

# Bartales

## Best of

N. 30 | FEBRUARY 2021

SUPPLEMENT OF BARTALES



HOT SPIRIT / AMERINDIAN BRANDY  
**PISCO TIME**



COCKTAIL STORY / WHITE LADY  
**A TENNIS PLAYER'S DRINK**



LIQUID STORY / FAMILY & TRADITIONS  
**THE HOUSE OF SPIRITS**



REPORT / NEW HORIZONS  
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# INVITATION TO TRAVEL

**T**here is a desire for light, a longing for hope. Trips, plans, imagination that sets itself free and runs wild. Paracas' powder-pink beaches call us, the racing clouds in the skies of Peru enchant us. And then there's Pisco! Which isn't just the name of the 17th century city in the heart of Ica, a rectangle of paradise overlooking the Pacific, but it is also the national drink of Peru, a crystal-clear brandy, which for some years now has made its mark here too and that we tell you all about in this issue. It's perfect for a toast to good things (and we're in great need of that!) with the recipe (Pisco Sour) that Victor Morris, an American who emigrated to Lima from Salt Lake City, created to ensure the success of exotic mixed drinks. As an alternative, there is always a good cognac. Perhaps coupled with Cointreau and a little egg white – making it more glamorous, more elegant. This is in fact the recipe for the White Lady cocktail, a drink that Harry Craddock created for Suzanne Lenglen, the early 20th-century world tennis star, who always chose to play her matches wearing all white. Perhaps that is why the author of the "Savoy Cocktail book" invented the recipe of a refined and timeless classic, or perhaps because this lady loved the social life and cognac especially – so much so that she would sip it on any occasion, including, and most especially, during her big matches, convinced as she was that it gave her just the right push, that energy she needed in tough match situations. Can we really blame her?

Follow us



**BarTales**  
*Best of*

N. 30 | FEBRUARY 2021

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

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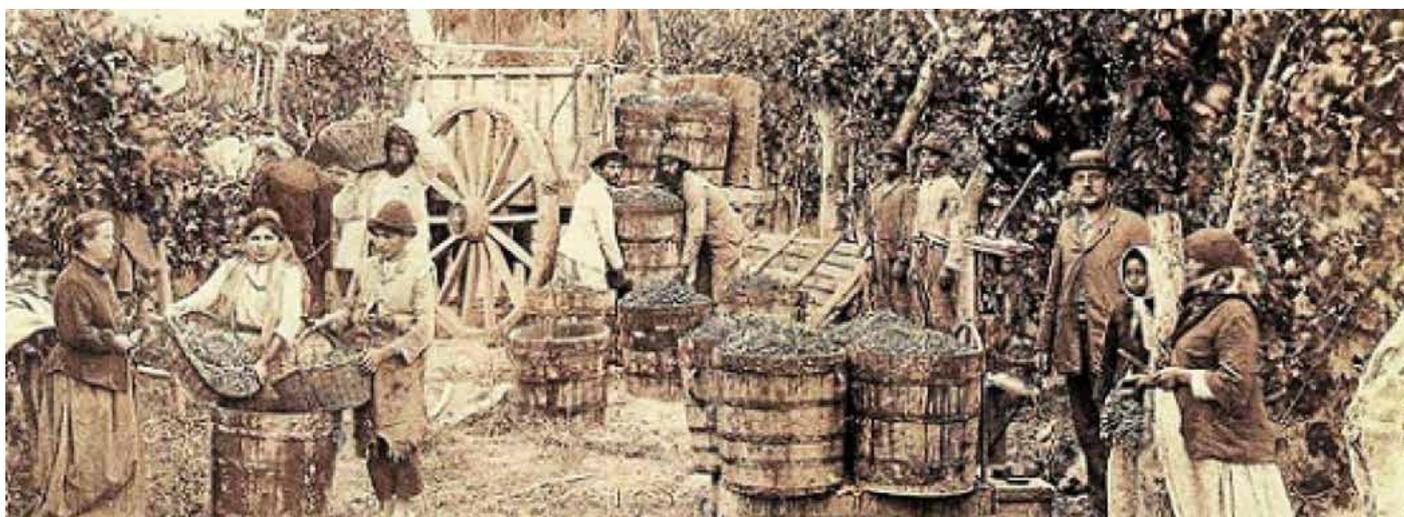
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**DRINK RESPONSIBLY**

# PISCO TIME

Distilled from pisquere grapes,  
it is Peru's national drink  
Greatly enjoyed beyond its borders

BY FABIO BACCHI



**N**amed after the town of Pisco, it is the distillate that represents Peru and its traditions, to which it is linked with historical traces that also influenced the events of the country. There are eight varieties of pisquere grapes, which can be white or red, and among these Moscatel, Albilla, Torontel, Italia and Quebranta stand out, with the latter being the most frequently used. Pisquere grapes are harvested from the end of February to March, exposing the grapes to the sun for a longer period thereby increasing their sugar content. Pruning takes place quite late, following the course of the Peruvian summer which

starts in January and culminates in March.

The Ica valley is the area dedicated to pisquere grape production. This area falls on a tropical latitude, has an altitude of 400m and receives a fresh sea breeze from the Pacific. It is an arid place that does not experience rainfall nor frost; the vineyards in the valley are supplied by the glacier meltwater from the Andes. These specific climatic conditions allow the grapes produced here to have a high sugar content and low acidity, making them perfect for pisco, though less so for wine.

Normally pisco is crystal clear. It is never aged in wood and there are three types

**PISCO**  
ON THE  
OPENING PAGE,  
A HISTORIC  
PHOTO OF  
GRAPE  
HARVESTING IN  
PERU.



on the market: pure pisco (made from a single grape variety), Acholado (blended from several varieties) and Mosto Verde (Green Must), produced with must that still has a high sugar content, influencing malolactic fermentation.

Pisco is obtained from pure fermented grape juice, without adding water or sugar before and after distillation. It can be enjoyed neat but it is also a distillate that lends itself well to mixing.

During the Barbary Coast era in San Francisco, pisco was the most sought-after liqueur in the West. In his San Francisco Bank Exchange Saloon, Duncan Nicol secretly perfected the famous Pis-

co Punch. Shortly after his arrival in Lima from San Francisco, Victor Morris made his Pisco Sour Peru's national cocktail. Then it slowly became restricted once again within its national borders.

Before its rebirth started about 10 years ago, consumption of pisco in Italy was almost insignificant and it was often used together with spirits that had little to do with the traditional Peruvian distillate, a symbol of national identity, culture and tradition. Things were not much different outside Peru, however, as pisco was often relegated to being just a souvenir within duty-free stores. Here are some of the best brands available in Italy.



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— ITALIAN HERITAGE —



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*Refined hand crafted products based on a strong tie to the land,  
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## CAMPO DE ENCANTO

Campo de Encanto, which has already been awarded the Gold Medal as best Peruvian Pisco, was a project created outside Peru in San Francisco, by bartender Duggan McDonnell (who imagined a pisco that would be particularly good in mixing), sommelier Walter Moore and pisquero distiller, Carlos Ruben-Romero-Gamero. It is produced in a distillery in the Ica Valley. Perfecting the recipe required approximately 30 months of testing before

reaching the desired result.

Three varieties of grapes are used, which are sustainably farmed and vinified exclusively with the use of local yeasts. It is single distilled and then rested for 9 months in the almost tropical climate of the Peruvian coast.

Campo de Encanto piscos set themselves apart due to their special smoothness and the balance of their distinctive notes, with especially elegant floral, spicy and citrusy hints.

**PISCO**  
ABOVE, THE  
PISQUERO  
STILL. AT THE  
TOP, ANCIENT  
PISCO  
VESSELS.  
(PHOTO  
CREDIT:  
SEBASTIAN  
CASTANEDA).



### **Pisco de Encanto Grand Noble Acholado**

Crystal clear with reflections that dance from yellow to green. The vibrant bouquet releases talc and wet rock followed by vinous and floral characteristics. A quick rotary motion extracts chlorophyll and wax. On the palate, the entrance is delicate and picks up the concentrated vinous profile again, medium dry with a splendid, succulent and smooth texture. The waxy and vinous flavours are contrasted by the sweet warmth of the spirit, the dryness is pleasantly softened by the grapes that linger in the clean and dry aftertaste. This Acholado, a hybrid, comes from a blend of 4 grape varieties: Quebranta (74%), Italy (16%), Moscatel (4%) and Torontel (6%). It is ideal for mixing and is the type of pisco most loved by Peruvians. 42.5% alc.



