



The Essentials of Bartending

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Bartending

As a bartender, you represent the best that a bartender can be... You are no longer doing this as a “passing job”, but you are –or on your way to becoming- a professional bartender; you have understood that being a bartender is the best job one could want! You have a passion for drinks –and drinking- that is second to none, you enjoy the company of other people... you are, on the whole, a very cool person!

From the day people have had selection of ingredients they started mixing drinks. We find references to mixed drinks as far back as the Aztec culture, where people use to mix their mead-style drinks with other available ingredients. With the invention of carbonation in 1767, the commercialisation of ice in 1803, and the publication of the first cocktail book –“*The Guide to Mixing Of The Bon Vivant*” by ‘professor’ Jerry Thomas- in 1859, all the ingredients for a new era of intoxication were put in place. The rest, as they say, is history. The first purpose-built shakers were introduced in 1872, and bartenders were born. The flow of creativity opened by mixology was on a winning streak.

It was not until the eighties’ cocktail-overkill, where dodgy characters such as Del Boy started indulging themselves in umbrella-adorned “Piña Coladas” and the sudden magnetism of blended monstrosity created in “hip” bars throughout the world, that everything seemed to be lost for bartenders. However, due to some twist of fate –sometimes referred to as “*Sex in the City*”- the cocktail era is, again, enjoying a surge in popularity.

Drinking and its social implications have occasionally contributed to the history of a country. The French decided to ban Absinthe in the early 1900’s after a series of alleged “absinthe murders”, hence putting an end to a very important artistic movement fuelled by the so-called drug. The Americans went a step further and declared the Volstead Act in 1930. Ironically, Prohibition –or the noble experiment as it was sometime referred to- did much to improve the cocktail culture; more cocktails were created to disguise the taste of “bathtub alcohol” or to disguise the fact that they were alcoholic at all. The iconic & beautiful people of the era (Dorothy Parker to name but the most famous) started frequenting speakeasies and indulging themselves in their favourite tipples, while some bartenders fled their country out of frustration and established themselves in Europe, where they introduced their European counter-parts to the pleasures of mixing. Harry Mac Elhone opened the world famous I.B.F. watering hole -Harry’s bar- #5 rue Daunou in Paris, to the great relief of Ernst Hemingway, Jean Paul Sartre, Marlene Dietrich and so on and so forth.



It is not always the case of "right" or "wrong", just a set of rules and etiquette that one must learn before breaking them.... Just like you have to learn to drive before speeding on the motorway... This reference manual will hopefully give you all the rules you need to know, and hopefully set you on the way to become a great bartender. Just remember: a bartender is someone who practises psychiatry by keeping his mouth closed, his ears open and the glass full.

Lastly, always bear in mind, that although drinking is a pleasure, it can also be dangerous. It is your responsibility as a bartender to insure that all drinking is done sensibly.

The Ideal Bartender

Ever since the first bartenders started mixing and serving drinks back in the 1800's the profession has always been regarded as a rather "glamorous" one. This is usually a view held by the people on the other side of the bar. Very few people ever really know just how much dedication, training, confidence and hard work is required to be a good bartender. Bartending is much the same as ballroom dancing in that they all execute the same moves but some execute them more gracefully and elegantly than others.

But bartending is also about having a good time. Guests come for a good and pleasant time. Leave personal problems at the door and work at letting people play and relax. The better you are at your job, the easier that job is.

A number of different skills go into making good bartender:

Personality

This is something that cannot be taught. The ideal bartender has good personal qualities, a great sense of humour and above all, enjoys dealing with people. Personality is very important for every type of employment but maintaining a positive state of mind when working behind a bar is vital. Everyone has a different personality and although you may not be the most energetic and infectious person in the world you may well be a good listener and have a relaxed attitude that is the right thing for your bar.

Style

Style is one of the most important traits a modern bartender must develop. In order to portray professionalism to the guest a bartender must develop their own ways of doing routine actions. Every action a bartender does should convey the impression that they have considered the quickest and most stylish way of doing it. There is not just one 'style'... every bartender develops his or her own personal style.

"Flairing" is another way to convey style. However one must be aware that, although flair work can be beneficial to the bar, it carries the following pitfalls:



- First and foremost, "routine flairs" slows down service, and should not be attempted in busy circumstances. Only "speed flairing" may be performed in these particular situations.
- It can be dangerous, and no flairing should be tried if it endangers customers or co-workers.

• Flair work has the tendency to be messy and inaccurate. Some drinks are ideal to flair on, such as iced teas and other "disco drinks", while others require more attention. Remember that flair work should not compromise the quality of your work!

Did You Know?

Flairing is described as "the art of showmanship displayed by a bartender. It was popularised in the infamous "cocktail" movie with Tom Cruise.

In the states it has reached such a cult status that it is sometimes described as an "extreme sport".

Etiquette

Etiquette has its place in the bartenders' repertoire. Like any profession there is a code of behaviour that all bartenders should be aware of: keep abreast of current events and goings on in the wider world; avoid gossip about any guests; certain people don't get served including pregnant women, children, known prostitutes, seriously drunk people and uniformed officers.

Cleanliness

A good bartender will always be clean, neat and tidy. Bars are preparation areas and are regulated under the health and safety at work act and local environmental health officers.

Keeping the bar clean is a fundamental part of bar tending, not just something we do when a manager tells us.

Appearance

As a bartender you are dealing with members of the public and so you must look your best at all times. Not only are you dealing with guests but you are also dealing with foodstuffs and therefore there are health regulations that you must be aware of. Although most bars will have their own guidelines for correct appearance the following points cover most of the guidelines:

- Hair must be neat and tidy, long hair must always be tied back.
- Hands and fingernails must be clean (always wash your hands after using the bath room, smoking or eating).
- Men should always be clean-shaven.
- Personal jewellery must be kept to a minimum.
- A good standard of personal hygiene must be maintained.
- Strong perfumes or after-shaves are usually discouraged.
- Excessive make-up and nail polish cannot be worn behind the bar
- Sleeveless shirts and crop tops are not permitted while on duty

Politeness

Whenever you are dealing with guests and other members of staff you must always be as polite as possible. A good bartender always says please and thank you and addresses guests with the appropriate titles. A good bartender will also avoid over-familiarity. They will not switch to first names unless invited to do so. Calling a customer "love", or "mate" is never acceptable.

Knowledge

The best bartenders are the ones who know what products they sell behind the bar and how to sell them. Product knowledge is very important to the bartender. Know the types of spirits, the brands of spirits and the best cocktails to use them in. Know the "perfect serve" for all the core brands. Know as much history and amusing facts about the drinks as possible to help make it more interesting and a more personal experience for the guest.

Speed

Speed is a prerequisite for any good bartender. Guests are similar to dogs in that their time is different. Every minute of real time feels like 5 minutes of to the guest. Work quickly and focus your work attention of the drink(s) in hand. Always try to acknowledge guests when they arrive to make them at ease.

Always think about ways to improve the speed of service, such as, using both hands, take two or three orders at the time, and avoid time-consuming motions, such as routine flair.

Hints and Tips:

When working behind the bar, always try to follow the "30-60-30 rule". It implies that:

- 30 seconds to acknowledge the guest,
- 60 seconds to prepare and return the order,
- 30 seconds to cash the bill and return with the correct change.

This is "rule of thumb" and is not always do-able, but strive to reach those targets.

Teamwork

As most bars require more than one bartender to run the bar, if you are a member of a team you must help the team maintain a smooth running bar by working as a team. The bar team can be compared to a football team, each 'player' having an equally important role. If you are having a quiet period, always look at ways to help your co-workers, but do not get in the way!

Sales

There are two types of bartender; the sales person and the order taker. The order taker will just stand behind the bar and serve whatever the guest asks for e.g. a vodka and tonic using the most convenient and usually the cheapest bottle. The sales person will always try and sell a better product to the guest, e.g. not vodka and tonic but a Smirnoff® and tonic. A good bartender is always sales orientated and knows all about the products they sell, not just the cocktails but the spirits, wines, beers, soft drinks and liqueurs.

Like a lot of jobs, bar tending is a sale based environment, and therefore the best bartenders are usually the best sales people. At first, selling seems to be a difficult thing to master, but with practice and good knowledge it can become an enjoyable and profitable skill to learn.

Confidence

Confidence is definitely one of the most important qualities for any bartender; confidence comes from having all of the above qualities. Confidence cannot be taught it is something that is gained by being 100% certain of your abilities and limitations. A great bartender has the utmost confidence in what they are doing when they are behind the bar and this confidence is communicated to the guests and co-workers.

Consistency

A very important factor in working behind a bar, consistency is what makes you; your colleagues and your bar stand out from the crowd. Good consistency means that you and your colleagues produce the same product every time you pour a drink, give the same high level of service and do the same set up and break down. As a bartender you will be expected to learn how your bar does all of the above and it is in your best interest to follow the guidelines set down by the bar, for instance, if your bar serves Gordon's® and tonics in 10oz hi-balls with a squeeze of lime or accepts American Express but not Diners Club as payment so should you. If the consistency of the bar should slip the guests will notice and this will adversely affect business.

Guest service procedures

By following these rules you will ensure the highest level of service and consistency.

Always:

- Present a drink on a beverage napkin/coaster.
- Try to make the drink in front of the guest.
- Replace wet/dirty napkins/coasters as soon as possible.
- Try to serve guests in the order they arrive at the bar.
- When making a spirit/mixer always use the same amount of ice, fill to the same level (2cm below the lip) and always use a stirrer, together with fresh garnish.
- When a guest orders another drink, always use a fresh glass unless requested otherwise.
- Use the appropriate garnish.
- Keep the bar top spotlessly clean! Empty glasses, beer bottles, spillages and breakages should be cleared up as soon as possible.
- When serving a new guest always try to wipe the bar in front of them to give the impression of undivided attention.
- The back bar and the bar floor are also in the guests' 'line of sight' so it is just as important to keep tidy as the bar top.
- Ashtrays should be kept constantly clean; no more than two cigarette butts should be left in an ashtray.
- While you are making the drinks, keep your eyes focused on the guests.
- Try to light guests' cigarettes.
- Whenever you use a bottle make sure you put it back in the place you took it from and the label is facing the guests.
- Make sure that the ice is clean and always use an ice scoop never your hands or a glass.
- If a glass is broken near or in the ice well, remove all the ice and clean, making sure there is no ice left in or around the well.
- Make sure all your glasses are clean. Avoid touching the rim of the glass at all times. Always handle stemmed glassware by the stem.

Never

- Make unnecessary noise.
- Become over familiar with a guest...always try to greet them respectfully in the eyes of everyone involved.
- Over fill a glass with a mixer or use too little ice, as this will 'weaken' the drink.
- Talk about the guests' last visit, unless they mention it.
- Chew gum, eat food or smoke behind the bar
- Argue with a guest; if you have a problem with a guest always call a manager to deal with the situation. A good bartender never wins an argument.
- Gossip or tell rude stories, talk about politics or religion.
- Neglect a new guest by standing at the bar talking to a regular guest. Each new guest can be tomorrow's regular.
- Interrupt a conversation between guests, be a good listener.
- Spread rumours about other guests; what you see or hear behind the bar should stay behind the bar.

Basic Bar Hygiene

When working behind the bar, it is essential to keep the highest possible standard of hygiene and cleanliness. Just like in a kitchen, a bar deals with food items that can easily be contaminated; it is therefore extremely important to follow the rules listed below. Remember, a clean and hygienic bar leads to a pleasant and proud working environment:

C.O.S.H.H.

C.O.S.H.H. stands for **Control Of Substances Hazardous to Health**; those are all cleaning product that you use behind the bar. A strict control procedure must be established when dealing with those substances.

- Never decant any cleaning products; cleaning products must always be kept in their original packaging.
- All labels must be kept legible at all times. Those contain important instructions and first aid indications; the labels should always be visible. Discard all unlabeled products properly
- Clean all spillages right away.
- Always wear the appropriate protective clothing when using detergent and other cleaning products.
- No cleaning product should ever be in contact with food items (This includes ice and beverages)
- No Cleaning should be stored near food and beverage preparations areas.
- Always read and follow the instructions when using any particular cleaning product.
- If in doubt always call someone who knows!

Should any cleaning product come into contact with F&B items or F&B preparation utensils, clean everything up **RIGHT AWAY**, and do not expect someone to do it for you. You know exactly where and how the incident happened, therefore you are the sole responsible for the clean up. Always inform the manager about any incident.

Refuse and Broken Glass

The proper disposal of refuse and broken glass is absolutely essential for a safe working environment. It is part of your duty to insure that all refuse are disposed properly and that all recycling rules are being followed. Remember that if refuse is not disposed of properly it can rapidly become a breeding ground for very harmful bacteria and/or attract rodent and other parasites. Follow the key points listed below:

- All refuse must be disposed of right away. Never leave bags unattended for any period of time, as they may obstruct an emergency exit, a frequently used path, leak or rip on the floor.
- Keep all refuse bins clean and free of smell; all bins must be thoroughly cleaned regularly: It is not a pleasant job, but it is an essential one!
- If there are any spillages, clean them up right away, as they can be slippery and dangerous.
- Never dispose of broken glass in bags. All broken glass should be disposed of in a clearly labelled solid plastic box. Never use a cardboard or wooden box.
- Always think of ways to recycle; our planet is endangered, and it is our civic duty to do our bit.

First Aid Kit

The first aid kit contains essential equipment to deal with all sorts of situation and should always be kept up to date with your hotel requirement. Make a point to always double check the First Aid Kit when you come on shift. You should always double check with your departmental first-aider about the required minimum equipment that should always be in your kit.

Remember never to keep or distribute medicine at work! You are not a doctor and should never dispense any painkillers or other pills to either guests or co-worker. Doing so is dangerous and may, in the worst-case scenario, endanger a person's life.

Bar Cleanliness

Clean and tidy working environment not only promotes a safe working environment, but also a pleasurable one. There is a certain sense of pride taken when one works behind a very clean bar, similar to the pride one takes when cruising down a popular strip of road with a clean and flashy sport car! The following point highlight the bare minimum that should always be followed behind any bar:

- All surfaces and shelves should always be dust free.
- All fridge windows and mirrors must be cleaned before the beginning of every shift.
- All stainless steel must be kept clean and stick-free at all times.

- During the operations, insure that:
 1. The L.O.S. (Line Of Sight) of customer is always kept clean, tidy and organized.
 2. The bar-top must be kept clean, dry and tidy throughout the operation, and thoroughly cleaned and dried at the end of every shift.

- At the end every shift you must insure that:
 1. All work surfaces and stainless steel have been thoroughly cleaned and dried,
 2. All ice wells have been broken down, cleaned, dried and re-set,
 3. The floor has been thoroughly swept and cleaned,
 4. All operating equipment has been properly washed.

Asides from those basic rules, it is essential that all bar cleaning rooster are properly followed at the allocated time. Remember that cleaning is an integral part of a bartender's job, and you should not expect the bar-backs and/or the stewards to take care of the cleaning!

Juices

Juices and garnishes are essential bar ingredients, without which it would be impossible to create the range of drinks available to the modern bartender. However, just like ice, juices are food items and therefore must be treated with same care. There are two kinds of juices that are being used behind the bar:

1. Freshly squeezed juices: Those are usually squeezed in-house to insure the best possible quality. There are no additives in those juices, which means they have a shelf life of only 24 hours.
2. Tetra-pack juices: Those are juices that are externally purchased and usually quite difficult to squeeze in house (cranberry juice is the best example). Those juices have preservatives added to them to insure a longer shelf life. However, once decanted the shelf life is drastically shortened to three days.

When decanting juices in store and pours (as pictured) it is essential to follow these rules:

- Always label the juices with the appropriate expiry date (one or three days), or the manufacturer's date, whichever is shorter.
- Always decant in clean store and pours.
- When not in used, all juices must be kept in an appropriate fridge.
- Never marry juices at the end of the shift!
- Always check the freshness of the fruit juices at the beginning of a shift.



Remember, that if you are in doubt about the freshness of the juice, it is better to discard it rather than risking complains from a customer. Nothing will be more harmful to the reputation of your establishment than to serve expired juices!

Garnishes

Garnishes are an important part of a drink, they should compliment the flavours featured in the drink, as well as add a visual appeal that will prepare the drinker for the experience. However, because they are so visible, they can also have an adverse effect if they are not used properly. Always follow those rules:

1. Insure that all garnishes are fresh.
2. No blemish and/or seeds should be visible on the garnish.
3. Make sure that all garnish compliment either the taste and/or the colour of the drink.

Most importantly:

Don't over garnish... sometimes less is more!

Citrus Fruits

The following procedure demonstrates how to prepare lemon and lime wedges:



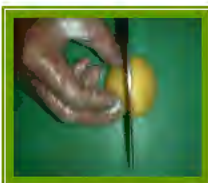
- Cut the Knobs of the lemons on both sides.



- Once the ends are cut, Carefully cut the lemon in the middle.



- Once again, rotate the lemon and cut in half



- And again, rotate the lemon and cut in half again.

Hints and Tips:

Don't store garnish in water, as they will quickly lose all their flavours and become unsightly. Keep them fresh in a cooler and for no longer than a day.

Hints and Tips:

Use the same procedure when preparing lime wedges.

Some drinks call for slices of citrus, especially when dealing with oranges and sometimes limes. If this is the case, follow this procedure:



- Cut the Knobs of the oranges on both sides.



- Once the ends are cut, Carefully cut the orange in the middle.



- Cut slice of approximately half an inch.

Hints and Tips:

Avoid putting citrus garnishes on the rim of a glass, as they tend to fall over, or look plain ridiculous. Furthermore, they normally add freshness to a drink when properly squeezed into the drink.

When garnishing highball drinks (one spirit, one mixer and one garnish) follow the table below:

Mixer Base	Coke	Lemonade	Tonic	Soda	Orange	Cranberry	Grapefruit
Gin		Lemon Wedge	Lime Wedge	Lime Wedge	Orange slice	Lime Wedge	
Vodka	Lemon Wedge	Lemon Wedge	Lemon Wedge	Lemon Wedge	Orange slice	Lime Wedge	Lemon Wedge
Tequila					Orange slice	Lime Wedge	
Rum	Lime Wedge			Lime Wedge	Orange slice		
Bourbon	(Orange Slice) ¹						

¹ The orange garnish in bourbon is completely optional and seldom done.

