of water is the best way to fully prepare your palate. It awakens the taste buds and allows you

to better perceive the flavors present in the spirit. When measured by volume, however, water’s contribution to the appreciation of spirits amounts to little more than a splash. Yet that splash of spring or mineral water accomplishes a great deal, namely hastening the release of the bouquet and developing the spirit’s full range of flavors. Without the water, you’re getting only half the show.

According to a codex published by San Pellegrino and Acqua Panna, “Water carries out the essential task of softening, completing or enriching everything that is tasted by the palate before and after a sip of water.” Simply put, water has the ability to cleanse the palate and improve the flavor of whatever it is that you drink afterwards.

Water also enhances the enjoyment of wine. The process of pairing a wine with a complementary water is referred to as harmonizing. Heavy food and wines high in tannins and acid can overshadow a water lighter in body. Conversely, a heavy, full-bodied water may overpower certain lighter wines.

Italian San Pellegrino is a pristine sparkling water with an abundance of fine bubbles that leave the taste buds fresh and tingling and mild acidity that stimulates

salivation. It’s a water with a full body and a persistent and satisfying finish. San Pellegrino’s soul mate is Acqua Panna, a light-bodied, still water containing only trace minerals. It has a fresh, delicate flavor, soft, velvety body and a clean finish.

From a sommelier’s point of view, a full-bodied water should optimally be paired with full-bodied wines rich in tannins and high in acid. The two liquids harmonize and act in synergy with the other. Furthermore, rich and flavorful foods should be paired with water and wines that possess the same characteristics.

Balancing the flavors and characteristics of water, wine and food is fundamental to fine dining. The codex goes on to recommend pairing a light bodied, still water with low residual minerals — such as Acqua Panna — with soft, suave wines with moderate alcohol and subtle aromas, and foods with light flavors. Conversely, food and wines that are complex and have full, persistent flavors and aromas should be matched with a slightly acidic water with moderate effervescence — such as San Pellegrino.

Water Codex II is a brilliant treatise on harmonizing water, food and wines. The work of Dr. Claudia Moriondo and sommelier Guiseppe Vaccarini, the book is an absolute must for the restaurant professional and available through Nestle Waters of North America. ♦



PRODUCT PROFILE *continued from page 1*

for the sensations to follow. The rum has a compact bouquet featuring the aromas of flora, spice, nuts and fresh fruit with a touch of vanilla and oak thrown into the mix.

The rum has a beautifully textured, light- to medium-weight body. Its complex array of flavors settles lightly on the palate and slowly each individual flavor can be discerned. Most prominent among its smooth tastes are tropical fruit, vanilla and a hint of toasty oak, caramel and apricot. Eclipse has a marvelous, semisweet, lightly smoked finish that is both complex and long lasting.

Little wonder Mount Gay Eclipse has become

renown worldwide. It’s an accessible, well-balanced rum that can be enjoyed either neat, or featured in a leading role in cocktails and classic mixed drinks.

A famed and revered brand, Mount Gay Extra Old Rum is a blend comprised of some of the most rare and prized barrel aged rums in the Mount Gay reserves. The mature pot still and continuous still spirits selected for the blend range in age between 12 and 17 years.

Mount Gay Extra Old exudes nobility. It has a rich, amber brown color

and brilliant luminescence. It possesses a generous, well-balanced bouquet offering up the sweet aromas of oak, honey, vanilla, and fruit. The more the rum aerates, the more expansive and alluring the bouquet becomes.

Extra Old is remarkably light and delicate, not unlike an alembic brandy. The rum immediately fills the mouth and splashes the palate with waves of flavor, tastes of banana, vanilla, caramel and toasted oak. The finish, while not overly protracted, is seamlessly smooth and loaded with flavor.

In every sense Mount Gay Extra Old Rum exudes luxury. — RP ♦



Tip Jars, Where Art Thou?

