



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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Nothing Kills Chills Like a Winter Warmer...

With winter finally appearing and mother nature reminding us that we are still living in the great white north, that chill in the air can often be remedied by the comfort of a warm beverage, to warm both the hands and the insides of your guests and welcome them into your establishment. It's a great way to make a positive first impression in the frigid months of the year and there is nothing quite like the decadent aroma and taste of a warmer to warm the spirit.

Cocktail warmers are often an afterthought, something that your guests might indulge in if they have room in their belly and their wallet at the end of the meal, but in a climate like ours, there is no reason why warmers can't step in for cocktails as a starter beverage or a drink with dinner. With freshness and exotic flavours in mind, warmers are becoming as exciting as flavoured martinis, and bartenders across the country are coming up with tasty new ways to mix and serve warmers which offer guests that elusive "something different."

Consumers are more interested in quality and complexity of flavour than ever. With a coffee shop on every corner, even the most common coffee shop now offers gourmet hot beverages. Considering the popularity of coffee in our society and the fact that those same coffee shops are making millions on iced coffees in the summertime, there is no reason why you shouldn't be making coffee warmers a cornerstone of your

winter cocktail program, regardless of whether or not you currently have one.

It's important to note the most common difference between warmers and cocktails when you're considering designing your menu. Most cocktails are built on a base spirit, then modified with liqueur mixers and garnish.

In the case of warmers, you're most often going to start with a base mixer, and modify spirits and liqueurs accordingly.

When mixing coffees, you might try Tia Maria, Baileys, Kahlua, Grand Marnier, Amaretto and Frangelico. All are traditional mixers for coffee warmers and if you add to that repertoire Chambord and crème de menthe and Navan, a delicious vanilla liqueur made from Madagascar vanilla beans (the latest offering from the house of Grand Marnier), there are literally dozens of flavour combinations.

The CFRA reports that coffee is now so popular that it represents almost one out of every three beverages sold in Canada. Hot tea is also a growing market in North America, with

increased public awareness to tea's healthy antioxidant qualities, North Americans are discovering the wonders that make tea the planet's most widely consumed beverage. On the forefront of tea culture is Matcha, (basically powdered green tea in concentrated form) boasting between 8 and 10 times the antioxidant qualities of normal green tea. Mixology Canada offers both sweetened and unsweetened versions of Matcha in their line of Tea Fuzions® which are great for cocktail and non-alcoholic applications.

Tea warmers should not be ignored, nor should hot chocolate warmers and ciders. There are more than a few other options that you could include on your menu, and there is no reason that these drinks need to be warmed over versions of old favourites. Don't be afraid to experiment, you are only limited by your imagination. If you find yourself staring at your back bar wondering what you can make with all those ingredients try entering your current inventory into the online cabinet at www.bartenderone.com and watch the recipe wizard suggest new recipes based on the ingredients you have on hand.

This month I'll be featuring both a tea and a coffee beverage, and there's no reason why you shouldn't have hot chocolate and cider on your menu as well.



The Madagascar Mocha

- 1 oz. Navan vanilla liqueur
- 1/2 oz. White crème de menthe
- 6 oz. Coffee
- Sugar
- Whipped cream

Add 1/2 teaspoon superfine sugar to your coffee glass, add Navan and white crème de menthe, fill with coffee. Top with whipping cream and garnish with a mint sprig.

The Lychee Matcha Latte

- 1 oz. Lychee liqueur
- 1 tsp. Tea Fuzions Matcha latte powder (dissolved in 1 oz. hot water)
- 6 oz. Steamed milk

Dissolve 1 tsp. of Tea Fuzions Matcha latte powder in hot water in your coffee glass, add lychee liqueur and fill with steamed milk.



Gavin MacMillan was Canada's Top Ranked Flair Bartender in 2005. He trains, competes and performs all over the world and operates Canada's Premier Bartender Training Facility, BartenderOne. You can reach him at gavin@bartenderone.com.