Pineapples

Pineapples can be a very elegant garnish if used in moderations; the times where half a pineapple was used to garnish a single drink are thankfully gone, and nowadays they are cut in a more modest and elegant manner.

There are three ways to use pineapple:

1. Use only wedges,
2. Use the leaves
3. Use them in combination, or with a cherry (called a "flag").

To cut pineapple wedges, follow the following procedure:



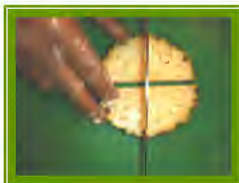
- Remove all the pineapple leaves and keep them for latter use.



- Carefully cut both ends to insure a uniform size, and cut a slice of approximately $\frac{3}{4}$ of an inch thick.



- Cut the pineapple slice in half, going through the middle.



- Again, Cut the wheel in half, perpendicular to the first cut.



- Cut in sixth and eighth, always going through the centre.



- The final cut should be a perfect eight, free of spots with bright pulp.



- If you want to use the leaves, make sure that they are clean, without marks and cut them in as long as necessary, as pictured on the left.



- To create pineapple flag, spike a cherry through the flesh, or you could also use a pair of leaf. Refer to the picture on the left.

Mint

Mint can be a very powerful garnish, however the following rules should be observed:

- Only use the leaves, and not the stalk, as they are a source of bitterness. It is a good idea to “strip” the leaves away from the stalk during the mis-en-place.
- Only full sprig should be use as a garnish. Always keep those separated.
- Never keep the mint in water, as it will loose all of its aromas. Instead, keep the leaves and sprig in a sealed container with a wet towel at the bottom.
- Never use “old” mint, as it can quickly smell taste and impair an un-fresh flavour when used in a drink like the *mojito*.

Rims

Rimming a glass with a particular garnish is a very effective way of garnishing a drink. Some of the most popular options are:

1. Salt
 2. Sugar
 3. Desiccated Coconut
 4. Cacao/chocolate powder
- Remember that those options are garnishes and not ingredients, i.e. they should not be into the drink, as it could spoil them. The most common example is the margarita, although the combination of sour and salt can be pleasant, if the salt gets into the drink, it would overpower the drink.
 - It is also a good idea to only do half-rim so as to have the option of sipping from the “clean” or garnished side.
 - If you use a garnish rim for a drink, this should be the only garnish... Remember that less is more, and over dressing a drink can be off-putting.
 - Lastly, do not over-rim the glassware.

Zests and peels

Orange, lemons and limes have skins that are very rich in oils. Those oils can enhance the flavour and especially the aromas of the drinks they are being used into. There are several ways to use a zest of fruit, among those are:

1. Horse neck: A long, skinny zest of a whole fruit. This is an old garnish, which is seldom used nowadays, but it can be used to powerful effect.
2. Peel: A small, clean peel used squeezed to release the oils, and dropped into the drink.
3. Flamed: A process popularised by the legendary American bartender, Dale De Groff; the oils are flamed by squeezing the peel in front of a flame. Easiest accomplished with orange skins, this effect can be used in lemon as well... It is extremely theatrical.

To cut peels, follow the illustrated instructions:



- Carefully cut in sliding motion the skin of the orange to a uniform zest from the heights of the orange.



- The final cut should be free of pulp and of a uniform oval shape.

Summary:

The list of garnishes that can be used is only limited by the bartender's imagination. All the previously listed options are but a few examples of the possibilities. Remember that a cocktail will be judged similarly to a wine... Look, smell and taste; garnishing will be crucial to the look, and sometimes will play an important part in the overall aroma. However, always use garnishes wisely.

Bartending Equipment

A properly equipped bar will make the job easier. It allows every task to be done properly. Bartenders are encouraged to bring equipment that they feel comfortable working with, just as a professional chef would bring their own knives. If, however, you use the equipment supplied, you will be responsible for it. Any loss or breakages must be reported as soon as possible. Some of the basic equipments are listed below:

Recipes/S.O.P.'s

The cocktail recipe is the bedrock of cocktails. They will tell you what ingredients and how much, it will tell you how the drink should be made (shaken, built etc. etc.), it will tell you what glass it is served in and finally what garnish it should have. If a recipe does not have these four parts then it is incomplete.

Did You Know?

S.O.P. stands for Standards Of Procedures... They illustrate to standards to be followed for every actions in order to insure consistency. They are the bedrock of service.

When looking-up a new recipe, always try to understand how the different flavours interact with each other. Without this, you will never make a perfect drink. Furthermore, by doing this, you will be more likely to remember that specific recipe. This, however, is a skill that comes with practise.

Cocktail Shakers

Shakers come in two variations:



- The cobbler shaker, also known as the "3 piece shaker" includes a mixing tin, lid and a fixed strainer. This particular shaker should only be used when shaking "*Vespers*", or dry martinis.



- The Boston Shaker; This particular shaker is composed of a conical glass and a mixing tin. When using a Boston shaker, always bear in mind the following:
 1. Make the drink in the glass and seal with the tin.
 2. Shake holding the tin upright, and away from the customer.
 3. Always strain from the tin.

Hints and Tips:

As a general rule, drinks with juices and spirits need shaking to chill them and mix them properly. As opposed to this, drinks with only spirits should be stirred in a mixing glass.

Strainers

There are three kinds of strainers, each with their individual use.



1. Julep strainer: This strainer looks like a perforated spoon, and is to be used in conjunction with a mixing glass.



2. Hawthorn strainer: It is the most commonly used strainer and can be used in all circumstances. Especially when a "coarse strain is required.



3. Tea strainer (fine strainer): A relatively new addition to the bartender's kit, this kind of strainer should always be used when straining *ersatz* martini (such as the Cosmopolitan) as it gets rid of all unwanted ice particles that floats over a drink. Try to avoid using those when straining drinks with a frothy head, as it will ruin that effect.

Bar spoons



A long handled spoon with flattened end. Used to stir drinks, to allow 'layering' of spirits in a shot or pousse-café and can be used as a surrogate muddler.

Measures



These are needed to ensure the proper proportions of the recipes are maintained. The actual physical amounts may vary according to local laws but the ratios stay the same. Remember that some very delicate drinks such as a *daiquiri naturel* or a *negroni* will need to be measured rather than free-poured, as the balance of the drink can easily be ruined. There is nothing wrong with using a measure when you feel it is necessary to do so.

Muddlers



This is a small pestle made of either wood or nylon used to crush mint and fruit for certain cocktails. Always be careful when muddling, as the glass can easily be broken!

Ice scoops



Always use a steel or plastic ice scoop. Never handle ice with glass or your bare hands.

Cocktail Techniques

Shaking

Shaking is used when a drink needs to be mixed very well and chilled efficiently, for example a Margarita. When making a shaken cocktail, the following steps should be followed:



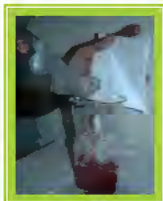
- Prepare the glassware. If not chilled, the add ice before you start anything else.



- Make sure that your shaker is clean and always mix in the glass half of the shaker, in front of the guest. –If possible.



- Pour all ingredients, starting with the cheapest and use a measure if using required. Never shake carbonated drinks.



- Finally add the ice. Ice should always be the last ingredient to be added. As a general rule, the shaker should always be full of ice.



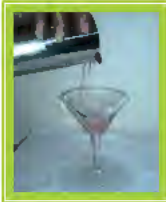
- When ready, cap the shaker firmly with the tin part. Always make sure the shaker is firmly closed and that you have a firm grip on it before shaking.



- Shake vigorously until the shaker becomes too cold to hold and with the steel end at the bottom.



- Once finished, hold the strainer with one hand with the index over.



- Strain carefully into the chilled glass, garnish and serve immediately.
Note that some drinks should be fine strained... Refer to the recipes

Shaking is one of the most important way to convey style; the way you shake, the rhythm you have, the quick little move you do with the tin... all of those details are part of the showmanship of a bartender.

Hints and Tips:

1. Another classic bartending rule is the C.I.F. rule... *Cheapest Ingredients First*.
2. When straining over ice, always use fresh ice – unless otherwise stated in the recipe.
3. If straining more than one drink, alternate between the drinks to ensure equality

Stirring



A drink is stirred if it only contains spirits. Stirring should only be performed in the appropriate vessel. I.e. a chilled mixing glass (pictured on the left). Never use any stainless steel container, as it would “stain” the alcohol. When stirring, always make sure the mixing glass is full of ice, and stir carefully with the flat end of the spoon. Ideally the drink should be strained with a julep strainer, but a hawthorn will do just as well.

Never stir a drink as one would stir a sauce... Stirring is a delicate operation and should be done as such!

Blending

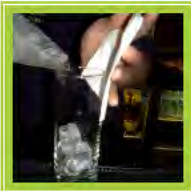
Certain drinks are best when blended and this can be considered as "very heavy shaking". When blending drinks the best consistency is one where the liquid is 'stiff' (i.e. slight hard) but not so stiff that you can make fantastic towers out of it. Examples of cocktails that need blending are the Frozen Daiquiri and the Piña Colada.

Building

Certain drinks have to be 'built' directly in the glass that the guest will use. Examples of built drinks are a simple Gordon's and tonic or a tequila sunrise. The procedure is as follow:



- Always prepare the drink in full view of the guest.



- In this case, first add the ice carefully so as not to spill any.



- Pour the spirit over the ice.



- Add the mixer and garnish according to your SOP (straw, stirrer...)

Hints and Tips:

When doing this be careful to handle the rim of the glass as little as possible. If a drink is built, but has more than four ingredients, consider "cap-shaking" the drink; i.e. giving it a couple brief shakes in the glass, as it will mix all the ingredients

Layering

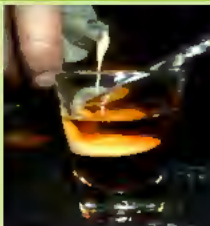


When layering drinks the trick is to use the flat end of the bar spoon to slow the liquid down so that their respective 'specific gravities' will make them layer. Steady the arm on the bar if necessary. Examples of layered drinks are Slippery Nipple or a B-52.

The Gravity Chart

The gravity chart is intended as a guide to help you layer particular liquor over others. This table lists some common liquor, along with their Specific Gravity that is the weight of the liquor relative to water. Higher values indicate heavier liquor. Please note that different brands may have different gravities.

Name	Gravity	Name	Gravity
Southern Comfort	0.97	Frangelico	1.08
Tuaca	0.98	Orange Curacao	1.08
Water	1.00	Triple sec	1.09
Green Chartreuse	1.01	Tia maria	1.09
Cointreau	1.04	Apricot liqueur	1.09
Peach liqueur	1.04	Blackberry liqueur	1.10
Sloe gin	1.04	Amaretto	1.10
Kummel	1.04	Blue Curacao	1.11
Peppermint schnapps	1.04	Cherry liqueur	1.12
Benedictine	1.04	Galliano	1.11
Brandy	1.04	Green Crème de Menthe	1.12
Midori	1.05	White Crème de Menthe	1.12
Apricot brandy	1.06	Strawberry liqueur	1.12
Cherry brandy	1.06	Parfait d'Amour	1.13
Peach brandy	1.06	Crème de Banane	1.14
Campani	1.06	Dark Crème de Cacao	1.14
Yellow Chartreuse	1.06	White Crème de Cacao	1.14
Drambuie	1.08	Kahlua	1.15
		Crème de Cassis	1.18



Hints and Tips:

When layering a B-52, layer the Grand Marnier on top of the Kahlua, then using the spoon end against the rim of the glass, carefully add the Bailey's, it will sink cleanly under the Grand Marnier and create three clear layers

Muddling

This technique is used to crush the flavour out of a fruit or herb such as limes or mint. Examples of muddled drinks include *Caipirinhas* or a *Mojito*.



- Add the fruits/herbs/spices into the glass with the sugars.



- Using a muddler, crush the fruits using a rotary motion rather than a downward force; as this may crack the glass. Also be careful not to touch the rim of the glass, it is a good idea to use a napkins to prevent doing so.



- Add crushed or cubed ice.



- Pour the required spirits or liquors over the crushed ice.



- Lastly, using a bar spoon, mix the drink thoroughly and garnish and serve according to your SOP.

The Ideal Knowledge

The consumption of alcoholic beverage is an international phenomenon and it has been part of our history, whether it is through trading, consumption or religion. In order to efficiently sell alcohol, it is necessary to be familiar with the whole spectrum of alcohol, as well as its anecdotes and its history. The purpose of the following pages will be to give a brief understanding of the making of “alcohol” as a general term as well as to introduce the main categories of spirits available in order to increase the knowledge of any bartender.

Alcohols and their Origins

Although the mass production of alcoholic beverages is a fairly modern concept, alcohol has always been part of our culture and life, mainly through religious and commercial use. The state of drunkenness was often look upon as being a trance-like state during which you were considered “touched by god”- on the whole quite a desirable state to be in! On the commercial side, the raw material needed for the production of early alcohol opened numerous trade routes throughout the early civilization, which led to a certain cross-exposure of different cultures. However, the early alcohols were very crude, and it was not until the introduction of distillation by the Arabic people, who used it for the production of perfume, that alcohol started to reach higher spirits –literally!

Fermentation

The process of “fermentation” is a completely natural process during which yeast is introduced to a sugar heavy mash and produces alcohol and carbon dioxide (CO₂). Of this, the carbon dioxide disappears, leaving a low proof alcohol of about maximum 14% ABV² -depending on which yeast interacts with the sugar.

Key Points:

Fermentation is a natural process.

Beers and Wines are the only two kinds of alcohols that are only fermented. Others are both distilled and fermented.

This process was completely described by the French chemist, Louis Pasteur³, however it is widely believed be around 10,000 years old. This is the process used for the production of wines and beers. How people ever discovered the benefit of this process is anyone guesses, however it is recorded that in some early civilizations, it was common practise to chew on rotten grain and spit it out, leaving this early “mash” to ferment naturally.

² ABV: Alcohol By Volume – The Gay Lussac way of measuring the strength of any alcoholic beverages.

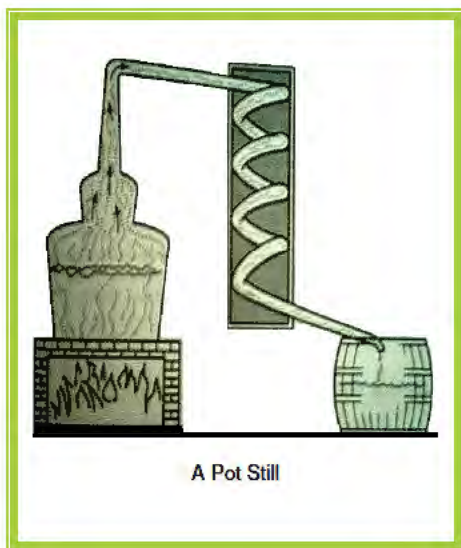
³ Louis Pasteur, the French chemist did much for alcohol... He also discovered the process of Pasteurisation, which allowed for beer and wines to be packaged and exported.

Distillation

For the making of all spirits, the fermented “wine” has to be distilled. This is an artificial process during which the “wine” is heated and brought to a much higher proof. In other words, distillation is the application of heat, which extracts the ethyl alcohol from the fermented beverage. It works the following way:

Key Point:

Distillation produces ethyl alcohol –also known as Ethanol, however, it can also produce methanol –wood alcohol, which is poisonous. Methanol is industrial alcohol and obviously not drinkable.

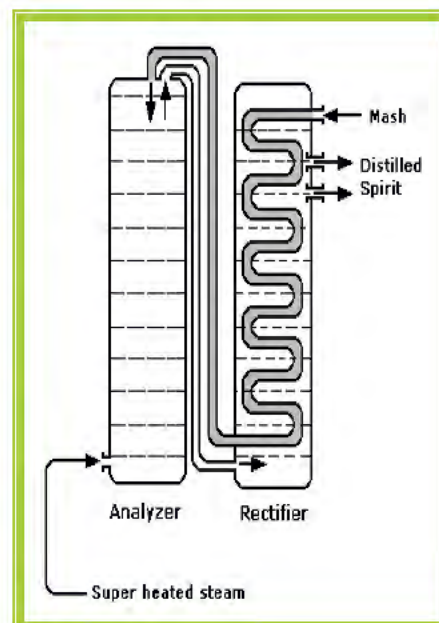


1. The “wine” is being heated in a “Still”.
2. Alcohol starts boiling at 173.3°F (78.5°C) Whereas water boils at 212°F (100°C).
3. The Alcohol vapours rise and are carried off through a coil that passes to cold water, condensing them into a liquid spirit.
4. That Liquid is then collected and matured or bottled.

A single distillation produces a high-alcohol, crude spirit, which can be refined through further distillations or by adding flavouring agents. This process is known as “*Rectifying*”, or correcting the alcohol. Most spirits will be distilled at least twice.

The pot still, although widely used by the 18th century had its flaws; the alcohol was full of congeners⁴ and without flavouring or maturing the end product was often not palatable. It was until 1826, when Robert Stein invented the "Continuous Still" that alcohol production reached its finest hour.

Today, whiskies, tequilas and brandies producer will favour the older pot still; because of it yields a more typical style of spirits, and allows the congeners to develop a truly unique spirit. The continuous still is more often used for "cleaner" spirits such as vodka.



⁴ *Congeners*: Acids and fusel oils released throughout fermentation, distillation and maturation. They impart flavours and characteristics to the products, some desired, others not.

