

# Bartales

## Best of

N. 29 | DECEMBER 2020

SUPPLEMENT OF BARTALES



LIQUID STORY / DISTILLERIA BUTON  
**AT THE EMPEROR'S SERVICE**



HOT SPIRIT / CACHAÇA  
**BRASILEIRO SPIRIT**



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| <b>Banana Real</b><br>Infused with premium Cavendish Bananas from Costa Rica | <b>Crisp Apple Real</b><br>Infused with premium pineapples from Costa Rica | <b>Piña Real</b><br>Infused with premium pineapples from Costa Rica | <b>Black Cherry Real</b><br>Infused with premium Chilean Black Cherries | <b>Blueberry Real</b><br>Infused with premium Goldraube Blueberries from the Pacific Northwest | <b>Peach Real</b><br>Infused with Elegant, Summer & Rich Lady Peaches | <b>Mango Real</b><br>Infused with Aljono Mangoes from India | <b>Raspberry Real</b><br>Infused with Willamette and Glen Clava Raspberries from the Pacific Northwest | <b>Coco Real</b><br>Contains real coconut meat from hand-picked tropical Coconuts | <b>Strawberry Real</b><br>Infused with hand-picked Camrosa, Ventana and Albion Strawberries from California | <b>Pumpkin Real</b><br>Infused with premium pureed Pumpkins and hints of cinnamon, ginger, nutmeg and clove | <b>Agave Real</b><br>100% organic blue Agave Nectar from the Jalisco region of Mexico | <b>Ginger Real</b><br>Infused with premium Lairou Ginger puree | <b>Passion Real</b><br>Infused with premium Purple Passion Fruit from Vietnam | <b>Kiwi Real</b><br>Infused with premium Kiwi from New Zealand | <b>Blackberry Real</b><br>Infused with premium Marion Blackberries from Oregon |

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# DETAILS THAT MAKE HISTORY

It appears that Kim Jong-il, former Supreme Leader of North Korea, did not hide the fact that he spent over \$800,000 a year on Hennessy Cognac, a brand that is particularly loved by artists and celebrities – and as rumour has it, dictators too. At the end of the day, the histories of liqueurs and spirits are peppered with anecdotes and curious accounts. Unique details, which at times are truly bizarre, mark the fate of small and big brands. Like the adventure of Thomas McCarthy, patron of “Wild Turkey”, that bourbon of Kentucky, who during an unexpected wild turkey hunt pulled out a few bottles of diluted distillate. It was so enjoyed that all those in the party would later ask him about “that wild turkey bourbon”. It did not take long for that whiskey to invade the markets. And how could we not mention that brandy which “creates atmosphere”? Driven by an ingenious “Vecchia Romagna” advert and bottled in the unmistakable triangular bottle, it was the driving force behind the Buton Distillery, a business born in France and that, at the beginning of the 1800s, was privileged to supply the imperial court of Napoleon. A long and passionate history that through the adventure you will read about in the following pages has marked the path for Italian liqueurs, earning it as many as 30 medals at international and national exhibitions. Chapeau!

Follow us



**BarTales**  
*Best of*

N. 29 | DECEMBER 2020

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Registrazione. n. 35 del 8/7/2013 Tribunale di Napoli

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**DRINK RESPONSIBLY**

# AT THE EMPEROR'S SERVICE

The success of Crema Cacao, Coca Buton, and Vecchia Romagna Liqueurs that made history and especially created “atmosphere”

BY ALESSANDRO PALANCA

**L** Bologna, spring 1820. A young Frenchman started a business in the city that would achieve great success. His name was Jean Bouton, later Italianised to Giovanni Buton; he was an expert in distillation and owned a recipe book that held old family secrets.

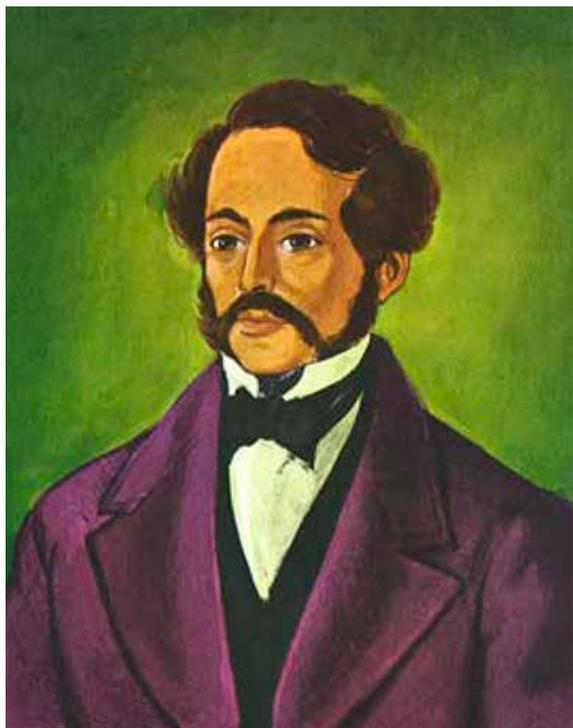
Originally from Charente, the Bouton family produced liqueurs from the early 1700s in Tonny-Boutonne. The son and grandson of distillers, Jean accepted his destiny with enthusiasm. At the end of the 1700s, Jean Bouton was still in France with nephews Paul and Charles at his side. They experimented with and perfected distillation plants and aging methods. Jean then moved close to Paris to a distillery that produced cognac and other liqueurs. His efforts were rewarded and in the early 1800s his products were in demand by the imperial court of Napoleon. As suppliers to the imperial house, the doors to other European kingdoms opened for Bouton.

Jean's work was not looked upon with favour with the arrival of the “Bourbon Restoration”. As a supporter of Napoleon, he

was forced to emigrate with the prospect of it becoming a permanent move. He arrived in Italy and started looking for land with geographical and climatic conditions that were similar to those of Charente. When he arrived in Romagna, he learnt of the white Trebbiano grape and knew that this was where he had to settle.

His distillery in Bologna, in via Pietramellara, was more modern and methodical than the one in Paris: so the “Distilleria Giovanni Buton” was born. With the help of his son-in-law and liqueur producer Olivier, he started distilling the Trebbiano and producing a range of liqueurs that would go down in history: Crema Cacao, Coca Buton, Amaro Felsina – the first true Felsina named after the ancient Etruscan term for Bologna – and even a gum syrup described as a “sovereign protector against illnesses of the chest”.

Among the partners of the Distilleria Giovanni Buton was pastry chef Giacomo Rovinazzi. In those years, management of the company was handed to Marquis Doctor Filippo Sassoli de' Bianchi, husband of



Maria Rovinazzi who brought the distillery into their marriage as dowry. By this stage Buton's products were known abroad, also thanks to the awards received at international expositions: London and Vienna in 1873, Paris in 1878, Milan in 1881, Buenos Aires in 1896, and Paris once again in 1900.

Marquis Sassoli, the heir of an old, noble family, was considered the new founder of the business. His farsightedness took the business far, also on an international level. While noble families watched their privileges come to an end without adapting to the changes, the Sassoli de' Bianchi family looked to the business with great foresight. Remembered almost as a legendary figure, Marquis Sassoli was a multidimensional personality with a great sense of humanity. He was a patron and dedicated Catholic, who was also very passionate in the area of politics and in parliament.

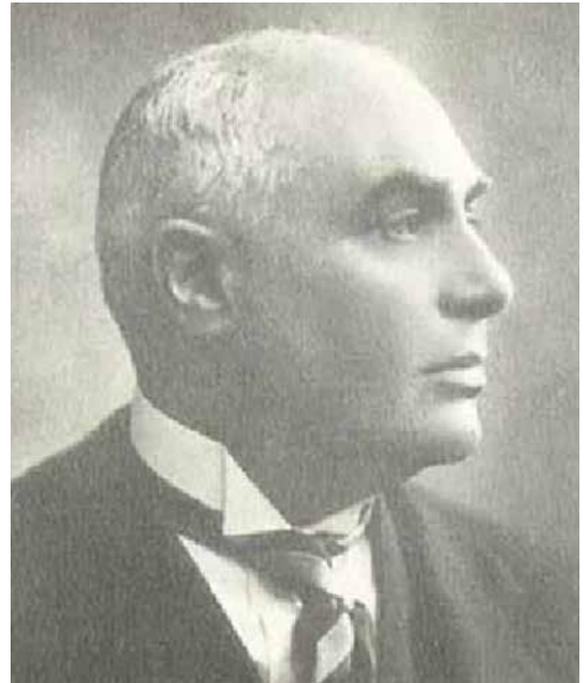
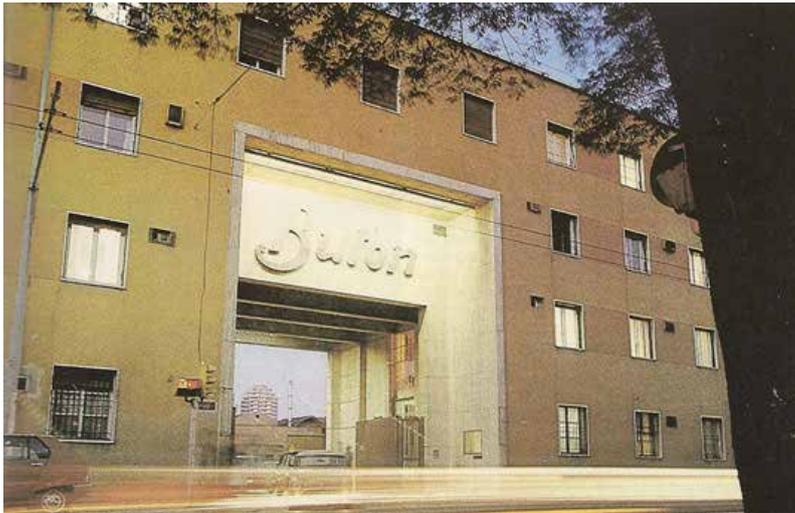
The Depression of 1929 hit the business hard. From father to son, in 1936