### **Pisco de Encanto Distiller Reserve Quebranta**

Campo de Encanto's "Distiller Reserve" is produced from sustainably farmed Quebranta grapes (also known as Palomino Negro, Pais or Mission). This spirit was also awarded a Gold Medal at Peru's National Pisco Festival in 2011. For master blender Carlos Ruben Romero-Gamero and the nearly 400 distillers in Peru, this is the highest honour achievable. Every September the Comisión Nacional del Pisco scours the country to visit pisco distilleries to secure pure samples to analyse. It is completely crystal clear. The aroma reveals hints of grape skins and freshly ground chilli. Initially not very defined on the palate, thereafter a dry and sudden consistency takes over that opens up to the mid-palate with subdued and elegant hints of resin, grapes, plums and peaches, notes of almonds and chocolate, a hint of peppermint. It has a slightly waxy finish, the spirit is almost indiscernible. It ends slightly sweet and a little short. Vibrant and of great purity. 43.1% alc.

Vermouth & Spirits  
**DEL PROFESSORE**



ITALIAN HERITAGE

*Vermouth di Torino  
Classico  
Del Professore*

VERMOUTH COCKTAIL

5 cl Vermouth Classico Del Professore,  
2 dashes angostura,  
2 dashes orange curaçao.

Mix with ice, serve in a coupette glass  
and garnish with lemon and orange zest.



*Tradition, terroir, people*

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— ITALIAN HERITAGE —

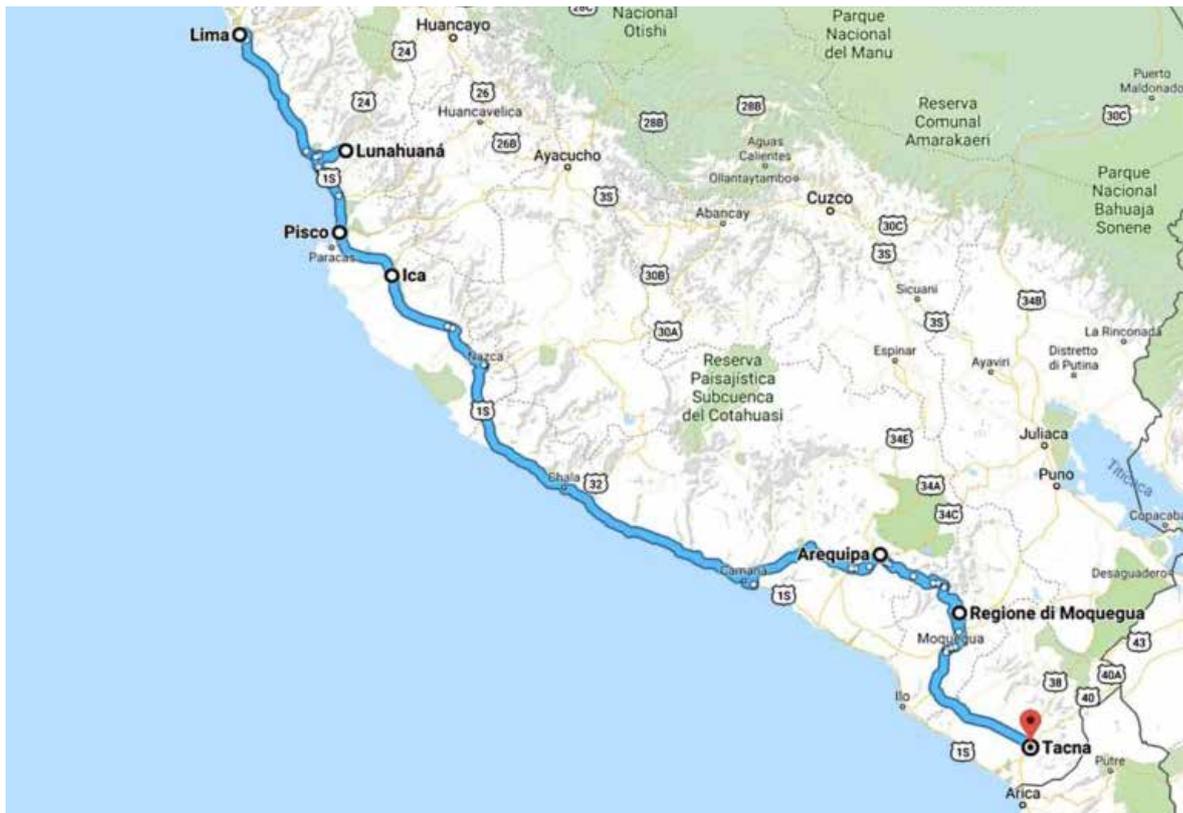


SPIRITS SELECTION,  
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*Tradition, terroir, people*

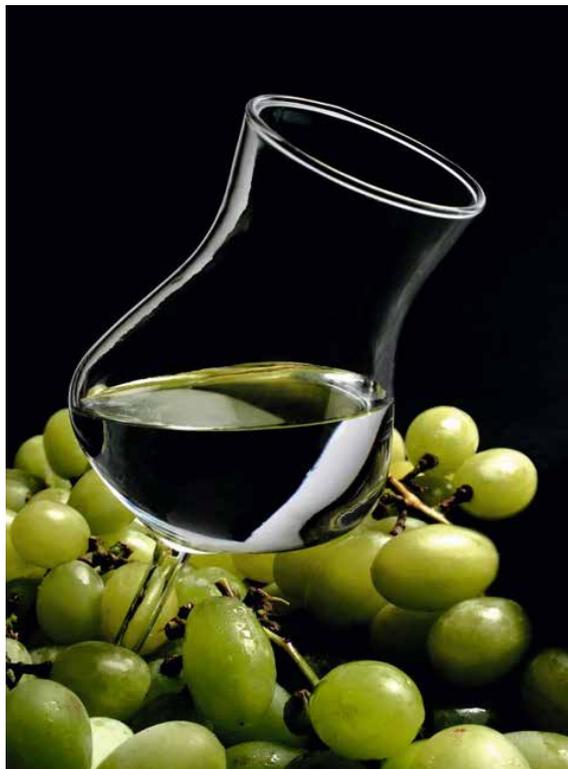
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DRINK RESPONSIBLY



## 1615 PISCO

Historical documents show that 1615 was the year when grape farming was registered in Peru for the first time. Well adapted to the climate and the fertile territory around the city of Pisco, the grapes enjoy this temperate position with an ideal climate for ripening that provides excellent fragrance and distinction. The vineyards of Bodegas San Nicolas are located 243km south of the capital Lima and just 10km from the ocean. Here they benefit from the influence of the Paracas winds in August and September. Originally, they were part of the old Hacienda de Santa Cruz de Lanchas, grown by the Jesuits since the 16th century, who also harvested the grapes, transforming them into pisco and sold the distillate during the Portuguese colonial period. The ruins, which are still visible today, are represented on the label. The vineyards have an average age of 20 years and ex-



tend over 20 hectares: 15 of Quebranta, 3 of Italia and two hectares of Albilla. The master distiller is enologist Edwin Landau.



### 1615 Puro Quebranta

Made exclusively from the indigenous Quebranta variety, this distillate is crystal clear and bright. On the nose it starts off fresh and simple with distinct notes of banana, passion fruit, raisins and bitter chocolate. It has good structure and intensity. But it is on the palate that its strongest expression comes through. Velvety, smooth, bold and delicately sweet, it

balanced perfectly with hints perceived in the nose. Good structure and persistence. 42% alc.

### 1615 Mosto Verde Italia

Made from Italia grapes, crystal clear and bright. “Mosto Verde Italia” is an explosion of aromas, both on the nose and on the palate. On the nose, fruity hints and herbaceous notes come through. On the palate, it is bold and with a lingering persistence, herbaceous, fruity and reminiscent of the grapes it is made from. The finish is intense, citrusy and long. Ideal for enjoying neat and perfect for sophisticated mixing. 42% alc.

### 1615 Mosto Verde Quebranta

From the indigenous Quebranta variety, one of the strongest varieties for pisco production. From the green must a highly expressive distillate is born. Its appearance is clean, bright and colourless. On the nose it gives bold hints of banana, passion fruit, raisins and bitter chocolate, sweet apples and dried fruit. On the palate it has a decisive character and lingering persistence, it is sweet and velvety, maintaining the hint found on the nose. Well structured. Ideal enjoyed neat, or in refined mixing. 42% alc.