Beer

The recipe for making beer is actually quite simple... You will only need four ingredients:

- **Malt:** The malt creates the foundation upon which the beer will be brewed. It is essentially a grain (barley, oats, wheat or rye) or a combination of grains, which will be soaked until it germinates⁵. The grains are then dried according to the preference of the brewery; Lightly roasted or well roasted. It is to be noted that some international breweries are starting to add rice to their malt, primarily for financial reasons (the most well-known example is Budweiser).
- **Water:** Water provides the liquid base of the brew. There are many types of water throughout the world, and this plays a major role in the final quality of the brew. Some breweries will use completely demineralised water to insure a "clean" taste; others will use local mineral water.
- **Yeast:** As we have seen, yeast is an essential component of the fermentation. Nowadays, the type of yeast being used in the making of beer is artificially controlled. There are many kind of yeast and they act differently throughout the fermentation. In lager, a bottom-fermenting yeast will be used, the *Saccharomyces Uvarum*, whereas in ales, the brewers will opt for a top-fermenting yeast. The Danish brewery, Carlsberg is the first to have managed to artificially create a bottom, cold fermenting yeast called the *Saccharomyces Carlsbergensis*.
- **Hops:** Hop is the final ingredient, which adds the slightly bitter, tannin-like characteristic to the beer. The type of hop used in the flavouring is up to the master brewer. Although Hops remain the essential flavouring ingredient in beer, the move toward lighter and less bitter beer means that fewer hops are being used, and newer flavours are being introduced (Fruits are especially popular).

Key Points:

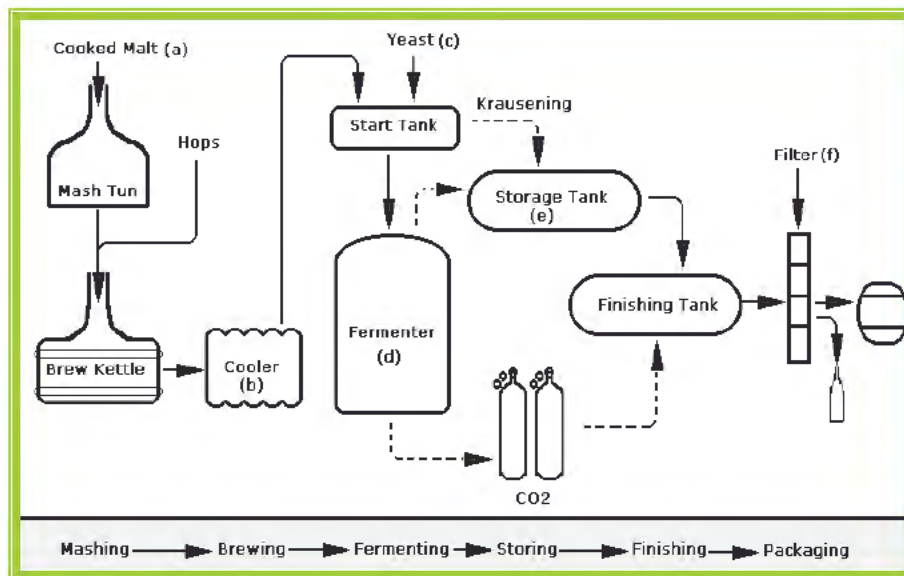
Malt: This term refers to a grain that has been germinated. Usually this refers to barley.

Grain: Barley, wheat, rye, corn and oat, which are used in the distillation of most spirits.



⁵ *Germination:* A term used for malt as it sprouts shoots to convert the starch into fermentable sugars.

Now that the main ingredients have been identified, we need to take a closer look at how the combination of those ingredients and the different brewing techniques create our current beer portfolio.



The brewing of beer can be summed up in five steps:

The Mashing

Where the base "wort"⁶ is being created. This is also where the germination takes process. This process takes up to six hours.

➡ Alternative (a): The malt formula, which creates the wort... In here you decide which character is going to be reflected in the final brew. For example, Hoegaarden is a wheat beer, which means that the base wort is made up of over 50% wheat.

The Brewing

Where the hops are added to the wort. This is where the flavouring takes place. The wort and the hops are boiled and pasteurised for a maximum of two and a half hours.

➡ Alternative (b): Once the brewing is finished, the hops are strained out and the resulting liquid cooled down. The temperature will define whether it is a lager or ale being brewed⁷.

⁶ Wort: The name given to the liquid, which holds the malt extract needed for the brewing of beer.

The Fermentation

This is where yeast is introduced and the sugars converted to alcohol. This process will usually last for more than a week, depending on the yeast being introduced. During the fermentation process, the CO₂ being produced is collected and stored under pressure to be used at a latter stage.



Alternative (c) and (d): The type of yeast being used will depend on the brew being produced.

- Wild yeast will be used for “lambic” beers.
- Bottom fermenting yeast will be used for “lager” style beers.
- Top fermenting yeast will be used for “ales”.

The Storing⁷

This is also known as the conditioning of the beer. This is where the beer matures and mellows.



Alternative (e): Although all beers are stored, the brewer must make several choices:

- The temperature at which to store the beer: Lager will be stored at near freezing temperature, whereas ale will be store in warmer conditions, but for a shorter length of time.
- The process known as “*Krausening*” where newly fermented wort is introduced, so that the beer undergoes a second fermentation, where it will become naturally carbonated. A similar process is also used in champagne making. If the beer is not “*krausened*”, the CO₂ stored from the first fermentation will be added at this stage.

The Finishing and Packaging

This is the final process of the beer, where it filtered and packaged. Bottled or canned beer will often be pasteurised to kill off all remaining yeast so as to leave the beer completely “inactive”. This is why beer does not age like wine. However, there are some “old ales” which will not be pasteurised, and like wine, will undergo further maturation in the bottle.

⁷ A wort used for a lager will usually be cooled down between 37 °F and 49 °F, whereas an ale will be cooled to temperature over 50 °F.

⁸ The term used in brew-speak is “*Lagering*”, from the German verb, “*Lagern*” which means, “to store”.

Brand Study - Guinness

Did you know?

- Guinness® is brewed in over 50 countries worldwide, and sold in more than 150.
- 10 million glasses are consumed every day around the world.
- The Guinness® brand essence is Power, Goodness, Communion.
- Target consumers are typically men aged 21+.
- Guinness® is brewed specially to suit local tastes. In Europe, US and Australia, consumers enjoy Guinness Draught, while in Africa, Asia and the Caribbean; they drink Guinness Foreign Extra Stout.
- There are two parts to pouring the perfect pint of Guinness® -the pour, then the settle and the top up. It takes a total of 119.5 seconds.
- In the year 2000, Ethiopia became the 51st country in which Guinness® is brewed.
- A pint of Guinness® has fewer calories than a pint of semi skimmed milk or a pint of orange juice.
- Famous Guinness® drinkers include musicians Bono and Madonna, and actors Pierce Brosnan and Matt Damon.

Production

- Quality is at the heart of every step of the Guinness® brewing process.
- Roasted barley gives Guinness® its characteristically dark colour.
- Guinness' innovation of the 'widget' has enabled the creamy taste of Guinness® draught to be transferred to both cans and bottles.
- The St James's Gate Brewery is one of Dublin's most famous landmarks. It is also home to the Storehouse - a visitor attraction that celebrates all things Guinness®

History

- Arthur Guinness started brewing the famous stout in Dublin in 1759, having purchased a dormant brewery with £100, which he had been left in his godfather's will.
- Arthur signed up to a 9000 years lease on the brewery, with an annual rent of £45.
- In the 1770s, London brewers to Dublin were exporting a new drink popular with the porters at Covent Garden in London. At this time Arthur Guinness was brewing ale. However, he decided to tackle the English brewers at their own game, and tried his hand at the new Porter', with rather more success than other Dublin brewers.
- Expansion into foreign markets was spearheaded under the guidance of Arthur's three sons who succeeded him in the family business.
- Before the close of the 19th century, the Guinness brewery was the largest in the world, and the company, Arthur Guinness and Sons, was floated on the London Stock Exchange. By this time, Guinness® was introduced into markets as far a field as America, Australia, the Far East and Africa, often in partnership with local brewers, making the brand the global icon it is today.

Brand Study – Foster's

Foster's Lager is Australia's original, full strength lager. Its signature full malt character on the mid-palate blends well with a delicate creaminess and crisp, clean hop finish, creating a perfect balance to the beer. Launched by the Foster Brothers in 1887, this lighter European style lager became the beer of choice for Australian beer drinkers creating a milestone in brewing history - largely thanks to the brothers' innovative refrigeration process. Today, Foster's Lager is one of the fastest growing, truly global beer brands, available in more than 150 countries.

Style: full strength lager
Alcohol: 4.9%
Carbs: 3.1 grams/100mL
Energy: 168 kilojoules/100mL;
40 calories/100mL

Did you know?

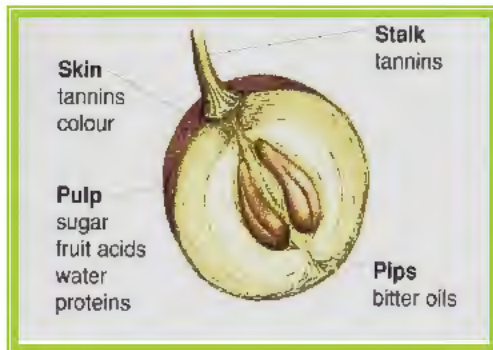
- William and Ralph Foster were the first to introduce lager in Australia in 1888. They pioneered the bottom fermenting process for the whole country.
- Australians have been brewing beer since 1788.
- Foster's is the largest selling Australian beer brand in the world, with more than 100 millions cases of Foster's consumed worldwide per year.
- Australia's climate, landscape, people and attitude, its youthful exuberance, is at the core of Foster's identity... "Australian-ness". Foster's Australian image is laid back and friendly. It typifies the "no worries" approach to life.
- Beer is not fattening. Foster's has only 38 calories per 100ml - 143 in a 375mL bottle. For the waist watchers Foster's Light Ice (2.7% alc/vol) has a meagre 26 calories per 100ml.
- Beer is a healthy drink in moderation- it's rich in vitamins B6 and B12 and essential amino acids. It's produced by natural fermentation and contains all natural ingredients.
- Victoria Bitter is Australia's favourite beer. Australians enjoy more than 400 million litres of the top-selling brew each year.
- Water holds the key to brewing great beer. Melbourne's soft, high-quality water sets the standard for brewing Foster's in nine countries around the world including the great brewing centres of Germany and the United Kingdom.
- Australia's famous beer around the world, Foster's, is the third most available beer brand in the world. Drinkers in more than 150 countries are able to enjoy our amber nectar.
- Cascade Brewery, established in 1824 and – Acquired by Foster's in 1993, is Australia's oldest continuously operating brewery.

History

- The Foster brothers establish the Foster Brewing Company in 1888. The first bottle of lager is distributed in Australia within a year.
- In 1907 Foster Brewing Company and Carlton Brewery amalgamate with four other breweries to form Carlton and United Breweries (CUB) in order to help cut costs in the face of hard times.
- Between 1913 and 1990, CUB expands worldwide in Canada and England. CUB Becomes the Foster's Brewing Company once again.
- The Foster's Brewing Co. Ltd. Purchase two of the major Australian premium wine companies, Mildara Blass and the Rothbury Estate, in a bid to expand into the wine market.
- Foster's becomes one the sponsor for the 2000 Olympic games in Sydney, re-enforcing its national ties with sporting activities.
- Mildara Blass and Beringer Wines merge to Become to Beringer Blass Wine Estate in 2001.

Wine

Wine is probably the oldest form of alcoholic beverage, as its production is relatively simple, however, it tends to be one of the most intimidating beverage to discuss because of its perceived arrogance.



Put in general terms, wine is the naturally fermented juice of fresh grapes.

The fresh grape is divided in the components illustrated on the left, all of which can impart a particular quality to the wine, depending on the type of wine being made.

Theoretically wine should be very simple... As we have seen, it is simply the fermented juice of the grape. So where are all the complications coming from? Because the process of wine making is completely natural, there are several factors that will affect the final taste and style of the wine. Those factors are what contribute to all the general hype that surrounds wine, the most important are:

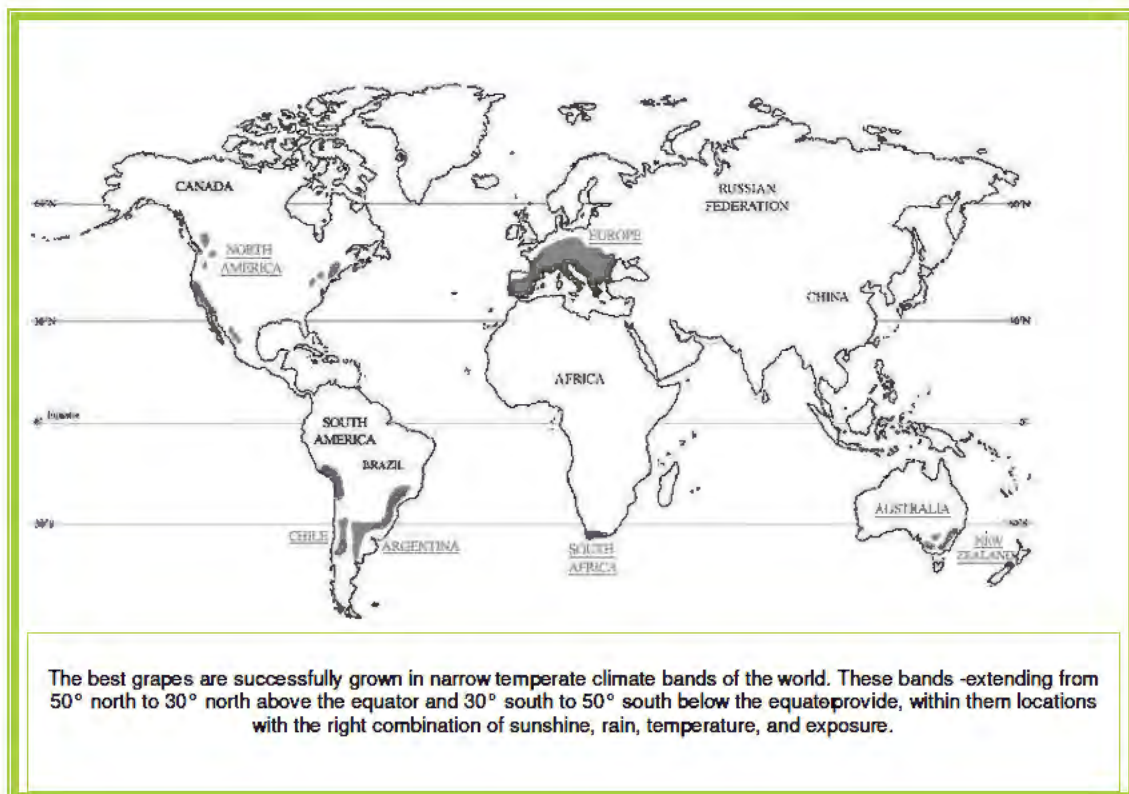
- **The Grape:** Whether one uses red or white grapes to produce wine, their quality will obviously have a strong impact on the final product. The grape itself is affected by:
 1. **Climate:** The type of climate under which the vine is grown will affect the grape.
 2. **Annual Weather Conditions:** Whether or not the vine has received the amount of sunlight, or the amount of rain will affect the type of grape it'll produce.
 3. **The *Terroire*:** This is the biggy! The *terroire* is the wine-speak work for the soil... The kind of soil the vine is grown upon will affect the grape.
 4. **Viticulture:** The cultivation and maintenance of the vine, from the planting to the harvesting.
- **Vinification:** This is the term used for the different skills used in the making of wines at all stages. Including fermentation and ageing, but excluding vineyard work.

Wine Regions

The wine producing regions are divided in two distinct categories:

1. **The old world:** Countries that carry a long tradition of wine making within the European continent. France, Italy and Spain being the most obvious.
2. **The new world:** Countries that have been exposed to the wine making process through colonization. In this category, falls the rest of the world.

However, not all climates are suited to the growing of wines used for wine. It is a general agreement that the ideal climate has to include sufficient moisture and warmth to enable the vines to grow and the grapes to ripen. In addition to suitable climatic conditions, grapes also need light, poor soil with good drainage to produce fine quality wine. Vines planted in poor soils are forced to grow a deep root system to extract moisture and nutrients. These nutrients and minerals enrich the juice and intensify the flavour of the grape.



Types of Wines

There are six distinguishable category of wine, those are:

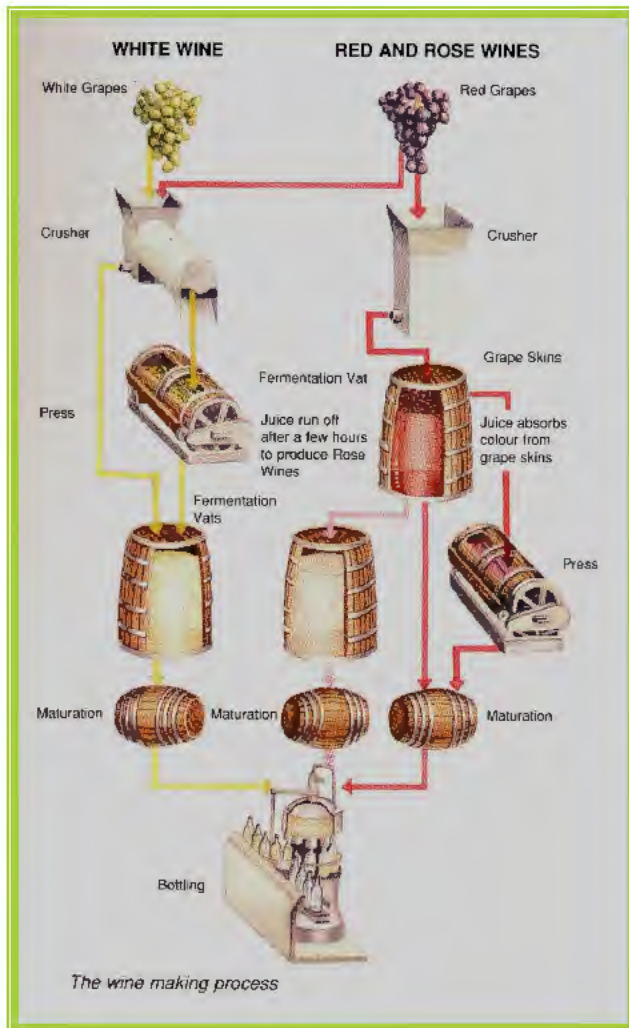
1. Red - Made from the juice and skins of black grapes. The colour comes from the pigment in the skins. During fermentation, the colour is extracted first and then the tannins⁹.
2. White - Made from either red or white grapes, but removing all skins as white wine is colourless. The wine is fermented at a low temperature (60°F to 70°F) to preserve the delicate aromas. This fermentation will usually last for 2 to 4 weeks.
3. Rose - Rose wines are made from red grapes, which are crushed and fermented with the skins until there is a little colour. This normally takes between 12 and 36 hours.
4. Sparkling - Wine with effervescence. Some of the naturally produced carbon dioxide gas (CO₂) from the fermentation is trapped in the wine, causing it to sparkle.
5. Dessert – Dessert wines are characterized by intense sweetness in flavour. This sweetness is the cause of a concentration of grape sugars inside the grape. The sugar is concentrated by either freezing the grapes (naturally or artificially), or by letting the grapes be overrun by natural fungus (Also known as “*noble rot*” or “*Botrytis cinerea*”), which results in shrivelled grapes with very high sugar levels.
6. Fortified – Fortified wines are wines that have been strengthened with the addition brandy –a grape spirit. Sherry, Port, Marsala or Madeira are all fortified, the chief difference is whether the fortifying agent is added during the fermentation or after. Fortified wines are very susceptible to the maturation process.

