

# Bartales

## Best of

N. 17 | OCTOBER 2018

SUPPLEMENT OF BARTALES



BAR STORY / HARRY'S NEW YORK BAR  
**A NAME, A LEGEND (PART 2)**



FACE TO FACE / NEW SPIRIT  
**A PURE TREND**



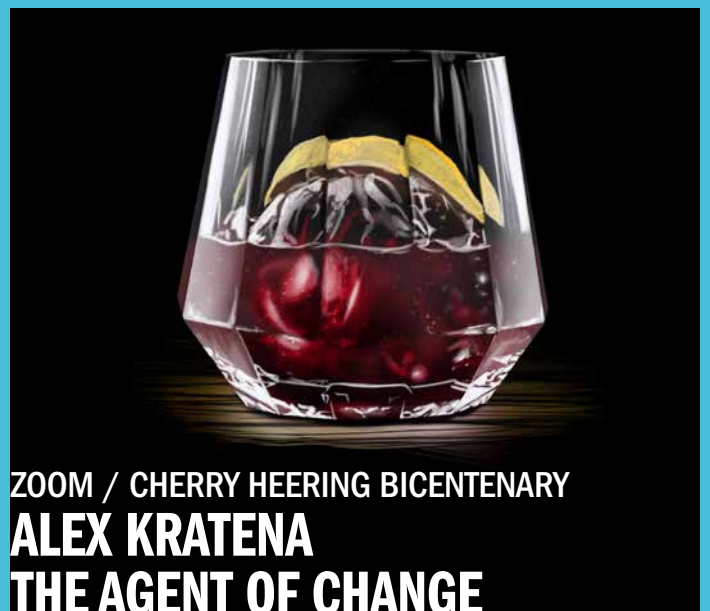
COCKTAIL STORY / PARADISE  
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AND FEW CERTAINTIES**



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**BarTales**  
*Best of*

N. 17 | OCTOBER 2018

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**DRINK RESPONSIBLY**



# A NAME, A LEGEND (PART 2)

The birth of the International Bar Fly,  
the secret association  
for lovers of good drinking

BY LUCA RAPETTI

In 1924, Harry MacElhone decided to organise the first “straw vote”. It was a completely unofficial vote and therefore not recognised by the government, used to test the political preferences of his American customers and with the aim of attracting more media

attention to his bar. The vote was for all American citizens of at least 21 years of age, who lived or were in Paris during the US presidential election.

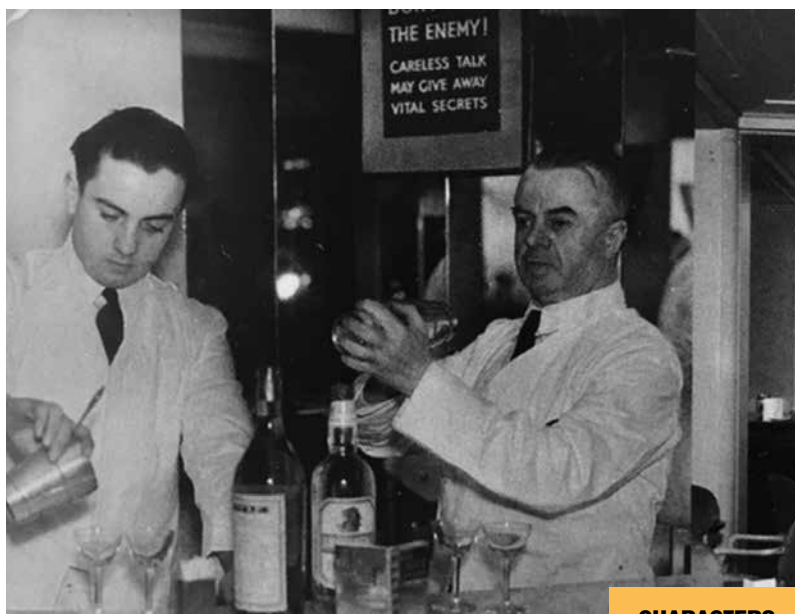
Since electoral abstention was not even contemplated at the time, the results of these fake elections provided a

real indication of the preferences of the American clientele. That year, John Calvin Coolidge Jr. received a majority of “votes” at Harry's New York Bar. Coolidge won the official American elections, becoming the thirtieth President of the United States of America. Similar elections followed at the Parisian cocktail bar, becoming a true ritual. Twenty-five elections were held until 2011 and only on two occasions did the results of MacElhone's American clientele differ from the official elections.

The genius of MacElhone did not stop creating situations or devising marketing plans that would make his cocktail bar more and more famous and equally dynamic. Also in 1924, Harry founded the IBF, an acronym for International Bar Fly (which can also be read backwards as FBI), a secret association that amicably brought together all those who were serious about good drinking, in all its aspects.

The idea of this association was suggested by his journalist friend, Oscar Odd MacIntyre, of the “Chicago Evening Post”. The inspiration came from an account that MacIntyre himself had published about a tour of some of the most famous cocktail bars in the French capital and which involved some American journalists, including Basil Woon, Carl Dennewitz and about another dozen colleagues. At the end of the evening, before heading off, Dennewitz attached a couple of dead gnats onto a sugar cube and put it on the collar of his jacket, as if it were a badge. The others did the same and this symbol, though slightly modified in later years, became the logo of the association.

The association grew quickly on an international scale. There was a strict and



**CHARACTERS**

TWO IMAGES OF HARRY MACELHONE AT THE CAFE DE PARIS.

rigorous code of conduct which outlined specific behaviours to be observed in the presence of other members. Among those who joined were names such as Ernest Hemingway, Douglas Fairbanks, Jack Donohue, General Dwight D. Eisenhower, Franklin D. Roosevelt Jr. and Burt Lancaster. IBF it is still active today and counts tens of thousands of members spread across all continents. Many try in every way and wish to be part of it, but only a few are chosen and admitted into the secret circle.

In order to make Harry's New York Bar an increasingly comfortable and familiar meeting place for its beloved American clientele, MacElhone carried out various



**LOGO**

ABOVE, THE BOX FOR VOTING. ON THE RIGHT, THE TWO FLIES, SYMBOL OF THE FAMOUS BAR.

“Americanisation” initiatives. Coca-Cola was introduced in 1919, making it the first bar in France to serve the soft drink; American newspapers and magazines were made available, and the official language of the bar became English. This in particular put the American tourist much at ease who, battling to speak and understand French, felt very comfortable discovering that most of the bar staff spoke fluent English.

It’s curious to note that since the true nationality of MacElhone was not clear

to all, in 1926 the American Chamber of Commerce in France registered him as an American resident. The real “American touch” was the purchase of a hot dog heating machine in 1933, which meant another record for MacElhone’s bar: serving the first hot

dog in France. This service is still available today. The hot dog heater is found in the middle of the bar counter, is managed by the bartenders and usually every hot dog is “rinsed” with one or more beers, which give it more flavour and help to maintain its softness.



Harry was even able to profit from trying situations, such as the collapse of the American financial markets in 1929. On the paper napkins he had the words “Crying Towels” printed, thus managing to steal a smile and provide a brief moment of comic relief in a situation that was anything but easy. Nonetheless, the outbreak of the Second World War also had professional repercussions for the MacElhone family. Harry and his youngest son Andrew were too old and too young to go to war. The firstborn Henry, on the other hand, was drafted into the French army. When Harry realised that

*Harry knew how to make people smile. After the crash of 1929, he had “Crying Towels” printed on his paper napkins*



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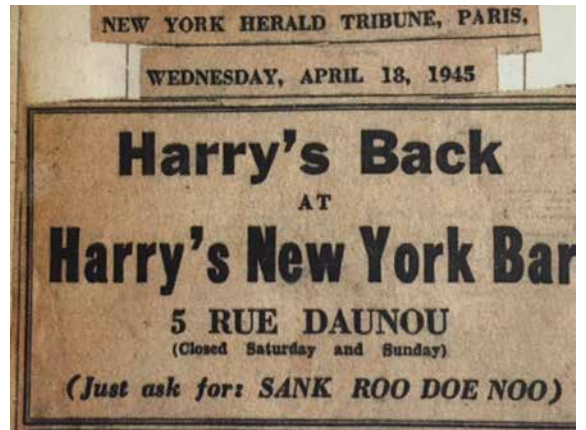
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## UN BAR AMÉRICAIN CRÉÉ À MONTREUX



### HOT DOG

ABOVE, THE MACHINE FOR HEATING HOT DOGS IN THE MIDDLE OF THE BAR COUNTER. TOP PHOTO, MACELHONE AT THE RIVOLI BAR AT THE RITZ.

the German troops were advancing towards Paris and many citizens were fleeing, he and his son did the same. First he took all his liqueurs and spirits and placed them in the cellar, built a wall to seal the entrance and then collected all the memorabilia and important items and took them to his home in Garches, outside Paris. He then climbed into his Fiat Topolino with his son and headed for Bordeaux. However just past the Loire, their car broke down. Fortunately they managed to get a ride to their final destination and arrived in Bordeaux just in time to board a boat to London. The crossing lasted 12 hours before they disembarked in Falmouth, Cornwall.

In the British capital, both found work at the renowned Café de Paris. Cabaret shows were held here and there was an orchestra. Despite the increasingly hostile war, the London clientele did not give up on the pleasures of worldly life. Here Harry created two new cocktails, the Hurricane and the Spitfire, both dedicated to the Royal Air Force pilots. One evening during an air raid, the Café de Paris was completely destroyed, but the two MacElhones were unharmed.