### 1615 Acholado

Acholado is a typical Peruvian word with a wonderful meaning: hybrid. It is the essence of pisco itself. It is clean, bright and colourless in appearance. On the nose we find sweet aromas such as banana, apples and citrus hints. On the palate it is warm, sweet and herbaceous and with noticeable hints of apple. Perfect for making Pisco Tonic and Chilcano. Ideal for mixing. 42% alc.

### 1615 Mosto Verde Torontel

An indigenous variety from Latin America, probably having originated from grafts of indigenous cultivars from the valleys of Calchaquies in north Argentina into the European *Vitis Vinifera*. This variety has acclimatised well to the entire mid-tropical belt, which gives the grapes a pleasant ancient gold colour and well-pronounced aromatic notes. Pisco 1615 Mosto Verde Torontel is the most faithful distilled expression of this authentically South American variety. Bright and colourless with scents of raisins, floral and citrusy aromas, geranium stands out. On the palate it opens



warmly with green apple and has a bitter finish of pecan nuts. Smooth and lingering persistence. To be served at room temperature to savour all its delicate flavours and elegant aromas. 42% alc.

**DISTILLATES**  
THE FALCA  
STILL.



## **BARSOL**

Carlos Ferreyros, an agricultural entrepreneur in Peru and Diego Loret de Mola, a United States businessman of Peruvian origins, founded BarSol Pisco in 2002. Diego Loret always had an ambition to maintain close ties to his country of birth. His friend, Carlos Ferreyros, asked Diego to accompany him to the Ica valley to show him an agricultural project. After 450 years of pisco production, in 1968 a military coup took place in Peru that lasted until 1980. Thereafter internal instability extended until the early 2000s. The economy collapsed, agriculture was the hardest-hit sector and the majority of the vineyards fell to ruins.

When the country stabilised, it was very difficult to purchase land from the cooperatives. The two involved small ar-

tisanal pisco producers in their project and then purchased Bodega San Isidro, a historical distillery founded in 1919 in the Ica Valley within the district of Pueblo Nuevo. Bodega San Isidro and its plantations have had several owners. Before 2002 it was owned by the Mendiola family, which bought it in 1940.

The pisquero master at the time was Doña Blanca Mendiola, and after her death she was succeeded by her son Don Alfredo Mendiola Martinez, who ran the company until 1968, the year in which the military government expropriated its land for redistribution. From 2002 the new property has produced pisco of very high quality. It has received numerous international awards and has focused on maintaining the artisanal style of the product.



### **Barsol Quebranta**

Produced exclusively using non-aromatic grapes of the Quebranta variety, the most commonly used in pisco production. This grape is a mutation of the Prieta or Negra grape which the Spaniards brought to Peru. On the nose it presents fresh and floral notes of honeysuckle and lavender, fruit, fresh grape must and vanilla. On the palate, the flavour is clean, with notes of honey, and it is floral and herbaceous. Its finish is slightly spicy, with black pepper, and it has a delicious persistence. 41.3% alc.

### **Barsol Selecto Acholado**

An extraordinary artisanal pisco produced by blending different types of grape

from the Ica region: Quebranta, Italia and Torontel. Perfectly transparent, on the nose it presents notes of ripe fruit with delicate floral hints, spices, fruity hints of grapes and walnuts that are perfectly balanced for a full and enveloping body. The finish is smooth and delicate, with good persistence. 40.3% alc.

### **Barsol Selecto Torontel**

Exclusively produced with Torontel grapes from the Ica region, this pisco is highlighted with floral notes of jasmine and magnolia, fruit and walnuts. Great balance which is pleasantly smooth on the palate, the finish is long and persistent. 41.3% alc.

**Fabio Bacchi**

# A TENNIS PLAYER'S DRINK

Harry MacElhone dedicated it to Suzanne Lenglen  
A lover of cognac and wearing all white

BY LUCA RAPETTI

**T**he manual “Harry of Ciro’s ABC of Mixing Cocktails” is one of the key reference documents marking the evolution of bartending. It contained numerous recipes, some of which appeared for the first time when it was published (the early 1920s) and other important information surrounding the origins of certain cocktails. The recipes were listed in numerical and alphabetical order and when reaching recipe 274, it is hard not to be puzzled. It is called “White Lady Cocktail” and lists the following ingredients: 1/6 Brandy, 1/6 Creme de Menthe and 2/3 Cointreau, all shaken.

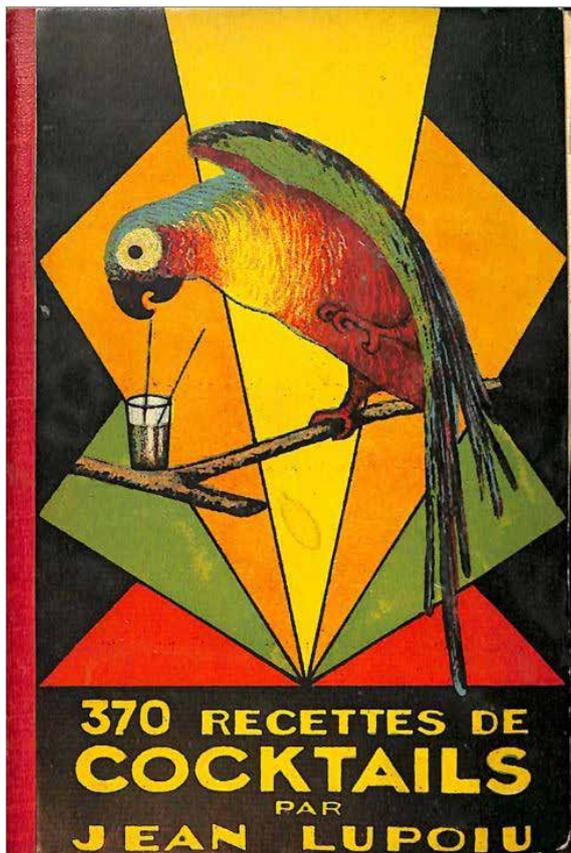
At this point, the immediate question most readers would ask challenges the link between this recipe and the one that is now served in all major cocktail bars across the world. Many argue that Harry MacElhone created this recipe while working at Ciro’s Club in London, however there is no official evidence to support this. It can, however, be said that he was the first to publish it in a bar recipe book.

When MacElhone moved permanently to Paris to later run his Harry’s Bar, he contributed towards spreading and



making the recipe popular. It appeared in other French manuals including “370 Recettes de Cocktails” by Jean Lupoïu, barman of the Continental Palace Hotel in Paris. Published in 1928, this book was inspired by that of the owner of Harry’s Bar, both in terms of the types of recipes included, as well as the layout of the book itself. It is no coincidence that in the preface Lupoïu named MacElhone among the most influential barmen in the capital.

In 1930, another two cocktail recipe books were published that included MacElhone’s White Lady: “Cocktails by



## WHITE LADY

1 part Creme de Menthe  
4 parts Cointreau  
1 part Brandy.

### 274. White Lady Cocktail.

$\frac{1}{6}$  Brandy,  $\frac{1}{6}$  Crème de Menthe,  $\frac{2}{3}$  Cointreau.  
Shake well and strain.

'Jimmy' late of *Ciro's*", whose author, Jimmy, worked at the same well-known London club as MacElhone, and "Les Meilleurs Cocktails" by Edgar Baudoin, the director of the Casinò Municipale in Juan-les-Pins. The latter mentioned the White Lady using a slightly different name of "My Lady", although the ingredients were the same.

In the same year, another "giant" publication relating to the bar world came on to the scene, the "Savoy Cocktail Book" by Harry Craddock, in which the recipe for the White Lady we have mentioned so far was completely turned on its head.

Craddock's drink had a "sour" and gin-based structure, which was no doubt more appreciated by the English clientele, where the Cointreau (the only ingredient in common with MacElhone's recipe) softened the sourness of the lemon juice, giving it a moderate sweetness and noticeable aroma, in addition to increasing its alcohol content. The end result was a very refreshing drink suited for any occasion, slightly white in colour, which was achieved after shaking and that suited the name of White Lady a lot more.

