



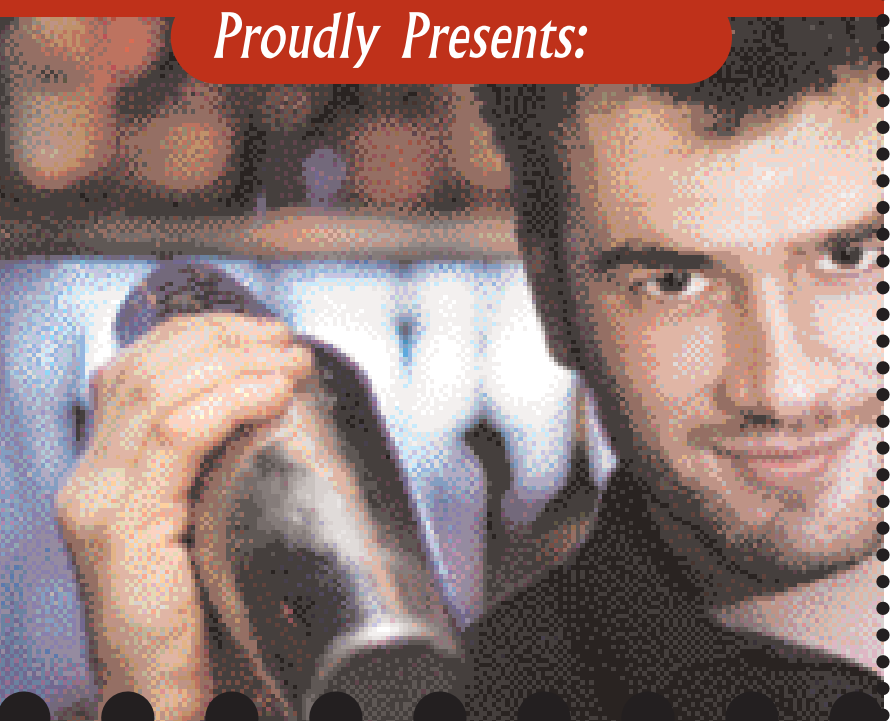
Raising the Bar



FOODSERVICE *news*
The Industry's National Newspaper



Proudly Presents:



THE SEMI-ANNUAL BEVERAGE MENU MAKE-OVER CONTEST

One lucky restaurant will win 2 days of hands on staff and management training by master mixologist and renowned flair bartender Gavin MacMillan, focusing on:

- accuracy
- speed
- flair
- cocktail synergy
- time management behind the bar
- review of current menu and full menu makeover.

Here's what to do: Complete the ballot below (one entry per establishment). Mail/or fax your ballot to the coordinates listed below. We'll take care of the rest. Gavin will visit your restaurant to help your staff 'Raise the Bar.'

Name: _____

Establishment: _____

Address: _____

Phone: _____

Email: _____

Sponsored by:



38-years-old and Never Kissed a Girl

As I sit here writing this article and enjoying the last days of summer, I'm thinking of things that are distinctly Canadian. A few come to mind – long weekends at the cottage, The Tragically Hip, maple syrup, and the Caesar.

There's no question that Canadians are lovers of the savoury Caesar cocktail. As a nation, we consume three hundred million Caesars a year, which roughly means 10 per man, woman and child.

This quintessential Canadian cocktail was born nearly 40 years ago when a man named Walter Chell was saddled with inventing a signature house cocktail for an Italian restaurant being built in the Weston Hotel in Calgary.

If you were asked to develop a signature drink for your restaurant, where would you start? Probably just like he did, with something you knew. He took the popular Bloody Mary and gave it a distinctly Canadian twist. He hand mashed clams and mixed them with tomato juice, Lea and Perrins and Tabasco, salt and pepper. He decided on the name Caesar to pay tribute to the great Roman emperor and to keep within the theme of the Italian restaurant. It's unclear what inspired him to add clams to tomato juice, but the lesson here is that when creating a signature custom cocktail for your establishment you don't have to reinvent the (lime) wheel.

Start with a popular cocktail that you already serve and try adding or substituting one or more of the ingredients. Try switching the addition of bar lime in a cosmopolitan with hand squeezed fresh lime juice. Using a splash of egg white (now available in handy cartons) in your whisky and amaretto sours will add a meringue-like topping to your drinks when you shake them, giving your guests the benefit of both visual appeal and texture to their drinks. The most important element here is the willingness to try new things. Chell may have tried dozens of other variations before finding something great.

In celebration of the 38th anniversary of the Bloody Caesar, I am offering some variations of the original recipe. By simply changing one or more elements, you can change the impression a cocktail has on your clientele. Although there truly is no messing with perfection, these offerings might just tempt your fancy.

At the same time, I'd like to issue a challenge. BartenderOne and FoodService News would like to hear about your new cocktail creations. If you have a cocktail that you are proud of, submit the recipe in writing along with a digital image of your drink to info@bartenderone.com. Your drink may be featured in an upcoming column of Raising the Bar. All submissions will also be entered in the Menu Make-over competition for a complete staff retraining and menu make-over by BartenderOne.

Until next time, keep Raising the Bar, because if you don't, someone else will!



L&P British Blitz

Single Serving:

- Rim a highball glass with coarse salt
- Add ice, 4 dashes L&P, 2 dashes Tabasco, salt and pepper
- Pour 1 1/2 oz. Beefeater Lime Gin and 5 oz. Heinz tomato juice
- Garnish with a lime and celery

Pair with:

Flank steak with HP Sauce



Buca Meister Worcester Shot

Single Serving:

- Use a bar spoon (or a cherry) to slow pour equal, layered parts into a shot glass (in this order):
8 dashes of L&P
Sambuca
Jägermeister



Gavin MacMillan is a master mixologist and bar chef, and owns BartenderOne Corp., Canada's fastest growing group of bartender training facilities. He is an award-winning flair bartender and published author and is considered one of Canada's leading authorities on cocktails and mixology. You can reach him at gavin@bartenderone.com.