⁹ *Tannin*: C₇₆H₅₂O₄₆. An astringent acid in red wine found in the grape, tea & hop, giving colour & bitterness. Characterized by the harsh and acidic intensity felt in the mouth. Tannin also helps to preserve the wine over age.

The Wine Making Process

Wine is produced from the juice of freshly picked grapes, yet all wines are very different in taste and style. Many styles of wines are made to suit people's various preferences. The six steps explained on the left can sum up the process of wine making, those remain a constant regardless of the type of wine being produced.

The diagram below illustrate the process is greater details:



- The grapes are hand picked at a time selected by the wine maker. The timing is crucial!
- They are then crushed & pressed with the skin for red wine & rose, without for white wine.
- The juice is then put in a fermentation vat where cultured yeast is introduced to begin fermentation. The juice remains in those vat until all the sugar is consumed.
- Once the fermentation is finished, the wine is "racked" until the residue separates. At which point the wine is stored for maturation. Depending on the type of wine it'll be matured in oak cask.

When the winemakers decide that the wine is ready to be bottled, it'll be filtered so as remove all of the last residues. Lastly, it'll be bottled & corked.

Types of Grapes

White Grapes

- **Chardonnay** - A very versatile grape, the chardonnay is a large white grape that produces wines that age very well, with a fine bouquet and depth of flavour. It can hold distinct qualities of honey, tropical fruits and toasty, buttery tones.
- Chardonnay holds the greatest affinity with oak fermentation, adding complexity and depth. A market favourite!
- **Sauvignon Blanc** - Produces usually very dry wines of strong varietal characters, ranging from green grass herbaceous-ness to melon and tropical fruits (where the grapes have been left to ripen a little more). The grape can be oaked to further develop the wine.
- **Semillon** - This is the main white wine of Bordeaux and Chile. This variety can produce fine wines that can be described as grassy or spicily aromatic. It is popularly blended with Sauvignon Blanc.
- **Riesling** - This is the noble grape variety from Germany. It has suffered a lack of popularity in recent years due to the consumer sway towards woodier wines, such as Chardonnay and Sauvignon Blanc. The grapes are small and compact with tough skins. They have a distinct flavour that shows up well in dry or sweet wines. Can also be converted to sweet dessert wines where the grape has been affected by Noble Rot, a mould that concentrates the sugars in the grape.
- **Chenin Blanc** - This is the main grape variety from the Loire valley in France (called Vouvray). It is also a popular product of California and South Africa. The grape produces good acidity with fresh, crisp flavours in a dry wine.

Red Grapes

- **Cabernet Sauvignon** - This grape is often referred to as 'king' of red wines. Like Chardonnay, Cabernet Sauvignon also has a special relationship with oak. They also house plenty of tannins, which make the wines ideal for ageing. Other red grapes are often blended with Cabernet Sauvignon to create complexity however on their own the variety can be described as tasting mint-y, cedar, cassis, eucalyptus, cigar box, cherry, chocolate, earthy and so on. The small grape gives deep colour and produces a wine of structure and longevity.
- **Shiraz (or Syrah)** - A very versatile grape, happy to grow in warm temperatures. It produces intense inky purple coloured wines when young with a distinctly spicy tone. As it matures it turns to deep garnet with evolving earthy, stewed blackberry and plummy flavours, with hints of spice and pepper. It gives huge extract and tannins and is capable of great ageing.
- **Merlot** - Produces a fruity, forward wine, not always meant for ageing. It is an adaptable grape that ripens early, gives great cooler and fruit sweetness and most often delivers a delicious, plummy, soft style of wine. It is extremely popular worldwide.
- **Pinot Noir** - This is the classic red grape of Burgundy in France, and is responsible for a third of the makeup, and the long life and power, of Champagne. Packed full of juicy strawberry, cherry and raspberry fruits when young, at its top level it matures into a complex masterpiece with vegetable and farmyard tones. It can be a very variable wine however and can produce 'thin' quality wines outside France.
- **Tempranillo** - Spain's most noble indigenous grape it has similar characteristics to the Pinot - strawberries when young, earthy vegetal when mature - and it ages very well. It ripens early ('temprana' is the Spanish for 'early') is thick-skinned and gives good colour and extract but low alcohol and acidity. Outside Spain the grape is quite prolific in Argentina and to a lesser extent in California.

Wine Areas and their "*Cepage*"¹⁰

Identifying old-world wines (especially French) from the label is probably one of the most intimidating tasks one could do... What is a wine from Bordeaux? Which grapes are used in a Cotes du Rhone? What is in Chablis? The questions are endless... The good thing is that if you are asking yourself this question, then so are a large majority of people! A plethora of books have been written on the subject and all as intimidating as the next one. The following list is a quick reference for the French wine regions, their grape & characteristic. Although by no mean extensive, this will hopefully be helpful to any budding wine seller, or simply to those who suffer a short memory.

The only saving grace is the region of Alsace, where unlike any other French region, the label has to specify the grape used in the wine. The new world wine are a little easier to understand, but not for long... Terms such as "fume blanc" –Sauvignon Blanc- are starting to be used for vineyards of exceptional quality.

The Loire Valley produces quite a range of wines from a wide variety of grapes. The western side of the valley is known for its easy drinking muscadet, from the grape Melon de Bourgogne, although it does have range of wines from such grapes as gamay, cabernet sauvignon & franc, some folle blanche & pinot noir. The upper valley is known for its unmatched Sancerre & Pouilly Fumé –Both from Sauvignon Blanc. Whereas the central Loire is known for its long-lived wines from Chenin Blanc. Nevertheless, central Loire produces such a wide variety of appellations; it is almost a book of its own!

¹⁰ *Cepage*: This is the "wine-speak" term used to identify the grape variety of a wine.

	Wine Districts	1 ^{er} Crus	Grapes
Bordeaux	Medoc/Claret	Chateau Margaux	Cabernet Sauvignon & Franc, Merlot, Malbec.
	St.Emilion	Chateau Cheval Blanc	Cabernet Sauvignon & Franc, Merlot.
	Pomerol	Chateau Petrus	Cabernet Sauvignon & Franc, Merlot.
	Sauternes	Chateau D'Yquem	Sauvignon Blanc, Semillion, Muscadelle.
	Graves	Chateau Haut Brion	Sauvignon Blanc, Semillion, Muscadelle.
Loire	Northern Loire	Croze-Hermitage	Syrah Viognier
	Southern Loire	Chateauneuf-Du-Pape	Grenache Noire Grenache Blanc
Burgundy	Chablis	JM Brocard	Chardonnay
	Cote D'Or (Nuit)	Domaine Romanee Conti	Pinot Noir
	Cote D'Or (Beaune)	Meursault	Chardonnay
	Maconnais	Pouilly Fuse	Chardonnay Gamay
	Cote Chalonnaise	Mercurey	Chardonnay Pinot Noir
	Beaujolais	Domaine de Chevalier	Gamay

Bottle types for different wines

Although the size of the bottles are fairly standard (75cl), the shape offers information about the origin of a wine, as well as some information about the storing of the wine. The basic rule of thumb is that wine matures quicker in smaller bottles, but the maturation is more complex in larger bottles. Illustrated below is a quick reference guide on the bottles shape & their regions. It is to be noted that new world wine tends to favour the claret bottle, irrelevant of the wine being bottled.



Vodka

Despite being the most fashionable of drinks and the world's most popular spirit, consumers still keep repeating the same old story - 'all vodkas taste the same' and 'vodka tastes of nothing at all.'

And how wrong they are!

There are three types of vodka:

- Neutral,
- With character,
- With flavour.

American and British vodkas, distilled to be completely neutral in taste, are simply means of adding alcohol to a favourite mixer.

In contrast vodkas with character from Sweden and Finland and vodkas with flavour from Poland and Russia are distilled to reflect the raw materials used: wheat in Sweden and Russia, barley in Finland and rye and potatoes in Poland. Potato vodka, though typically dismissed as a compromise, should be more correctly viewed as a speciality, potatoes being more expensive to cultivate and to distil.

Key Points:

Although Vodka can be produce from practically any vegetable product, the following rule of thumb applies:

- Wheat is predominantly used in Sweden & Russia.
- Barley, for Finnish vodkas.
- Rye & Potatoes are commonly used in Poland.

As well as each distiller's individual style, different varieties of wheat and rye, varied methods of filtration and differing local water sources can ensure significant variations even between vodkas distilled from the same raw materials.

There is a long-standing dispute between the Russians and the Poles about where vodka originated but neither has definitive evidence to support their claims. Knowledge of distillation spread from France across Europe around the 12th century and so it seems likely to have reached Poland first before going on to Russia via Lithuania and the Ukraine. The earliest commercial distillers were certainly Russian and Polish aristocrats.

Earliest vodkas were flavoured with honey, herbs and spices, to mask the raw alcohol. The benefits of rectification were not to be enjoyed until the 19th century.

Vodka was originally medicinal and by the 16th century it had been adopted in Poland and Russia as the national drink.

Vodka is drunk chilled or frozen and downed in one in Scandinavia and Russia whereas, in Poland it is preferred sipped at room temperature, allowing the characteristics to represent themselves more readily. When chilled many flavours are killed.

Vodka is always accompanied by a specific range of hors d'oeuvres in Scandinavia and Eastern Europe including caviar, smoked sturgeon, salted herring, rye bread, pickled mushrooms and gherkins, curd cheese and salmon pie. The flavours of such foods are powerful enough to stand up to vodka and their spicy and salty flavours help to encourage the call for another round.

Summary

- Vodka is the simplest form of distilled alcohol... It is usually distilled from a grain mash, although fruit, potatoes and anything else with starch & natural sugar can be used.
- Vodka will be distilled at least two times, and both stills can be used. Normally premium vodka will be distilled three times.
- Although vodka originally comes from eastern countries, nowadays, most countries will produce some sort of vodka.
- Except for "Starka", vodka will seldom be aged.
- The base mash, the water, and the distillation process determine the quality of any vodka.

Typical Cocktails

Moscow Mule

**Ingredients:**

- 60 ml Smirnoff Red
- 30 ml freshly squeezed lime juice
- 15 ml Sugar Syrup
- 2 dashes Angostura bitters
- Top with Ginger Beer

Garnish:

Lime wedge & mint leaf.

Method:

Shake & Strain, top up with ginger beer.

The Product of a combined effort of two gentlemen: Jack Martin, owner of Smirnoff U.S. & Jack Morgan, an entrepreneur trying to market ginger beer. The drink was introduced in 1941 alongside its trademark copper mug. Named after its effect: "kicked like a mule".

Cosmopolitan

**Ingredients:**

- 45 ml Citrus Vodka
- 30 ml cointreau
- 15 ml Fresh lime juice
- 2 dashes Orange bitters
- 5 ml Rose's lime cordial
- 45 ml Cranberry Juice

Garnish:

Flamed orange zest.

Method:

Shake & fine strain into a chilled cocktail glass.

This is the perfect example of a contemporary classic. Although its origins are uncertain; there are two possibilities:

1. A bartender called Cheryl Cook first mixed it in Miami; however, to this day, she remains nowhere to be found.
2. Evolved from the a drink called the Stealth Martini (vodka, Orange Curacao & a splash of cranberry)

In spite of all this mystery, two things are certain: American bartender, Dale DeGroff finalized the recipe, and finished it with his trademark garnish & "Sex in the City" was responsible for its rise in popularity.

Did you know?

- Only charcoal produced in America from a sustainable source of hardwood is used in the Smirnoff® filtration process as it provides the best possible filter.
- In 1886, P A Smirnov's Partnership of Distillery, Russian and Foreign Wine Cellars and Spirits was awarded the honorary title, Official Purveyor to the Imperial Russian Court.
- James Bond immortalised the Vodka Martini through his preferred preparation of the drink, "shaken, not stirred".
- Celebrities who have taken part in Smirnoff® ads include Vincent Price, Marcel Marceau, Buster Keaton, Zsa Zsa Gabor, Groucho Marx and Woody Allen.
- Global usage of the Smirnoff® website currently stands at 179 million.
- The Smirnoff® International Fashion Awards has established a worldwide reputation as the hottest launch pad for aspiring young designers.
- John Martin and Jack Morgan invented the Moscow Mule in 1941 in New York. They mixed Smirnoff® with Cock 'n' Bull ginger beer, added lime and christened it the "Moscow Mule".

Production

- Neutral spirit (alcohol) is the primary ingredient of any vodka. We start with the best available mostly grain neutral spirit) and improve it throughout the process.
- Many impurities are removed before filtration by distilling the alcohol for a second time. Distillation takes place in high column plate stills in a process lasting 24 hours.
- The neutral spirit becomes pure ethyl alcohol, which is both strong and bitter. The alcohol is blended with demineralised water in the correct proportions to achieve strength of 115 proof (57% alc/vol). This is how Smirnoff® is stored until final blending.
- The filtration process is unparalleled in the vodka industry. The blended spirit is charcoaled for up to eight full hours using seven tonnes of hardwood charcoal that is heated in excess of 1000 degrees Fahrenheit to absorb impurities.

- Further demineralised water is added to reduce the vodka to bottling strength.
- After passing through an online filter for final filtration the vodka is bottled.

History

- 1800's: In the 1860's Piotr Arsenyevitch Smirnov founded his vodka distillery in Moscow.
- 1870's: Andrew Albanov, a chemist, discovered the absorption qualities of charcoal. Smirnov became the first to use charcoal in the filtration process and introduced continuous distillation for consistent quality for the first time.
- 1900's: The Bolsheviks confiscated all private industries in Moscow during the Russian revolution and the Smirnov distillery was converted into a state garage.
- 1920's: Fleeing Russia for his life, Vladimir, one of Smirnov's sons, ended up in Paris, broke. He adopted the French version of his name, Smirnoff. Vladimir met Rudolf Kunett, a native Russian, and together they decided to find out if Smirnoff® would appeal to the US market.
- 1930's: Production begins in the US.
- 1960's: Smirnoff® continues to grow in the US and across the world.
- 1994: Smirnoff Mule®, a ready to drink product based on the famous cocktail, is launched.
- 1999: Smirnoff Ice®, a ready to drink product, is launched and quickly becomes a huge Success.

Gin

A journey described by Lord Kinross in his book, 'The Kindred Spirit' as '...the ardent spirit which rose from the gutter to become the respected companion of civilised man', so giving an accurate description of gin's journey from the slums of 18th century London, through improvements in quality and social status in the 19th century, to being today's truly international spirit.

The Origins of Gin

Most early spirits tasted really bad. Distillers matured some to mellow the raw spirit but the Dutch experimented with juniper as a flavour to mask the taste of their raw rye spirit and so Genever (gin) was invented.

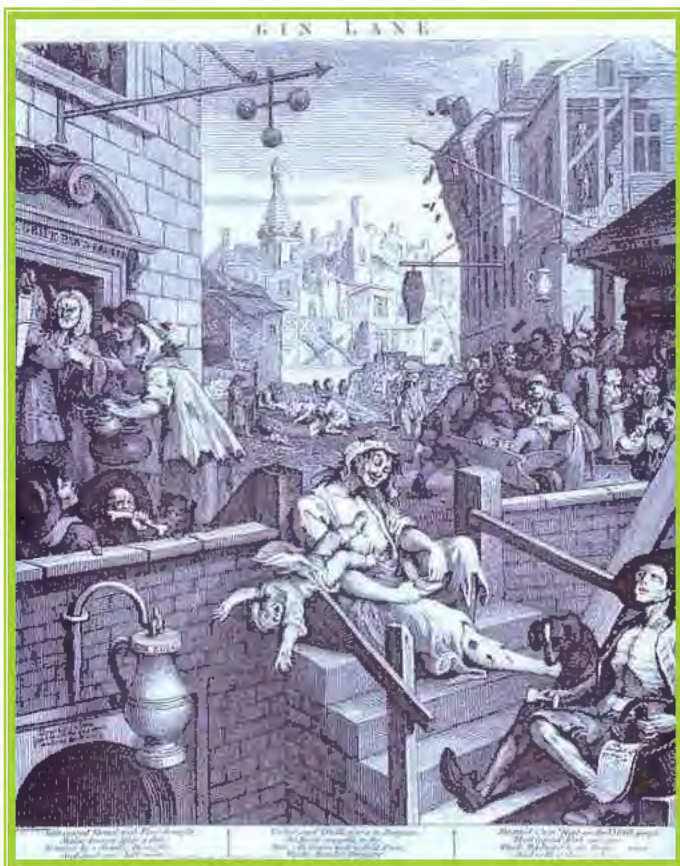
Juniper was already well-known for its medicinal qualities so the spirit proved to be useful to the Dutch wanting to protect themselves from tropical disease in the East Indies while the Juniper made the spirit taste better as well. Lucas Bols built his first distillery in 1575, followed by De Kuyper a century later.

Tales of gin and "Dutch Courage" arrived in England in the second half of the 17th century. In 1689 William of Orange became King of England and encouraged local production of Genever or in its local corruption, ' gin.