In November 1940 Harry was assigned the task of managing the American Bar of the Ritz Hotel, which he later renamed Rivoli Bar, since the street the bar was on was designed in the style of Rue de Rivoli





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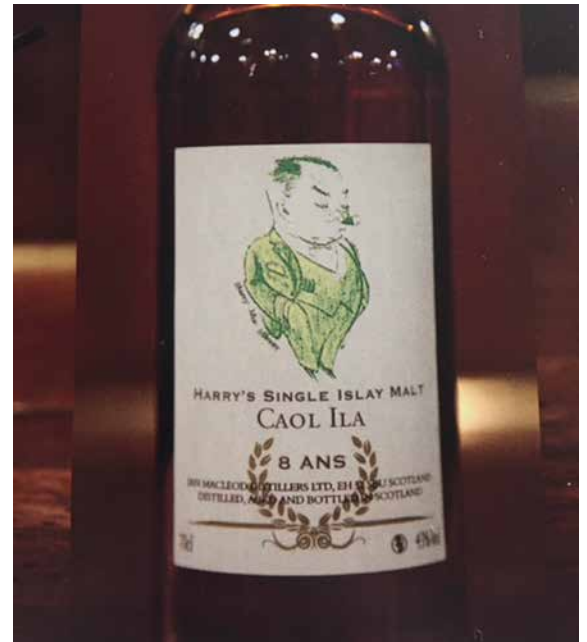
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 SUMMER SEASON HARRY'S BAR -- LE TOUQUET

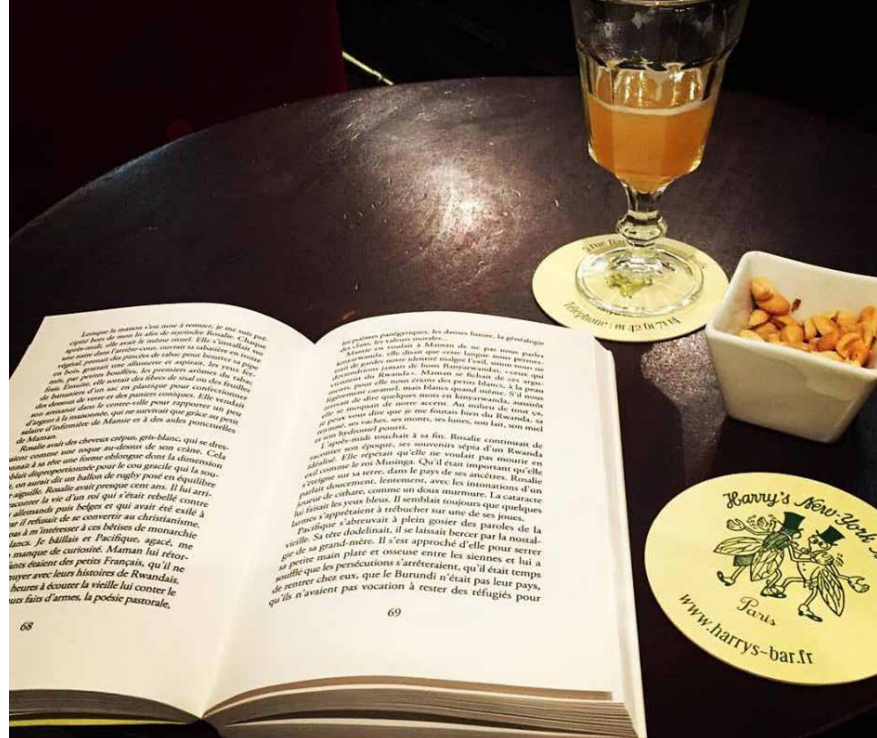
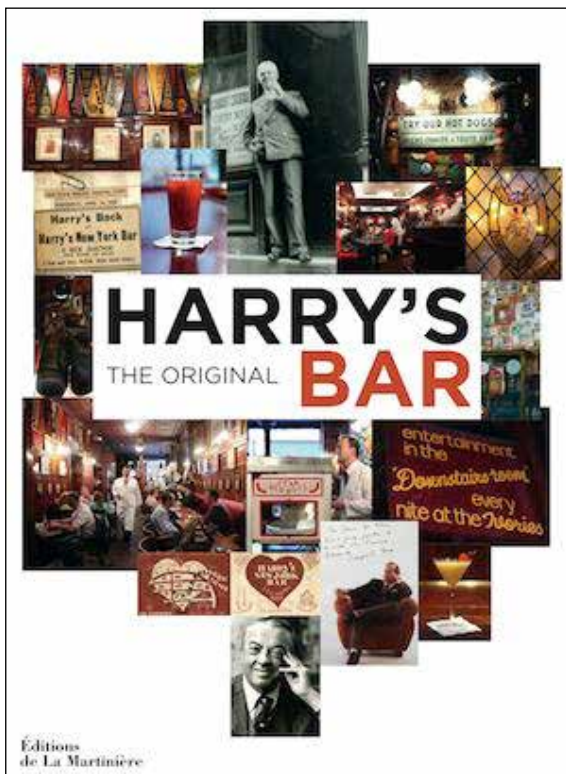


in Paris. The popularity of Harry and his Parisian bar was widespread in London. Many international diplomats and personalities went to the Ritz bar to personally experience the Scottish bartender's creations and appreciate the quality of his service. During this period, he created three other cocktail recipes: Mustang, Range and Commando.

When Harry arrived in London, he also brought with him a manuscript drafted in Paris and which he wanted to have published by Hutchinson's, the same editor of his first book, "ABC of Mixing Cocktails". Unfortunately, yet another

air raid caused a fire at the printer. This destroyed all of MacElhone's work, and he was unable to find the motivation and drive to rewrite one from the beginning.

During the years of the Second World War, Harry's New York Bar, without its owner, was run by a manager appointed by the Paris Chamber of Commerce. All the bartenders who worked there left the city, except for Charlie Soumille. The customers in those years were made up of few Americans and, mostly young German officers who had attended US universities and who did not mind speaking English. The bar then returned to its nor-



mal business thanks to Patricia, MacElhone's daughter, who in 1944 arrived in Paris working for the American Red Cross and immediately went to her father's bar.

Although the Germans had taken away most of the bottles hidden in the cellar, they did not touch those in a display case in front of the counter bar. They were some rare bottles of whiskey. The manager closed the bar just as Paris was liberated. It was then that Patricia contacted all the barmen who had worked at Harry's asking them to return to work. Everyone responded and so it was that Henri Kepe, Robert, Emile Dumont, Charlie Soumille and Edouard re-formed Harry's New York Bar and together with Patricia officially reopened its doors. In the years following the Second World War, the commercial acumen of MacElhone led him to create a real concept and a style of bar, which in some cases was copied and developed in other cities and capitals. Like Florence, whose Harry's Bar opened in 1952, Munich (1974), Montreux (1984), Berlin (1988), Hannover (1995), Frankfurt (2001) and Cologne (2003).

When it comes to technical skills and



creativity in the field of cocktails, over the years Harry MacElhone acquired and developed the ability to create balanced and innovative recipes for European palates, strengthened especially by the vast experience he gained in the United States. Starting from his "ABC of Mixing Cocktails", which is still considered one of the most valuable and rare relics for cocktail recipe collectors, the paternity of many classic cocktails found in bars all over the world, is attributed to Harry or at any rate, to his bar. Just think of the current Bloody Mary, created by bartender Fernand Petiot, and which has always



**TODAY**  
ABOVE,  
HARRY'S STAFF  
MEMBERS.

been a favourite cocktail with American customers. Before moving to the US, Petiot had elaborated and served an original version of this cocktail at Harry's New York Bar, where he worked in the early 1920s.

Just in mentioning some of MacElhone's creations, such as Coronation 1937 Cocktail, Monkey Gland, "75" Cocktail and Moon Shot, the latter created by his son Andrew, it is clear how each of

these cocktails was created to celebrate and commemorate a significant historical event; such as the landing of the first man on the moon or the coronation of George VI as King of England in 1937.

Thanks to Harry's teachings, over the years the various members of the family always focused their attention on keeping the soul and style of Harry's New York Bar alive; concentrating only on taking care of customers and what would make their time spent at the bar more and more enjoyable. Harry claimed that television was an "anti-social device that distracted customers' attention, making them drink less than usual." For this reason no television set has ever entered the bar. The continuous evolution of the liquor market meant that many cocktail bars had to constantly change their drink selection to meet customer demand, sometimes sacrificing the quality of the final product or service. This did not happen at Harry's New York Bar. The bartender team has continually kept the cocktail list up to date, always maintaining a classic range that looks to perfectly balancing all the ingredients rather than the visual presentation of the final cocktail.

As Duncan MacElhone, Harry's nephew, said: "Don't touch the classics. They are unchangeable and pass the test of time"; a phrase that every bartender should always keep in mind and consider the cornerstone of their profession. Needless to say, Harry's New York Bar is one of those places where time seems to stand still, where you can breathe a welcoming atmosphere of simplicity and customer care, and that for more than a century has been the secret of the success of the oldest cocktail bar in Europe.