A few years ago, a musician wrote an article regarding the effect the size and shape of a tip jar has on one's tipped income. Years of observations led him to believe that a large, glass brandy snifter prompted people to tip more. He went on to say that if bartenders used snifters and ensured that the tip jars were highly visible to guests that they would make more gratuities.

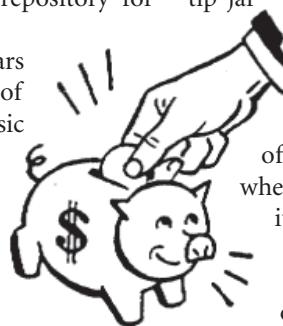


Prominently displaying the tip jar behind the bar is a good move. Although difficult to quantify, it stands to reason that putting a tip jar where guests can easily see it does likely act as a gentle reminder. It also stands to reason that a glass tip jar is better than one that is opaque. Bartenders prefer a glass container because it seems to suggest to people that other guests are tipping, so perhaps they should as well.

Tip jars are typically considered the sole domain of the bartending staff. While mostly true, management does have a vested interest in where it's kept behind

the bar. Case in point, there was a man who operated a high volume sports bar in Dallas who suspended the bar's tip jar from the ceiling by a rope and pulley. The bartenders could easily dunk money in and usually did so with style and flair. They couldn't, however, withdraw any money until after the bar had closed and the cash drawer had been removed. It turns out that operator had been burned one too many times by bartenders who used the tip jar as a repository for stolen funds.

The tip jars at most bars are kept next to the point of sale (p.o.s.). That's a classic mistake. It's far too easy for bartenders to divert stolen funds from the cash drawer into the tip jar, a practice that is complicated and made riskier by moving the tip jars well away from the cash drawer.



Furthermore, if the bartenders are stealing from the business and using the cash drawer for stolen funds, they can easily retrieve the money from the register under the pretense of making change out of the tip jar. For example, a bartender could take ten, one dollar bills out of the tip jar, deposit the money into the register, but instead of taking out a ten dollar bill in exchange, remove a twenty (10 dollars of which are stolen funds) and put it in the tip jar.

Consider making it policy that all tip jar transactions are strictly "one way," meaning that the money that goes into the tip jar doesn't come out until after the cash drawer is removed.

Certainly tips are a bartender's livelihood and as such should be considered sacrosanct and off-limits to management. But where the tip jar is located and how it is properly used is a legitimate management concern. The farther away from the cash drawer the better. ♦

THE BIG PICTURE *continued from page 1*

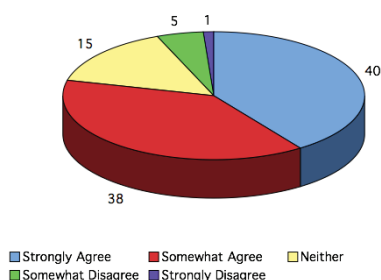
justified reward at the end of a busy day or successful week. Today's luxury spirit brands have done a great job elevating the art of the cocktail through innovation, differentiation and sophistication.

In December of 2006, Next Level Marketing conducted an extensive on-line consumer study for Cheers Magazine and 2,260 people who frequent casual restaurants participated. We uncovered a number of significant consumer trends when it comes to on-premise drinking preferences. For instance, the respondents told us that taste and brand are the most important spirit purchase factors. Almost 75% of the consumers reported that the particular spirit brand they purchase is extremely important. Operationally that suggests that branding drinks and menus is a positive sales driver.

Over 60% of the consumers reported that they have tried a new beverage alcohol drink over the last 90 days. That's a very large number and it clearly shows that today's consumers are actively seeking out

new drink experiences. When we asked consumers how operators could make it easier for them to try new drinks that they were promoting, the most important trial

78% Expect Branded Drinks Better



factor cited was the bar handing out a free sample. Consumers wanted to see new drink offerings every 90 days and they would be much more likely to try them if they were provided a free sample.