Called upon to be patriotic and to drink for England, the masses responded with enthusiasm and the popularity of gin grew, not only as a cure-all but now as a pleasure too. One sign hanging outside a Southwark Inn famously read,

'Drunk for a 1d

Dead Drunk for 2d



By 1750 gin had become the choice of the masses and the source of widespread drunkenness, not to say death on account of the lethal ingredients contained in many concoctions. Hogarth sketched vivid records of the resulting drunkenness and misery. Only with the invention of the Continuous Still in the 1830s and production of spirit with many of the impurities and harmful elements removed, did gin's reputation improve. At this time the most popular gin was sweet and called 'Old Tom'.

Gin and The Royal Navy

In the early 19th century, in the town of Angostura in Venezuela, a German doctor perfected a blend of aromatic and tonic bitters containing bark from the angostura tree. This concoction, named after the tree and town, became renowned for its medicinal value, but more important for gin, it was adopted by the royal navy to add to their gin to produce a more palatable drink, the so-called 'pink gin'.

It was also the royal navy that created the link between lemons and alcohol. Though the link may be natural today, initially lemons were exotic fruits of the east. It was the navy who chose to mix lemon juice, first with their rum rations and later with gin, to prevent scurvy and in so doing, discovered that the juice also brought freshness and sharpness to their drinks. At this time, in distant parts of the empire, recognition of quinine was extending beyond its use in the fight against malaria, to its ability to mix well with gin. Jacob Schweppe, born in 1740 was an amateur scientist experimenting with ways of making carbonated waters. He perfected a process for making mineral soda water and in 1798 moved his business to London. In the 1870's, this company created Indian tonic water, by adding quinine to the soda water before shipping the bottles out to the services in the east.

Returning home, the habits of the servicemen continued and the enjoyment of pink gins and gin and tonics with a slice of lemon encouraged many of today's famous names to start their businesses. During the Victorian era, the reputation of gin improved beyond all measure and the better quality of spirit encouraged experimentation with the drier styles that have since become the norm.

By the 1890's gin was being enjoyed at home and by the 20th century, gin was acquiring universal recognition as a world-class, quality spirit, particularly in America. During prohibition appetites had grown for what was denied and even homemade 'bathtub gin', an all too often lethal mixture of industrial alcohol, glycerine and oil of juniper carried some romance. The belief grew that drinking should be valued as a civilised pursuit and gin became recognised, more than any other spirit, as sophisticated and exotic. In the years since, gin has become the most widely consumed of all spirits, classless and enjoyed equally by both sexes.

How Is Gin Made?

Gin is an agricultural product and not an industrial creation. There are three methods of production but, in all cases, the base liquid is high alcohol, very pure neutral spirit, distilled to around 96% A.B.V. and tasteless. To become gin, juniper and other botanicals, usually between 8 and 20, must be added and, though specific recipes remain unique to each brand, all are dominated by juniper.

- Cold compounding: the process is to add flavours in the form of extracted essences to neutral spirit. Producing gin in this way is easy and cheap. The gin cannot be called 'London dry gin' or carry the description, 'distilled'. What we could call 'proper gin' must be distilled.
- Distilled gins are produced by re-distilling neutral spirit with natural flavours, such as juniper, coriander and citrus peel. Prior to distillation and, only on rare occasion, such as with beefeater, the botanicals and spirit may be first steeped together for up to 24 hours, to encourage more attachment between the alcohol and the botanicals. This process is costly but tends to yield more complexity and depth of flavour and causes the gin to retain its flavour longer, once poured into a glass.

For all quality gins, neutral spirit is mixed with the botanicals and distilled in a pot-still. When heated the flavoured spirit rises in vapours, cools and condenses into a more concentrated distillate. This process tends to generate rich botanical attachments and full-bodied gins.

The distillers of Bombay Sapphire choose to place some of the more delicate botanicals in a perforated copper box or basket, situated in the swan neck above the spirit. Then only the spirit vapours pass through to mix with these volatile flavours. This process, known as 'racking', is most suitable for the attachment of delicate flavours, otherwise damaged by direct contact with the spirit and it tends to produce a lighter style of gin.

Maturation is not required, as the spirit has been highly rectified during distillation to remove the fusel oils and other impurities. If stored for too long, gin can even deteriorate and, in particular, lose its freshness.

Bottling: The final bottling strength also plays an important part in taste delivery. Alcohol not only delivers a pleasant warm effect but it also binds in the flavours that have been distilled into the Gin – a similar process is used in the production of perfume. Just as there is an optimum temperature for the service of wines so there is a strength at which the botanicals in Gin are most attractive. Only when the strength is reduced, for example by the addition of tonic, preferably around 3:1 will these aromas be released.

Some of the more Popular botanicals

Botanicals and their characteristics combine to create 'liquid steel', a very apt description for the coldness of gin. The Dutch and English dominated the spice trade and so the influence of botanicals was natural and expected in the creation and development of this Dutch/English spirit.

- Almond – those bitter almonds are ground to release their oils.
- Angelica - an aromatic and earthy root with floral character. Used to stabilise the other flavours.
- Cardamom - tiny seeds used to sweeten the breath and aid digestion.
- Cassia bark - a relative of cinnamon but stronger and bitterer with the smell and taste of chewing gum.
- Coriander - the second most commonly used botanical, similar to parsley but with citrus undertones.
- Citrus peel - a clean flavour, rich in oils and used to enhance the dryness of gin.
- Cubeb berries - member of the pepper family from java, with spicy, peppery aromas.
- Grain of paradise - another peppery berry with hints of lavender and camphor.
- Juniper - a purple berry, native to Europe, bittersweet with hints of pine, lavender and camphor. Gives the basic stimulating flavour and essential freshness to gin.
- Liquorice - bittersweet roots.
- Nutmeg - brings warm and sweet flavours to the gin.
- Orris - a root from the iris plant that, like angelica, fixes the taste during distillation.

Some Gin Definitions

- London dry - introduced at the end of the 19th century; unsweetened in contrast with the Dutch style and easier to mix; a highly rectified, neutral spirit, colourless and tasteless until flavoured with various botanicals. This type of gin must be re-distilled. The gin need not be produced in London.
- Plymouth - a heavier more strongly flavoured gin that must be made in Plymouth and in taste lies somewhere between London dry and Dutch.
- Dutch/Genever - full-bodied and richly flavoured by the botanicals. A relatively large quantity of juniper and the base spirit are distilled at least twice in a pot-still but only to relatively low levels of alcohol and from a mash containing malt and rye so generating a spirit that is far from neutral. This gin is described as '*jonge*'. A second type called '*oude*', may be slightly coloured. The Dutch will often sip this gin neat from tall, narrow glasses.
- Old tom – this is one of the earliest and most popular styles of gin. A sweetened gin and the basis of the original gin sling, 'Tom Collins'.
- Steinhager - a German gin, distilled from fermented juniper berries, colourless and with a heavy juniper flavour. Sold in stone flagons.

Summary

- Gin can be looked upon as being a juniper-flavoured vodka, although a lot more botanicals are used.
- Gin can be 'steeped', 'racked' or compounded.
- All gins start with a neutral grain spirit and are distilled once in a pot still.
- "London Dry Gins" are never aged.
- Contrary to popular belief, the roots of gin are in Holland, and not in England.

Typical Cocktails

Dry Gin Martini

**Ingredients:**

- 60 ml Tanqueray 10
- 15 ml Noilly Pratt

Garnish:

Olive or Lemon zest.

Method:

Add the vermouth in an ice-filled stirring glass. Stir to coat the ice & discard the vermouth but keep the ice. Add 30 ml of Tanqueray over the same ice, stir & repeat. Strain into a chilled cocktail glass.

The quintessential classic drink! This is an iconic beverage due to its simplicity yet full of flavours. Books & Books have been written about its origin, however, it is widely believed to have been mixed by a bartender called Martini Di Arma di Taggia at the Knickerbocker Hotel in New York around 1910. The key to a good martini is the quality of the gin being used, along with the temperature it is served at. There are many variation from the original, most of them a worth a sample.

White Lady

**Ingredients:**

- 30 ml gin
- 30 ml Cointreau
- 30 ml Lemon juice
- Dash egg white
- (2 dash Orange bitters)
- (5ml Sugar syrup)

Garnish:

Cherry or Lemon zest.

Method:

Shake & fine strain into a chilled cocktail glass.

One of the many classic to have been created by Harry MacElhone. Although his first recipe was gin, crème de menthe & lemon juice he latter changed it to the above recipe in 1929 at Harry Café Bar in Paris.

- Just like most of drink, Harry fail to mention the original garnish, therefore it is open to interpretation.
- The egg white was a latter addition, which does much to improve the flavours.

Brand Study - Tanqueray

Did you know?

- The Tanqueray® bottle is shaped to resemble a cocktail shaker.
- The expansion of Tanqueray® Gin in export markets started in Hollywood where Tanqueray® became the fashionable drink in the film world.
- Wherever it is sold, Tanqueray® is known as a prestige product of the highest quality.
- Only the Master Distiller and his nominated successors know the secret recipe including orris root, juniper berries, coriander seed, angelica, orange peel and cassia bark amongst others used in the quadruple distillation of Tanqueray®.
- Tanqueray® Ten super premium gin is made using fresh botanicals. Tanqueray® is a crisp, lean, dry tasting drink with a distinctive flavour perfect for martini cocktails or mixing with tonic.

Production

- Tanqueray®, distilled four times from premium English grain is made from the world's finest botanicals. Most other gins are only double or triple distilled, if distilled at all.
- Tanqueray® matures both its Tuscan juniper and coriander for a minimum of 18 months, during which time it is checked 160 times.
- This long maturation process, conducted under the strictest conditions, creates a smoother more pungent ginny flavour, the reason that Tanqueray® is best appreciated in a classic dry martini cocktail.
- Tanqueray® is produced at one distillery only and prides itself on the fact this distillery constantly produces gin to the highest quality.
- Tanqueray® No. TEN is the only gin made using fresh botanicals. In the first stage the master distiller places the carefully prepared fresh botanicals into the small-batch No. TEN still. These are then distilled to produce the fresh heart of the gin. This fresh heart is added to a larger batch of premium botanicals and redistilled four times. The result is a perfectly balanced, exceptionally fresh and smooth tasting spirit.

History

- 1830: Charles Tanqueray established a distillery in Bloomsbury, London, to produce gin of the highest quality and later joined forces with renowned distiller, Alexander Gordon.
- 1830s: Charles Tanqueray chose to use water from Finsbury Spa, which was outside London in 1830, in spite of great cost because it was said to have restorative powers.
- 1847: In addition to being much in demand at home, Tanqueray® was being exported to the British Colonies and was already making inroads among the spice planters and traders of far away Jamaica.
- 1868: On the death of Charles Tanqueray, his son, Charles Waugh Tanqueray took over the business and presided over the continuing overwhelming success of the Tanqueray® brand.
- 2001: Tanqueray® No. TEN launched in the US market. Within the first eight months this super premium martini gin gleaned 7 top US awards.
- 2001: Tanqueray® Gin is still manufactured according to the original secret formula and distributed to more than 140 markets, with a presence in the leading hotels and style bars across the globe from New York to Tokyo.

Tequila

Though the Spaniards introduced the art of distillation into South America, pre-Columbian Indians first fermented the juice of the Agave. The Blue Agave, a plant native to the state of *Jalisco*, was found to produce the finest spirit and Tequila, the town located in this state, became the centre of production. The first commercial distillery was established in 1753 but prohibition soon followed. It was not until 1795, after repeal, that a certain Don Jose Cuervo, having been granted the first commercial licence, opened his own distillery. Others followed during the 19th century, including Sauza, who established *La Perseverancia* Distillery in 1873.

In 1976 all aspects of production became regulated and, in 1992, the *Consejo Regulador del Tequila* was formed to supervise production in every distillery and to award certificates of quality now signified on labels by the initials CRT and the NOM numbers to identify the distillery. Tequila is not the spirit with the worm, just as Cognac is a unique brandy, so Tequila is a unique Mescal. Both enjoy recognition as exclusive spirits of Mexico and each is produced according to strict regulations and defined according to their contents of blue agave. It is other Mescal that sometimes includes a worm in their bottles.

Preparation

Agave or "century plant", used in the production of tequila, is not a cactus. It is better described as a member of the lily family. The variety used in tequila production is the Weber blue agave. Agave takes 8-12 years to reach maturity, when each heart can weigh up to 100 kg. When mature, a flower stalk, more than two metres high, shoots from the heart of the plant to signal the approaching death of the plant. The grower must harvest the agave before this flower begins to feed on the starches stored within its heart. Because each plant will mature at different times, harvesting is a year round activity always done by hand.

Cooking

The agave hearts are sliced into two or four pieces before being steam cooked for 24-48 hours, to convert their starchy sap into fermentable sugars. The traditional oven is made from brick or stone or even mud and straw but some distilleries now use stainless steel pressure cookers.

After cooking the hearts cool for a further 24-36 hours before being crushed, traditionally by a stone mill that rotates round a circular pit to crush out the sugary sap called "*agua mie*". Others will use modern industrial crushing machines and shoot out the sap with jets of water.

Fermentation

For production of 100% agave tequila, only sugars from the blue agave are transferred to fermentation vats. For standard tequila only 51% of the sugars need come from the blue agave. Any other sugar, such as molasses or corn syrup, can make up the balance and the producer's choice can be noticeable in the flavour and character of the final spirit.

Distillation

Though a few tequilas are triple-distilled and there is some experimentation with continuous stills, most producers double distil the '*mosto*' in pot stills, traditionally made from copper but now more usually constructed from stainless steel. The product of the first distillation is known as '*ordinario*'. Only after a second distillation can the product be described as tequila. White or silver tequilas can be reduced with water and bottled straight from the still without any barrel ageing. When tequilas are aged, only oak barrels may be used. Speciality tequilas can be aged for some years but most will not mature for more than a few weeks or months and a year at most. More than 5 years can mean that the character of the agave is lost and that the wood takes over.

Types of tequila

Despite its undeserved reputation, tequila, usually bottled at 38% or 40%abv, is no stronger than other spirits. Tequila has a strong, herbal flavour with a slightly oily consistency. The best-aged tequilas develop additional subtle and complex flavours from the ageing process. Aged qualities have been especially relevant in recent times when interest has grown in 'boutique' premium spirits. These tequilas can be enjoyed alongside other more traditional aged spirits, sipped or mixed, savoured after meals or enjoyed as aperitif, before.

Tequila terms

- Silver/blanco: also known as '*plata*'. A clear and intense tequila, particularly fresh because it is not aged in oak barrels, though some may have been rested for up to thirty days to 'marry'.
- Gold: also known as "*joven abocado*", "*joven*" meaning young. Produced in the same manner as blanco, a gold tequila, with no further description, will use caramel for colour and to suggest age. Only gold tequilas, described as '*reposado*' or '*anejo*', are in fact, aged.
- Reposado: ageing tequila is a relatively recent development. To use this term the tequila must be aged in oak tanks for a minimum of sixty days and usually no more than one year. Caramel can still be added to improve the colour and invariably some of the agave character is sacrificed to the wood.
- Anejo: term used for quality gold tequilas, usually produced from 100% agave. Mexican law requires tequila bearing this title to be aged in government sealed oak barrels no larger than 450 litres. They will be aged for at least a year and in some cases up to ten years. Long ageing can turn the spirit bitter.

Key Points:

Similarly to Cognac, Tequila uses terms that indicate the ageing period:

- Blanco: 30 Days.
- Reposado: 60 to 360 Days.
- Anejo: Minimum of 360 days.

Tequila:

- Only from the Blue Agave
- The Pinas are steamed
- It is twice distilled
- Can only come from the regions of Jalisco, Nayarit, Guanajuato, Michoacán or Tamaulipas.,

Mescal:

- Any Agave can be used,
- The Pinas are boiled,
- Single distillation,
- Can come from anywhere in Mexico.

- **Mixed:** term often used to describe tequilas that are not 100% agave. These tequilas may contain up to 49% cane or other sugars.
- **100% agave:** a tequila with no sugar added during fermentation, and which uses only alcohol from the sap of the blue agave. If the label does not state 100% agave, it isn't.
- **Curados:** the term applies to tequilas flavoured with natural ingredients such as fruits.
- **Hecho en Mexico:** made in Mexico.
- **N.O.M:** *norma oficial mexicana de calidad*, a number that appears on brands that abide by production regulations set by the '*consejo regulador del tequila*'. Each distillery is given its own nom number and all brands of 100% agave and aged tequila produced by that distillery will have the same nom number. This number is not a guarantee of quality merely of authenticity.
- **D.G.N.:** formally a Mexican government quality stamp which appeared on the label of the best tequilas. This stamp was abolished in 1978 but some tequila bottled in the USA still carry the letters.

Summary

- Tequila is distilled from cooked agave juice. It is one of the more labour-intensive distillates.
- Contrary to popular belief, the agave is a lily and not a cactus.
- The Mexican government imposes very strict guidelines on the production of tequila, such as the N.O.M. or the D.G.N.
- Tequilas are distilled twice in a copper pot still, and then matured.
- Like cognac or champagne, tequila is a geographical distinction. It is otherwise known as Mescal.

Typical Cocktails

Margarita

**Ingredients:**

- 60 ml Jose Cuervo Tradicional
- 30 ml Cointreau
- 30 ml Freshly squeezed lime juice.

Garnish:

Half a salt rim

Method:

Shake & strain into a chilled cocktail glass.

- This is the latino drink par excellence, and like the daiquiri, its reputation has suffered because of the blended abomination which have crowded the recent bar industry. The original margarita is well-balanced and subtle.
- This is a fairly new drink of shady origin. Most likely created in a nightclub in Rosarito Beach for a showgirl named Rita de la Rosa, in 1938, although there are many other possible origins.

Tequila Sunrise

**Ingredients:**

- 60 ml Tequila
- 90 ml Fresh Orange juice
- 15 ml Grenadine

Garnish:

Orange wedge.

Method:

Build the tequila & orange in a sling glass & carefully sink the grenadine in the bottom of the glass.