**Luca Rapetti**

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— RARE PROOF 13 YEARS OLD —



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# A PURE TREND

## The latest out of ‘Made in Italy’? A new grappa for ‘alchemists’

BY MELANIA GUIDA

**H**ow does an elderly lady, who traditionally likes being on her own, mix with other more or less noble spirits in order to keep up with the times and take a leap into the energetic and bubbly world of youth? She changes her mood and creates a new look, for starters. “A lot of work went into the bottle. I was inspired by the twenties, and

there are references to grapes and Venice,” explains Giulia Castagner, the young heiress of the famous brand, who together with her father and talented winemaker, Roberto, recently launched Casta, the first grappa made from the purest grape peels that has been specifically created for mixing. “Make no mistake,” she explains while we drink rather bad coffee, “for us



white grappa can no longer be traditional. It has to tap into a new way of drinking, because we know all too well that volumes are sold in mixing and through young consumers, who drink mixed drinks.” It’s one of the strategies to redirect consumption habits of the past. The other is raising the quality standards of single varietal products and niche products that are aged for many years in barrels.

Why Casta? “It comes from the name Castagner and because it is pure. It’s a Prosecco grappa (85%) which was born out of the collaboration of 12 bartenders and our distillery, bartenders who are opinion leaders in the industry and who worked to create a product with 40% alcohol content. It’s a grappa purely dedicated

to mixology.” Which means? “A five-step continuous distillation process in an over 20 metre plate column. It’s distilled five times to bring out the purest, most fruity and floral aromas of the grapes in a very pure spirit that is elegant and versatile. It only has 160mg/litre aromatic substances apart from ethyl alcohol (impurities) versus the on-average 350 mg/litre of traditional grappa”.

What makes it perfect for mixing? “The separation of the woody parts (grape seeds and pedicel) upfront so that only the peels of the grapes are distilled. This means that the typical hint of tannins in the grappa are eliminated, resulting in a more delicate spirit, that is easy to mix.”

I ask her: can Grappa have a future



like Pisco and Mezcal have enjoyed over recent years? “I hope so. That’s our aim – placing ourselves within the mixology segment, allowing us to be valued by cocktail alchemists.”

To achieve success, grappa producers must join forces and promote their product abroad with one voice. I imagine a route of distilleries on a map, bringing in tourism for enthusiasts for example. Do you think the time is ripe? “We are working on it. While our parents still glower at each other, the push

is coming from us younger people. We are all in our thirties and certainly have more open minds. That is our goal.”

It would seem that among the grappa

producers there is a unique female presence. Is there a reason for this? “That’s right. There are now more hens than cockerels. The truth is that grappa is no longer a rough product. From the poor distillate it once was, it has gradually become a refined spirit. It has developed a decidedly more glamorous and fresh image. If until yesterday it was strictly and rigorously reserved for men, today grappa looks much more to the world of women due to its soft characteristics that are becoming increasingly pronounced; even among producers.”

How do you go from the world of fashion to that of distillates? “Grappa is a member of the family,” Giulia says smiling. “I gained experience in a different industry knowing full well that sooner or later I would come back ‘home’. Fashion most certainly helped me in this new grappa project. Especially when redefining its packaging.”

*The truth is that Grappa is no longer a rough product. It has gone from a poor distillate to one that is refined*



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— dal 1779 —



Any advice on how best to combine Casta? “It’s the perfect grappa for Italian twists on the classics with a base of Vermouth, bitters and liqueurs. And it no doubt best expresses its versatility as a base for Italian sours.”

Tell me more about the Castagner initiative on responsible drinking. “We believe in it strongly. It’s our mission. It’s my father’s flag. The youth, in particular, must be protected and encouraged to act responsibly. Without forgetting the importance of having fun and spending time together, in sobriety and safety. It’s no coincidence that we created ‘Drink 21’, a range of grape spirits with low alcohol

content, created for consumers who want products that are less alcoholic with fewer calories, without foregoing flavour. One example is ‘Aqua 21’, a grape spirit at only 21% ABV, created for cocktails that carry a lower alcohol content and fewer calories. Perfect on its own, neat or ‘on the rocks’, combined with cold desserts or fruity confectionery. And then let us not forget the importance of alcohol testing and following the rules.”

Future plans? “We’re planning a summer grappa, to be enjoyed cold.” Have you thought of the bottle yet? “Of course. It will be wearing a wetsuit.”

**Melania Guida**

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# GREAT BALANCE AND FEW CERTAINTIES

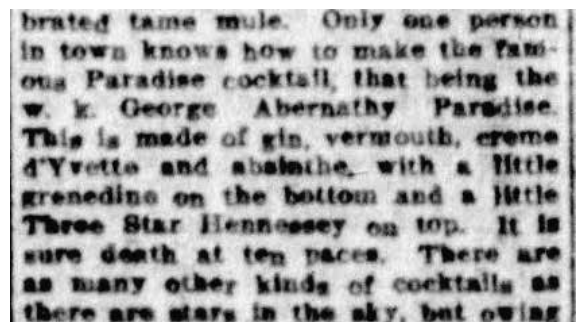
The “unforgettable” that made Merle Oberon fall in love

BY LUCA RAPETTI

In a market that is now almost saturated with liqueurs, Amari, Vermouth, spirits and low-alcohol drinks, what were the ingredients available to bartenders between the nineteenth and twentieth century? Not many, whereas today we have creams and liqueurs, in hundreds of assortments.

Although little used, an apricot liqueur can still be found that, in most cases, is called apricot brandy. This liqueur has played an important role in the creation of certain cocktail recipes that are still considered classics. One of these is the Paradise Cocktail, which combines three simple ingredients: gin, apricot brandy and orange juice.

Although historical newspaper archives, libraries and other material are now easily accessible, the origins of the Paradise Cocktail are difficult to trace. In first place the origin of the name itself, which during the early twentieth century no doubt had a positive impact, calling to mind relaxing environments that were far removed from the chaos of American cities.



brated tame mule. Only one person in town knows how to make the famous Paradise cocktail, that being the w. k. George Abernathy Paradise. This is made of gin, vermouth, creme d'Yvette and absinthe, with a little grenadine on the bottom and a little Three Star Hennessy on top. It is sure death at ten paces. There are as many other kinds of cocktails as there are stars in the sky, but owing

There is no information of any kind on the origin of this recipe. What the documents of the period show is that the first mention of Paradise Cocktail appeared in an article in the “Madison Wisconsin State Journal” in 1913, in celebration of the 78th anniversary of the birth of the “cocktail”, which, according to the story took place in 1835, at a Washington tavern known as the Palo Alto Inn and was attributed to a certain Jack Henderson. In the last part of the article the Paradise Cocktail was mentioned, created by George Abernathy Paradise. The recipe contained gin, Vermouth, Creme d’Yvette, absinthe, a touch of grenadine on the bottom of the glass and finally a float of Hennessy 3 Star; a recipe therefore that



**WALDORF SPECIAL COCKTAIL**  
 Juice of one lime  
 100% Apricotine.  
 Shake thouroughly and serve in Cocktail glass.  
 73

**HISTORY**  
 ABOVE, WALDORF SPECIAL IN THE 1916 JACK'S MANUAL (FOURTH EDITION). ALONGSIDE, AN IMAGE OF JACQUES STRAUB. ON THE LEFT PAGE, AN EXCERPT FROM THE MADISON WISCONSIN STATE JOURNAL, 14 JULY 1913.



differs completely from today's, with the exception of the base spirit – gin.

Since he was only cited in other articles of the same newspaper between 1912 and 1913, George Abernathy Paradise would appear to have been a reporter at the Madison newspaper in the state of Wisconsin. No information of any kind has been found on the personal life of Abernathy. It could therefore be argued that the cocktail was named after this reporter, although the recipe differs from the one used today.

In the same year that the article appeared, "Straub's Manual of Mixed Drinks" was published by Jacques Straub, who was employed at the Blackstone Hotel in Chicago in a role similar to that of today's sommelier. The book included the Paradise Cocktail recipe, consisting of only two ingredients, gin and apricot brandy. It is interesting to note that in this book there were another 13 recipes containing apricot brandy,

which could already be found in books prior to 1913, but not in as many recipes. On some pages the liqueur was specified as "Hungarian Apricot Brandy", indicating that this specific type of product was imported from a European country, or in any case, that it was a particular style of liqueur that could be identified as the typical Hungarian Pa-

## PARADISE COCKTAIL

$\frac{1}{3}$  Jigger Gin.  
 $\frac{2}{3}$  Jigger Apricot Brandy.  
Shake.

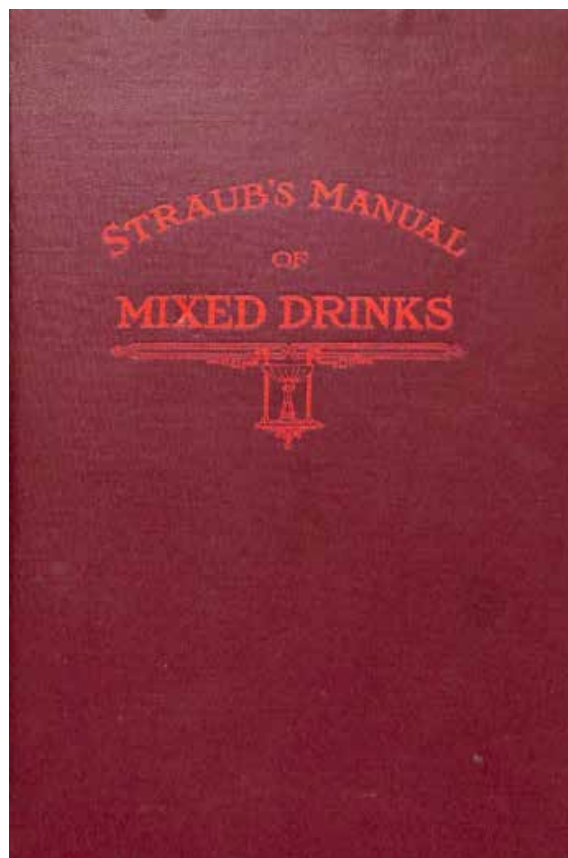
### BOOKS

ABOVE,  
STRAUB'S  
MANUAL OF  
MIXED DRINKS  
FROM 1913  
WITH THE  
RECIPE FOR  
THE COCKTAIL.