As any sales veteran will attest, the key to effective sales is to "sell the sizzle, not the steak." That's what pushes people's

hot buttons and these products are loaded with sizzle. This advice doesn't include reciting the medals they've won, or what ratings they've received. It entails talking plainly about what makes each brand unique and different from the rest. It's safe to presume that the products commanding these premium prices have sufficient attributes that lift them heads and shoulders above the pack. Knowing what makes a particular brand or drink offering a brilliant player is crucial and being able to effectively communicate that to the guest is the key to success.

Conduct tastings for the staff and let them experience firsthand how magnificent these spirits and drinks truly are. Combine insight and a sense of appreciation and you've set the stage for success. They say passion is contagious.

Mike Ginley
Next Level Marketing

Chocolate Vodka? In this day and age of superior flavored vodkas, preparing a Chi-Chi with neutral vodka seems like a missed opportunity.

⇒ **Coconut and Pineapple**

Base Mix — Coco López and similar products are viscous and challenging to accurately measure. To accommodate its thick consistency, one tried and true technique is to create a scratch Colada mix by blending the Coco Lopez with pineapple juice. Start with an initial ratio of one part coconut cream to 1.5 parts pineapple juice. For example, blend the contents of one, 15-ounce can of the Coco López with 22-23 ounces of pineapple juice. The end result will be a balanced, silky smooth mix where both the pineapple and coconut are equally represented. For added flavor and thicker consistency, blend the Colada mix with pineapple cubes.

Another technique is to blend ice cream, half & half, or sorbet into the Piña Colada mix. The result is a thicker, more flavorful concoction. This tactic allows



a new avenue of creative thought, for in addition to vanilla ice cream, optional flavors to consider are chocolate, French vanilla, banana, strawberry and coffee. Of course, one could argue that there are at least 31 flavors from which to choose.

⇒ **Colada Modifiers** — One of the Piña Colada's more admirable qualities is its versatility. The blended drink's pineapple and coconut base marries well with scores of flavors. For example, a shot of coffee, or chocolate syrup works beautifully in the drink. The Piña Colada also enjoys a special affinity for the sun-kissed flavors of fruit; melons, mangos, bananas, oranges, strawberries, raspberries, blueberries and citrus of all kinds.

Liqueurs are ideal modifiers in the drink. Popular examples include the *Kahlúa Colada*, *Green Eyes Colada* (Midori) and the *Stramaretto Colada*, which is a blend of fresh strawberries and Disaronno Amaretto.

⇒ **Finishing Touches** — Why is it that the better a drink looks, the better it tastes? Who knows, but it's true. A liqueur

float is a visually striking way to add flavor and pizzazz to the drink. Lace the top of your Colada with Midori, Kahlúa,



or Hpnotiq and watch what happens. A healthy splash of PAMA will add a bold red color and the fresh flavor of pomegranate. Better yet, serve the liqueur you're featuring in a sherry or shot glass and let guests have the fun of pouring it into the drink themselves.

Often a dollop of whipped cream is used as an embellishment. Its stark white appearance, however, almost begs for a drizzle of chocolate syrup or a sprinkle of shaved chocolate. Rimming the glass with shredded coconut is another attention grabber. ♦

SAFEGUARDING YOUR PROFITS *continued from page 2*

finish. The reposado has a velvety, slightly oily body, herbal bouquet and a fruit and caramel finish. The Añejo is a rare, distinct pleasure. Aged a year in oak, the tequila has a sultry bouquet of cocoa, ripe fruit and notes of pepper and smoke. The palate gradually builds in intensity and lasts long into the finish. Top-notch.

⇒ **Gran Centenario Leyenda Extra Añejo**

— Famed Gran Centenario has extended its world-class range with the release of Leyenda. This extra añejo is aged an average of four years in French Limousin oak barrels. After which, the Maestro Tequilero blends in older reserves to complete the masterpiece. The ultra-premium dark amber añejo has a satiny, medium-weight body and a vanilla, clove and oaky bouquet. The palate starts spicy and finishes long and luxurious. Leyenda is the epitome of seduction.