**DOCUMENTS**  
SOME VINTAGE  
COMPANY  
FINDS. LEFT, A  
PAINTING OF  
JEAN BUTON.

Marquis Sassoli de' Bianchi led the company together with his sons Achille and Bernardino. Seeing that the market was focussing on more decidedly drier tastes, the Sassolis decided to concentrate on wine spirits. They brought in a new partner, Doctor Leonida Zarri, who would contribute greatly to the business. Sensitive to the new trends in the market, the business took up the initial inspiration of its founder. In 1939, "Vecchia Romagna" was thus launched, a brandy of such quality that it went onto the market at a higher price than French cognacs. Its success was instant.

The bombings of 1943 razed the distillery in via Pietramellara to the ground. The cellars were saved, however, and in them the supplies of spirit that had been left to age. Those cellars, in fact, were deep



**HISTORY**  
 TOP, THE DISTILLERY AT SAN LAZZARO DI SAVENA. BELOW, THE OLD BUTON DISTILLERY THAT IS NOW DEMOLISHED. IN THE PHOTO ON THE RIGHT, MARQUIS FILIPPO SASSOLI DE' BIANCHI.

underground and hidden from the occupants. Thanks to their precious contents the business was able to start up again. In 1945 the distillery was rebuilt in the city in via Masini 24, with the Cardinal Archbishop of Bologna present at its opening.

Vecchia Romagna is bottled in a familiar triangular bottle with Bacchus depicted on the label, which over time became one of its most distinctive features. In the post-war era it was very popular with American soldiers stationed in Bologna. In 1965 Pope Paul VI granted the entire Buton company, workers and managers alike, an audience at the Holy See. This was the first ever granted by the Pontiff to a company.

Vecchia Romagna brandy was the engine that drove the rise of Buton. In addition to the premises in Bologna, the business expanded with premises in Ozzano, Casapulla, Trieste, Lugano and Frankfurt.

During the 1970s, Buton was the fourth-biggest Italian spender in advertis-

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ITALIAN HERITAGE



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Del Professore*

GIN TONIC

4 cl Gin à la Madame,  
15/16 cl tonic water  
lemon or orange zest

Pour 4 cl of Gin in a highball glass filled  
with ice and finish with tonic water.  
Garnish with lemon or orange twist.

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— ITALIAN HERITAGE —

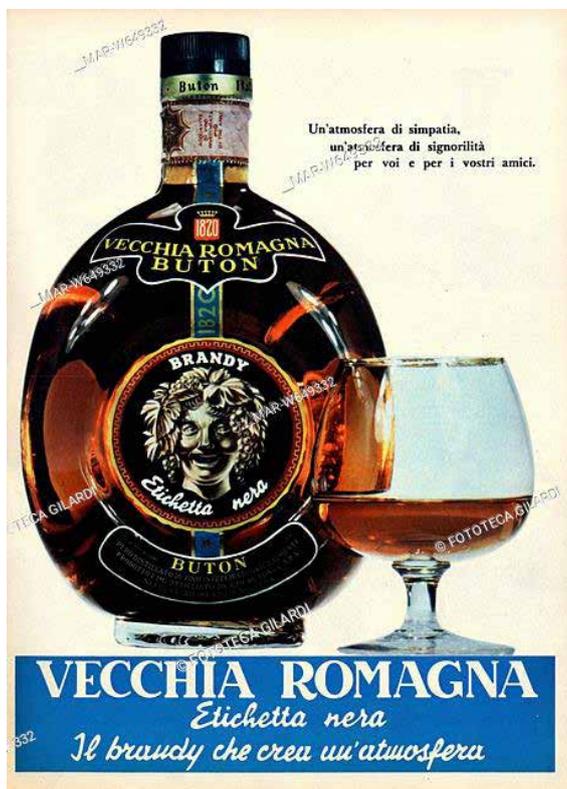


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ing, at the time amounting to investments worth billions of lire. With the famous advert starring Bolognese actor Gino Cervi, the “Vecchia” became the brandy that “created atmosphere”.

The aging cellars in Ozzano in Romagna were cathedrals of brandy that held thousands of casks made from Limousin oak. Ozzano became the city of brandy. The aging process required a step in small barrels before the brandy was mixed in larger vats to give the product uniformity.

The wine distillate with the unmistakable bottle consists of three fundamental steps: combining brandies obtained using the continuous or discontinuous method, aging and finally blending.

Buton liqueurs were obtained by distillation and sweetened thereafter. The Coca Buton that we have already mentioned and which at the time was presented as “Elixir Coca Buliviana” was awarded the Grand Prix at the 1900 Paris Exposition and saw the Legion of Honour being awarded to Marquis Dottor Filippo Sassoli de' Bianchi. Because of its properties, the great



hygienist and senator Paolo Mantegazza defined Coca Buton as “the glory of Italian liqueurs”.

In celebration of its 150<sup>th</sup> anniversary and together with Mondadori, the company published the ‘Enciclopedia Geografica Internazionale e dei Cocktails’ (International

*un'atmosfera di classe*

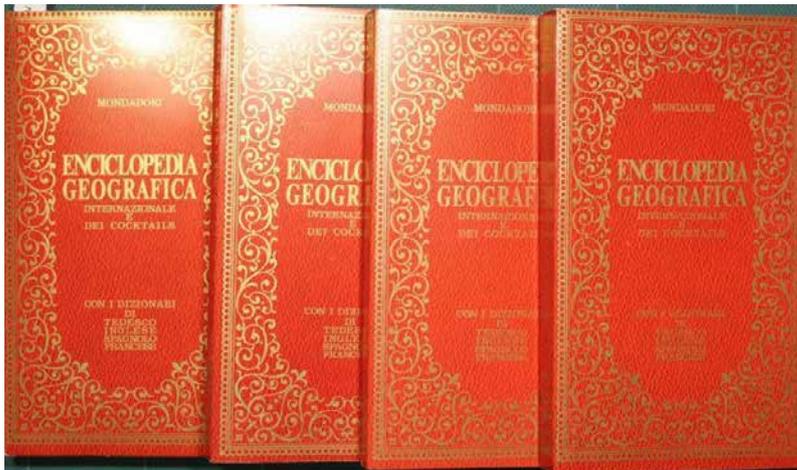
Come? Ma è semplicissimo  
c'è un'unica maniera....

**VECCHIA ROMAGNA**  
*Etichetta nera*  
*Il brandy che crea un'atmosfera*

**VECCHIA ROMAGNA**  
etichetta nera

il brandy  
che crea  
un'atmosfera

confezione  
speciale  
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Geographic and Cocktails Encyclopaedia).

In the 1980s the company found itself in financial difficulty and was sold to the multinational Grand Metropolitan, which later became Diageo. In 1999 the Seragnoli family, who owned Montenegro, bought the company and the brand from Diageo. Today, Vecchia Romagna is produced by the Gruppo Montenegro.

Production was then moved to the small town of San Lazzaro where a large area is dedicated to producing and aging the

distillate.

The classic white label version is the youngest brandy produced by continuous distillation and is aged in oak casks. It has a pleasantly fresh and delicate flavour. Vecchia Romagna Etichetta Nera (Black Label) is a combination of continuous and discontinuous distillation, aged first in barriques and then in oak casks.

The Riserva Tre Botti is a brandy with a richness and intensity derived from blending great distillates, the finest of which have been aged for as many as 10-15 years. Aging takes place in three different stages in different casks: the small barriques in French oak define its structure and character, while the large casks in Slavonian oak provide smoothness and roundness, and the tonneaux, which previously held Italian red wine, give it velvety and elegant notes.

Two hundred years on, Jean Bouton's vision continues its journey.

**Alessandro Palanca**

Vermouth & Spirits  
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— ITALIAN HERITAGE —



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# BRASILEIRO SPIRIT

Artisanal or industrial  
the difference is in the alembic

BY ALESSANDRO PALANCA

**W**ith more than 550 years of history, cachaça combines the three major roots of Brazilian culture: Indian, African and Portuguese. It is the spirit of a people and its history, distilled from fresh sugar cane juice and it can be produced in any part of Brazil.

There are essentially two types of cachaça: artisanal and industrial. In Brazil, these cachaças are viewed very differently. Although there is a series of differences, the main difference is in the

use of column stills (for industrial production) compared to alembic stills (artisanal production).