Needless to say, the popularity of Craddock's recipe grew quickly and ob-

**WHITE LADY**  
TOP LEFT,  
RECETTES DE  
COCKTAILS PAR  
JEAN LUPOIU,  
1928. ON THE  
RIGHT, A PHOTO  
OF HARRY  
MACELHONE.  
BELOW,  
COCKTAILS BY  
"JIMMY" LATE  
OF CIRO'S  
LONDON, 1930.  
ABOVE, HARRY  
OF CIRO'S ABC  
OF MIXING  
COCKTAILS,  
1923.

## 158. - MY LADY COCKTAIL

1/3 Peppermint Get; 1/3 Cognac Léon Croizet, 1/3 Cointreau.

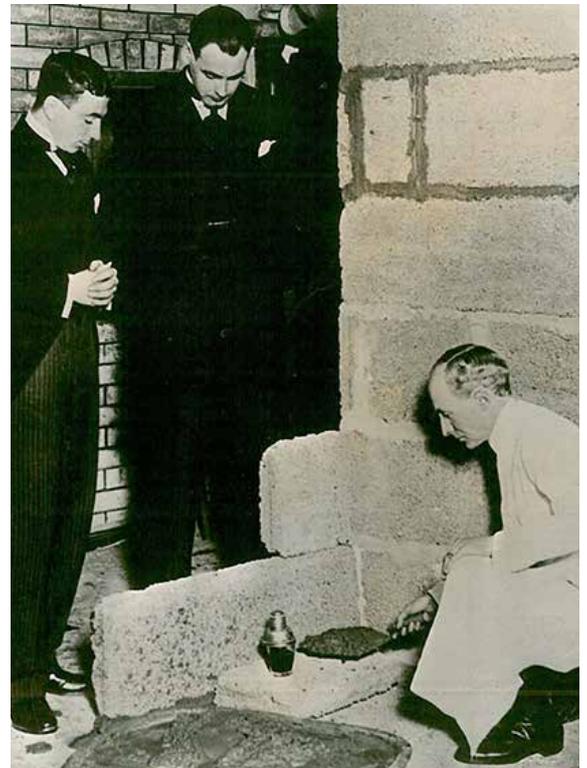
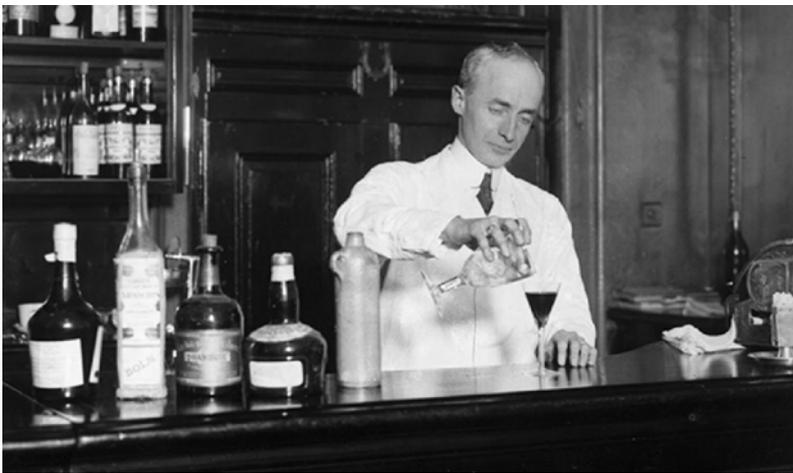
1/4 Lemon Juice.

1/4 Cointreau.

1/2 Dry Gin.

*Shake well and strain into cocktail glass.*

WHITE  
LADY  
COCKTAIL.



**White Lady Cocktail**—One white of egg, juice of 1/2 lemon, 1 teaspoon sugar, 3/4 ounce Seagram's King Arthur Gin, 1 dash Cointreau. Shake well and serve in claret glass.

### BARTENDING

AT THE TOP, LES MEILLEURS COCKTAILS DI BAUDOIN, 1930. BELOW, SAVOY COCKTAIL BOOK, 1930. IN THE CENTRE, HARRY CRADDOCK, ON THE RIGHT CRADDOCK HIDING HIS RECIPES IN THE WALL. ABOVE, THE SACRAMENTO BEE, 1936.

scured that of MacElhone's original cocktail in Paris. The Savoy's White Lady also became popular in the United States, appearing in many national newspapers as well as in the pages of William Boothby's book in 1934. "The Sacramento Bee" newspaper of 17 December 1936 offered a variation of Craddock's White Lady by adding egg white, which certainly made it a lot more appealing to certain American consumers.

Going back to the continent of Europe,

the famous Frank Meier of the Paris Ritz borrowed Craddock's recipe for his "Artistry of Mixing Drinks" published in 1936, replacing Cointreau with White Curaçao, preferring it to MacElhone's recipe, whose bar was only a few hundred metres from the Ritz. When Craddock was elected as first president of the United Kingdom Bartenders Guild, together with its first founders, who also included William J. Tarling of

Cafè Royal, he wrote and later pub-

# The Secret of a White Lady Cocktail



IS THE  
**COINTREAU**  
Extra Dry for England  
IN IT.

*The Well Balanced Liqueur!*

## WHITE LADY COCKTAIL

- $\frac{1}{4}$  Lemon Juice
  - $\frac{1}{4}$  Triple Sec
  - $\frac{1}{2}$  Schenley's Silver Wedding Gin
- Shake well.*

## WHITE LADY.

- 25% Lemon Juice.
  - 25% Cointreau.
  - 50% Dry Gin.
- Shake and strain into cocktail glass.

## 3-Colour Cocktail

London will see M. and Mme. Lebrun for the first time at Victoria Station. Their special train will be met there at 3 p.m. by the King and Queen.

In honour of M. Lebrun's visit, Victor, the Grosvenor House cocktail expert, has created a red, white and blue after-dinner drink which he has named the Entente Cordiale.

It consists of three liqueurs—Cherry Rocher (red), Cointreau (white) and Blue Curacao, and they rest one on top of the other without mixing. The first is poured down a spoon held in the centre of the glass. The others are poured down the side of the glass.

It was Victor who invented the famous White Lady cocktail.

The son and daughter-in-law of President Lebrun and M. and Mme. Freysselinard, the President's son-in-law and daughter, have been invited to Buckingham Palace to-night.

This has delighted the French colony in London.

## 186. WHITE LADY COCKTAIL.

$\frac{1}{6}$  de Brandy,  $\frac{1}{6}$  de Crème de Menthe,  $\frac{2}{3}$  de Cointreau. Mélangez bien et versez.

lished U.K.B.G Approved Cocktails" in 1937. It was a collection of more than 700 cocktail recipes that served as a reference document to British bartenders. It goes without saying that Craddock's White Lady was inserted as it had been published in his manual in 1930.

Towards the end of the 1930s, White Lady's success was undisputed interna-

tionally. Even the Cointreau brand, an ingredient, took advantage of the cocktail's celebrity status in its advert for the English market, calling itself "the secret ingredient of the White Lady cocktail", as seen in some of the capital's newspapers.

Around 1935, on the British and the Scottish market in particular, merchants of alcoholic products who produced and sold ready-to-drink "cocktails in bottles" became common. Naturally the most popular cocktails were chosen, such as the Dry Martini, the Bronx and White Lady itself.

In 1939, numerous headlines in American newspapers centred around a histor-

### RECIPES

AT THE TOP, COINTREAU IN THE SPHERE, 1937. IN THE LEFT COLUMN FROM THE TOP, THE MERRY MIXER, 1938; DAILY MIRROR, 1939. IN THE RIGHT COLUMN, UKBG APPROVED COCKTAIL, 1937; COCKTAILS PIETRO GRANDI, 1927.

# Five Cocktails May Be Mixed 100 Years

LONDON, (NANA)—Five cocktails which may not be drunk for more than 100 years, have been deposited in the foundation of a new cocktail bar under construction in Park Lane.

The ceremony took place in the bar which is being built at the Dorchester for Harry Craddock, best known bartender in England and America.

The five cocktails, chosen to be deposited as examples for posterity of the most popular form of aperitif of this generation, were a dry Martini, a Bronx, a Manhattan, a Sidecar, and a White Lady. The White

Lady cocktail was invented by Craddock in 1920.

Each cocktail was mixed and poured into a small phial and then corked and sealed. The phials were then placed in a modern cocktail shaker, and this, together with a parchment giving the formulas of the cocktails, was placed in a cavity in the foundations of the bar and bricked up.