⇒ **Partida** — Super-premium Partida is double-distilled in pot stills from mature,

estate grown blue agaves cultivated in the lowlands of Amatitán. Unaged Partida Blanco is a sleek, aromatic tequila with a delicate floral, herbs and citrus-laced palate. The reposado is aged in new oak barrels for a minimum of six months, which imbues it with the flavors of vanilla, spice and almonds. The añejo is aged a minimum of 18 months in oak barrels previously used to age Jack Daniels. The tequila has a generous bouquet of red fruit, honey and cocoa and pastry like flavors. Partida tequilas are too magnificent to share.

⇒ **Patrón Gran Platinum**

— Those who find themselves with a few extra dollars and a palpable thirst for a classy spirit should invest in a bottle of Gran Patrón Platinum. The ultra-premium silver tequila is light bodied, richly textured and imminently satisfying. It is triple-distilled in alembic pot stills. Another twist is that a portion of each batch is aged briefly in American oak barrels prior

to being blended back. It has a satiny texture and a bouquet of black pepper and citrus. The tequila immediately fills the mouth with spicy, peppery flavors. ♦

Beverage Authority

June 2007 ~ Volume 6, Issue 6

©Liquid Enterprises 2007

Publisher: BarMedia

Editor: Robert Plotkin

Contributing Editor: Mike Ginley

Design: Katie Alter

Jocelyn Hoffman

Liquid Enterprises

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

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Gourmet Coladas for Summer

In the day, Piña Coladas were invariably shaken and served in a tall iced glass. On the other hand, blending a Piña Colada has certain advantages. Blending with ice results in a taller drink with a more palatable consistency. Blending also affords the opportunity to work with fresh fruit, something that handshaking doesn't easily permit. Lastly there's guest expectations to consider, meaning that today most people expect Piña Coladas to be blended concoctions and are thrown when they're not. *Salud!* ♦

Black Pearl Piña Colada

House specialty glass, chilled
Pour ingredients into blender
 1 1/4 oz. Mount Gay Eclipse Rum
 1 oz. Bacardi Gold Rum
 3/4 oz. Tia Maria
 2 oz. coconut cream syrup
 3 oz. pineapple juice
Blend with ice
 Float 3/4 oz. Gosling's Black Seal Rum
 Pineapple wedge and cherry garnish

Canne Bay Piña Colada

House specialty glass, chilled
Pour ingredients into blender
 1 1/2 oz. Cruzan Coconut Rum
 1 1/2 oz. Cruzan Pineapple Rum
 1/2 oz. fresh lime juice
 1/2 oz. fresh lemon juice
 2 oz. coconut cream syrup
 3 oz. pineapple juice
Blend with ice
 Pineapple wedge and cherry garnish

Hawaiian Lion Piña Colada

House specialty glass, chilled
Pour ingredients into blender
 1 1/2 oz. Appleton Estate V/X
 Jamaica Rum
 3/4 oz. Chambord
 1/2 cup raspberries
 2 oz. coconut cream syrup
 3 oz. pineapple juice
Blend with ice
 Float 3/4 oz. Kahlúa
 Pineapple wedge and cherry garnish

Kokomo Joe Piña Colada

House specialty glass, chilled
Pour ingredients into blender
 3/4 oz. Bacardi Light Rum
 3/4 oz. Bacardi Gold Rum
 3/4 oz. Mount Gay Eclipse Rum
 3/4 oz. Crème de Banana
 1 oz. orange juice
 2 oz. coconut cream syrup
 3 oz. pineapple juice
Blend with ice
 Pineapple wedge and banana slice garnish

Lemonada Piña Colada

House specialty glass, chilled
Pour ingredients into blender
 1 1/4 oz. Bacardi Limón Rum
 3/4 oz. Limoncello Lemon Liqueur
 1 oz. cranberry juice
 2 oz. coconut cream syrup
 2 oz. pineapple juice
Blend with ice
 Float 1 oz. Mount Gay Extra Old Rum
 Pineapple wedge and cherry garnish