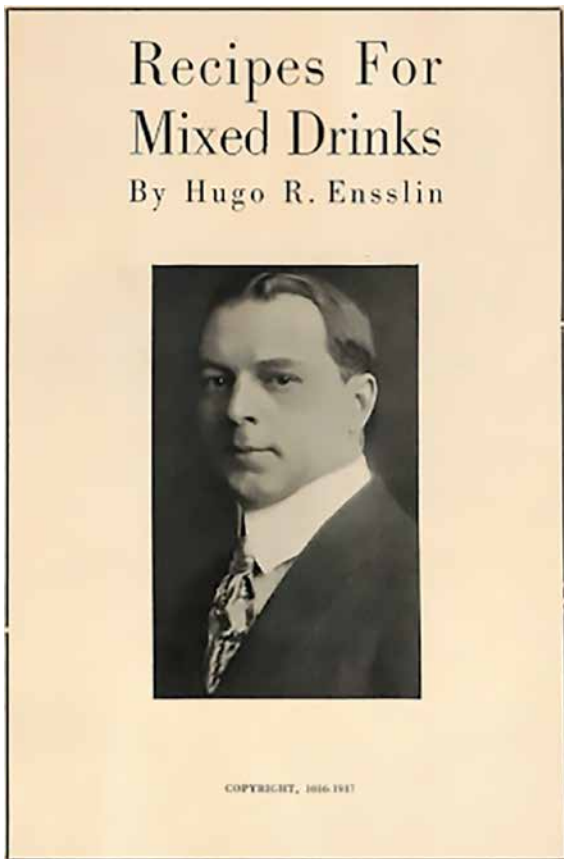
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One of the recipes attracts attention because of its simplicity but, above all, because of its meaning: that of the Waldorf Special, where lime juice was combined with a jigger of Apricotine, shaken and served. Apricotine was also a liqueur made from apricots, whose name comes from the famous liqueur “Abricotine” produced by the liqueur company P. Garnier, near Paris. The difference in spelling of the two liqueurs was the result of a legal issue on US territory, which saw the French producer contest the improper and unauthorised use of the name of its liqueur in products of different or poor quality. After the brand was registered by Garnier, those who wished to exploit this “label” to attract more customers simply replaced the letter “b” with a “p”, which sounds similar in English.

The Garnier factory was located in Enghien-les-Bains, north of Paris, a renowned tourist resort thanks to its famous municipal casino, where Harry MacElhone worked before establishing the New York Bar in the French capital. In 1912 MacElhone moved to the United States to see and experience in person the tastes and habits of American consumers. As reported by him, he worked at the Plaza Hotel in New York. Harry Craddock also moved to New York, where he worked at Hoffman House and the Knickerbocker Hotel.



New York at that time already boasted avant-guard tourist amenities and was equipped with many comforts. Among these, undoubtedly, stood the Waldorf-Astoria, a prestigious hotel that was built in 1893, on the site that now hosts the Empire State Building and that was demolished in 1929 to make way for the construction of the skyscraper. The Waldorf-Astoria was a place frequented by national and international figures, businessmen and politicians, who gathered and animated the various bars and restaurants of the hotel. A testimony reported in “The Catering Industry Employee” of 1940 told of a certain Leo G. Wolff, originally from Pittsburgh in Pennsylvania and known as “Frenchy”, who worked as a bartender at the Waldorf-Astoria in New York. He stated that he had prepared the Paradise Cocktail recipe in the same way



**PARADISE**  
 Two-thirds Bacardi  
 One-third Apricot Brandy

**PARADISE COCKTAIL**  
 1/3 Apricot Brandy  
 1/3 El Bart Gin  
 1/3 Orange Juice  
 Shake well in a mixing glass with cracked ice, strain and serve.

**RECIPES**  
 TOP, THE OLD WALDORF-ASTORIA, 1935. ABOVE, "RECIPES FOR MIXED DRINKS" BY HUGO ENSSLIN, 1917. ON THE RIGHT, THE COVER OF THE BOOK.

Another important fact supporting this thesis comes from “Recipes for Mixed Drinks” by Hugo Ensslin in 1917. In the introduction of the book the author stated that “the object of this book is to give a complete list of the standard mixed drinks that are in use at present in New York City”. Here the first recipe of the Paradise Cocktail as it is today appeared, that is, with the three ingredients of gin (in this case the El Bart brand was recommended), apricot brandy and orange juice. It is hard to say whether he first created this recipe or simply reported it in the book.

since 1909: 1/4 orange juice, 1/4 apricot brandy and 1/2 gin, mixed and served.

When referring to the “Old Waldorf Astoria Bar Book” of 1935 compiled by Albert Stevens Crockett, under the heading “Paradise” there was only one recipe composed of 2/3 Bacardi and 1/3 apricot brandy. However, the drink previously known as the Waldorf Special, had been given the name Waldorf Frappè, thus also implying a different style of drink. The same drink with the original Waldorf Special name can also be found in “Jack's Manual” written by J.A. Grohusko and published in New York in 1916.

At this point it could be assumed that today’s Paradise Cocktail recipe might have been born out of the union and re-elaboration of all the recipes listed thus far, and that the place where it was probably created was in fact New York.

As already mentioned, in the years between 1910 and 1919 both Harry MacElhone and Harry Craddock were in New York working at high-level facilities. We do not know if they contributed to the development of the Paradise Cocktail recipe, perhaps starting from the one made up of only gin and apricot brandy. Or perhaps they added orange juice, an ingredient that was very popular at that time in New York thanks especially to the great success of the Bronx Cocktail. Or they

*Paradise's first recipe includes gin (El Bart) apricot brandy and orange juice; just like today's*

### 183. Paradise Cocktail.

$\frac{1}{3}$  Gin,  $\frac{1}{3}$  Apricot Brandy,  $\frac{1}{3}$  Orange Juice.

#### FINDINGS

ABOVE, HARRY OF CIRO'S ABC OF MIXING COCKTAILS, 1923. FAR RIGHT, THE BIRMINGHAM DAILY GAZETTE, 1920. ALONGSIDE, AN ADVERTISEMENT FOR PARADISE COCKTAIL IN "THE TATLER", 1936.

Blissful

The PARADISE Cocktail

No ignorance in this bliss. Know for yourself how "Paradise" can be regained. One-third APRY (Marie Brizard's Famous Liqueur); two-thirds Dry Gin; a teaspoon of Orange Juice. Shake well with ice, strain and serve.

THE ESSENTIAL INGREDIENT

APRY

The Soul of the Apricot

MARIE BRIZARD \* BORDEAUX

#### AMERICAN HOTEL MANAGER'S INVENTIONS.

The cocktail kings who came to England when they were deprived of the chance to exercise their art and science in America have found times here very lean, and many of them are going back to Manhattan.

But a reporter making inquiries yesterday found Mr. Harry Craddock, late of Holland House and Hoffman House, New York, and now of the Savoy Hotel, London, busily mixing many of the 200 odd cocktails which he has included in the Savoy wine list. "Several of my friends in New York have written to me asking what are the prospects for cocktail mixers over here," he said, "and I have invariably told them that there are none at present. The Englishman prefers the long drink. He likes to sip his whiskey and soda, not to toss it off quickly as they do over there."

Mr. Craddock has just invented some new drinks at the Savoy, which, he says, are much in demand. One is "Paradise," made of orange juice, brandy, and gin. A second is "Resolute," made of lemon juice, yellow Chartreuse, and gin, and the third is "Shamrock," which is green-tinted, made of green Chartreuse, green mint, French vermouth, and Irish whiskey.

simply came to know of the cocktail prepared by Leo Wolff and replicated it in Europe once they returned there. The fact is that in his "ABC of Mixing Cocktails" of 1919, Harry MacElhone included the Paradise Cocktail with the three ingredients dosed in equal parts, without indicating whether the recipe had been created by him or someone else. In fact, most of the recipes included in the book contained information about the creator and the place where the recipe was born.

This peculiarity is also found in "Cocktails – How to Mix Them" by Robert Vermeire in 1922, which included the Paradise Cocktail recipe without attributing it to any bartender. A few years later, in 1920, the "Birmingham

Daily Gazette" published an article called "New Drinks. American hotel manager's inventions", in which Harry Craddock was interviewed about the tastes of English consumers compared to American ones. He stated that the former preferred long drinks or drinks that could be enjoyed slowly, while the latter drank more quickly and therefore in larger quantities. Towards the end of the article some of Craddock's latest creations that were becoming increasingly popular were mentioned: "One is Paradise, made of orange juice, brandy and gin" as it was written; it is likely that apricot brandy had been incorrectly written as brandy.