Cachaça is the third-most consumed alcoholic drink in the world, with about 7,000 artisanal producers in Brazil, who create a very wide range of artisanal products. Artisanal cachaças are delicate distillates that are highly controlled within the alembics and fermented using strains of local wild yeast.

Brazilian law defines cachaça as a drink obtained from distilling fresh sug-



ar cane juice with an alcohol content of between 38 to 54%. The sugar cane juice must generally be fermented less than 24 hours after it has been pressed. Distillers may add sugar to the spirit up to a maximum of 6 grams per litre; any more than this it must be labelled “cachaça dulce”.

Cachaça went through Portuguese colonisation and the significant migration that characterised the history of the country. At the peak of Brazilian immigration, Italians, Lebanese, French and Germans arrived in

Brazil; they started buying land and introduced their own distilling traditions.

The majority of this immigration took place – as in the case of North America – between the end of the 19th and the 20th century. It was then that an increase was seen in the number and quality of traditional brands of cachaça.

Known for its use in caipirinhas, today the traditions that elevated cachaça production are asserting the value of the spirit to the whole world. Here we have selected some of the great brands.



## WEBER HAUS

The story of the Weber Haus distillery coincides with that of the German family of the same name, which emigrated to Brazil from the region of Hunsrück in Germany. The Webers settled in the forests on the slopes of the Serra Gaúcha, in today's Ivoti, more specifically on a small piece of land identified as *Lote 48*. Initially the family farmed English potato that was also used to produce a spirit. In 1848, they focused on producing cachaça, the traditional Brazilian distillate, from their sugar cane plantation. It was produced in limited batches for their own consumption.

Commercial production at H. Weber started a century later when a distillery powered by an animal-drawn mill was built. Over time, the process was modernised and the business passed down from father to son. From one generation to the next the search for innovation, quality and purity led to the family improving its knowledge and distillery with the most modern production processes.

The Weber Haus brand was thus born in 2001. In 2004 the company started selling beyond the regional market, exporting overseas from 2006. Currently the company trades nationally and internationally, with its main export market being North America.

In 2014 the company bought the Velho Pescador brand, one of the most traditional cachaças in the state of Rio Grande do Sol. The brand was purchased by Destilaria H. Weber, together with other labels of the legendary Fazenda Maribo in Osório (RS). Among these, the flagship products are Cachaças 30 Luas and Santa Martha (Prata ed Envelhecida in Grapia), the latter produced in 1928 by the first distillery and cachaçaria of the same name found in the south of the country. Known as cachaça de alembic, Weber Haus



distillates differ from industrial cachaças in several ways, starting from the raw material which is 100% organic.

Distillation takes place in 600 litre copper alembics. In support of sustainability, H. Weber produces most of the energy it required via solar panels. This, together with other measures, means that the company is 100% sustainable.

All waste products are recycled. Compost is obtained from the bagasse, which is then used as a fertiliser in the sugar cane plantation. Another part of the compost is used in the distillation boilers. The sugar cane juice not used in cachaça production is also used as fertiliser. The entire 37-hectare property is organically certified.

### **Weber Haus Lundu Prata**

Lundu is the name of a dance that originated in Africa and was brought to Brazil by the slaves in 1700. With its flowing and melodic movements, this dance quickly grew in popularity and became Brazil's first national dance. Cachaça Lundu is transparent and bright. On the nose it provides a mix made up of light and sweet scents that combine with the fragrance of the sugar cane. Taste follows the nose, proving to be delicate, pleasant and definitive in closing. Refreshing flavours, smooth and balanced taste. 40%

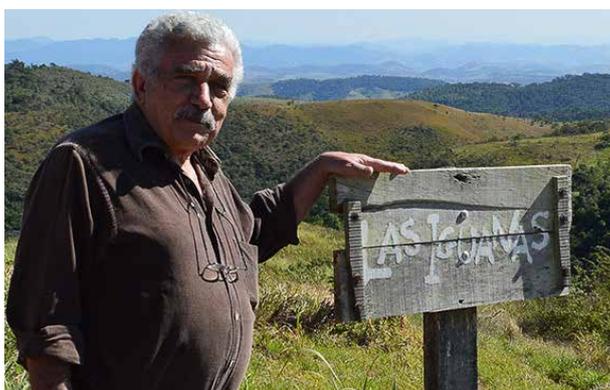
### **Weber Haus Prata**

Bright with silver reflections. On the nose it is lively, with depth, intense, and a noteworthy mineral finish. On the palate it is bold and at the same time pleasantly refreshing: sugar cane, vanilla and mint leaves. Obtained from an organic product, it rests for one year in steel tanks. 38%

### **Weber Haus Organica Amburana**

Pure golden colour, a sweet and woody bouquet with a complex and marked finish. The nose picks up pleasant reminders of vanilla that return to the palate, where we also encounter hints of chocolate. The ensemble is well balanced and with excellent length. It rests for one year in casks made from Amburana wood. 38%





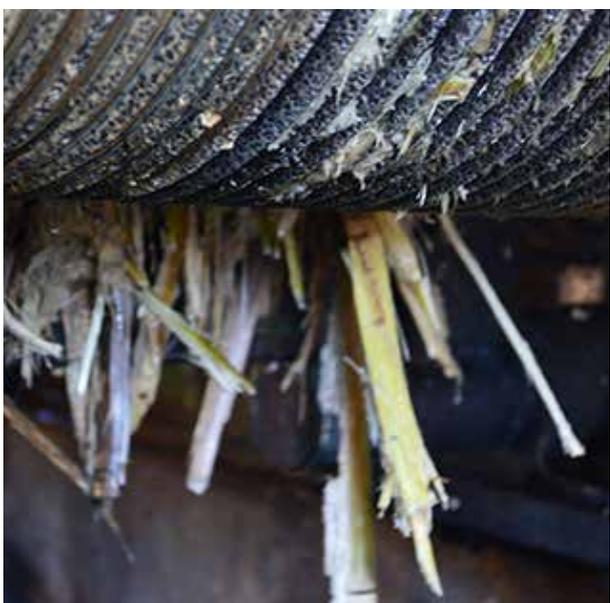
### **MAGNÍFICA DE FARIA**

Cachaça Magnífica was created by master cachaceiro João Luiz Coutinho de Faria, who produces it at Fazenda do Anil, bordering the municipalities of Vassouras and Miguel Pereira, at 800m above sea level in the mountains of Rio de Janeiro, some 110km away from the city. In the past, the city was the capital of the Portuguese Brazilian colony and independent Brazil until 1960. The state of Rio de Janeiro became a major producer of high-quality cachaça, both between the mountains of the Coffee Valley and at Paraty, the export harbour during colonial times.

In 1985 João Luiz took on the adventure of bringing back the great tradition of Rio cachaça, producing a premium distillate on the neighbouring mountains of Rio de Janeiro, close to the city of Vassouras, the ancient capital of the Coffee Valley.

João Luiz Coutinho worked together with other manufacturers and industrial bodies to achieve recognition, and establish the image and definition of cachaça. He was among those responsible for the “Brazilian Cachaça Development Plan – PBDAC” in 1997, which thereafter became the Brazilian Cachaça Institute (IBRAC).

In the same year, the Ministry of Agriculture institu-



ted the “Industrial Chamber for the Enhancement of Cachaça”, of which he was the first president.

How the name of this cachaça was created is unique. Coutinho’s wife was the Rector of the University of Rio. This title is always completed with the adjective “Magnifico”, hence the name of the cachaça dedicated to his wife.

An important year in the history of Cachaça Magnífica was 2003 when the partnership with a small British restaurant chain called “Las Iguanas” was born. The Caipirinhas Magnífica Las Iguanas created a true culture and passion for this drink across the United Kingdom. It was the gateway to other European markets and since then Magnífica has sold more abroad than in Brazil.

The sugar cane used in producing Cachaça Magnífica is exclusively grown on the same farm. The juice obtained from the cut cane is fermented spontaneously and distilled in a characteristic alembic named “Alegria”. This alembic, the only one of its kind in Brazil, is made up of three pot-stills in succession that ensure the necessary steps for production.



### **Magnífica Bica Do Alambique**

One of the stars produced by João Luiz Coutinho de Faria. Bottled straight after distillation, it maintains all the typical and distinctive fragrances of the sugar cane. 48%

### **Magnífica Tradicional**

Aged at least two years in vats made from Ipê, a tree originating in Brazil. It is amber in colour and has an intense flavour with notes of tropical fruits. Especially suited for preparing excellent caipirinhas and long drinks. 40%

### **Magnífica Reserva Soleira**

Aged in oak casks using the exclusive soleira system, which harmoniously combines distillates aged between 3 and over 10 years. With its golden colour, its smooth flavour evokes caramel, honey, dried fruit and vanilla. It can be sipped neat or on ice as an aperitif or a digestif. 43%





## NATIQUE

This group has been working for over twenty years to enhance the culture and production of quality artisanal cachaça. The company is responsible for the renowned brands Santo Grau, Espírito de Minas and Saliníssima and produces more than 10 cachaça brands. Natique bottles cachaças which represent their place of origin and enhance traditional production practices.