## FEEL GOOD

Here is Amazing Relief for Conditions Due to Sluggish Bowels

**Nature's Remedy** If you think all laxatives are alike, just try this all vegetable laxative. No cold, thorough, refreshing, invigorating. Dependable relief from sick headaches, bilious spells, tired feeling, wind associated with constipation.

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**NR TO NIGHT**

ALWAYS CARRY QUICK RELIEF



Victor, the head bartender at Grosvenor House, proud parent of the "White Lady," who has a team of fourteen shakers on his staff

### ADVERTISING

ABOVE, WHITE LADY HIDDEN IN THE DORCHESTER, 1939. ALONGSIDE VICTOR-THE BYSTANDER, 1934. ON THE RIGHT VICTOR AT THE GROSVENOR HOUSE, 1934.

Beauty, rhythm and colour... excellent food, wine and comfort without extravagance... at Grosvenor House there is ever-changing gaiety for London when its heart needs gladdening. And in his Bar, the famous Victor has a remedy for "blues" of every shade, his White Lady being perhaps the most famous. Victor takes the utmost care with every cocktail he makes, and he uses Booth's, the only matured Gin.

ical event that took place at the Dorchester Hotel in London, with Craddock as the central character. The by-now famous London barman, who had stopped working at the Savoy and in 1938 had become employed by the Dorchester, decided to prepare five of the most iconic cocktails

of the time, added them separately to sealed vials, placed the vials in a shaker with instructions attached and the recipes of the single cocktails and finally put the shaker in a hole within the foundations of the hotel's bar which was under construction. The cocktails he selected were the Dry Martini, Bronx, Manhattan, Sidecar and White Lady, the latter attributed directly to Craddock, who maintained that he had invented it in 1920 as evidenced at the end of the article. At this point, another hypothesis surrounding the creator of the cocktail emerges.

In 1934 news started circulating that the famous "Victor", the barman of the Grosvenor House in London, was the original creator of the White Lady. Even a major gin brand such as Booth's, which in those years was one of the most well-known and widely used by the best barmen of the capital and that was produced in London itself, created an advertising leaflet that showed Victor behind the bar counter of the Grosvenor House and named his White Lady as the most famous.

## CELEBRATED BARMAN AT THE QUEEN'S HOTEL

The originator of the famous cocktail, "White Lady," Mr. Victor Cabrin, is now supervising the new lounge bar of the Queen's Hotel, having come to Eastbourne after many years service in "Victor's Bar" at the Grosvenor House Hotel.

"Victor" invented the cocktail in 1929, and the flavour quickly caught on and has proved a popular drink in bars all over the world.

One of the most amusing incidents "Victor" recalls was when a young couple asked him to mix up a special drink which they called "Two Tigers in a taxi."

"I was horrified when they told me what to mix up," he told a "Chronicle" reporter, "and when they had drunk it my fears were fully justified for they both turned green"!

"Victor" cannot mix his famous cocktail at the moment for with the shortage of eggs and cointreau he is unable to do justice to the "White Lady."

A few years later, the "Eastbourne Chronicle" of November 1946 identified Victor, born Victor Cabrin, as the inventor of the White Lady cocktail in 1929. This date places the birth of the drink one year prior to the publication of the Savoy Cocktail Book, even if Craddock maintained to have invented it in 1920. The article ended off with Cabrin stating that he was unable to faithfully prepare his White Lady due to a temporary shortage of Cointreau and egg white. With this last statement, we could theorise that Cabrin's version would have added the egg white, which still today is enjoyed in many London cocktail bars and that has made the cocktail decidedly more

### *White Lady:*

1½ oz. gin

¾ oz. cointreau

juice of half lemon

egg white

*Shake and serve in 4 oz. wine glass.*

## WHITE LADY COCKTAIL

$\frac{1}{2}$  Dry Gin

$\frac{1}{4}$  Cointreau

$\frac{1}{4}$  Lemon Juice

Shake well and strain into a cocktail glass.

(A dash of Egg White will improve this cocktail.)

elegant, whiter and with a softer texture.

Certain bar manuals such as "The Stork Club Bar Book" of 1946 and "King Cocktail" by Eddie Clarke in 1954 also chose the version that included egg white. Clarke suggested using a few drops to make the cocktail more intriguing.

Nonetheless, one naturally wonders where the inspiration for this cocktail came from. Nothing official has been found thus far, even if an important clue may come from an article published in November 1961 by the "Lubbock

Avalanche Journal" by Lubbock, in the state of Texas, which celebrated Harry MacElhone and the 50th anniversary of his Harry's Bar in Paris. In the journal it was written that stars such as Primo Carnera, Georges Carpentier and Suzanne Lenglen inspired MacElhone to create cocktails such as the Sidecar and White

### PUBLICATIONS

TOP LEFT,  
EASTBOURNE  
CHRONICLE,  
1946. ON THE  
RIGHT, STORK  
CLUB, 1946.  
ABOVE, KING  
COCKTAIL BY  
CLARKE, 1954.

varro. They swapped drinks and jokes with non-Americans like Primo Carnera, Georges Carpentier and Suzanne Lenglen.

Such star guests pushed Harry Macelhone to invent his "star red hots" — first American hot dogs ever served in France. They also inspired him into dreaming up the white lady cocktail and the side car, now world-known drinks.



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gland and especially London.

Craddock probably prepared a cocktail for her or simply created the recipe that was inspired by her sporting attire. Or MacElhone may have dedicated the cocktail to Lenglen because it was what she liked to order when she perhaps went to *Ciro's* in London and also to *Harry's Bar* in Paris.

There is no doubt that Lenglen loved social life and cognac. Cognac was one of the French tennis player's favourite drinks, so much so that she was known to drink a certain quantity of it during important matches, maintaining that it gave her a sort of energy boost when she needed it. It is important to note that these are theories that have not yet been confirmed, even if it is lovely to think that, just like in many other bartending and cocktail stories, the story of the White Lady is a good one to tell.

**Luca Rapetti**

**ARTICLES**  
TOP LEFT, THE LUBBOCK AVALANCHE JOURNAL, 1961. ABOVE, THE DAILY HERALD 1937. TOP RIGHT, SUZANNE LENGLEN, FRANCE FOREHAND RETURN, 1926.

Lady, and that Frenchwoman Lenglen could be directly linked to the White Lady.

Suzanne Lenglen was a true star in world tennis during the 1920 and 1930s. The French champion was considered no. 1 in the international rankings from 1921 to 1926 and she played her matches wearing all white. She won Wimbledon six times, both singles and doubles, and this made her even more famous in En-



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# THE HOUSE OF SPIRITS

## Rossi d'Angera, the Italian brand that pioneered the “best distillation”

BY FABIO BACCHI

This story begins in distant 1847 in an Italy that still needed to be built and that was divided into States and statelets, borders and customs houses, Florins, sesterces and doubloons. On the border, between the region that fell within the Austro-Hungarian Empire and the Piedmontese Duchy of Savoy was Angera, a small village in the province of Varese, nestled on the

southern shores of Lake Maggiore. In that town lived Bernardo Rossi, a carpenter that was to contribute significantly to the history of the small village.

The years between 1846 and 1848 produced particularly fruitful harvests. The abundance of raw material led to surpluses that were used to produce wine and grappa distillates. Bernardo Rossi, who made casks for the local cellars, also took to producing distillates. An expert in ash, walnut and oak woods, Bernardo used his casks to age spirits. He soon realised that this would provide him a better income than his former occupation.

Bernardo's distillates must have had something more than the others. Demand for his products grew to such an extent that in 1870 he bought direct fire-heated copper stills to maintain and stabilise the quality and quantity of his products. On Bernardo Rossi's death, the company passed into the hands of Carlo, his son.

Carlo maintained his father's artisanal traditions, renamed the distillery to “Fratelli Rossi” and kept the market firmly in his hands. The family tradition continued with Arturo Rossi, grandson of Bernardo and Carlo's son, who was able to increase sales and distribution into





**ROSSI FAMILY**  
ON THE FIRST PAGE, BERNARDO WITH ANNETTA ZINGARO AND ARTURO ROSSI, 1913. ON THIS PAGE, TOP LEFT ARTURO ROSSI, 1956. BELOW, A HISTORICAL BOTTLE. ON THE LEFT, ANNETTA ZINGARO, BELOW BERNARDO AND ARTURO ROSSI IN THE 1930S.



regions beyond Lake Maggiore.