When Craddock published the "Savoy Cocktail Book" in 1930, the cocktail



**HOW TO MIX DRINKS**  
By Your 799 Liquor Store Mixologist

**799**  
**Liquor Store**  
799 IND. AVE  
Morris Mitchell





... PARADISE COCKTAIL ...

Into a cocktail shaker pour  $\frac{3}{4}$  oz. apricot brandy,  $\frac{1}{2}$  oz. lemon juice,  $1\frac{1}{2}$  oz. gin. Shake well with shaved ice, strain into cocktail glass.

LIQUORS, WINES AND BEERS

1 Dash Lemon Juice.  
 $\frac{1}{4}$  Orange Juice.  $\frac{1}{2}$  Gin.  
 $\frac{1}{4}$  Apricot Brandy.  
*Shake well and strain into cocktail glass.*

PARADISE COCKTAIL.


**THE FIVE HORSESHOES**

Built of grey flintstone and sitting high up in the Chiltern Hundreds, this English inn dates back 500 years. Outside, a straight highway the Romans first built brings customers here. Inside, these friendly people make Gordon's an eight-to-one favourite. Often as part of a Paradise Cocktail.



**Gordon's Paradise Cocktail**

2 oz. Gordon's Dry Gin  
 $\frac{1}{4}$  oz. orange juice  
4 dashes Apricot Brandy  
Shake well in a shaker half filled with cracked ice, and strain into a cocktail glass.



★ 'TIL WE MEET AGAIN—Warners

**DOCUMENTS**

ABOVE, THE SAVOY COCKTAIL BOOK, 1930. ABOVE, "TIL WE MEET AGAIN" FROM 1940 WITH GEORGE BRENT, DRINKING A PARADISE COCKTAIL. ON THE LEFT, FROM THE TOP, THE "INDIANAPOLIS RECORDER" FROM 24 SEPTEMBER 1955 AND 13 FEBRUARY 1965.

recipe consisted of gin, apricot brandy and orange juice in equal parts, and a small quantity of lemon to make the drink more refreshing and possibly more suited to English tastes. It is also possible that this was inspired by the Waldorf Special, which included lime juice. In the years that followed, the success of this cocktail became increasingly consolidated, especially between 1930 and 1940, not only in London but also in other countries. An advertisement for "Apry", an apricot liqueur prepared by Marie Brizard, appeared for a while in certain English newspapers, exploiting the popularity of the Paradise Cocktail

\* \* \* \*

## Paradise Cocktail

1 part gin  
 1 part apricot brandy  
 1 part orange or lemon juice  
 Stir well with ice. ~~Strain~~  
 into cocktail glass.

\* \* \* \*

**TEXT**

ABOVE, THE "PETERSBURG PRESS", 12 JUNE 1964. RIGHT, "PARADISE COCKTAIL PALM SPRINGS DESERT SUN", 18 NOVEMBER 1938.

to promote its product.

This cocktail also made a cinematic appearance in one of the opening scenes of the 1940 film "Till we meet again", starring Merle Oberon, George Brent and Pat O'Brien, set in the "Bar of All Nations" in Hong Kong. The initial scene showed Brent standing at the bar counter instructing the bartender on how to prepare a Paradise Cocktail. However, totally different ingredients were mentioned, except for the gin: Cointreau and Pernod in equal parts, a little lemon juice and sugar to balance the acidity.

It is understood that the cocktail was known internationally. Its fame had also reached Asia or was spreading to it. In fact in 1933 "Odell's Book of Cocktails and Fancy Drinks", where recipes were written in both English and Japanese, Paradise could be found on page 100.

Paradise was also the unfortunate protagonist of a legal issue reported in certain English newspapers in the mid-40s. It involved a merchant from Great Baddow, a town about 70km northeast of London. The gentleman in question, Alfred E. Purser, had been found in possession of dozens of bottles containing two pre-mixed cocktails, Paradise Cocktail and Red Lady Cocktail. There is no information surrounding the ingredients of these pre-mixes except that they caused many health issues for those who bought them, since they contained

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---

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 by Frank Chagnon  
 (Formerly of the Ambassador at Los Angeles and the Beachcomber Cafe in Hollywood.)

**ZAMBI - - - \$1.00**  
 Made with seven different Rums and served in Coconut Shell.

**PARADISE COCKTAIL - - .50**  
 A Gustatory Thrill.  
 Made with Orange Juice, Apricot Liqueur, Lime.

**DR. FUNK - - .75**  
 Rum Pernod. Try it.

high quantities of methyl alcohol and salicylic acid.

Despite it all, however, the Paradise Cocktail managed to hold its spot in menus of the most important bars in the world for many years, thanks to its inclusion in the list of official I.B.A. cocktails in the 80s.

In 2011, with the new code of international cocktails, Paradise was rightfully included in the category of "The Unforgettables"; because it is only right to pay testament to a cocktail that played such an important role in the mixology of the last century, and of which little has been said.

**Luca Rapetti**

Vermouth & Spirits  
**DEL PROFESSORE**



ITALIAN HERITAGE



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# THE GIN OF THE AVIATION

## The obscure origins of a mysterious spirit

BY **FABIO BACCHI**

**W**e know with certainty that the original Aviation recipe is the one included in “Recipes for Mixed Drinks” by Hugo R. Ensslin in 1916, former bartender of the Wallick Hotel in New York. The drink consisted of shaking together lemon juice, El Bart Gin, Maraschino and Crème de Violette.

One of its most curious aspects though regards that gin, of which little

is known and which will forever be shrouded in mystery due to its allegedly English origins; a mystery

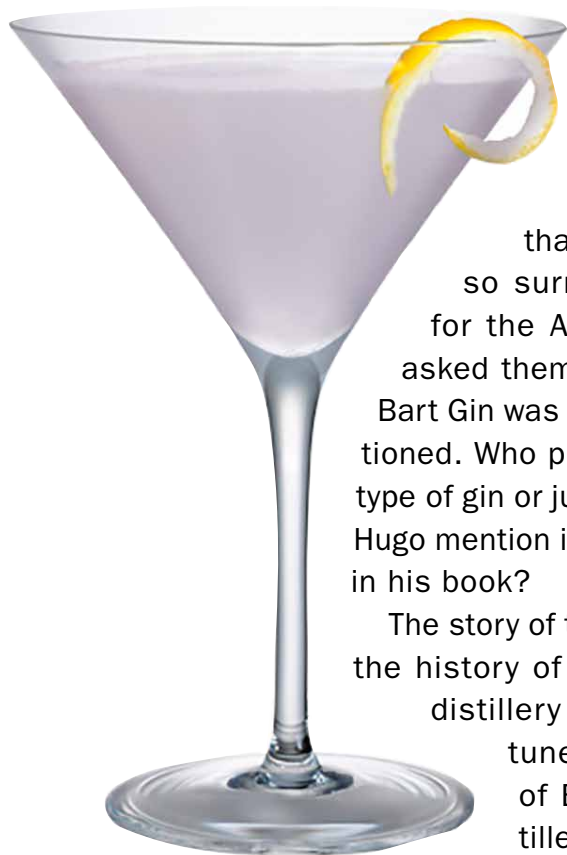
that for a long time also surrounded the recipe for the Aviation. Many have asked themselves what that El Bart Gin was that the author mentioned. Who produced it? Was it a type of gin or just a brand? Why did Hugo mention it in so many recipes in his book?

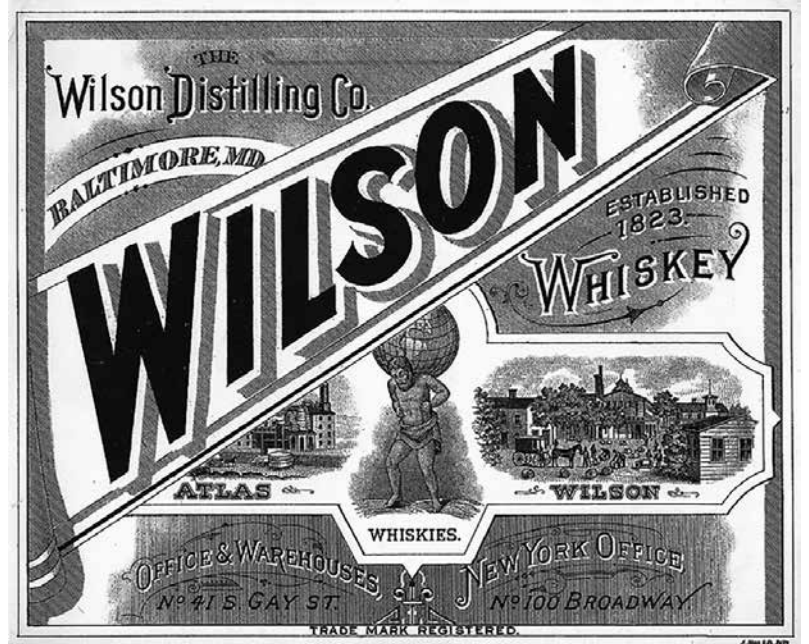
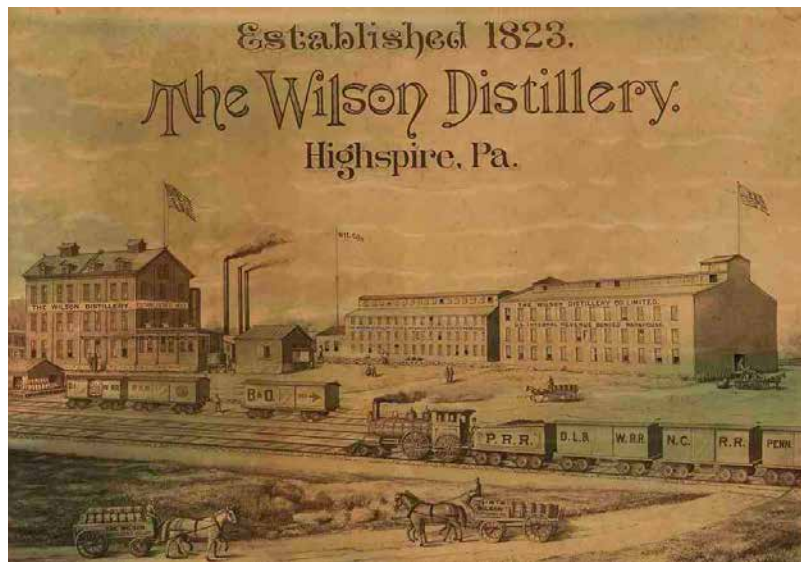
The story of this gin is woven into the history of its producer and a distillery struck with misfortune. Some old labels of El Bart stated “Distilled and manufactured



after the process of Scalds & Willis of The Camberwell Distillery, Addington Square, London, England” - “Distilled and Bottled by Wilson Distilling Co. Inc.” The story therefore starts in London, at the Camberwell Distillery.