The company, created by Paulo Pellotas and Duique Munhoz, works with traditional producers from Rio de Janeiro (Coqueiro, Paraty), Minas Gerais (Seculo XVIII, Coronel Xavier Chaves, Salinas) and São Paulo (Barra Grande, Itirapuã).

By enhancing the different regional traditions within artisanal cachaça production, the individual characteristics of each type of drink and respecting their timings from the farming of the sugar cane to their delivery at retail outlets, Natique brands are recognised all over the world.

In 2013 the Spanish group Osborne, founded in 1772 in Cadiz in the Jerez region of Spain, acquired 51% of Natique, committing to follow the Brazilian company's philosophy and introduce innovations, such as importing barrels and aging techniques from Europe. Santo Grau is a range of artisanal cachaça sold by Natique in partnership with Osborne.

The goal was to create a range of cachaças that would enhance the different traditions of the regions where they are produced: Minas Gerais, Rio de Janeiro and São Paulo. The care and attention given to a completely artisanal product, respectful of the traditions handed down from generation to generation and a careful processing of sugar cane, characterise this range



of products.

Santo Grau Cachaças come from a rigorous selection of small producers who value origin and history. They are produced according to artisanal processes, following the traditions of each region of origin. Natural fermentation and distillation take place using copper stills heated over a manual fire.

### **Santo Grau Coronel Xavier Chaves – Minas Gerais**

One of the oldest sugar mills in Brazil, which has been running since 1755 and has been providing excellent quality cachaça ever since. Acquired by the family of the historic patriot Joaquim José da Silva Xavier, also known as “Tiradentes”, the farm has been passed down from generation to generation. Today, the eighth generation of the family remains involved in the administration of the mill, under the direction of Nando Chaves. Cachaça Santo Grau Coronel Xavier Chaves is produced here. The result of a privileged terroir, this cachaça rests for six months in underground paraffin stone vats, built 250 years ago and which are listed in the National Historic Heritage Sites of Brazil. 40%

### **Santo Grau Paraty – Rio de Janeiro**

The Paraty mill, located on the edge of the Serra do Mar and run by the Mello family, is currently led by Eduardo Mello, heir to five generations of master cachaceiros in Paraty since 1803. Six Cachaças Santo Grau are produced here. The classic Santo Grau Paraty is a cachaça from the Fluminense region (Rio de Janeiro). With aromas and flavours that carry the distinctive characteristics of the seaside region, it is a white cachaça. 43%

### **Santo Grau Itirapua – San Paulo**

The Itirapuã mill has been powered by a water wheel since 1860. Under the diligent care of the Figueiredo Cristófani family over four generations, four cachaças are produced here: Clássica Santo Grau Itirapuã, Santo Grau Reserva Itirapuã, Santo Grau Solera Cinco Botas and Santo Grau Solera Pedro Ximenes. The traditional São Paulo cachaça has a smooth aroma; in the mouth it has a velvety, smooth and full flavour. 41%





## AVUÁ

Cachaça is an exceptional sugar cane distillate which unfortunately has not been well regarded over the years. Cachaça's superficial reputation outside of Brazil is due to the fact that small producers rarely entered the export market, which was expensive to develop. Furthermore, the unusual bottle size in Brazil (600ml and 670ml) is not permitted in both Europe and the United States. This meant supplying 700ml bottles for Europe and 750ml for the United States, a challenging process for small producers. Because of this, only industrial, tasteless, and low-quality cachaças were exported until a few years ago. Fortunately, in recent years, an increasingly large group of far-sighted producers has been working to make this exceptional product known to the rest of the world. Avuá is an artisanal cachaça produced by the only female Brazilian master distiller. Avuá cachaça is produced on a third-generation farm, Fazenda da Quinta, in the surrounds of the state of Rio de Janeiro: it has a few hundred acres of pesti-



de-free sugar cane that is cut by hand. Remarkably, it is aged in casks made of wood from the forests of Latin America. Avuá Cachaça's mission is to create an artisanal product that expresses 500 years of traditional production in Brazil. Production is limited and in addition to the unaged "Prata", it is renowned for its use of Amburana wood and the very rare Tapinhoã.

### **Avuá Prata**

Unaged cachaça rested in stainless steel barrels before being bottled by hand. This cachaça has a great balance. The nose also reflects a truly exceptional distillation as it has absolutely no sharp edges. On the nose it opens with a deep and expressive note of sugar cane, which is less perceptible on the palate. In the middle of the palate, the sugar cane is lightened, and a growing spicy note of pepper enters, an excellent balance between sweetness and spiciness. The finish is quite spicy and very dry. 43%

### **Avuá Amburana**

Refined in Amburana wood, this cachaça is a surprising mix of warm and salty notes on the nose, where pineapple and lemon are detected. Two years in the cask give this cachaça a light-yellow golden colour. The body is noticeably different, taking on a spicy creaminess with notes of cinnamon and cloves. Liquorice and flint earthiness are detected towards the end, which somehow contrast with the previous profile. 40%

### **Avuá Tapinoã**

Tapinhoã is aged in the extremely rare wood of the same name and that can only be found in some parts of South America. This wood gives flavours of toasted coconut, caramel and honey in honeycombs. It is a limited edition. The colour is a paler yellow, a clear sign of how hard Tapinhoã wood is and how little is able to penetrate the wood even after two years. The nose has the typical character of cachaça, but is filtered by fresh notes of lemon, mint and a little brine. Notes of citrus, grass and honey dominate on the tongue, followed quickly by delicate hints of vanilla, coconut and wood. 40%





## YPIOCA

The company was founded by the Portuguese Dario Telles de Menezes who arrived in Brazil in 1843. He and his family landed in Ceará and soon acquired a property 38km from the capital and 6km from Vila de Maranguape, between the Serra da Aratanha and Maranguape, a place known by the name of Ypióca, which in Tupi-Guarani means terra roxa. Ypioca was distilled for the first time in 1846. The company has its own land where sugar cane is farmed, five distilleries located in the state of Ceará (north-east of Brazil) and a splendid cachaça museum. In addition to Brazil, Ypióca is distributed in more than 40 countries around the world.

### Ypioca Prata Empalhada

It has a brilliant crystalline colour in appearance. The characteristic notes of the raw material prevail in the aroma, with a great balance on the palate between sweet and fruity notes. The characteristic packaging of the raffia bottle highlights the traditional image of the distillate. 38%



### Ypióca Cinco Chaves

Ypioca Cinco Chaves is a blend of cachaças, some aged for 20 years in oak and chestnut wood. The colour recalls a white wine, so much so that it does not seem to have been aged for as long as it has. On the nose it is light and delicate, with notes of vanilla, ginger and some hints of cinnamon. In this spicy mix a fruity body emerges, eased by citric notes and woody nuances, which are all very well balanced and inviting. On the palate it reveals a fresh acidity, and a fruity note of green apple and pomegranate emerges. It has a light creaminess. 39%

**Alessandro Palanca**

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DRINK RESPONSIBLY

# A STRANGE SEQUENCE

## The wonderful story of a wine and a special label

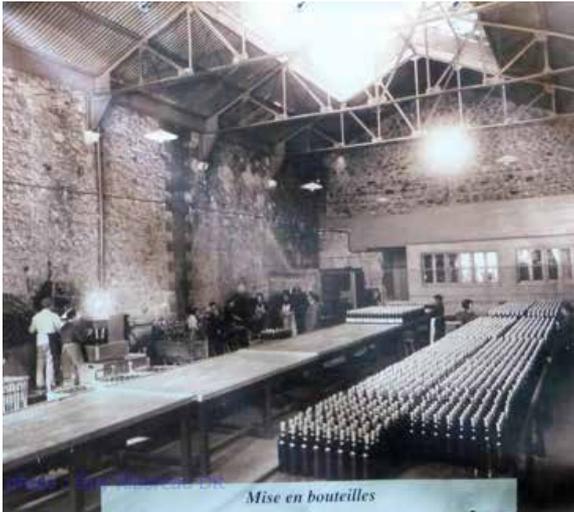
BY ALESSANDRO PALANCA

**T**he story we're about to tell you is set in France and starts like a fable from past times. In 1866 lived two young brothers from a family with humble origins in the commune of Corsavy. Their names were Simon and Pallade Violet. Together with their father, a muleteer, they decided to go in search of a better life by making their way towards the Roussillon plains. Simon and Pallade

Violet settled in Thuir to start a haberdashery, fabrics and wine business. They gained sound commercial skills and on 14 September 1866, the Violets registered a wine-selling business with the notary Augé in Thuir. This was the beginning of a great adventure.

