



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: _____

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The Classics Reborn

Have you noticed a trend forming in the ever-changing world of cocktails?

The last couple of years have seen countless changes behind the bar. In fact, if you can dream it, you'll probably see it at a bar near you, where bar chefs continually redefine "thinking outside the box." Flavoured spirits, infusions, dry ice, flamed garnishes, muddled drinks and the inclusion of herbs and fresh fruit are all testament to this. With the world now at our fingertips, it isn't hard for your establishment to be on the forefront of the next big thing, the next beverage revolution.

Here's the kicker. Refined versions (or re-defined versions) of old school cocktails are in. Signature drinks such as Cosmopolitans and Sidecars are back with a vengeance, revamped for a taste that is familiar, yet new. Ingredients like pomegranate and green tea, for example, are adding a whole new level of flavor and sophistication to the traditional martini.

But even with all these exciting advancements, there seem to be some cocktails that just won't go away, and for good reason. The poster boy of traditional cocktail recipes is the Old Fashioned. Sure to tempt any thirsty palate, this classic is said to have originated from Kentucky – the home of Bourbon Whiskey – at the turn of the 20th century. The original recipe calls for Angostura bitters, rye or bourbon whiskey, one sugar cube and a little Curacao. Today, it is referred to as the 'Whiskey Cocktail'. When properly made, this cocktail can represent the pinnacle of the bartender's trade. When improperly done – which is more than often the case – it can be a disaster of mediocrity.

Another whiskey staple, The Manhattan, is still regarded as one of the finest cocktails ever created. The drink was made for Lady Jenny Churchill, (Sir Winston Churchill's mother) at the Manhattan Club in the 1870s and her fame made the drink popular. The recipe for the original Manhattan cocktail is fairly simple, but when you read the recipe from Jerry Thomas' Bartenders Guide, Mr. Boston Official Bartenders Guide or even something more recent, you'll find that while the recipes are similar, the proportions may be smaller in dated recipes, simply because glassware was smaller in those days. In other classic cocktail books, recipes may call for equal parts of Sweet Vermouth to Rye Whiskey.

Another classic, The Sidecar, was developed during WWI when a regular customer arrived via motorcycle – avec sidecar – at the Ritz Hotel's Bar Hemmingway in Paris and asked the bartender for a cocktail that would help take off the chill. My own adventures with this drink have taught me how important it is to use quality ingredients when making cocktails. Ingredients and proportions are very important with this drink. Cointreau and fresh squeezed lemon juice are critical to the



quality of the final product. Add the Brandy, Cointreau, and lemon juice to a shaker with ice, shake well and strain into a well chilled cocktail glass. Using a flamed orange zest* as a garnish adds two things: a glorious flavor and a spark to the conversation at the bar.

Sidecar – Ritz Paris 1946

- 1 part lemon juice
- 2 parts Brandy or Cognac
- 1 part Cointreau or Triple Sec

In a shaker, shake well over ice and strain into a chilled cocktail glass.

Blood Orange Sidecar – 2008

- 1 part Blood Orange Juice
- 2 parts Brandy or Cognac
- 1 part Cointreau or Triple Sec

In a shaker, shake well over ice and strain into a chilled cocktail glass.

Again, will all that is happening behind bars, there is something to be said for a cocktail that has endured the test of time.

Until next time, keep raising the bar in your establishment, because if you don't, someone else will.

Cheers!

*To flame an orange zest, cut a toonie sized piece of orange, hold between your index finger and thumb, curved slightly with the orange peel facing your drink. Warm slightly with a flame and squeeze quickly. You should get a large flame shot towards your cocktail. This adds depth and aroma to your cocktail.



Chris Purdy is a master mixologist, bar chef and BartenderOne's director of corporate events. Having spent 16 years fine tuning his craft in various clubs, lounges and fine dining establishments across Canada, he can now be found at Canyon Creek Chophouse, located in downtown Toronto. Chris also acts as the head trainer for BartenderOne's Master Class program. He can be reached at chris@bartenderone.com.