The first bit of information we have about this distillery dates back to June 1867, surrounding a cricket match between the Beaufoys and Camberwell distilleries, which was won by the latter. The distillery was mentioned in other news items until the end of the century. In 1882 an article reported an incident that occurred while a worker was handling a hogshead. At that time the distillery was managed by wine and liqueur merchants, Pugh & Co. On 15 August 1892 the partnership between Owen Pugh and William Gower Poole, i.e. “Distillers and Wine and Spirits Merchants”





ended, and from its ashes a new company renamed T. O. Pugh was born.

Three years later Pugh sold the Camberwell distillery, the Peckham Road Brewery and 13 pub management licenses to the Kingsbury Brewery Com-

pany Ltd. But as early as 1898 the distillery was again sold to a certain Basil Lyte Willis who, in partnership with a Mr. Sceats, of whom little else is known, founded Sceats & Willis. However, the two dealers were speculators who nev-



Everything Except the Ice to Make  
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Four bottles of **EL-BART** Dry Gin

er started effective production and it remained limited to a small amount of products including, perhaps, gin too. They simply practiced “grog-ging”. This term refers to the process whereby the alcohol contained in the wood of the old whiskey bar-rels was extracted. Later

*An advertisement from 1914 reports that the distillate was the result of a 1786 recipe created by David T. Smith*

in the same year, Parliament passed the 1898 Financial Act, which made this practice illegal since it was not taxed. Without grogging, Willis’s business model was no longer profitable and the distillery was again sold with a heavy loss in 1901.

In September 1903, Sceats died, and in November 1904 Willis went bankrupt.

As we will see, it seems very likely that the distillery’s gin recipe was sold to an American company, Wil-son Distilling. In 1910, the Camberwell Distillery



I WONDER WHAT'S KEEPING THE BOSS?



stopped its operations completely and was converted into a canned food factory. A few years later the building was demolished. An El Bart Gin advertisement of 1914 claimed that the distillate was the result of an ancient recipe dating back to 1786, that its creator was



a certain David T. Smith and that the gin had been produced at the Camberwell Distillery until 1904. There is no documentation to support these dates, however. In the United Kingdom no gin with the name El Bart was registered, and the name certainly does not seem to be of English origin.

The first advertisement of an El Bart gin appears in New York in 1905. Its logo was reminiscent of a nautical pennant. But at that time an El Bart gin was produced by an American distillery, the Wilson Distilling Company of Baltimore, founded in December 1898 after the Ulman-Goldsborough Company. The advertisement said that the gin was produced in Maryland, that it was distilled three times with grain alcohol, had a



very dry and clean taste, with a mix of between 4 and 8 botanicals, and that it was excellent for making Rickeys and other cocktails. With the onset of the Great War in 1914, the production of gin in England was reduced and the price of the little gin that there was on the market increased drastically. In the USA, El Bart gin cost between 5% and 10%

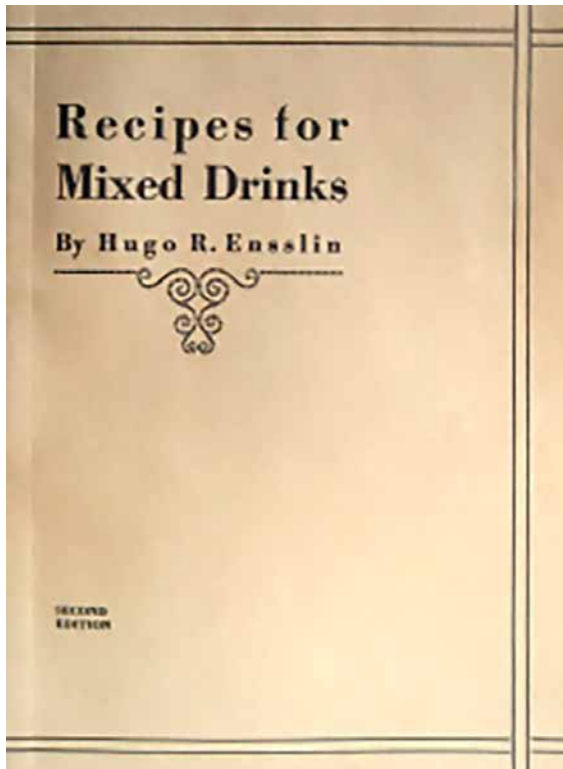
### AVIATION COCKTAIL

- 1/3 Lemon Juice
- 2/3 El Bart Gin
- 2 dashes Maraschino
- 2 dashes Crème de Violette

Shake well in a mixing glass with cracked ice, strain and serve.

#### PUBLICATIONS

ABOVE, THE AVIATION RECIPE FOUND IN "RECIPES FOR MIXED DRINKS". RIGHT, HUGO ENSSLIN, 1917.



less than the gins that were imported from England, but it bore the term London Dry. It was probably for this reason that Hugo Ensslin chose it for his book. El Bart survived the Prohibition, but found itself facing fierce competitors like Fleischmann's and Seagram's. In 1943 the Wilson Distilling Company joined the Hunter Distilling Co. to create Hunter-Wilson Distilling. Jay Gould was nominated as its director. In 1946, the production of gin was transferred to Frankfort Distillers in Kentucky. Two versions were bottled, one at 94.4 proof and the other at 90. In 1953, El Bart Gin was sold at "close out" prices by liquor stores. Soon thereafter, the gin

disappeared completely and in 1955, Hunter-Wilson also closed.

Ensslin's book contains more than 30 drinks using El Bart gin. However, even though there were advertisements of other spirits such as whiskeys, beer and wines, other spirits and liqueurs, no mention was made of El Bart. This suggests that the bartender valued the product so much that he had to mention it anyway. And certainly, if it had not been for Hugo Ensslin, El Bart gin would have gone unnoticed and been forgotten forever.

**Fabio Bacchi**

*(Special Thanks to David T. Smith and Distiller Magazine)*



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# DUNDER STYLE

An antique method that creates unique aromatic complexity

BY ALESSANDRO PALANCA

**T**he rhythm of life in Jamaica has always been among the most high-spirited in the Caribbean. Once a haunt for pirates who launched raids against unfortunate vessels, the island went from being under Spanish rule, to English rule before becoming independent in 1962. In the past Jamaica was one of the biggest sugar producers in the world thanks to its enormous sugar cane plantations, cultivated by slaves. As in the entire Caribbean, distilleries followed the fate of sugar factories from which they often depended.

Jamaican rum is historically associated with dunder style, a term linked to the production of highly aromatic rums, as well as local rums. This style of production is typical of the past, when many producers used to enrich the molasses in advance, choosing between by-products of sugar processing and its associated production: residues of fermentation or distillation foams, fermentation vinasse, (or dunder), muscovado sugar, and also cane juice.

This process makes it possible to increase the acidity of the must and gen-



erate additional foreign volatile components that enrich the aromatic structure of the final distillate.

Jamaican dunder is distinguished by being enriched with further organic matter. The fermentation residues are buried underground together with fresh bagasse. After a few days, natural organic decomposition caused by microorganisms and yeasts, produce a mush that is added to the must during fermentation, which in Jamaica takes a particularly long time.

As in other Caribbean areas, another characteristic of Jamaican rums is that they are often overproof. The neat consumption of overproof rums has remained confined to the Caribbean, while they are used in mixing in the rest of the world, particularly in Tiki-inspired recipes.

It's a rum of great structure and aromatic complexity: here are the better-known brands, among the best.

## HAMPDEN ESTATE

Founded in 1753, the Hampden property is a historic large sugar mill and is located in Trelawny, the beating heart of sugar cane culture. Considered one of the best distilleries in the world, it is currently owned by the Hussay family, and the company lies next to a small airport. In 2011 Rum Fire was launched, a typical Jamaican overproof, to which Rum Fire Velvet and Hampden Gold were added in 2012 for the foreign market.

Hampden is a distillery that still uses the dunder method, with the addition of fermentation residues, cane juice and water from the Cockpit Mountains, taken from its own source. The lengthy spontaneous fermentation takes place in wooden vats, with wild yeasts, and the aging barrels are of ex Bourbon American oak.