Initially they only owned a few small casks, which they later replaced with larger, second-hand casks. Their innate



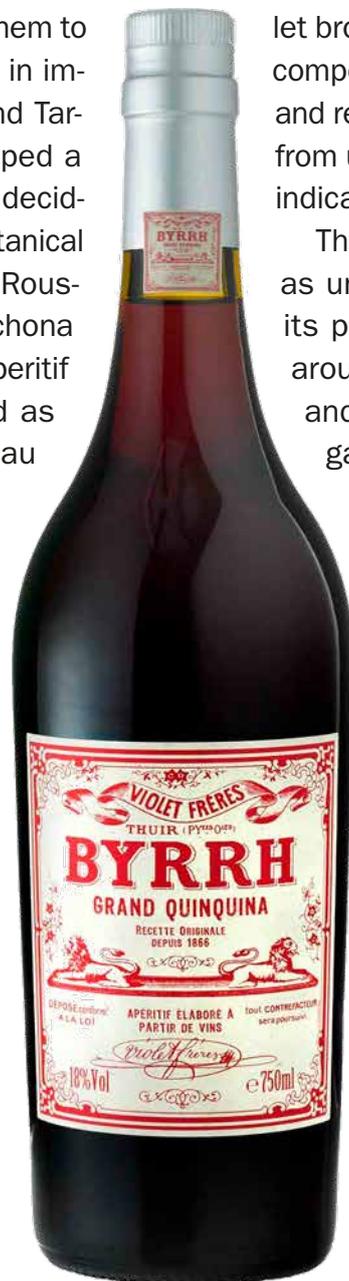


**BYRRH**  
SIMON AND  
PALLADE  
VIOLET  
CHANGED THE  
COMPANY'S  
CORPORATE  
BYLAWS. ON  
THE LEFT PAGE,  
OLD COMPANY  
EQUIPMENT.

business sense encouraged them to grow and develop a business in imported wines from Malaga and Tarragona, Spain. Simon developed a deep knowledge of wines. He decided to experiment by adding botanical aromas to certain crus from Roussillon, in particular using cinchona bark. He then developed an aperitif wine which was initially sold as “Vin tonique et hygiénique au quinquina”.

On 10 February 1873, the Violet brothers registered the BYRRH trademark with the Commercial Court of Perpignan. In the second half of the 19th century, these types of wines were renowned as tonics. Simon took great pains to ensure that his deliveries of wine regularly reached pharmacists, druggists, and the bars of the region.

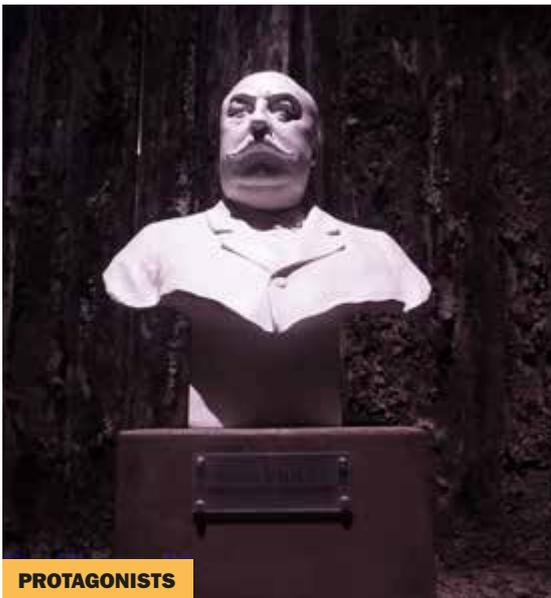
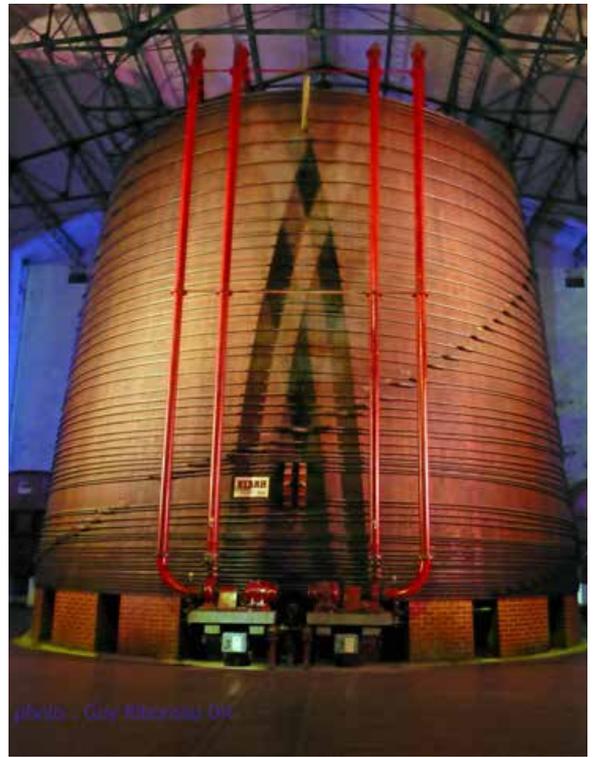
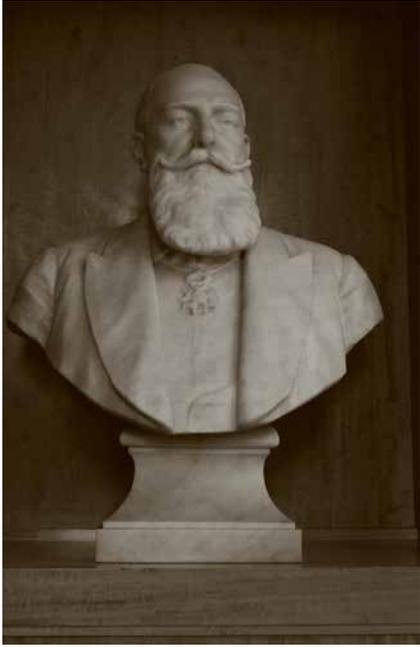
The favourable response to the business provoked the harsh reaction of the Order of Pharmacists of Montpellier. It filed a case against the Vio-



let brothers, accusing them of unfair competition, abuse of the profession and requested that they be forbidden from using the word cinchona, which indicated a pharmaceutical product.

The name of the product was just as unique and fascinating. Due to its peculiarity, BYRRH has always aroused curiosity and fascination and there are several stories regarding its origin. According to the official version, BYRRH is the sequence of the first letter of the fabrics the Violet brothers stocked on the shelves of their haberdashery.

In 1876, Simon and Pallade Violet changed the company’s corporate by-laws, which at this point exclusively sold wine. They opened two sales agencies in Spain, while in Thuir the cellars were extended until they reached a stocking capacity of 50,000 hectolitres after just a few years. But even this was soon not large enough and Simon decided to



**PROTAGONISTS**  
 TOP LEFT, LAMBERT VIOLET, AND ON THE RIGHT, MARIE. ABOVE, SIMON VIOLET. TOP RIGHT, A GIANT VAT. BELOW, THE EXPOSITION STAND.

build an even bigger cellar which is recognisable on the premises today. From that moment, sales agencies opened throughout the world. The brothers started taking part in international expositions with BYRRH and advertised it through the nascent advertising industry. BYRRH adverts made their mark in the history of signage.

Simon Violet died in 1891 and it was his son, Lambert, who succeeded him. Lambert Violet continued with his father's work and inaugurated new premises in

1892. The factory was later connected to the railway system and the dispatch warehouse was designed by Gustave Eiffel.

In 1910 the company employed 750 people and distributed over 30 million litres of BYRRH per year. Other cellars were built in the East Pyrenees. When Lambert died in 1914, the business was passed on to his wife, Marie. In 1920, Jacques and Simon, sons of Lambert and Marie, took the reins of the family business. In the meantime, the Thuir cellars became

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BEVI RESPONSABILMENTE - DRINK RESPONSIBLY

*Producto original de Panamá.*

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# PALLINI

*Limoncello*

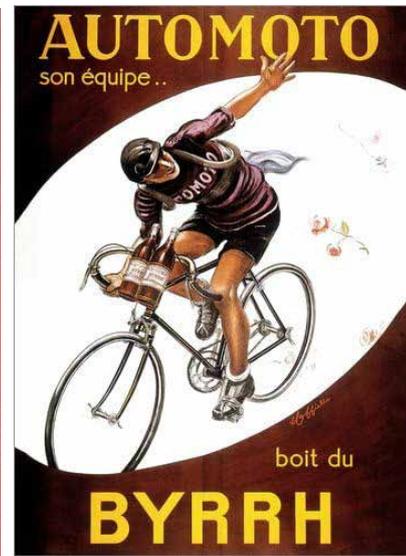
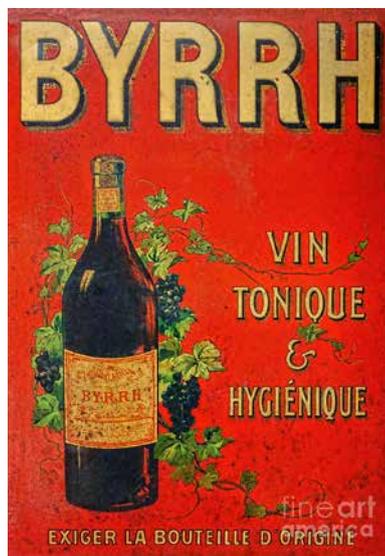


**AMORE AL LIMONE. BOTTLED.**



[www.limoncellopallini.com](http://www.limoncellopallini.com)

BEVI RESPONSABILMENTE



the largest in the world with record-setting numbers: there were three cement tanks used to mix wine, the largest of which could hold over 6,800 hectolitres (680,000 litres), and an oak vat with a capacity of 4,205 hectolitres (420,500 litres) was built in 1934. In 1951 a third record was achieved, that of the biggest oak vat in the world for refining wines with

a capacity of 1,000,200 litres.