Arturo Rossi gained solid experience in ZOIA, a business in the Arona area that produced essences, aromatics and distillates. In this company he learnt new techniques in distillation, aging in casks and the production of liqueurs based on botanicals of various kinds. This knowledge enabled the range of liqueurs produced by the Fratelli Rossi distillery to

expand.

It was the early 1900s. Perceptive and with expert understanding of the market, Arturo picked up on the growing demand in the market for new flavours and products. However, the business did not follow in this innovative vision. Strong in his convictions, Arturo broke away from the family legacy and decided to set up his own distillery.

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**HISTORY**  
 TOP LEFT, THE CELLAR.  
 BELOW, THE ROOM WHERE IMPORTANT CUSTOMERS WERE RECEIVED IN THE MID-1900S. TOP RIGHT, A LETTERHEAD. ABOVE, FIVE YEARS OF SALES WERE RECORDED IN HUNDREDS OF PAGES OF VERY THIN PAPER.

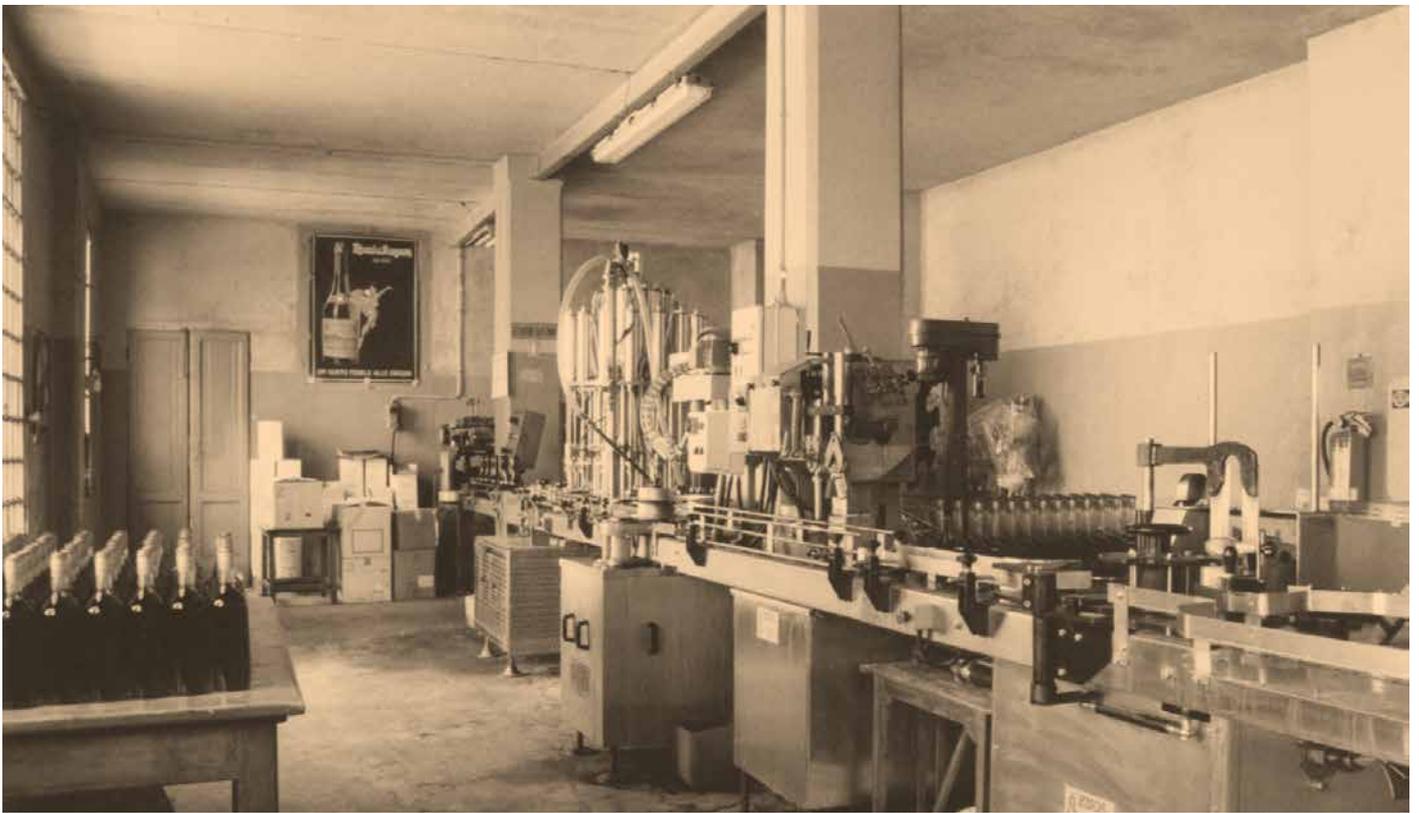
Thus the “Arturo Rossi Distillery” was born in 1909. But a few years later, the threatening clouds of the Great War that would devastate the entire European continent loomed on the horizon.

In 1915 Arturo Rossi was forced to enlist in the army and he entrusted the distillery to his wife, Annetta Zingaro. Despite committing herself fully to running the business, Annetta lacked her husband’s technical know-how and had no experience in distillation. It was clear that things were not the same without her husband and the distillery required a change. She wrote a letter to Arturo where she suggested giving up on distilling for a time, until his hoped-for return, and concentrate solely on selling pom-

ace. It was a time when the emerging modern Italian entrepreneurial class was able to overcome every obstacle thanks to their stubbornness and determination.

Arturo was immediately opposed to his wife’s suggestion. He took pen and paper and wrote down what his wife needed to know to accomplish the task; a handbook to follow to achieve “the best distillation”. It was this knowledge that was passed down in every form through the various members of the family.

Without losing heart, Annetta followed her husband’s instructions word for word. She tried over and over until she was able to reach a quality standard of grappa that would allow the business to produce the minimum required to survive and sustain



#### HISTORY

TOP, THE BOTTLING LINE RUNNING IN THE OLD PREMISES OF VIA MAZZINI. ABOVE, THE THREE-WHEELER USED FOR DELIVERING THE PRODUCTS TO THE SURROUNDING AREAS OF ANGERA SHORTLY AFTER THE SECOND WORLD WAR.

the market. The distillery was one of the few able to remain open even during the raging conflict.

After returning home, Arturo Rossi dove straight into his work. He improved products and the distribution network; he stopped selling grappa in bulk and bottled it. It was the beginning of a new challenge – developing the packaging, designing the labels and the ingenious idea of gift sets.

We must not forget that in addition to the Arturo Rossi Distilleria there was also

the Distilleria Fratelli Rossi. Shortly after the end of the war, in 1919 the family's two branches of distillers reunited. With the approval of the whole family, Arturo Rossi created an entrepreneurial masterwork, incorporating Fratelli Rossi and giving rise to a new project: Rossi d'Angera Distillatori, which still exists today.

The next two decades were particularly successful for the new distillery. These were followed by the Great Depression of 1929 and the Second World War.

On 30 September 1931, King Victor Emmanuel III awarded the distillery what can be considered the highest recognition of quality of the time: the "Brevetto della Real Casa Savoia" (Patent of the Royal House of Savoy), an important acknowledgment of gratitude from the royal house for those businesses that had been particularly successful and reached high levels of quality.

In those years we find Bernardo Rossi, son of Arturo. The youngster wanted to study and pursue a diplomatic career, but the grave circumstances left little room for dreams and personal aspira-



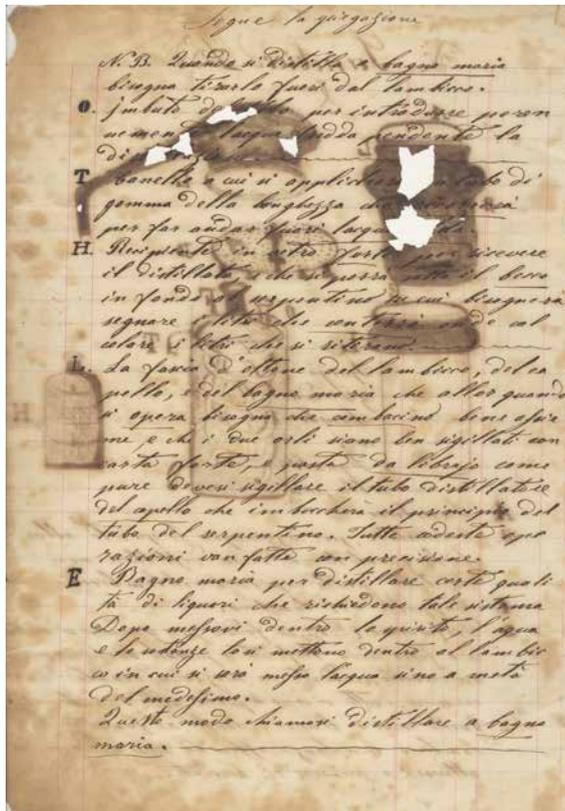
**DISTILLERIA ROSSI**  
 TOP, A BAIN-MARIE STILL. BELOW, TECHNICAL DETAILS ON THE COMPANY'S FIRST STILL, SECOND HALF OF THE 1800S.

tions. In those difficult years, the Rossi family formed a united front. Bernardo decided to remain in the distillery and contribute to its management while it remained operational during the Second World War. He went to France to learn the latest skills in aging and his contribution to various new products and their aging was fundamental. The grappas of Rossi d'Angera became even more popular.