Distillation takes place in pot stills. If there is caramel (an important feature) it is written on the label.

With its 63% alcohol content, Rum Fire presents aromas of walnut and vanilla and a citrus explosion towards the end. Pepper and spices are exalted on the palate; the finish is soft and sweet but short.

Rum Fire Velvet (63%) is more fruity, herbaceous and full, bold and impacting, with a long finish. Hampden Estate Gold (40%) carries notes of tropical fruit, tannins and has a long-lasting finish.

Hampden Fire Velvet and Hampden Gold are distributed in Italy by the Onesti Group. From a partnership between the distillery and Maison Velier the aged rums arrive in Italy i.e. Hampden Estate 46% and Hampden Summer Overproof 60%. These are both to be discovered, but we do not doubt the quality of a product that has been eagerly anticipated.





## WORTHY PARK

The origins of Worthy Park Estate are in a property of the island that in 1670 was sold by the British Crown to the officer Francis Price, who distinguished himself in the war against the Spanish in the

conquest of the island. It is the oldest Jamaican sugar mill and its distillery was one of the suppliers of the English Royal Navy.

Production was stopped in 1950 by decree of the local authorities because of the need to reduce rum production on the island. Business only resumed in 2005. Under the direction of Gordon Clarke, Rum Bar was launched, an overproof to compete with the famous Rum Wray & Nephew overproof. In 2010 Worthy Gold arrived on the market.

The water used comes from a local source that is carried by a 360-year-old aqueduct. The molasses undergoes two different types of fermentation, one light and one heavy. Depending on the yeasts used, distillation is carried out with the only double retort pot still in the distillery. Aging takes place in ex Bourbon barrels of American oak.

Rum Bar is transparent and colourless to the eye. On the nose it is powerful and with strong notes of sugar cane, citrus and exotic fruit.

On the palate it is intense and powerful with its strong 65% alcohol content, and a very long finish. Rum Bar Gold (40%), which is aged for 4 years, is amber-coloured, with aromas of pepper, vanilla, fruit and wood. On the palate it is warm, with a medium-long finish.

The aged rums of Worthy Park find great expression with the “Forsyths WP” Jamaica Pure Single Rum in 2005 by Habitation Velier.

The spirit has aged for ten years in ex Bourbon barrels. It has a great intensity on the nose and sweet banana and vanilla notes. It has complexity and an elegant structure, is clean and with 59% alcohol content.



## CLARENDON-MONYMUSK DISTILLERY

The distillery makes use of a modern column still plant installed in 2010 and pot stills; a great development for independent bottlers and large groups, such as Diageo, and in 2011 it presented its own brand that would gain a certain notoriety. It is Monymusk overproof at 63% ABV, which was followed by Special Gold and Classic Gold.

Two different, spontaneous fermentation processes are used. The first is exceptionally long, between 14 and 30 days, the second, short, between 24 and 30 hours in steel tanks. The must from the first fermentation will be destined for the pot still or the column, a decision taken after having read the esters level.

Monymusk Overproof White is the result of triple distillation, 63%, and is a classic overproof. In this case there are spicy and herbaceous notes. Classic Gold is a 40% NAS rum obtained from column distillates and pot stills. Amber to the eye, on the nose there is wood,



spices and molasses. On the palate it is slightly floral. Jamaica Monymusk "I Pappagalli 11 anni" is an interesting choice by Moon Import. To the eye it has a bright and golden colour. On the nose, spices, ginger, tobacco. On the palate it is complex, it evolves slowly leaving the palate very soft and broad. The finish is very long, with pleasant hints of tobacco and vanilla.



## WRAY & NEPHEW-APPLETON

Founded in 1749 the Appleton property is located in the heart of the Nassau Valley.

In 1825 John Wray was a Rum trader and owner of the Shakespeare Tavern in Kingston.

In 1860 Wray brought his nephew Charles James Ward into the business. In 1916 the Lindo Brothers company took over Wray & Nephew which also included the Appleton Estate, the largest sugar cane plantation on the island. Since 2012 the property is owned by the Campari group. Master blender, Joy Spence, has been working there since 1997, the first woman in the Caribbean to hold this position.

Appleton is certainly a brand ambassador of Jamaican rum in the world. Distillation takes place in columns and pot stills, and it is aged in American oak barrels.

The Appleton range consists of two brands: Appleton and Appleton Estate. The first family includes Appleton White and Appleton Gold, rum that is normally used for mixing. The second is more for savouring and the rums are significantly aged.

Appleton Estate V / X is the youngest rum, followed by Appleton Reserve, Appleton Estate 12yo, Appleton Estate 21yo. The most prestigious is Appleton Estate 30 yo obtained by combining rum no younger than 8 years old, followed by 22 years of aging in American oak barrels.

In 2012 the 50yo limited edition appeared, with only 800 bottles produced to commemorate the independence of Jamaica obtained in 1962.

**Alessandro Palanca**



# 1821

CHERRY

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*Let this unique liqueur obtained by the marasca cherries sourced from the Luxardo orchards seduce you with its intense aroma. Enjoy its inebriating perfume of marasca neat, in famous cocktails or with pure dark chocolate. Luxardo Cherry Liqueur Sangue Morlacco: taste the inimitable.*



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Drink responsibly

## JAMAICAN RUM RECIPES



### **ESTATE by Vincenzo Losappio – The Spirit – Milan**

#### INGREDIENTS

- 25ml lime juice
- 15ml passion fruit and clove syrup
- 40ml Worthy Park Rum - Bar Gold
- 5ml Worthy Park - Bar Rum
- 1 bsp Amarum
- 25ml guava juice

Method: shake. Glass: highball. Garnish: dried guava, grated lime peel and nutmeg.



### **REGGAE COLD PUNCH by Christopher Rovella**

#### INGREDIENTS

- 45ml Compagnie des Indes Claredon 11ans, Jamaica Rum
- 25ml Kingston honey water (up to 65% acacia honey diluted with coconut water)
- 20ml pineapple and lime juice
- 1 dash hibiscus bitters

Top with ginger beer

Method: shake. Glass: medium tumbler. Garnish: sugar crusta, coconut flour, pineapple caramel.



### **BLOOD PROOF by Nicola Ruggiero – Katiuscia – Bari**

#### INGREDIENTS

- 30ml Hampden Fire Velvet
- 20ml carob liqueur
- 20ml lime juice
- 15ml Jamaica syrup\* water
- 20ml coconut water
- 2 dashes Pimento bitters

Method: shake. Glass: tumbler. Garnish: hemp biscuit crusta and a sprig of mint.

\*80g red hibiscus flowers, 20g fresh mint, cane sugar as required, 2 cups water

Method: place the hibiscus flowers in a saucepan with two cups of water and bring to boil. Remove the saucepan from the heat, allow to blend and add the mint leaves. Filter after 10 min. of infusion. Add double sugar (best if Demerara) and mix until completely dissolved. (If necessary, return to low heat to expedite the process.)





### **JASPER WHISPER by Mario Farulla – Baccano – Rome**

#### **INGREDIENTS**

- 40ml Appleton Gold
- 20ml Tio Pepe Sherry fino
- 10ml poppy seed syrup

Top with roasted pineapple soda\*

Method: build OTR. Glass: Collins. Garnish: dried pineapple, poppy seeds

\*Roasted pineapple soda for 1lt: 1/4 cubed pineapple (remove core), the peel of 1/4 pineapple roasted lightly in a pan with a pinch of salt. Place everything in a siphon with a litre of water and add CO2 twice. Place in the fridge and shake occasionally. After 2 hours the soda is ready to use.



### **PINEAPPLE ESTATE by Beatrice Marri – Caffè Chieli – Sansepolcro (AR)**

#### **INGREDIENTS**

- 50ml Appleton White Rum
- half squeezed lime
- 15ml sugar syrup
- 75ml pineapple extract
- 2 mint leaves
- 2 drops of tabasco

Method: shake and double strain. Glass: high tumbler. Garnish: mint leaf and slice of dried pineapple with caster sugar that is caramelised on the spot.



### **NASSAU BAY by Mauro De Giosa – Cristallo Hotel – Cortina d'Ampezzo**

#### **INGREDIENTS**

- 50ml Rum Appleton V/X
- 25ml homemade pineapple and mint syrup
- 15ml fresh yellow grapefruit juice
- 10ml Luxardo Sangue Morlacco
- 2 dash Varnelli Delizia Cannella

Method: Shake and strain. Glass: Champagne. Garnish: no.



### **KAWANANUK by Gianfranco Sciacca – Bacio Bar – Bagheria (PA)**

#### **INGREDIENTS**

- 50ml Appleton White Rum
- 20ml passion fruit liqueur
- 15ml Mastiha
- 15ml lime juice
- Mint leaves

Top with ginger beer

Method: shaker. Glass: high Hobstar. Garnish: passion fruit, mint, a little grated ginger.

---

# ALEX KRATENA

## THE AGENT OF CHANGE

We need to be part of the change because it's not about pointing fingers. It's about everybody working together, to achieve

BY HAYDEN WOOD

**A**lex is the founder of industry non-for profit P(OUR), the name P(OUR) is the union between OUR and PURE. He's the former Head Bartender of Artesian, London, where he has led the bar and his team to win multiple awards. Artesian was recognised as Number 1 for four consecutive years in the World's 50 Best Bar Awards. Alex has also collected several personal awards including "Best International Bartender" (2012), at Tales of the Cocktail and "Bar Personality of the Year 2013" by Imbibe Magazine.