With its 18% ABV, BYRRH Grand Quinquina is still today made according to the original recipe in Thuir, at the heart of the French-Catalan region, close to the coast and bordering Spain. The base wine comes mainly from Roussillon wine cooperatives using a variety of grapes such as Muscat, Grenache and Carignan, with

**BYRRH**  
TWO  
FASCINATING  
IMAGES OF THE  
CELLARS.



a secret dose of natural cinchona added to produce an aperitif that is fruity and refreshing, great when paired with cheese and enjoyed with tonic or mixed in cocktails.

When whisky became popular in the 1950s, the family faced strong competition on the market and in 1961 sold the

business to CDC (Dubonnet, Cinzano, Cusenier). Today the cellars produce many aperitifs including Suze, Ambassadeur, Dubonnet and Soho.

The beneficial properties of cinchona bark were originally discovered by the Quechua, an indigenous population of Peru and Bolivia, who found it to be ef-



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DRINK RESPONSIBLY

**LUXARDO**

**ORIGINALE**  
**SINCE 1821**



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# WEARELUXARDO

DRINK RESPONSIBLY

est.  
**1821**

*Girolamo Luxardo*



fective in calming chills caused by fever. To compensate for the bitter flavour, the Quechua mixed the ground bark with sugar water, thus giving rise to an ancient type of tonic water.

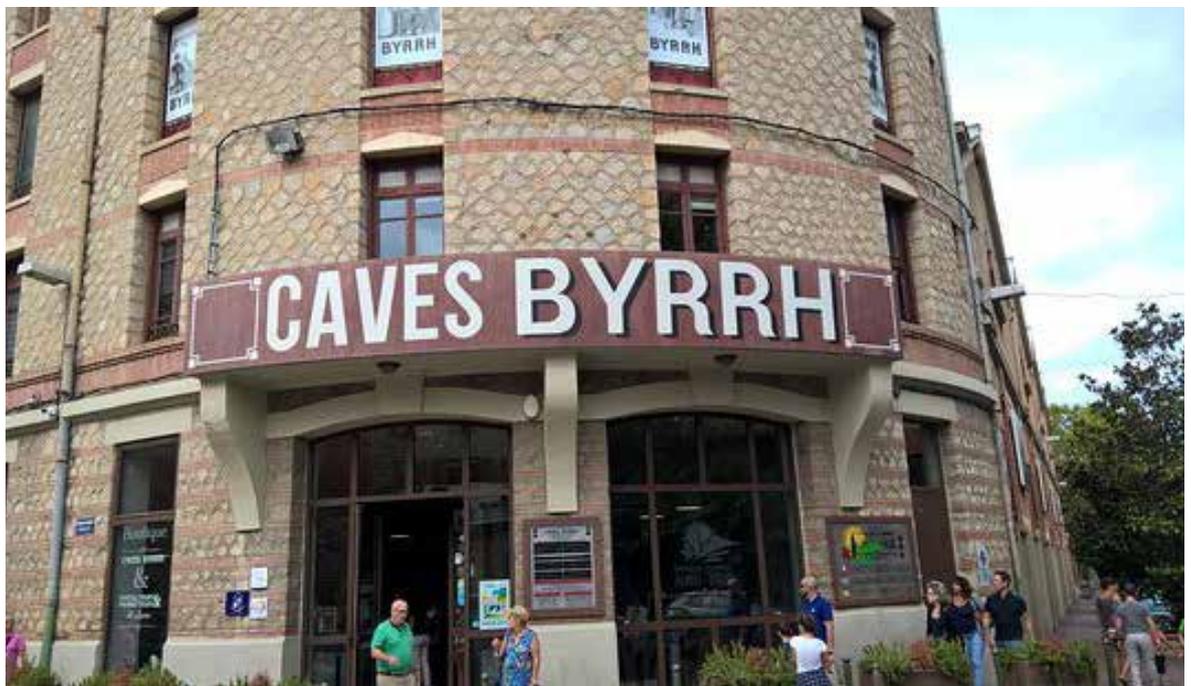
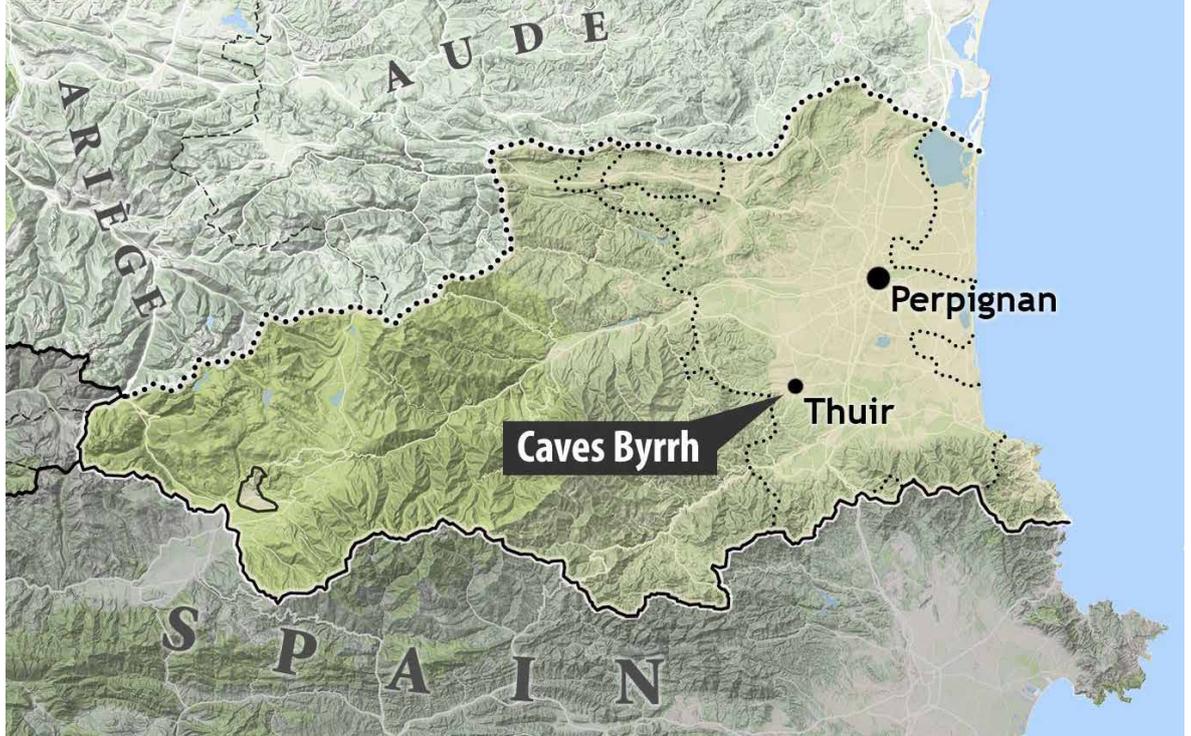
In the early 1600s, the Jesuit missionaries introduced cinchona to Rome to treat the endemic malaria that came from the marshes surrounding the city of Rome and that was responsible for thousands of deaths. Quinine was isolated and named in 1820 by French researchers. The name derives from the original Quechua (Inca) word for the bark of the cinchona tree, quina or quina-quina, which means “bark of bark” or “sacred bark”. Large scale use of quinine to prevent malaria started around 1850, where it was consumed in tonics or aperitif wines.

Old equipment is still kept at the company, such as the collection of advertising



**BYRRH**  
TOP, THE  
MUSEUM.  
ABOVE, THE  
AROMATIC  
PLANTS.

posters and the old stand from 1891 that was used at the international expositions. In the largest cellars in the world are 70 gigantic oak vats, all lined up. The cellars are visited by thousands of people from all over the world and a tour takes about 45



minutes. The tour takes visitors through the various phases of BYRRH production which are still found on site: from aging of the wine to infusion with the 10 spices that give it its unique flavour, to cooling, filtering and finally bottling. Fifteen million litres of wine rest in those cellars.

BYRRH continues to be an ambassador of the great French liqueur tradition, which together with the Italian one, makes up an important part of the world's spirit industry heritage.

**Alessandro Palanca**



1890



**GAMONDI**

*Vermouth  
of the year 2020*

DRINK RESPONSIBLY



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 GamondiSpirits



# MADRID MAGIC

Alberto Martinez, owner of Madrid's 1862 Dry Bar, introduces his city – and shares a Black Tears cocktail too

DI THEODORA SUTCLIFFE

**A** former engineer who changed career after an accident in Mexico, Alberto Martinez is the man behind Madrid's classic cocktail haven 1862 Dry Bar. Born and raised in the city, he opened 1862 Dry Bar eight years ago after discovering his love for fine spirits in a boutique spirits shop. A driving force behind Madrid's cocktail scene, he now also co-owns moodily lit hangout Santos y Desamparados.

Three months' lockdown and ongoing social distancing has transformed the Madrid scene, Martinez says. «In Spain you used to make reservations for dinner but not to go out for drinks and I think this is going to change,» he explains. «There used to be wine bars, tapas bars, much more informal, where you share plates, you eat at the bar, you move around with your beer. Unless there's a vaccine, that's going to change.»