In 1948, the then Prime Minister of the newly formed Italian Republic, Alcide de Gasperi, sent a telegram of thanks to the Rossi family, expressing appreciation for the products that had been sent to him as gifts: "I have enough to last a year", added the country's father statesman.

When reaching the end of the Mont Blanc tunnel works, French workers toasted with d'Angera grappa as the last rock-face fell.

From his marriage, Bernardo had four children, three daughters and one son, Arturo, who was so named in honour of his grandfather. The 1960s saw new products being launched on the market. Among these was Spitz, a gentian aperitif and Bitter Aperitivo.



Among its grappas, gins, bitters, vermouths, amari and other liqueurs, today Rossi d'Angera boasts production of 150,000 bottles per year. Its market is 80% national and the remaining 20% is divided between Germany, Belgium, Spain, Switzerland, England, Austria, Canada and North America, and Australia.



The raw materials used come from terroir in the province of Varese: Nebbiolo, Barbera, Vespolina, Croatina, Bussanello, Merlot and Chardonnay grapes. These grapes are grown on the so-called “ronchi”, the typical terraces of the area that define the geographical indication from which IGT Ronchi Varesini derives. Other raw materials come from the Piedmont areas of S.S. Belbo, Canelli, Ovada, and from Lombardy, Oltrepo Pavese and Garda.

The traditional production processes are those that have been used and handed down over time, although partly innovated: uncompromising quality of raw

materials, use of fresh pomace, distillation with steam boilers.

Among the oddities that Rossi d'Angera keeps in its headquarters is a litre-counting machine. Still fully functional, this machine is a fiscal meter manufactured by Siemens & Co. of Charlottenburg (Berlin) during the 19th century. It was used to count the quantities of distilled product and check its alcohol content. Together with countless other systems and equipment, the Habsburg administration left these to the Italian state at the end of the Great War as reparations. The State decided to install them at distilleries around the country.

At the start of the new millennium, Rossi d'Angera embarked on a restyling process of its products. The project was overseen by well-known designer Giaco-



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mo Bersanetti and the “Luxury” line was introduced, which includes grappas that are strictly linked to various areas of the region and that express the typical features of the individual grapes.

More than 170 years later and having reached its fifth generation, the Rossi family can still be found on Lake Maggiore doing what Bernardo started in 1847. Together with son, Nicola, Arturo continues with the founder’s vision, always reinventing without forgetting the roots of the story. He continues to distil and improve his products.

Rossi d’Angera is a brand that makes of “Italianness” its flag. It continues to pass down an Italian story from other times, but which is always new when re-told.

**Fabio Bacchi**



**FAMILY**  
IN THESE  
PHOTOS,  
ARTURO AND  
NICOLA ROSSI  
IN THE CELLAR.



### **AMARO D'ANGERA**

A liqueur made with 30 Alpine herbs and with a deep mahogany colour, Amaro d'Angera has a complex and developed bouquet reminiscent of medicinal herbs and roots. Full and rounded, it is enhanced with notes of oriental spices from patchouli to nutmeg, from date to bitter almond. Complex and pleasantly bitter. The ingredients rest for about 24 hours, cooling of the mass to a temperature of about 3-5 degrees, 1st filtration is cold, it is aged over 30 days in barriques and the 2nd filtration brightens it. It rests for about 10 days before bottling. 30%



### **LATITUDE 45 GIN**

Inspired by the geographical coordinates of Lake Maggiore, this gin has a botanical body of 11 elements typical of the Prealp woods, distilled in a bain-marie in cereal alcohol. These regional ingredients give aromatic and spicy scents of great elegance. Ideal for mixing. Soft, round, warm with a complex aftertaste of botanicals attributable to the scents of the lake, delicate with lively hints of juniper and spicy aromas. 45%



### **GRAPPA RISERVA PERSONALE**

A grappa obtained from the distillation of fine Nebbiolo and Dolcetto pomace, long aging time of over 5 years; two in barrique and three in Slavonian oak barrels. Clear, deep amber colour. On the nose it presents a full, persistent and harmonious bouquet, intense spicy, toasted and vanilla notes. On the palate it is soft, round, intense and persistent, with a complex aftertaste. 42%



## **STYLE.31 VERMOUTH ROSSO**

This vermouth is obtained from a base of Cortese and Trebbiano wines combined with a hydroalcoholic infusion made with over 31 botanicals. Among these we find absinthes, yarrows, citrus notes and the full-bodied aromas attributable to gentian, cinchona and rhubarb. Amber in colour, the hue is corrected with the addition of burnt sugar. On the nose it is full, intense, aromatic, with consistent hints of medicinal herbs. On the palate it is round, full, vigorous with spicy, vinous notes and a long finish. 16%



## **SPITZ**

The flag-bearer of the home tradition. In this ancient recipe the roots of gentian lutea and other aromatic herbs combine to give life to the distillery's distinctive aperitif. Pleasantly bitter and unique in its kind, it has a beautiful clear amber yellow colour. On the nose there are notes of undergrowth, citrus and spices. Rich and with hints of root, herbaceous and delicately sweet. Particularly suitable for mixing. 20%



## **BITTER APERITIVO**

This classic aperitif liqueur is a very traditional infusion of medicinal herbs and roots in a hydroalcoholic solution. Spicy, fruity and citrus notes make it particularly suitable to be enjoyed neat "on the rocks" or mixed. Ruby red colour and clear. 25%



# DUBAI DOSSIER

## The city aims to become the cocktail capital of the world Thanks to Italian bartending

BY VITTORIO BRAMBILLA

**W**ith an investment plan that should double the number of tourists in the city, Dubai uncovers its ambitions: to become one of the most visited tourist destinations in the world. The plan was in fact launched in 2018, but the global pandemic slowed and stopped all large-scale projects. Nonetheless the goal remains: to attract 25 million tourists per year from 2025.

Famous for its futuristic architecture that contrasts with the desert surrounding it, in 2019 this Emirati city recorded around 16 million visitors. Massive and continuous investment will be made into the construction of new structures and cultural hubs: 2.6 million square metres where hotels, stores, restaurants, boutiques and attractions will rise.

Dubai's night life is entertaining and interesting. Bars and places to spend an



evening are mostly within hotels. With very few exceptions, alcohol is served only inside hotels. To be able to consume alcohol, one must be at least 21 years of age. Procedures for checking a customer's age are very thorough and as a result an ID document must always be kept on hand. Some clubs do not allow entry to those under 25 and selection for entry can be very restrictive. Many of Dubai's night venues do not allow entry to men who do not

abide by a suitable dress code, while women may wear practically anything. Security can decide to let someone enter based on their dress code.

There is zero tolerance for those found drinking and driving. Being caught doing so means going directly to prison.

Over recent years a community of Italian bartenders has grown in Dubai and in a short time has attracted the attention of the industry to the bar scene. While there



**DUBAI**

ON THE RIGHT, DANILLO POZONE. ABOVE, GROSVENOR HOUSE DUBAI.



were a few some years prior, it is from 2018 that the number of Italian bartenders in Dubai has increased significantly. One of the causes was most certainly Brexit, which forced many compatriots to prefer other cities to the historic and welcoming British capital.