Monkalada Piña Colada

Large house specialty glass, chilled
Pour ingredients into blender
 3/4 oz. Appleton Estate V/X Jamaica Rum
 3/4 oz. Mount Gay Eclipse Rum
 3/4 oz. Cruzan Banana Run
 2 oz. coconut cream syrup
 2 oz. pineapple juice
 2 scoops vanilla ice cream
Blend ingredients (with ice optional)
 Float 1/2 oz. Appleton Estate V/X
 Jamaica Rum
 Float 1/2 oz. Tia Maria
 Pineapple wedge and cherry garnish

Brushing up on Your Product Knowledge

Pair each spirit with its description:

- A. Armagnac
 - B. Caçacha
 - C. Calvados
 - D. Grappa
 - E. Jenever
 - F. Kirschwasser
 - G. Ouzo
 - H. Pineau des Charentes
 - I. Poire William
 - J. Ricard
 - K. Sambuca
 - L. Slivovitz
1. Eau-de-vie distilled from cherries
 2. Greek liqueur flavored with anise
 3. South American spirit distilled from sugar cane
 4. Anise liqueur
 5. Eau-de-vie made from pears
 6. Hungarian plum brandy
 7. Pumace brandy
 8. Brandy made in and around Gascony, France
 9. Wine fortified with cognac
 10. French apple brandy made in Normandy
 11. Liqueur flavored with elderberry berries
 12. A type of gin distilled in Holland.



L.6
 K.11
 J.4
 I.5
 H.9
 G.2
 F.1
 E.12
 D.7
 C.10
 B.3
 A.8

Groovin' with Adult Milkshakes

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?

Adult milkshakes 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. Tempting guests with delectable milkshakes 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

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.

The 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 **Dark Chocolate Jalapeño Raspberry Shake Martini**. A signature at Tucson's J Bar, it's an absolutely lovely and delicious drink made with Chambord, Absolut Vanilia, milk and two scoops of dark chocolate jalapeño ice cream, which is produced on-site in the kitchen. The cocktail looks as intriguing as it tastes.

Another highly creative concoction is **Mel's Chocolate/PB/Nana Shake**, a delicious creation made with Kahlúa, Appleton Estate V/X 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. ♦



"Adult milkshakes have it all. They're tall, good-looking drinks that taste great."

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 a dessert on a plate.

The Mosaic Restaurant promotes two sterling ice cream libations. The **Chocolate Covered Grasshopper** is a delicious blend of green crème de menthe, crème de cacao, Godiva Chocolate Liqueur and vanilla ice cream, while the restaurant's **Peach Sickle** is made with vanilla ice cream, Absolut Apeach, Absolut Vanilia and fresh peach slices.

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



Milkshakes on a Mission

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 make their selections. Adult milkshakes...they're a good thing. ♦

Chocolate Covered Grasshopper

House specialty glass, chilled
Pour ingredients into blender
 1 oz. Godiva Chocolate Liqueur
 1/2 oz. Green Crémé de Menthe
 1/2 oz. Light Crémé de Cacao
 2-3 scoops vanilla ice cream
Blend ingredients (ice optional)
 Whipped cream and cherry garnish

Liquid Postres

House specialty glass, chilled
Pour ingredients into blender
 3/4 oz. Godiva Chocolate Liqueur
 3/4 oz. Kahlúa
 3/4 oz. Baileys Irish Cream
 1/2 oz. Cointreau
 1 1/2 oz. freshly brewed espresso
 2-3 scoops vanilla bean ice cream
Blend ingredients (ice optional)
 Whipped cream garnish

Mel's Chocolate/PB/Nana Shake

House specialty glass
Pour ingredients into blender
 1 1/2 oz. Kahlúa
 1 oz. Appleton Estate V/X Jamaica Rum
 1 peeled, large 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



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