**BARTENDING**  
ALBERTO  
MARTINEZ.

**Where's the best place to drink rum in Madrid?**

There is a bar called La Ronronera, which is dedicated to rum. It's kind of small, around 20 capacity. The owner is a rum geek and he goes to every rum festival and lectures on rum and features a lot of the new rum culture in Spain. They focus on the product. If you're in Madrid and you want to taste different rums and enjoy rum by itself, the place is La Ronronera.

**Where's the best place in Madrid for a drink with a view?**

There are plenty of terraces and hotel bars and many rooftops with beautiful views of the city, and at least three hotel bars have a cocktail programme with quality cocktails. But for me, it's the Circulo Bellas Artes, an old building with a very, very beautiful rooftop and cool drinks, al-

though not an intensive cocktail program.

**Where's the best historic bar in Madrid?**

If I had to choose one place for classic cocktails it would be Del Diego, a very classic cocktail bar opened in 1992 by a bartender who started his career in Chicote. They wear tuxedos, they're very classic with their hospitality. It's like going to Harry's Bar in Paris, one of those kinds of bars.

**Where do off-duty bartenders go drinking once they finish their shift?**

Most bartenders go to Santos for a drink and to have fun after their shift. They have loud music and it's less formal, it closes a bit later than the other bars. I want to say it's like El Camion in London—it doesn't close as late as El Camion, but it's in the centre and close to all the cocktail bars



and if you go there about 2am you'll find bartenders after their shift relaxing with a beer and a cocktail.

**Where can you find the best local ingredients in Madrid?**

Not too many people make cocktails at home so there are not many shops open to the public where you can buy ingredients. You generally buy spirits and liqueurs from distributors. Lafuente is good for spirits and mixers for liquors, and if you need to buy specialist ingredients and bartending tools, most people go to Barkonsult. It's in-

ternational but they have a shop in Madrid.

**Where's the best market in Madrid?**

We are very lucky in Madrid, we have a lot of fresh fruit. Almost every neighbourhood has a local supermarket with all types of fruit and food and almost every street has a fruit shop. I have a Chinese guy with a fruit shop in the same building that I'm in, and I buy all my fruit in his shop, unless I want something very specific, like French ingredients.

**Where should we go to eat paella?**

I don't recommend eating paella in Ma-

drid. Paella is from Valencia so in Madrid, people hardly ever eat paella. It's sad but it's almost like sangria, where most of the places are tourist traps, with poor quality, poor service and no locals. If I wanted a good rice dish, I would go to a place called Carmencita. It's a very old tavern in Madrid and they make all the traditional Spanish dishes to a very high quality, especially rice.

### **Where should we go for coffee?**

A lot of good coffee places have opened in the last 10 years. In my neighbourhood, you can find places like Toma Café, if you want modern or speciality coffee. Then you have the old-school beautiful literary cafés, which are normally more for a latte or a cappuccino or an espresso—salons where people used to go to talk during the 1910s and 1920s. Café el Espejo and Café Gijón are two of the best.

### **Where's the best place for a selfie?**

Madrid is not as monumental as other capitals like Paris or London, but all the city centre, the old part of Madrid, is walkable. My favourite is Gran Vía. Around 100 years ago the city decided to make a big street running from east to west and it's very, very beautiful, with plenty of modernist buildings from the 1920s. It's very lively in the daytime or at night and there are great cinemas, musicals, and stores.

### **What's one thing that everybody who visits Madrid has to do?**

Every time a friend of mine comes to Madrid, I go to a place called La Venencia, a sherry bar in Madrid. It's real old school: they write your bill in chalk on the counter and they only serve sherry and some olives and almonds. That kind of historic tavern is what makes Madrid different from other cities: many are over 100 years old and still family owned. They're open to all ages, from children to grandpas, and you can

go for a coffee after lunch or a beer after work. It's like the soul of Madrid.

### **What's an activity everyone should do in Madrid?**

Many come to Madrid to see the football, Real Madrid and Atlético Madrid. Another thing is to go to a flamenco show. Many are tourist traps but you can see a very high quality flamenco show at Casa Patas—although I heard it won't reopen after Covid, I hope it's temporary. Flamenco is beautiful. It's very emotive and part of our culture. Even though it's not from here, the good flamenco singers and dancers traditionally moved to Madrid, where they could have bigger audiences. You'll see an amazing show, even if most of the people around you are tourists.

### **BLACK TEARS, SPANISH STYLE**

"I like Cuban culture, so when I heard that Black Tears was moving around the world, I thought it was good for the industry," Martinez says. While Black Tears' dry profile is very different from the sweet rum styles most Spaniards prefer, Martinez's cocktail showcases the spirit's intense coffee notes in a coffee-chocolate twist on the classic Rum Old-Fashioned.

**Theodora Sutcliffe**

### **THE RECIPE**

#### **CAFÉ COLONIAL**

- 60ml Black Tears Dry Spiced
- 2 barspoons Fresh espresso coffee
- 1 lump Demerara sugar,
- 1 barspoon Gingerbread syrup
- 1 dash Chocolate bitters

Build in a rocks glass like an Old-Fashioned and garnish with an orange twist. Serve with a small cup of black coffee on the side.

EXCELLENCE  
SPIRITS  
AWARD

ROMA  
BAR  
SHOW

20  
20



## **SPIRITS EXCELLENCE AWARDS RBS 2020**

Now more than ever we need some good news. The Spirits Excellence Awards, which were eagerly anticipated and organised by the Roma Bar Show team, acknowledge the quality of the many spirit brands found on the Italian and foreign market measured in terms of excellence in tradition, choiceness, ability to enhance the value of the region and innovation, highlighting these brands for the benefit of consumers and professionals within the sector. The selection of these brands was not the outcome of a competition, but rather they were independently chosen by a highly specialised panel of judges, who on one hand award the good work of those who distill, create, produce or distribute excellent products, and on the other, bring them to market. Here is a list of this year's products of excellence – each represents good news worth tasting, stocking in bottle stores, rediscovering, and of which to be particularly proud.

**For giving continuity to a historical product and keeping its value, as much as its characteristics, unaltered:**

Amaro Lucano Anniversario – produced by Coca-Cola HBC Italia  
Amaro Petrus Boonekamp – produced by Distilleria Caffo  
Americano Bianco Cocchi – produced by Giulio Cocchi Spumanti  
Anice Secco Speciale – produced by Distilleria Varnelli  
Aperitivo Select – produced by Gruppo Montenegro  
Gentlemen's soda – prodotta da Three Cents Artisanal Beverages  
Indian tonic Water – Fever Tree – distribuita da Velier  
Limoncello – produced by Pallini SpA  
Liquore Niente – produced by Sarandrea Liquori  
Liquore Ratafia - produced by Sarandrea Liquori  
Liquore Strega – produced by Strega Alberti Benevento  
Maraschino Luxardo Originale – produced by Luxardo 1821  
Metaxa 12 stelle – produced by Molinari SpA  
Sangue Morlacco Cherry Liqueur – produced by Luxardo 1821  
Stock 84 Gran Riserva 20 yo – produced by Stock Spirits  
Storica Barrique Millesimata – prodotta da Domenis 1898  
Toccasana di Teodoro Negro – produced by Toso Vini  
Vermouth Carpano Antica Formula – produced by Fratelli Branca Distillerie

**For excellence in innovation:**

Aqva di Gin Floreale – produced by Bespoke Distillery  
Ariminum – produced by Leardini Liquori  
Campari Cask Tales – produced by Campari Group  
Cinico Liquore alla Cannella - produced by About Ten  
ERético - Finest Italian Single Malt Whisky – produced by L. Psenner GmbH  
Gagliardo bitter – produced by Distilleria Schiavo  
Ginger beer moon ray – produced by Hunting Club  
Le Tribute Tonic Water – produced by Le Tribute  
Licor Beirao – produced by Lisboa Vini  
Organics Tonic Water Bio – prodotta da Red Bull  
Spice Drops – prodotti da Naty's  
The Greedy – produced by About Ten  
Tonic Water 13.5 Evia - prodotta da J.Gasko  
Trittico Queen Mary - produced by Domenis 1898