- Although not an overly popular drink, it is considered a classic tequila drink. It is very easy to make and to drink.
- Legend has it that a bartender who stayed drinking till the morning in the bar he was employed in created this drink. The owner of the bar found his employee drunk in the early hours of the morning and asked him for an explanation. The bartender replied that he wanted to create a drink that would represent the sunrise, he promptly created the Sunrise.

Did you know?

- Translated from Spanish, "Cuervo" means "crow" and the symbol of a crow can be found in the Cuervo family crest.
- The city of Tequila is 2,300 metres (7,500 feet) above sea level in the western Mexican state of Jalisco where the majority of tequila is produced because Agave, tequila's primary ingredient, grows best above 1,500 metres (5000 feet).
- The Agave is a large blue spikey leaved succulent that resembles a cactus, the heart of the Agave is called the pina.
- Agave takes 8 to 10 years to reach maturity.
- The average pina makes 60-100 litres of 100% agave tequila.
- Blue agave is sometimes known as cabuya, maguey mezcal, mexic, pita and teometl.

Production

- Using a coa de jima (hoe), a Jimador (harvester) cuts away the spikey, thorn covered leaves from the pina, the heart of the agave.
- The pinas are softened by slow baking for 50-72 hours.
- After being cooled the pinas are crushed to extract the juice.
- The pinas are milled and strained to extract further juice which is mixed with natural spring water in large fermentation tanks where yeast is also added.
- This "mosto" is fermented for 7-12 days
- The resulting liquid is then twice distilled in pot stills.
- Tequila is clear when it is poured into the oak barricas, the colour comes from aging.

History

- 1758: Jose Antonio Cuervo obtained land in Mexico from the King of Spain before it became an independent republic.
- 1795: Jose Maria Guadalupe de Cuervo made the very first Vino Mezcal de Tequila de Jose Cuervo when he received the first official permit from the King of Spain to produce tequila Commercially.
- 1880: Individual bottles are introduced for tequila distribution replacing the damajuaneas (wooden casks) previously used. Potent and portable, Cuervo becomes a companion to the adventurous spirit moving across the Mexican/American frontier.
- 1909: Jose Cuervo Tequila wins the Grand Prix at the International Food and Hygiene Exhibition in Paris and becomes an international sensation.
- 1964: Cuervo heir Juan Beckmann Gallardo with his son and grandson work together to run the family business. The Beckmann name entered the Cuervo family when Juan Beckmann's grandfather, then Germany's Ambassador to Mexico, married a Cuervo daughter

Rum

The simplest and most widely accepted definition of Rum is as follows: 'Rum is the product of the sugar cane, fermented and distilled in a cane-growing country'.

History

- Rum is produced in almost all cane growing countries but the sugar spirit produced in the West Indies is most correctly called rum because there is strong evidence that the term 'Rum' was first used in this region.
- Sugar cane was first mentioned as being grown in China but it was not until 1494 and the second voyage of discovery for Christopher Columbus, that sugar cane was introduced into the Caribbean.
- In those by-gone days the spirit distilled from the sugar cane in the Caribbean must have been very raw and uncouth and some of the names that were used to describe the product, support this point, e.g.:
 1. Kill-Devil,
 2. Rumbullion,
 3. Rumbustion,
 4. Rumbo

The Navy

Rum's association with the Royal Navy first began in 1677 when the Admiralty decided to issue a daily rum ration for all ratings. The original tot was a twice-daily issue of a quarter pint of neat rum. There was no evidence to suggest that the rum was only 40% abv. In fact it is a fair bet that it was much stronger.

Some 63 years later, the Admiral of the Fleet, Admiral Vernon, was so appalled by the drunkenness, that he insisted that water was issued with the rum. Being famous for wearing a cloak made of Grogum, he became known as 'Old Grog' and the concoction of rum and water was described by the ratings as 'Grog', a term that still exists to this day. It was not until 1970 that the Admiralty discontinued the ration.

Production

The style of rum is influenced by many factors:

- The variety of sugar cane
- The base product i.e. cane or molasses
- Climate conditions
- Terrain
- Method of distillation
- Conditions of maturation
- Length of aging
- Blending

Key Point:

Rum is normally distilled from fermented Molasses. If however it is distilled directly from the ferment juice of the sugar cane, it is known as "Rhum Agricole". Cachaça is a "Rhum Agricole" from Brazil.

Sugar Cane

According to the methods adopted in each cane growing country, rum results either directly from the juice of the crushed cane or from the syrup of the molasses, a thick treacly substance remaining once the sugar crystals have been separated.

Fermentation

Fermentation is the process whereby yeast in the wash converts the un-crystallised sugars into alcohols – a process which may take a number of days, before the resulting wash is transferred to the still.

Distillation

Rums are produced in two types of still, the pot still and the continuous, coffee or patent stills.

- The pot still is the traditional process of separating alcohol from the wash, retaining most of the secondary elements or flavour enhancing properties such as acids, aldehydes, esters and higher alcohols.
- The continuous still is normally associated with the lighter Rums and the pot still with the heavier, more pungent Rums but this can be misleading as some stills can produce the full range of Rum styles.

Maturation

The spirit is stored in wood for maturation. The cask need not be new because rum does not need the flavour and aromas other spirits draw from wood. The nature of maturation depends largely on the original style of the rum. Usually rums produced in the pot still take a longer period to mature than those produced by a continuous still. Different countries have different regulations concerning minimum maturation periods.

Blending

The rum company's most valuable asset is its Master-Blender who uses his skills and jealously guarded traditions to add individuality and style to the final blend. He will use massive stocks to complete his blending operation in large tanks before drawing the rum back into barrels for further maturation.

Reduction

Finally the spirit will be reduced to the required proof strength for bottling. Usually this will be 37.5%, 40% or 43%, but there is also a demand for higher strength rums.

Colour

Colour given to rum is probably the simplest element of the production process, though often misunderstood. It is quite common for consumers to associate colour with strength; thus a white spirit is described as being weaker than a dark spirit. Nothing is further from the truth. Most colours in rum are given to it by the addition of caramel (burnt sugar). However, rum matured in wood, particularly new wood, will take on a certain amount of additional colour from the cask.

Summary

- The raw ingredients behind Rum production is the sugar cane and the by-products of sugar production; molasses.
- Depending on the style of rum, it will be distilled in either pot or continuous stills.
- The colour given to rum is usually from the addition of caramel and/or cask maturation.
- Most rum will be aged in charred or un-charred barrels for at least three years.
- Rums are often blended with older rums, or with rums from different regions.

Typical Cocktails

Daiquiri

**Ingredients:**

- 60 ml Havana Club
- 30 ml fresh lime juice\
- 10 ml Sugar Syrup
- (Dash Maraschino)
- (10 ml Grapefruit juice)

Garnish:

Lime peel.

Method:

Shake with cubed & crushed ice.
Fine strain into a chilled cocktail glass.

- Although there are many blended nightmares that bear the name "Daiquiri", a bartender should always remember that the real daiquiri has nothing in common with those. It is a subtle, well-balanced drink.
- The daiquiri draws its origin from the Daiquiri iron mines in Santiago Cuba. American miner Jennings Cox mixed Cuban rum with fresh lime & sugar for the arrival of Mr. Charles Schwab, president of the Bethlehem Steel company. This was in 1898.

Caipirinha

**Ingredients:**

- 60 ml Cachaca
- 1 whole lime
- 5 sugar cubes.

Garnish:

None.

Method:

Cut the lime into eighth, add the sugar cubes and muddled thoroughly. Add plenty of crushed ice & top up with cachaca.

- This is a typical Brazilian drink, not dissimilar to the Daiquiri. It has now become one of the most requested drinks in bars across the world.
- The origins of the drinks are shady at best, but, like its cousin the Battida this drink –as the name implies – is a traditional workman's tipple.
- The name Caipirinha means "country side drink".

Brand Study – Captain Morgan

Did you know?

- Captain Henry Morgan (1635-1688), the inspiration for the brand name, was a Welsh-born buccaneer from the mid-17th Century.
- Captain Morgan created the flavoured rum segment and was one of the first brands to answer consumers' need in their quest for flavoured spirits.
- Impact Databank has identified Captain Morgan as a Hot Brand for the past 11 years.
- Captain Morgan ran for U.S. President in 2000 with a Playboy Playmate as his running mate.
- Captain Morgan Original Spiced Rum mixes easily with soda and juice to make great tasting cold, frozen and warm drinks. Captain Morgan's Parrot Bay mixed with pineapple juice is a one-step piña colada.
- A favourite worldwide, Captain Morgan Original Spiced Rum is the taste that started it all: deliciously different and exceptionally smooth.
- The finest of Captain Morgan's rums and the product of 300 years of rum-making tradition, Private Stock is an extremely smooth, rich blend of Puerto Rican rum and warm, mellow island spices.
- Captain Morgan Black Label rum offers a unique depth of taste. Its dark, full-bodied colour and distinctive rich, smooth taste are unmistakable.

Production

- Made with molasses, water, mash and yeast, Captain Morgan Rum is distilled in a continuous still.
- The distillates are aged in oak barrels, for no less than one year, until they have matured to their full aromatic and taste potential.
- The brand's characteristic taste is achieved through a unique and proprietary recipe, which is blended into the rum mixture at the final stages of production, making full use of exotic island spices indigenous to the Caribbean Islands
- This secret blend of exotic island spices has a truly distinct and delicious flavour, which simply has to be experienced first hand.

History

- 1673: Captain Henry Morgan is knighted and becomes Governor of Jamaica.
- 1680: First Captain Morgan rum is produced.
- 1944: Captain Morgan Rum Company formed by Joseph E. Seagram & Sons, Inc in Jamaica.
- 1983: Captain Morgan Original Spiced Rum® launched in the US.
- 1995: Captain Morgan launches Key To Adventure, highly successful on-trade program bringing Captain Morgan and his Morganettes to consumers.
- 1995: Captain Was Here advertising campaign introduced in U.S. Campaign rolls out globally in 2001.
- 1996: Captain Morgan sells 1,000,000 cases in U.S. for first time.
- 1996: Captain Morgan Private Stock, super-premium sipping rum, launched.
- 1997: Captain Morgan's Parrot Bay®, a coconut flavoured addition to the Captain Morgan rum family is launched.
- 2000: Television advertising for Captain Morgan launched.

Whiskies

Whisky is, in its most basic sense, a spirit that is distilled from grain. Sometimes the grain has been malted, sometimes not. It is aged, often for long periods of time, in wooden barrels (usually oak). This barrel-aging smoothes the rough palate of the raw spirit and adds aromatic and flavouring nuances along with the base amber hue, all of which set whiskies apart from white grain spirits such as Vodka, Gin and Aquavit, which are distilled closer to neutrality in taste, and then generally not aged in wood.

Scotch Whisky

The basis of Scotch whisky is the heather-flavoured ales made from barley malt that the Picts¹¹ and their prehistoric ancestors brewed. Archaeologists have found evidence of such brewing dating back to at least 2000 BC. This ale (which is still produced today by at least one Scottish microbrewer) was low in alcohol and not very stable.

Starting in the ninth century, Irish monks arrived in Scotland to Christianise the local population. Along with those new religious ideas they brought the first primitive stills. The locals soon found that they could create a stable alcoholic beverage by distilling their traditional ale. Simple stills came to be found in most rural homesteads, and homemade whisky became an integral part of Gaelic culture.

As long as Scottish kings ruled the country from Edinburgh the status quo of whisky as just another farm product was more or less maintained. But the Act of Union in 1707 that combined England, Wales, and Scotland into the United Kingdom altered the Scotch whisky scene forever. The London government soon levied excise taxes on Scottish-made whisky (while at the same time cutting the taxes on English gin). The result was a predictable boom in illicit distilling. In 1790s Edinburgh it was estimated that over 400 illegal stills competed with just eight licensed distilleries. A number of present-day Scottish distilleries, particularly in the Highlands, have their origins in such illicit operations.

The Excise Act of 1823 reduced taxes on Scotch whisky to a tolerable degree. This act coincided with the dawn of the Industrial Revolution, and entrepreneurs were soon building new, state-of-the-art distilleries. The local moon-shiners (called smugglers) did not go quietly. Some of the first licensed distillers in rural locations were threatened by their illicit peers, but in the end production efficiencies and the rule of law won out. The whisky that came from these distilleries was made primarily from malted barley that had been kiln-dried over "peat fires"¹². The smoke from these peat fires gave the malt a distinctive tang that made the Scottish product instantly identifiable by whisky drinkers all over the world.

¹¹ *Pict* is the name given to the numerous clans scattered around Scotland.

¹² *Peat*: A decomposed vegetable substance used to fire the "peat kilns" that are used in whisky production.

The 19th century brought a rush of changes to the Scotch whisky industry. The introduction of column stills early in the 1830s led to the creation of grain whisky, a bland spirit made primarily from un-malted grains such as corn. Grain whisky in turn led to the creation of blended Scotch whisky in the late 1860s. The smooth blandness of the grain whisky toned down the assertive smoky character of the malt whiskies.

The resulting blended whisky proved to be milder and more acceptable to foreign consumers, particularly the English, who turned to Scotch whisky in the 1870s when a phylloxera infestation in the vineyards of Europe disrupted supplies of Cognac and Port—two of the mainstays of civilized living. Malt whisky distilleries were bought by blending companies and their output was blended with grain whiskies to create the great blended brands that have come to dominate the market. The malt whisky distilleries took a back seat to these brands and sold most or, in some cases, all of their production to the blenders. But the recent popular revival of malt whiskies has led most of the distilleries to come out with bottling of their own products.

Key Points:

- **Grain Whiskies:** A whiskey distilled in continuous stills produced from un-malted grain. The most famous is Cameron Bridge. It is also from that distillery that the continuous still comes from.
- **Single Malt:** A whiskey produced from malted barley from one single distillery. This is distilled twice in copper pot stills, and aged for a minimum of three years.
- **Blended Whiskies:** A blend of both single malt & grain whiskeys.

Today, all Scotch malt whiskies are double, whereas Scotch grain whiskies are made in column stills. Single Malt Scotch Whisky is malt whisky that has been produced at one distillery. It may be a mix of malt whiskies from different years (in which case the age statement on the bottle label gives the age of the youngest spirit in the mix). The barley malt for Scotch whisky is first dried over fires that have been stoked with dried peat. The peat smoke adds a distinctive smoky tang to the taste of the malt whisky. Vatted Malt Scotch Whisky is a blend of malt whiskies from different Scottish distilleries. Scotch Grain Whisky is made primarily from wheat or corn with a small percentage of barley and barley malt (the latter not being dried over peat fires). Blended Scotch whisky is a blend of grain whisky and malt whisky.

Why Blended Scotch Is A Good Thing, Even If You Prefer Single Malts?

It is global misconception that Single Malts are better than blended whiskies; Although this is ultimately a matter of personal taste, it is clear that without the rise in popularity of blended scotch whiskies, the single malt industry would have come to a slow but unavoidable death. Blended Scotch whiskies require a mix of dozens of different malt whiskies to be combined with grain whisky in order to create the desired blend. The individual percentages of each malt whisky may be small, but each contributes its unique character to the blend. A blender will thus need to buy or produce a large amount of different malt whiskies in order to maintain the consistency of the blend. Thus, for a malt whisky distillery, the single malt may get all of the glory, but the blends ultimately pay the bills.

Independent Merchant Bottling

Before the present-day revival in popularity of single malt Scotch whiskies, a number of the 100 or so malt whisky distilleries did not bother to bottle their own product. Almost all of their production would be sold to blenders, directly or through brokers. The one exception to this rule was the relative handful of casks from each season's production that would be sold to independent retail merchants or bottlers who would mature the whisky on their own, then at an age of their own choosing, bottle and sell them to the public. This commercial tradition was more prevalent before the rise of supermarket and discount liquor chains, but a handful of independent bottlers remain in Scotland. The best known of these are Cadenhead, Gordon & McPhail, and The Malt Whiskey Society. These merchants bottling can offer interesting variations on official distillery bottling, but that variance is not always a good thing. Caveat emptor.

Ghost Whiskies

The modern history of Scotch whisky has been a series of boom-and-bust cycles. In the late 1800s a large number of new distilleries were established, but at the turn of the century came a crash when financial hijinks among wholesale whisky merchants were brought to light. The industry revived, only to be disrupted by the advent of World War I and a prohibitionist mood in the government (it was at this same time that Britain's famously odd hours of operation for pubs were established). National Prohibition in the United States disrupted sales to a major export market, but, oddly enough, far more whisky was shipped to Canada, the Bahamas and Mexico than had hitherto been the case (perhaps for transshipment to the United States?). World War II resulted in many distilleries turning to industrial alcohol production, but in the post-war years whisky production was boosted by substantial exports to the United States. All of these ups and downs have led to the phenomenon of distilleries being mothballed, reopened and mothballed again depending on the demands of the marketplace. In such cases, and also when plants are

permanently closed down, their brands of single malt whiskies continue to live on in the marketplace for decades as the previously distilled whisky slowly finishes its aging time and is bottled. These "ghost" or "fossil" whiskies keep alive the proud names of distilleries that were torn down long ago and replaced by parking lots and housing developments.

Scotch Whisky Regions

- The Highlands consist of the portion of Scotland north of a line from Dundee on the North Sea coast in the east to Greenock on the Irish Sea in the west, including all of the islands off the mainland except for Islay. Highland malt whiskies cover a broad spectrum of styles. They are generally aromatic, smooth and medium bodied, with palates that range from lushly complex to floral delicacy. The sub-regions of the Highlands include Speyside; the North, East and West Highlands; the Orkney Isles; and the Western Islands (Arran, Jura, Mull, and Skye).
- The Lowlands encompass the entire Scottish mainland south of the Highlands except the Kintyre Peninsula where Campbeltown is located. Lowland malt whiskies are light bodied, relatively sweet, and delicate.
- Islay is an island off the West Coast. Traditional Islay malt whiskies are intensely smoky and pungent in character with a distinctive iodine or medicinal tang that is said to come from sea salt permeating the local peat that is used to dry the barley malt.

Classic Malts...

Six brands of single malts have been selected as the best ambassador of every regions, those malts are known as the "classic malts". Each and every malts in this category is a perfect example of the wide variety of flavours available within Scotland.