Alex chose 1921 from the 200 years of Heering's history – The year when the famous illusionist Harry Houdini started the Houdini Corporation to use his fame in order to diversify into new and interesting areas.

Alex has put his energy and considerable talent to be an agent of change through building a like-minded community and bringing our industry together with one

voice. "I think what is really important now is that our generation is especially well placed to demand these sort of changes because there are way too many areas where things are still being done like they have always been done. For us, we are not afraid to ask for what we want to change. Also, we need to be part of the change because it's not about pointing fingers. It's about everybody working together, to achieve that".

This helps to explain Alex's choice of 1921. Harry Houdini used his talent and his fame to branch out into other areas to try and make a difference. Alex knows that his numerous awards as the driving force behind The Artesian gives him a platform to be able to try and make a difference to the industry he knows and loves. P(OUR) is the perfect vehicle for Alex to influence the direction and make the drinks industry and better, healthier more equal and more sustainable place for all.

P(OUR) is a symposium described as a

“bartender collective” that seeks to “build a holistic community for the global drinks industry”. The symposium convenes annually and features a series of curated talks by influential bartenders and drinks professionals. He sees the industry changing for the better, particularly in its closeness and collaboration with the fine dining scene; “I think that some bars are heading in that direction. At the same time restaurants are losing the stuffy white tablecloth look and are getting much more simple with simpler menus, simple décor and the focus is really where it should be, which is on the produce. I think for me, this is where the bar industry is heading. Bars are now beginning to understand fully what is their style and their own journey rather than following a trend, which is going to be different in a year's time. The people who just follow what's happening at the top of the industry will never lead. This is a huge step for the maturity of our industry”.

P(OUR) is aiming to be at the forefront of this change while focusing on the sustainability of the industry. “I think the biggest difference with P(OUR) is that it's set from the point of view of the bartender. First of all, it's about staying true to yourself and then realising that you need to manage yourself. There's not going to be anyone else managing you in a job which people used to do for a few years and have a good time and party. Suddenly, with bartending becoming a viable, long-term career it's more like a marathon. When you run a marathon, you need a schedule and you run it in a different way than you would run a sprint”.

The duty of care to himself and his staff is an ongoing passion for Alex; “It all starts with your body. It's very difficult to generalise it but I think the responsibility



really lies with all stakeholders. I think we all understand that licensing or regulation is not a bad thing but at the same time, if it's taken to the absolute extreme, it doesn't make sense either. Bartenders have a huge responsibility in dispensing essentially what is a drug but the responsibility also lies with the consumer and the industry itself as a whole”.

P(OUR) sets its sights on being a forum to answer the most pressing issues in our industry like gender equality, financial and environmental sustainability as well as the health and wellbeing of the people who



work in it. Alex sees these issues as the natural flow through from issues that are increasingly relevant in society at large;

“If we had full gender equality in our industry, we would have a greater chance at succeeding with the health of our industry

and the sustainability of it as a whole. It would allow us to have a more balanced approach to achieving that important goal. Perhaps gender equality is maybe the priority”.

Alex was first introduced to Cherry Heering in the mid-nineties at his first ever bar course in his hometown in the Czech Republic. The course focused heavily on product knowledge and classic cocktails and Cherry Heering and the story of the Singapore Sling stood out for him. He was already a working bartender by then and the knowledge he gained through training whet his appetite for more and influenced his career path to start P(OUR) in 2016.

“I love how Harry Houdini used to challenge local police wherever he went to chain him up and hand cuff him and he'd always escape, my kind of character.Lolz.”

**Hayden Woof**

## THE RECIPES

### NOW U SEE IT, NOW YOU DON'T

- 20ml Cherry Heering
- 15ml Empirical Spirits Fallen Pony
- 10ml Minus 8 Verjus
- 40ml Lingonberry ferment
- 1pcs Grapefruit zest

SERVING TIME: 1min

GLASS: Rocks

METHOD: Pour mix over ice

GARNISH: grapefruit zest/discard

ICE: Rocks

TOOLS: measuring jugs, scale, funnel, knife, and cutting board, empty screw top bottles, bottle opener, ice scoop, fermentation bucket, airlock, strainer, superbag, thermomix and vac pac machine

### LINGONBERRY FERMENT

- 4g Champagne yeast
- 2.5kg Lingonberry
- 1.4kg sugar
- 2g pectolase
- 5litre water

To create the base chop fruit. Combine with pectolase and 3.5litres of water. Place in fermentation bucket with air lock and leave in dark room at 22-24 Celsius for 24-hours. Combine sugar with 1.5 litre of hot wa-ter and combine with yeast. Add the mixture to the base and leave for 5 days. Strain using strainer and place into demijohn with airlock and ferment for at least 6-months. Strain using superbag.

TO ASSEMBLE AND SERVE

Combine all ingredients in mixing glass, stir, serve over ice. Perfume with zest, discard.

**Simone Caporale, Cocktail Extraordinaire**



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|                           |  |  |              |  |  |                     |  |                          |                         |    |  |  |  |
| <b>Crisp Apple Reäl</b><br>Made with premium Red, Golden and Granny Smith Apples grown in the United States | <b>Piña Reäl</b><br>Infused with premium pineapples from Costa Rica                 | <b>Black Cherry Reäl</b><br>Infused with premium Chilean Black Cherries             | <b>Blueberry Reäl</b><br>Infused with premium Goldtraube Blueberries from the Pacific Northwest | <b>Peach Reäl</b><br>Infused with Elegant, Summer & Rich Lady Peaches               | <b>Mango Reäl</b><br>Infused with Alfonso Mangoes from India                        | <b>Raspberry Reäl</b><br>Infused with Willamette and Glen Clava Raspberries from the Pacific Northwest | <b>Coco Reäl</b><br>Contains real coconut meat from hand-picked tropical Coconuts   | <b>Strawberry Reäl</b><br>Infused with handpicked Camorosa, Ventana and Albion Strawberries from California | <b>Pumpkin Reäl</b><br>Infused with premium pureed Pumpkin and hints of cinnamon, ginger, nutmeg and clove | <b>Agave Reäl</b><br>100% organic blue Agave Nectar from the Jalisco region of Mexico | <b>Ginger Reäl</b><br>Infused with premium Laimu Ginger puree                       | <b>Passion Reäl</b><br>Infused with premium Purple Passion Fruit from Vietnam        | <b>Kiwi Reäl</b><br>Infused with premium Kiwi from New Zealand                        |



## For Old Fashioned










**OLD  
FASHIONED  
WEEK**

## Old Fashioned Cocktail Week extends its partners with Toschi

The international bar celebration, Old Fashioned Cocktail Week 1-10 November 2018, gains a seventh partner. Toschi Amarena red cherries will help ensure that Old Fashioned cocktails are dressed up with a distinctive vibrant red, gourmet garnish. Bars regularly use one, two or more cherries on a cocktail stick, or simply dropped into the cocktail. Cyrille Hugon, co-founder and director of Old Fashioned Week, adds: “The presentation of a cocktail is always enhanced by a high quality garnish, and so we are delighted to welcome Toschi as our partner for cocktail cherries. Toschi is renowned for its gourmet ingredients for cocktails and culinary use”

**Toschi** is headed by Giorgio Montorsi and Massimo Toschi, and is located in Vignola, near Modena, Italy. Toschi Amarena red cherries in a jar are preserved in syrup with part of their stalk intact: cherries, sugar, glucose syrup, citric acid, natural colouring from Italian grapes. They are available in most of Europe, USA, Japan, Middle East, Dubai, Singapore and Australia [www.toschi.it](http://www.toschi.it)

**Old Fashioned Week** celebrates the father of all cocktails, the Old Fashioned. Bartenders around the world will reach for their mixing spoons and show off their old fashioned and new fashioned creativity for ten days in November. Old Fashioned Week (OFW) is the annual global celebration of cocktailing. It boldly increases its impact from its third year in



2017, and for 2018, it now launches with ambassadors in 13 international zones, to embrace many of the highest profile cocktail cities in the world. This embassy of top spirits experts and writers will help inspire bars to serve up the most classic, innovative, original, premium or daringly different Old Fashioned cocktails. They aim to extend the legend that makes it the most enduring and popular cocktail in quality bars (in the World's 50 Best Bars). Bars are invited to participate by registering on the OFW website by 20 October; all set for Old Fashioned Week 1-10 November 2018. So expect to hear that bar call 'Mix me an Old Fashioned', from discerning cocktail drinkers in their favourite bars. [www.old-fashioned-week.com](http://www.old-fashioned-week.com)

**Old Fashioned Week** will target over 1,000 bars in 2018 (increasing from 800 participating bars in 2018). It has flourished from its modest concept to a worldwide diary date – thanks to its creators Michael Landart of popular neighbourhood bar Maria Loca in Paris, and rum enthusiast Cyrille Hugon who founded Paris Rum Fest and Rumporter Magazine. Participating bars will serve Old Fashioneds using at least two of the sponsoring spirit brands. Beyond that, they can freely use their other regular listed spirits. Consumers can enjoy individually conceived events, promotions, and generally good old fashioned drinking fun. Bars, and also shops, can announce their activities on the Old Fashioned Week website and show off their creations via OFW social media.



**PALLINI**  
- ITALIA -



DRINK RESPONSIBLY