**For best enhancing the excellence of its region:**

Adelphi Whisky Private Stock Blend - produced by Pellegrini SpA  
Alpestre Riserva Speciale - produced by Onesti Group  
Amaro Amarum - produced by Fiume Licor  
Amaro Ciociaro Paolucci - produced by Zafferano Beverage Company  
Amaro dell'Erborista - produced by Distilleria Varnelli  
Amaro Gentile - produced by Mazzetti D'Altavilla  
Amaro Meletti - produced by Ditta Silvio Meletti  
Amaro Rabarbaro - Fundeghera 1939  
Aqua Mirabilis London Dry Gin - produced by Anonima Distillazioni  
Berry Bros & Rudd Sherry Cask Whisky - produced by Pallini SpA  
Beso Nettare di Agave - produced by Ghilardi Selezioni  
Brandy Criaderas Diez Mil Botellas - produced by Pellegrini SpA  
Brandy Millesimato 1994 - 23 anni - produced by Elegance Distribution  
Braulio Riserva - produced by Campari Group  
Caorunn Gin Highland Strength - produced by Compagnia dei Caraibi  
Cardamaro - produced by Tosti 1820  
Clarín Communal - produced by Velier  
Crema di pistacchio - produced by Giardini d'Amore  
Cubay Ron 10 yo - produced by Erc Sun Spirits  
Cubay Ron Blanco - produced by Erc Sun Spirits  
Diamanda - produced by Fiume Licor  
Diplomatico Distillery Collection n°3 single pot still - produced by Compagnia dei Caraibi  
Dopo Teatro Vermouth Amaro - produced by Giulio Cocchi Spumanti  
Ezra Brooks Rye Whiskey - produced by Pallini SpA  
Ferrand 10th Generation Grande Champagne Cognac - produced by Compagnia dei Caraibi  
Foursquare Patrimonio Rum - produced by Velier  
Foursquare Plenipotenziario Rum - produced by Velier  
Gamondi Vermouth Bianco Superiore di Torino - produced by Toso Vini  
Giass Milano Dry Gin - produced by Milano Dry Gin  
Grappa Riserva 15 Anni Selezione Bortolo Nardini - produced by Distilleria B.lo Nardini  
High West Double Rye Whiskey - produced by Compagnia dei Caraibi  
Holler Sambo - produced by Roner  
Il Sauvignon Blanc Grappa - prodotta da Nonino  
Isla Coiba Ron 15 yo - produced by Mixer srl

Koval Rye Single Barrel Whiskey – produced by Pellegrini SpA  
Ks Vermouth Rosso – produced by Roner  
La Escondida Mezcal – produced by Cuzziol Grandi Vini  
Laphroaig 10 yo Single Malt Whisky – produced by Stock Spirits  
London Dry Gin – produced by Peter in Florence  
Long Pond 2005 Jamaica Pure Single Rum – Velier  
Magnifica Bica De Alambique Cachaça – produced by Compagnia dei Caraibi  
Maker's Mark Rye Whiskey – produced by Stock Spirits  
Malecon Ron Rare Proof 17 yo – produced by Savio Srl  
Mezzo e Mezzo – produced by Distilleria B.lo Nardini  
Monymusk Rum 2010 – produced by Velier  
N° 3 London Dry Gin – produced by Pallini SpA  
Ocho Blanco Tequila- produced by Compagnia dei Caraibi  
Pearse Lion Irish Whiskey aged 7 years – produced by Mediland  
Plantation Xaymaca Special Dry Jamaican Pot Still Rum – produced by Compagnia dei Caraibi  
Porter's Modern Classic Dry Gin – produced by J.Gasko  
Rhum J.M Cognac Cask Finish – produced by Sagna SpA  
Sabatini Gin – produced by Sabatini Gin  
Sambuca Amatriciana – prodotta da Distilleria Chinzari  
Skins Mastiha – produced by Fine Spirits  
Speyburn 15yo Single Malt Scotch Whisky- produced by Compagnia dei Caraibi  
The Botanist Gin – produced by Molinari SpA  
The Demon's Share Rum 6yo- produced by Savio Srl  
The Real McCoy Rum 12yo – produced by Compagnia dei Caraibi  
Torres 20 Brandy Superior – produced by Boldrini Delizie dal Mondo  
Vermouth Excelsior – produced by Bordiga 1888  
Vermouth Tomaso Agnini Aceto Balsamico IGP – produced by Casoni Fabbricazione Liquori  
Weber Haus Cachaça Prata – produced by Eric Sun Spirits  
Williams Reserv – produced by Roner  
Wolfrest Gin Italiano – produced by Wolfrest Gin  
Z44 Gin – produced by Roner

**For being synonymous with quality and excellence in its category:**

Gin N°209 – produced by Compagnia dei Caraibi

Aperitivo Gamondi – produced by Toso Vini

Pure Tonic Cortese – prodotta da Bevande Futuriste

Citadelle Old Tom Gin No Mistake – produced by Compagnia dei Caraibi

Elephant Navy Strength Dry Gin – produced by Compagnia dei Caraibi

Erouva Grappa Riserva 5 anni - produced by Pellegrini SpA

Koval Gin - produced by Pellegrini SpA

Liquore delle Sirene – produced by Sirene

Naty's Britvic Indian Tonic Water – prodotta da Naty's

Plose Acqua Tonica Italian Taste – prodotta da Fonte Plose

Plose Ginger Beer – prodotta da Fonte Plose

Dry Tonic – prodotta da Three Cents Artisanal Beverages

Sparkling Lemonade – prodotta da Three cents Artisanal Beverages

Baciamano Gin 45\*- produced by Baciamano Italian Finest Spirits

Chase Elegant 48 Gin – produced by Meregalli Spirits

Tanqueray No. Ten – produced by Diageo

GinArte – produced by Distillerie Francoli

L'amaro di Farmily – produced by Farmily

Kinobi Gin – produced by Fine Spirits

Star of Bombay – produced by Bacardi

Portobello Road 171 – produced by Onesti Group

Beefeater Gin – produced by Pernod Ricard

Gin Fifty Pounds – produced by Rinaldi 1957

Circus Aperitivo Italiano – produced by Singita

Liquore al caffè – produced by Cantina Lunae

Q Vermouth Secco – produced by Tekbar

Bitter Zanin – produced by Zanin 1895

Piero Dry Gin – produced by Piero Gin



# 200 YEARS OF BEEFEATER GIN

**A** great journey, a real adventure into the history and culture of gin that starts in the heart of London. Precisely in 1820, when Beefeater set off on a path that would lead it to win over the palates of the whole world.

It all started in Cale Street with the opening of the Chelsea Distillery, the home where Beefeater found its roots. It was here that a few years later, an ex-pharmacist and forward-thinking inventor, James Burrough, created the London style dry gin that pays homage to the British capital and its guardians – the Beefeaters – who watch over Her Majesty’s jewels in the Tower of London.

Heritage, passion and 200 years of “know how”, but also a distillery in Kennington, London, nine huge copper stills for distillation, just as many botanicals and a recipe that has remained unchanged over time, are the key to the success of one of

the most awarded gins in the world.

Today the story of Beefeater Gin continues under the patronage of Desmond Payne, one of the foremost experts in gin, Member of the British Empire and receiver of the Lifetime Achievement award from the influential Gin Guild. The recipe? Essential, refreshing and pure with nine botanicals: juniper, almond, angelica root and seeds, orris root, lemon peel, Seville orange peel, coriander seeds and liquorice root.

These were the ingredients available in London over a century ago that James Burrough selected to perfect his gin. “My job is to continue the tradition, of the best example to refer to, and ensure that every single drop of Beefeater is exactly as its original,” comments Desmond Payne.

It is thanks to Desmond Payne that the Beefeater family has grown. First with the exclusive Beefeater 24, an “exhilarating



**BEEFEATER**  
ON THIS PAGE  
AND THE  
FOLLOWING,  
SOME IMAGES  
OF THE  
DISTILLERY.  
BELOW,  
DESMOND  
PAYNE,  
BEEFEATER'S  
MASTER  
DISTILLER.

and refined” gin that enriches the blend of botanicals with refined and exotic teas, 7 hours of distillation and 24 hours of maceration, hence the name.

In 2015, Beefeater London Garden was born thanks to the addition of thyme, lemon and verbena to the original recipe. It differs thanks to a surprising “herbaceous twist”.

Inspired by the plants and medicinal herbs of the historic Chelsea Physic Garden, Desmond Payne wanted to pay homage to James Burrough, who would often visit the botanical garden from which he would draw inspiration to refine and experiment with his recipe.

Its success on the market and continuously evolving growth meant a bigger home was needed for Beefeater. In 1958 production was moved to Montford Place in Kennington where still today between 36 and 42 million bottles are produced per year. It is a distillery but also a cultural space with expositions open to the public in compliance with COVID regulations, guided tours and events – the latter having been suspended.



**THE COCKTAIL.** To celebrate its bicentenary, Sumaiyah Edwards, Beefeater’s Global Brand Ambassador, partnered with renowned London bartender Ryan Chetiyawardana – the World’s Most Influential Bar Personality / Drink International 2019 – to create The Nightingale, the bespoke cocktail that captures the essence of Beefeater, its past, present and future.



The cocktail's ingredients refer to 'Britishness' but at the same time, they suggest the international imprint of a country that has always known how to capture

flavours and inspiration from all over the world; just as James Burrough did, that illuminated explorer whose travels inspired certain ingredients.

## THE RECIPE

### THE NIGHTINGALE

#### INGREDIENTS

- 40ml Beefeater Dry
- 15ml lemon juice
- 1 pod of cardamom
- 2 drops of white absinthe
- 5ml honey
- 80ml cherry London ale

#### METHOD

Crush the cardamom at the bottom of the shaker, add all the ingredients except the cherry London ale. Shake and double strain into an iced glass. Top up with cold beer and garnish.



# GRAZIE

## TO THE WORLD'S BEST BARTENDERS

## AND TO ALL THE VERMOUTH LOVERS



# #1

## BEST

SELLING VERMOUTH



# #1

## TOP

TRENDING VERMOUTH

## 2020 YEAR OF THE VERMOUTH DI TORINO

BEBE CON RESPONSABILIDAD

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