Those classic malts are:

- Cragganmore 12yrs – Speyside,
- Lagavulin 16yrs – Islay,
- Dalwhinnie 15yrs – Highland,
- Glenkinchie 10yrs – Lowland,
- Talisker 10yrs – Island,
- Oban 14yrs – West Highland

Irish Whiskies

As we have previously seen, the Irish introduced the process of distillation in Scotland., which might account for the many similarities. However, the Irish whiskey industry was not without its difficulties... Being a very religious culture, the general outlook toward alcohol was very negative. The temperance movement started by Father Matthew in the 19th Century closed down more than a third of Ireland's drinking outlets. Furthermore, the great famine of 1840 meant that very little grain was prioritised for whiskey production.

Nevertheless, in spite of many difficulties, the whiskies from Ireland are finally starting to receive the recognition they deserve. Similarly to Scotland, the Irish produces both grain and malt whiskies, but the grain whiskies are used to smoothen the blends, rather than being individually bottled. Although the majority of Irish whiskies are blended, there are some single Irish malt whiskies, however the malt is rarely peated, but it is "toasted" dry, and powdered. This powder, called the 'Grist' is then added to hot water and fermented.

The essential difference between Irish & Scottish whiskies lies in the distillation process; Irish distillers will prefer to distil their spirit three times over and finally matured in used barrels –Bourbon or sherry are the popular choices.

Comparing Irish & Scottish Whiskies...

- **Malting:** Barley is used in both countries, however Irish distillers generally do not allow the malted barley to come in contact with the smoke. This removes the "smokiness" associated with Scottish whiskies.
- **Distillation:** Most Scotch whiskies are distilled twice in copper pot still, whereas the Irish prefer to distil their product three times, which means that Irish whiskies are generally lighter in style than their Scottish counterpart.
- **Spelling:** Irish spell whiskey with an "e" –like Americans, whereas Scotland spells whisky without the "e".

American Whiskies

North American whiskies are all-grain spirits that have been produced from a mash bill that usually mixes together corn, rye, wheat, barley and other grains in different proportions, and then generally aged for an extended period of time in wooden barrels. These barrels may be new or used, and charred or un-charred on the inside, depending on the type of whiskey being made.

The Distillation of North American Whiskies

Most North American whiskies are made in column stills. The United States government requires that all whiskies:

- Be made from a grain mash.
- Be distilled at 90% ABV or less.
- Be reduced to no more than 62.5% ABV (125 proof) before being aged in oak barrels (except for Corn whiskey, which does not have to be aged in wood).
- Have the aroma, taste, and characteristics that are generally attributed to whiskey.
- Be bottled at no less than 40% ABV (80 proof).

Classifications of North American Whiskies

North American whiskies are essentially classified by:

1. The variety of grains in the mash bill,
 2. The percentage or proof of alcohol at which they are distilled,
 3. The length and manner of their ageing.
- Bourbon Whiskey must contain a minimum of 51% corn, be produced in the United States, be distilled at less than 80% ABV (160 proof) and be aged for a minimum of two years in new charred barrels, although in practice virtually all straight whiskies are aged at least four years. Any Bourbon, or any other domestic or imported whiskey, for that matter, that has been aged less than four years must contain an age statement on the label. Small Batch Bourbons are bourbons that bottled from a small group of specially selected barrels that are blended together. It should be noted though that each distiller has his or her own interpretation of what constitutes a "small batch." Single Barrel Bourbon is Bourbon from one specifically chosen cask.

- Tennessee Whiskey must contain a minimum of 51% corn, be produced in Tennessee, be distilled at less than 80% ABV (160 proof), filtered through a bed of maple charcoal, and be aged for a minimum of two years in new charred barrels.

Key Point:

The process of filtration through charcoal is what sets Jack Daniel's apart from other Bourbon. This is called the "Lincoln Process".

- Rye Whiskey must contain a minimum of 51% rye grain, be distilled at less than 80% ABV (160 proof) and be aged for a minimum of two years in new charred barrels. A small amount of straight Rye whiskey is bottled and marketed, but most of the industry production is blended into other whiskies to give them additional character and structure. Canadians frequently refer to their whisky as "Rye," though it is in fact made primarily from corn or wheat.
- Moonshine Whiskey (a.k.a. white lightning, Corn likker, or white dog) is distilled from a varied mix of corn and sugar and is aged in Mason jars and jugs for the length of time that it takes the customers to get home, or the Dukes of Hazzard to make a delivery in the General Lee.
- Canadian Whisky is made primarily from corn or wheat, with a supplement of rye, barley, or barley malt. There are no Canadian government requirements when it comes to the percentages of grains used in the mash bill. Unlike Bourbons, they are aged, primarily in used oak barrels. The minimum age for Canadian Whisky is three years, with most brands being aged four to six years. Virtually all Canadian whiskies (except the pot-distilled malt whiskies of Glenora in Nova Scotia) are blended from different grain whiskies of different ages. Bulk Canadian Whiskies are usually shipped in barrels to their destination country where they are bottled. These bulk whiskies are usually bottled at 40% ABV (80 proof) and are usually no more than four years old. Bottled in Canada Whiskies generally have older components in their blends and are bottled at 43.4% ABV (86.8 proof).

United States

- *Kentucky* produces all types of North American whiskies except for Tennessee and Canadian. It has the largest concentration of distilleries on the continent.
- *Tennessee* started out as Bourbon country, but today its two remaining distilleries specialize in the distinctive Tennessee style of whiskey.

Other states-primarily *Indiana, Illinois, Virginia, and Missouri* have distilleries that produce straight whiskeys, although some of these plants are currently mothballed. California has one tiny micro-distillery that produces Rye. Additionally there are a number of distilling plants scattered around the country that rectify (dilute and blend), process and bottle spirits that were originally distilled elsewhere. These distilleries, in addition to sometimes bottling Bourbon that has been shipped to them in bulk, may also create their own blended whiskies. These whiskies tend to be relatively inexpensive "well" brands that are sold mainly to taverns and bars for making mixed drinks.

Canada

Ontario has the largest concentration of whisky distilleries in Canada, three. Alberta has two and Manitoba, Quebec, and Nova Scotia each have one. With the exception of Glenora in Nova Scotia, which is a malt whisky distillery, all of the Canadian distilleries produce only blended Canadian whisky.

A Whiskey Lexicon

- Bonded Whiskey is 100 proof Bourbon from a single distillery that was produced in a single "season" and then aged for at least four years in a government-supervised "bonded" warehouse. Distillers originally did this in order to avoid having to pay the excise tax until the whiskey was aged and ready for market. Consumers came to (incorrectly) regard the "bottled in bond" designation as a statement of quality. Bonded whiskies are not much of a factor in today's market, although they still exist.
- The Mash is the mix of crushed grain (including some malt that contains enzymes to break down grain starches into sugars) and hot water from which the distiller draws a liquid extract called *wort*. The wort is fermented into a simple beer called the wash, which is then distilled.
- Sour Mash is the fermentation process by which a percentage of a previous fermentation is added to a new batch as a "starter" to get the fermentation going and maintain a level of consistency from batch to batch. A sweet mash means that only fresh yeast is added to a new batch to start fermentation.
- Straight Whiskey is unblended whiskey that contains no neutral spirit. Bourbon, Tennessee, Rye, and Corn whiskey are straight whiskies. There is also a spirit, simply called "*straight whiskey*", that is made from a mixture of grains, none of which accounts for 51% of the mash bill.

Typical Cocktails

Manhattan



Ingredients:

- 60 ml Rye whiskey (Bourbon is a good substitute)
- 20 ml Sweet Vermouth
- 3 dashes angostura bitters
- 5 ml maraschino juice

Garnish:

Stemmed cherry.

Method:

Combine all ingredients in a mixing glass. Stir thoroughly & strain into a chilled cocktail glass. Finish off by spraying an orange zest.

Unlike many classics, the origins of the Manhattan are clear and well documented: It was first mixed for lady Churchill at the Manhattan Club in New York in 1874.

There are three variants of the Manhattan; The dry Manhattan, the sweet Manhattan and the perfect Manhattan. The main difference is the style of vermouth being used.

Old-Fashioned



Ingredients:

- 60 ml Bourbon
- 15 ml Sugar Syrup
- 1 orange zest
- 3 dashes Angostura bitters

Garnish:

Cherry.

Method:

Add the bitters, sugar and 3 ice cubes into an old fashioned glass. Stir thoroughly. Add 30ml bourbon, and three more cubes & stir again. Repeat procedure.

- The methodology used for the old-fashioned has changed over the year. It has gone from a muddled drink to the one drunk nowadays. It was allegedly created at the Pendennis club in Louisville, Kentucky for a retired army general who disliked the general taste of bourbon, but who had to keep up the appearances.
- This drink does not mask the taste of the bourbon, but on the contrary enhance them.

Did you know?

- Four bottles of Johnnie Walker® are consumed every second.
- One of the world's first global consumer brands, Johnnie Walker® was sold in more than 120 countries by the 1920's.
- Approximately 120 million bottles are sold each year in more than 200 countries.
- Blended from malt whiskies famous in their own right; Cardhu, Glenkinchie, Talisker, Lagavulin.
- The Striding Man was first portrayed swinging a golf club in 1910 and the golf legacy has continued ever since.
- The age on the bottle is the age of the youngest whisky in the blend.
- The "Keep Walking" advertising campaign was launched in 1999 and has featured Roberto Baggio and Harvey Keitel.
- Johnnie Walker® has won more awards than any other whisky brand.

Production

- Farmers grow barley to our high standards.
- At the maltings plant the barley is naturally processed for distilling.
- At the distillery, the malted barley is ground to a rough flour then 'mashed' by pressing hot water through it, extracting a sweet liquid.
- The liquid is then cooled, yeast is added and the mixture ferments, making a kind of crude beer.
- From this rough form it is distilled in a pot still - the alcohol boils at a lower temperature than water releasing the alcohol vapours first.
- These vapours are condensed into a clear strong liquid called 'low wines' which is then distilled a second time.
- This 'new make spirit' is put into oak casks and stored.
- The storage is the maturation process - Scotch whisky must, by law, be matured for at least three years in Scotland. The whiskies which make up Johnnie Walker® Black Label are matured for a minimum of twelve years.

- Once sufficiently matured, approximately forty malts are blended together to make Johnnie Walker® Black Label and about thirty five are used for Johnnie Walker® Red Label.

History

- 1805: Birth of John Walker at Toddriggs Farm, Ayreshire, Scotland.
- 1820: John Walker's business opens in Kilmarnock.
- 1870's: Square bottle introduced..
- 1886: John Walker & Sons converted to a limited liability business.
- 1893: Walkers acquire Cardhu Distillery.
- 1909: Introduction of Black, Red and White Labels.
- 1909: Tom Browne draws the first Striding Man figure.
- 1920: Amidst post war austerity the business celebrates its centenary.
- 1992: Creation of Blue Label.
- 1996: Red Label and Black Label win gold medals at the International Wine and Spirits Competition.
- 1999: Launch of the "Keep Walking" advertising campaign, the first global campaign for Johnnie Walker®.

Did you know?

- Justerini and Brooks is a royal warrant holder to 8 successive monarchs.
- 65% of global sales are through pubs, clubs, bars and restaurants that's 3.8 million shots a day!
- 90% of J&B® in Spain is mixed with cola, globally J&B® is the most mixed Scotch Whisky.
- In Spain, 70% of J&B® is sold between the hours of 11pm and 5am on a Saturday night.
- J&B® has a rich heritage in film, the first known placement is in 'Breakfast at Tiffanys' (1961).
- J&B® holds the Guinness World Record for the largest ever case display - 11,000 cases at Alcampo hypermarket in Madrid.
- J&B® Rare has a delicate, rounded and balanced flavour which produces a uniquely smooth, long lasting and satisfying taste.

Production

- J&B® Rare is crafted from 42 individual malt and grain whiskies each chosen both for their personality as fine whiskies and for their ability to bring complexity, style and uniqueness of taste when brought together in a blend.
- These Speyside whiskies bring fruity, estery tones to the blend, the extra complexity being built through careful use of sweet light Lowland malts and robust Highland malts.
- A touch of Islay whiskies -the more subtle, less aggressive ones - are used to provide a background of quiet peatiness.
- The grain whiskies add freshness and liveliness completing the blend and unique taste.
- J&B® Rare contains a high proportion of carefully selected top class Speyside malt whiskies which form the 'heart of the blend' and contribute to the superior smoothness and elegance of flavour.
- J&B® Rare has a unique taste. It is fresh and fruity in aroma with a hint of smokiness

History

- 1749: Justerini and Johnson Wine Merchants founded in London by Giacomo Justerini and George Johnson.
- 1779: J&B®'s first sales of Scotch Whisky.
- 1831: Alfred Brooks forms Justerini and Brooks.
- 1950s: First significant export sales of J&B® Rare to the USA.
- 1970s: J&B® Rare tops the 3 million cases a year mark in the USA.
- 1980s: Rapid growth in Southern Europe following economic liberalisation and formation of the European Union.
- 1990s: A new wave of developing markets emerge, stimulated by growing wealth and a reduction of import barriers as a result of a World Trade Organisation agreement.
- 2001: J&B Twist®, a refreshing blend of J&B® whisky and citrus flavours, is launched in Spain

Brandy

Although the term brandy is widely applied to many different styles of spirits and liqueur, the “real” brandies all share a common characteristic; they are distilled from a fermented fruit juice, rather than a grain. The most commonly used fruit are grapes, apple, plum and cherry, but any other fruit can technically be used.

Key Point:

It is important not to confuse fruit brandies such as apricot brandy, with the more traditional brandies; the latter is an eau-de-vie distilled directly from the fruit, whereas the former is a liqueur.

The main difficulty in talking about brandy is that each country produces its own style of brandy, with its own rules & regulations, however, the French brandy, Cognac, is widely regarded as being one of the best in the world.

History

Like many other spirits, brandy was originally distilled for medicinal reasons; the eau-de-vie –water of life, aqua vitae- was thought to combat the many diseases of the thirteenth century. By the sixteenth century the production of brandy was widespread in Italy & Spain. In spite of the French being recognized for their cognacs, they were not the original producers; Brandy was only introduced in France when Catherine de Medici married into the French royalty and introducing her love of brandy to her court in the early 1600's

The Dutch navy was also known to use a “*brandewijn*”, or burnt wine in their water in order to eliminate all harmful bacteria breeding in the water. This burnt wine was also easier to transport than the more popular wine, as it did not suffer from the harsh condition imposed in the early method of sea travel, if anything, brandy seemed to taste better the longer it was at sea, as it was stored in wooden barrel in hot conditions, therefore speeding the barrelling process.

Production

Because many countries produce their own form of brandy with their own rules and regulations, it is impossible to look at the general production of brandy. The fermented juice will be distilled at least twice in either pot or continuous stills, and will be aged for a minimum period of time decided by each country.

Cognac

Cognac is often regarded as “the king of brandy” or “the brandy for Kings”... Both statements certainly seem to apply. Cognac is regarded as the finest brandy around and this is probably due to the high restrictions that are put in place in order to bear the label Cognac.

Like Champagne, Cognac is an area specific distinction. Only Cognac from the Cognac region can be called Cognac. The region itself is divided in six sub regions, the most important are:

1. Grande Champagne: This is the “premier Crus”, and the grapes it produces are extremely sought after and fetch a very high price.
2. Petite Champagne: The second “crus” of the cognac regions, it is located just to the south of grande champagne.

Key Point:

The Term Champagne applied to Cognac has nothing to do with the sparkling wine of the same name. The word champagne is derived from the French word “Campagne”, which is the equivalent for countryside.

The last four regions are *Borderies*, *Fins Bois*, *Bons Bois* and *Bois Ordinaires*; Although those four regions are still used in cognac production, *Bons Bois* and *Bois Ordinaires* tend to yield grapes for the production of *Pinneau Des Charentes*, the local fortified wine.

- The grapes used in the production of Cognac must be Ugni Blanc, Folle Blanche or Colombard. It is worthwhile noting that Ugni Blanc is the most used.
- The eau-de-vie must be distilled twice in copper pot stills, between the months of November & March. The first distillation takes place in a large still and is known as the “Brouillis”. The Brouillis is then distilled a second time, in a smaller still. The resulting product is known as “La Bonne Chauffe” –The good Heat.
- The final cut is then aged for a minimum of three years in new wooden barrels, and slowly blended with other cognac eau-de-vie very slowly, so as to “marry” the blends perfectly. The label on a bottle of Cognac will give some indication of the age of the blend:
 - V.S. – Very Special: Aged for at least 3 years.
 - V.S.O.P. – Very Special Old Pale; Aged at least 4½ years.
 - X.O. – Extra Old – Aged for a minimum of 6½ years, but generally aged for at least 15 years.

The classification on the label will indicate the youngest eau-de-vie in the blend.

The origins of the grapes used in any particular cognac also lead to a further classification:

- Fine Grande Champagne: Denotes a cognac made from 100% grapes of the "Grande Champagne" sub-region. Those tend to be the most expensive cognacs.
- Fine Champagne: Any brandy bearing this label is a cognac made from at least 51% grapes from the "Grande Champagne", and the balance from the "Petite Champagne".

Armagnac

Similarly to Cognac, Armagnac is area specific classification; only the brandies distilled in the region of Gascony are allowed to bear the title "Armagnacs". The region of Gascony is divided in the three sub-regions of "*Bas Armagnac*", "*Tenareze*" & "*Haut Armagnac*". The finest examples of this style of brandy are mostly from the Bas Armagnac, but most will be a blend of the different regions.

Funny Detail:

The main city in the area of Tenareze is the very infamous town of Condom, better known for...

Aside from the regions, Armagnac differs from Cognac in that it is usually single-distilled in single column continuous stills, which imparts a very different flavour; indeed Armagnac is a bit harsher and has singular nutty flavours with earthy undertones. It has to be noted that since 1972, Armagnac producers may decide to use cognac stills.

The same age classification applies to Armagnacs and Cognacs.

Calvados

Calvados introduces us to another style of brandy... apple brandies. In the State this style is known as Applejack and in England it is referred to as Cider Brandy. However, Calvados indicates a particular apple brandy from the French area of Normandy. The two sub-regions of Normandy produce two very different styles of Calvados:

- Pays d'Auge: This is widely accepted as producing the finest calvados, the distillate from this area must be double distilled in pot still and aged for a minimum of one year, although most will be aged for much longer.
- Domfront: This area just gained its appellation in 1997, and all brandies from this area must contain at least 30% pears.

Brandy Alexander

**Ingredients:**

- 45 ml Cognac
- 15 ml White Cacao
- 15 ml Dark cacao
- 60 ml Heavy Cream

Garnish:

Freshly grated nutmeg.

Method:

Shake & strain into a chilled cocktail glass.

- The Alexanders family of drink has yielded a wide variation of drinks, of which the Brandy Alexander is probably the most famous one. However, the original was likely to be gin based and first appeared during prohibition in the U.S.
- The key to a good brandy Alexander is the garnish. Never use pre-grated nutmeg, as it is poor in aroma and flavours. The nutmeg **MUST** be freshly grated on top of the drink.

Side Car

**Ingredients:**

- 45 ml Cognac
- 30 ml Cointreau
- 15 ml Freshly squeezed lemon juice.

Garnish:

None.

Method:

Shake with cubed & crushed ice & strain into a chilled cocktail glass.

- Another creation coming from the ever-resourceful Harry MacElhone. This drink was created in 1931 in Paris for a regular guest who was in the habit of coming to the bar in a chauffeur driven motorcycle.
- The original measurement mentioned in Harry's book, "The A.B.C. of cocktails" were equal measures of each ingredients, and as per usual there are no garnish mentioned in the book either, leaving it to the preferences of the mixologist.

Liqueurs

Liqueurs, Schnapps, Anise, and Bitters are terms that cover a wide variety of types of spirits. What they all share in common is that they are flavoured spirits.

- Liqueurs (also known as Cordials) are sweet, flavour-infused spirits that are categorized according to the flavouring agent (i.e., fruits, nuts, herbal and spice blends, creams and such). The word liqueur comes from the Latin *liquifacere* ("to dissolve") and refers to the dissolving of flavourings in the spirits. Artificial flavourings are strictly regulated in most countries, and where allowed, must be prominently labelled as such.
- Top-quality liqueurs are produced by distillation of either the fermented flavour materials or the spirit in which they have been infused. Many liqueurs use finished spirits such as Cognac, Rum or Whisky as their base. Others macerate fruit or other flavourings in a neutral spirit. Crèmes (crème de menthe, crème de cacao, etc.) are liqueurs with a primary flavour (a single, dominant flavour rather than a mix), while cream liqueurs combine dairy cream and alcohol in a homogenized, shelf-stable blend.
- All liqueurs are blends, even those with a primary flavour. A touch of vanilla is added to crème de cacao in order to emphasize the chocolate. Citrus flavour notes sharpen the presentation of anise. Herbal liqueurs may contain dozens of different flavour elements that a master blender manipulates to achieve the desired flavour profile.
- Liqueurs are not usually aged for any great length of time (although their base spirit may be), but may undergo resting stages during their production in order to allow the various flavours to "marry" into a harmonious blend.
- Liqueurs can be hard to classify, but regardless of flavour they can be broadly divided into two categories.
 1. Generics are liqueurs of a particular type (Crème de Cacao or Curaçao, for example) that can be made by any producer.
 2. Proprietaries are liqueurs with trademarked names that are made according to a specific formula. Examples of such liqueurs include Kahlúa, Grand Marnier, and Southern Comfort.

Schnapps is a general term used for an assortment of white and flavoured spirits that have originated in northern countries or regions such as Germany or Scandinavia. Schnapps can be made from grain, potatoes, or molasses and be flavoured with virtually anything (Watermelon and Root Beer Schnapps from the United States being proof of that). The dividing line between Schnapps and flavoured vodka is vague and is more cultural than stylistic, although European Schnapps tend to be drier than their American counterparts and liqueurs.

Anise-flavoured Spirits can vary widely in style depending on the country of origin. They can be dry or very sweet, low or high proof, distilled from fermented aniseed or macerated in neutral spirit. In France, Anis (as produced by Pernod) is produced by distilling anise and a variety of other botanicals together. Pastis is macerated, rather than distilled, and contains fewer botanicals than Anis. In Italy, Sambucca is distilled from anise and botanicals, but is then heavily sweetened to make it a liqueur. Oil of fennel (also known as green anise) is frequently added to boost the aroma of the spirit. Greece has a drier, grappa-like liqueur called Ouzo, which is stylistically close to pastis.

Bitters are the modern-day descendants of medieval medical potions and are marketed as having at least some vaguely therapeutic value as stomach settlers or hangover cures. They tend to be flavoured with herbs, roots, and botanicals, contain lower quantities of fruit and sugar than liqueurs, and have astringent notes in the palate.

Typical Cocktails

B-52

**Ingredients:**

- 1/3 Kalhwa
- 1/3 Bailey's
- 1/3 Grand Marnier

Garnish:

None.

Method:

Layer the ingredients in the order listed above. See section on "layering".

- Named after the WWII bombers, it has the same effect!
- This is a "pousse-café" at its simplest form, yet it has had a massive popularity, which shows no sign of slowing down.

Brand Study – Bailey's

Baileys Original Irish Cream® is a unique Irish spirit which is a marriage of fresh dairy cream, Irish whiskey, finest Irish spirits and natural flavours.

Did you know?

- Bailey's is the 'Original' Irish Cream liqueur launched in 1974.
- Bailey's is sold in 130 countries worldwide.
- Bailey's is No. 12 in World's Premium Spirits League.
- 1,700 glasses of Baileys® are enjoyed every minute of every day.
- Ireland has the highest per capita consumption of Baileys.
- Baileys® accounts for over 50% of Irish spirits exports.
- Baileys® also accounts for 6% of Irish food & drinks exports.

Production

- Baileys® is produced using the best quality ingredients: fresh Irish dairy cream, Irish whiskey, finest Irish spirits, cocoa and vanilla.
- The cream is delivered daily in insulated tankers and processed on the day it arrives.
- Irish whiskey is triple distilled, (Scotch Whisky is double distilled).
- The great taste of Baileys® is consistently delivered by combining the finest quality ingredients to a unique recipe in a patented modern plan.

History

- 1971: A committee of senior managers in Gilbeys of Ireland had the idea for a uniquely Irish drink reflecting Ireland's heritage and unparalleled agricultural tradition.
- 1972: While the product concept was relatively simple and manageable, the chemistry proved to be a very difficult issue to resolve, as whiskey and cream do not mix naturally.
- 1973: The recipe was perfected and the difficulties associated with bulk production and shelf lives were satisfactorily overcome.
- 1974: Baileys® was launched.
- 1979: Sales grew rapidly, one million cases were sold around the world, and another 700,000 cases were added to this over the next five years.
- 1980s: Consumers started to drink Baileys® over ice which created more drinking occasions for Baileys® to be enjoyed than a traditional liqueur.
- 1990s to date: Baileys® is the single most successful new spirit to be introduced anywhere in the world in the last 30 years.

Appendixes

Tasting Wine

The three steps in wine tasting are: look, smell and taste.

1. Look



You can tell much about a wine simply by studying its appearance. The wine should be poured into a clear glass and held in front of a white background (a tablecloth or piece of paper will serve nicely) so that you can examine the colour.

The colour of wine varies tremendously, even within the same type of wine. For example, white wines are not actually white; they range from green to yellow to brown. More colours in a white wine usually indicate more flavour and age, although a brown wine may have gone bad.

Where as time improves many red wines, it ruins most white wines. Red wines are not just red; they range from a pale red to a deep brown red, usually becoming lighter in colour as they age.

- **Rim colour:** You can guess the age of a red wine by observing its "rim." Tilt the glass slightly and look at the edge of the wine. A purple tint may indicate youth while orange to brown indicates maturity.
- **Swirling:** Swirling the wine serves many purposes. It releases the aromas into the glass for smelling and visually it allows you to observe the body of the wine. "Good legs" may indicate a thicker body and a higher alcohol content and/or sweetness level.

Smell



Swirl your wine. This releases molecules in the wine allowing you to smell the aroma, also called the "*bouquet*" or nose. The two main techniques that wine tasters use are:

Take a quick whiff and formulate an initial impression, then take a second deeper whiff,

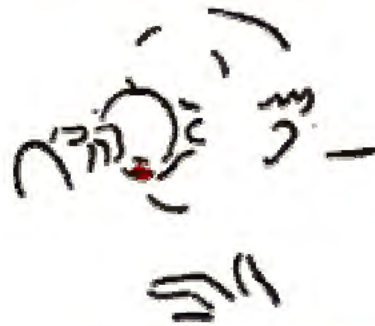
Take only one deep whiff.

Either way, after you smell the wine, sit back and contemplate the aroma. Don't try to "taste" the wine yet, concentrate only on what you smell.

Sometimes a certain smell will be very strong with underlying hints of other smells. By labelling an aroma you will probably remember it better. You may even want to keep a notebook of your impressions.

Examples of aromas include grape, blackcurrant, strawberries, soft fruits, flowery, violets, leeches, apples, peaches, apricots, honey, nuts, petrol, oak, vanilla, spice, bread, yeast, smoke, and many others. See the tasting wheel for a comprehensive range of aromas.

Taste



The most important quality of a wine is its balance between sweetness and acidity, which we find in the taste, "the palate".

To get the full taste of a wine follow the following three steps:

- **Initial taste** (or first impression): This is where the wine awakens your senses (your taste buds respond to sensations).
- **Taste**: Slosh the wine around and draw in some air (even if you do look funny in front of your dinner guests). Examine the body and texture of the wine. Is it light or rich? Smooth or harsh?
- **Aftertaste**: The taste that remains in your mouth after you have swallowed the wine. How long did the taste last? Was it pleasant?

Certain factors we should be thinking about while tasting:

- **Sweetness**: Sweetness is immediately noticeable on the front of the tongue, gums and soft palate. This is necessary because different parts of the mouth are sensitive to different tastes.
- **Acidity**: Lemon juice is acidic and makes the mouth water. This is quite different from the effect of tannin. Acidity is very important in wine, as it gives the wine "balance". Too much and the wine is tart, too little and the wine is flabby.
- **Tannin**: This is the substance that makes young red wines seem harsh. It is felt on teeth, gums, and tongue, and makes the mouth feel dry. As red wines mature, the tannins come out of the wine, forming part of the deposit. The wine then tastes more balanced. To experience the taste of tannin, just brew a very strong cup of tea!
- **Body**: This is general "feel" of the wine in the mouth. Some wines feel light, whilst some others feel big and heavy.
- **Length** This term, simply means how long the flavour lingers after swallowing.

After tasting the wine, take a moment to value its overall flavour and balance. Is the taste appropriate for that type of wine? If the wine is very dry, is it supposed to be? Is it a good, fresh wine?

Tasting Wheel

The purpose of the wine aroma wheel initially was to facilitate communication about wine flavour by providing a standard terminology. The requirements of words included in the wheel was very simply that the terms had to be specific and analytical and not be hedonic or the result of an integrated or judgmental response. Floral is a general but analytical descriptive term, whereas "fragrant", "elegant" or "harmonious" are either imprecise and vague (such as fragrant) or hedonic and judgmental.



The wheel has very general terms located in the centre, going to the most specific terms in the outer tier. These terms are NOT the only terms that can be used to describe wines, but represent ones that are often encountered.

Wine Serving Temperatures

More wine is ruined by being served too warm, rather than too cold. A wine that is served too cold is easily warmed, but a wine served too warm can be difficult to chill. Therefore, when in doubt, serve it colder than you might think necessary. A wine that is too warm tastes alcoholic and is not a pleasure to drink.

The ideal temperatures for the most common wines are listed on the table below. These temperatures should be used as a guide. Different customers will prefer their wine at different levels of temperature.

Red Wines	65°F / 18°C	Australian Shiraz, California Cabernet Sauvignon, Rhône Wines, Vintage Port.	White Wines & Rose	50°F / 10°C	Californian & Australian Chardonnay, Sauternes, All sweet & Desert wines. Italian oaked Chardonnay, Oaked white Rioja, Fino & Amontillado Sherries, Maderia & White Ports.
	63°F / 17°C	Bordeaux, Châteauneuf-du-Pape, South African Pinotage. Chilean & Australian Cabernet.		48°F / 9°C	Graves, Chilean Chardonnay, Australian Semillon, N.Z. Chardonnay.
	61°F / 16°C	Red Côte d'Or Burgundy, Southern French Reds, Southern Italian reds, Rioja, Australian & California Pinot Noir, Tawny & Ruby Ports.		46°F / 8°C	Alsace, Chablis, Austrian & Australian Riesling, Dry German & English wines, Cabernet & grenache rosé.
	59°F / 15°C	Young Zinfandel, Oregon Pinot Noir, N.Z. Cabernet & Pinot Noir, Oloroso & Cream sherries.		45°F / 7°C	Good Champagne & Sparkling wine, Sancerre, N.Z & Chilean Sauvignon Blanc,
	57°F / 14°C	North. Italian Cabernet Sauvignon, Valpolicella, Young Chianti, Bourgueil,		43°F / 6°C	White Bordeaux, Muscadet, Anjou, Other Sauvignons, Asti, Un-oaked white Rioja.
	55°F / 13°C	Young Beaujolais, Red Sancerre, Young Sanish & Portuguese reds, Bardolino.		41°F / 5°C	Soave, Young Spanish & Portuguese whites, Cheap rosé.

Time Line

In order to understand fully the development of alcohol, it is useful to put all those dates into perspective; the following timeline is meant as a tool and/or resource, but there are no real purposes into learning all those dates by heart. Remember that the understanding of alcohol & mixed drinks is not about learning dates...

1494	Christopher Columbus introduces sugar cane to Caribbean.
1500's	Fransiscus Silvius creates the first juniper distillate in Holland.
1534	A polish health manual mentions the use of "wodka" to sooth the skin after shaving.
1546	Vodka distillation is tax free in Poland.
1632	the "Dutch West Indies Co." opens the first U.S. brewery in lower Manhattan.
1650's	Distillation from molasses starts in the Caribbean.
1673	Captain Henry Morgan is knighted by England & becomes governor of the Jamaican Islands.
1677	British Navy introduces Rum for their daily rations.
1689	William of Orange becomes king of England & encourages local production of gin.
1730	Admiral Vernon orders rum to be diluted with water to cut down on drunkenness.
1736	British government introduce a high tax on Gin production to control mass drunkenness.
1743	The British crowns abolishes the high gin tax.
1750	Maria Theresa of Hapsburg allows tax-free home grappa distillation.
1759	The Guinness brewery opens in Dublin.
1767	Jacob Schwepp invents carbenation.
1780	Theodore Lowitz discovers the benefits of charcoal filtration for distillation of Russian Vodka.
1787	Antoine Laurent Lavoisier describes the chemistry behind the process of fermentation.
1788	The first beer distillery opens in Australia.
1791	U.S. Congress enacted the first tax on whiskey production.
1795	First official tequila distillery is established in Mexico by Don Cuervo.
1797	Henry Pernod acquires the recipe for Absinthe from Dr. Ordinaire.
	Ice becomes commercially available.
1803	The first written reference of a mint julep.
1806	Cocktail are first defines as "a stimulating liquor composed of spirits of any kind, sugar, water & bitters.
1820's	Dr. James C. Crow invents the "sour mash" process.
1820	John Walker opens his business in Kilmarrock, Scotland.
1824	Dr. J.G.B. Siegert invents Angostura bitters in the Venezuelan town of the same name.
1826	Robert Stein creates the continuous still.
1830	Charles Tanqueray establish his distillery in Bloomsbury, London, later to be joined by Alexander Gordons.
1832	Aenas Coffey (Irish Excise Officer) finalize the continuous still.
1855	First wine fair held in Paris.
1859	Prof. Jerry Themas publishes the first cocktail book "The bon vivant companion, or how to mix drinks".
	Phylloxera destroys most of France wine crop.
1860's	The Americano is served in Milan
1860	Potr Arsenyevitch Smimov establish his first distillery in Moscow.
1862	Lauchlin Rose invents the lime cordial in the town of Plymouth.
1867	Merchant ship act passed by British Parliament, requiring all ships to carry lime juice.

1870's	Jacob Schwepp invents Indian Tonic Water for the colonies.
1872	The cocktail shaker is introduced in the market.
1874	A Bartender at the Manhattan Club serves a Manhattan to Lady Churchill
1880	Emilio Comboni designs the first purpose built grappa still.
1882	Carl Wienke invents the first "butler's friend".
1887	Ralph & William Foster introduce "lagers" in Australia.
1888	the Ramos Bros. Create the "Ramos Gin Fizz" in New Orleans.
1896	Mr. Jennings Cox mixes the first Daiquiri in Santiago Cuba.
1899	John Dougherty wins a New York cocktail competition with a drink called Business Brace, later to become the Classic Champagne Cocktail
1906	Bartender Johnny Solomon creates the "Bronx" Cocktail.
	Harry's café bar opens in Paris.
1911	Martini di Arma di Taggia stirs the first dry martini at the Knickerbocker hotel.
	Riots break out in Champagne against other sparkling wines being sold as Champagne.
1915	The French government decides to ban Absinth production after a series of "absinthe murders"
	U.S. Congress ratifies the eighteenth amendment, Prohibition begins.
1920	Fernand Petiot creates the Bloody Mary in Harry's Bar, Paris
1930's	Smirnoff is introduced in the U.S.
1933	U.S. Congress passes the 21st amendment, repealing the 18th. Prohibition ends.
1934	Giuseppe Cipriani first serves the Bellini in Harry's Bar Venice.
1936	Bacardi wins a court case in the US... The judge ruled that the Bacardi cocktail has to be made with Bacardi.
1941	John Martin & Jack Morgan invent the Moscow Mule to market Smirnoff in the US
1942	Joe Sheridan serves an Irish Coffee to Stan Delaphane, an American Journalist on a visit to Ireland.
1973	Benito Distills the first monovariaetal Grappa.
1974	Bailey's is launched after 4 years of research in the method.