Among the main names is Danilo Pozzone. As bar manager of the Galaxy Bar, after two years of hard work Danilo took the bar to being one of the 10 best hotel bars in Africa and the Middle East and find a place on the World's Best Bar circuit. Pozzone has just become the Operations

Manager of the Deseo, a Latin concept within the ME Dubai hotel of the Meliá Hotel group.

His arrival in the Middle East wasn't encouraged: different cultures, the many restrictions and difficult-to-achieve ambitions where the concerns of colleagues and family. The presumed difficulties turned out to be unfounded however, and today Danilo is one of the most established professionals in Dubai. A Neopolitan from the Vomero district, as Danilo points out, he is one of the most esteemed Italian professionals abroad. He works with his trusted staff, among whom Mauro Cortese and Francesco D'Arienzo stand out, fellow Italians who followed him from Galaxy to Meliá.

Then there's Giacomo Vezzo of Salerno, who arrived in Dubai in 2015 with a suitcase weighing 30kg and a dream; making a name for himself in the world of bartending. As head bartender of the Siddharta Lounge by Buddha Bar, over six years he held various positions, ranging from Bar Manager to Operations Manager. Currently Giacomo is Beverage Manager of the Grosvenor House Dubai, a Luxury Collection hotel of the Marriott group.

According to Giacomo, Dubai is a place that rewards professional growth, with a high degree of meritocracy and responsi-



bility towards work. To confirm the by-now well-established presence of Italian bartending in Dubai, is the fact that there is always an Italian behind the bar counter or within management of the best clubs. Dubai is relatively new on the hospitality scene. The few Italians who arrived over the last 10 years have worked with and influenced local consumption habits and the hospitality and bartending culture. “The

trend of drinking sweet drinks is continuously evolving towards more Mediterranean flavours,” explains Vezzo, “which can be attributed to Italian mixing that makes the combination of bitters/vermouth its hero. These days, drinking an Americano in Dubai is no longer a novelty. In this evolution of consumption, there is no doubt that brands of the spirit industry such as Campari and Mancino have also played

**DUBAI**  
 TOP RIGHT  
 (FROM LEFT TO  
 RIGHT)  
 GIACOMO  
 VEZZO, DANILO  
 POZONE,  
 FRANCESCO  
 GALDI. TOP  
 LEFT, MAURO  
 CORTESE,  
 BELOW,  
 FRANCESCO.  
 ABOVE, THE  
 SIDDHARTA  
 LOUNGE.



## DUBAI

ABOVE,  
BULGARI  
RESORT DUBAI.  
ON THE RIGHT,  
GIACOMO  
VEZZO.



an important role thanks to ad hoc educational programmes on drinks and products. Wine culture is a fast-growing trend, and among the spirits, the most popular is gin.”

The proverbial friendliness and positive attitude towards others have helped Italian

bartenders to integrate into a culture, the Arab culture, that is light years away from the Italian one.

Giacomo Vezzo easily admits that he has a quality of life in Dubai that he would not be able to give up. “The conditions of one’s private life are an important aspect for a bartender working abroad. The comfort of accommodation situated in malls with a pool and gym is hard to find anywhere else. Still, Dubai is not a very easy city to live in. There are a few restrictions, and you are required to follow strict rules.”

In addition to Arabic, the language spoken is English. In contrast to other locations such as Doha, Abu Dhabi or Bahrain, Dubai is probably a step ahead. “Becoming integrated in a foreign country with different cultures and religions can be problematic, but here it is a lot easier. This might be due to the significant influence of expats but there is a certain sense of harmony here.”

Giacomo recommends Dubai to those who wish to embark on a professional journey worthy of respect. Reluctant to reveal his favourite spots, he confesses that the Buddha Bar is an institution when it comes

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to service and the quality of its cocktails and food. Zuma is also no doubt a big name. It is no surprise that it was named best bar in the Middle East and Africa and placed 23rd in the Best 50, not to forget chef Niko Romito, who ensures a unique experience at the Bulgari Hotel.

Francesco Galdi from Turin, global beverage programme manager of the Buddha Bar group also agrees on the important role of the community of Italian bartenders in Dubai, an active and united one. Galdi makes the point of economic conditions. “Managers’ salaries are attractive, and since there is no fixed measure that companies use to create salary packages, it’s all about negotiating the right benefits and remuneration. For more esteemed professionals, there is always a way of adding that bit extra, whether in money earned or reimbursement of travel costs or a bigger house as an allowance.”

In his role, Francesco often deals with



**VENUES**  
 ABOVE,  
 FRANCESCO  
 GALDI, AT THE  
 TOP, THE  
 BUDDHA BAR  
 DUBAI.

other countries and he too notes that Dubai has something more. The climate is heavenly for 8 months out of 12, and Dubai spoils and treats you well, once you understand how things work.

It is the most cosmopolitan city in the Middle East, with more than 100 nationalities living there and at the table you will

## VENUES

BAR 44 OF THE  
GROSVENOR  
HOUSE DUBAI.



at times find yourself sitting with people hailing from every corner of the globe, making for extremely entertaining situations. All this takes place against a backdrop of strict rules, that are never intrusive, however. The stereotype of ‘you have no freedom’ belongs to those who have never set foot in Dubai. At Christmas, Muslims and Christians wish each other, “Happy Diwali” messages are sent to Hindu friends, Ramadan is respected and the young ladies from the West wear whatever they like.

Dubai has an extremely delicate balance maintained by education and huge respect. The crime rate is extremely low and safety almost complete. “In Dubai there are two types of bars: licensed and unlicensed. Licensed venues serve alcohol, while the latter cannot. There is zero tolerance in this regard, and no one attempts to find a way around it. Licensed bars are found within hotels or well-defined areas in the city, thereby creating a quality filter. Every bar opens with two objectives – providing

quality and making a profit. In Dubai I’ve seen some of the most aesthetically beautiful bars in the world. Behind the counter there are bartenders who have cut their teeth in the cocktail capitals of the world, in the famous bars of London, Paris, New York and Sydney.” There is no such thing as the “small entrepreneur” who opens a bar hoping to make it to the end of the month. In the local market, there is no room for hit and miss.

Francesco lists his favourite spots. “It’s a difficult choice but allow me to be biased because the teams deserve it. Our Buddha Bar, Siddharta Lounge and Karma Kafé are three venues that deserve a visit or two, or ten. Zuma, Galaxy DIFC, the Bar at the Bvlgari Hotel, Bar 44 (an incredible view of the Marina), Gaia. And the list could go on. Dubai is a destination with no equals for lovers of F&B.”

Regarding the appeal that Dubai has for bartenders: “I know bartenders who earn very well”, Francesco continues, “they are



on the launch pad and are very happy with what they do. As testimony to this, many who have left Dubai in past years have returned. You can also count me among this group. After a year in Milan, I returned to the desert.”

Roman Dario Schiavoni, the Bar Director of Bulgari Dubai confirms this. He underlines the spirit of community that has grown among the resident Italian bartenders and encourages one to carefully evaluate who you work for. “There is great demand for Italian bartenders in Dubai. The city offers a lot and if a person has character and a willingness to progress, there are a thousand opportunities for the taking. You must choose a company that has the means and resources to support the programmes. Before accepting a contract, I always recommend getting information on the employer from those who have already worked there. The standard of living in Dubai is very high and most com-

panies also provide accommodation. The workload is considerable, but achievable. It doesn’t take much to become integrated.”

Dario is fond of hotel bars because of the high quality of their drinks and inviting atmosphere. “Dubai is probably not the city that pay bartenders the most. But with the right mindset, it is possible to succeed and believe me, what you see in this city is difficult to find anywhere else. Since it is such a cosmopolitan city, feeling at home in Dubai is relatively easy. Unfortunately though, it is a city, as they say, where one passes through, with many people coming and going. I find it difficult to form genuine friendships.”

Will Dubai become one of the future cocktail capitals of the world? The potential seems to be there – high-spending customers, prestigious locations, product quality, well-trained bartenders. Italian: that is already a guarantee of success.

**Vittorio Brambilla**



# THE BIG DURIAN

Kiki Moka, head mixologist of Jakarta's Union Group, shares the secrets of his longterm home, and a Black Tears cocktail too

BY THEODORA SUTCLIFFE

**B**orn and raised in Makassar, on Indonesia's Sulawesi island, Kiki Moka learned the art of bartending at Jakarta's historic Café Batavia. Although he's most often to be found at Loewy, as head mixologist for Union Group he looks after the liquids at 17 bars and restaurants and is one of Indonesia's most high profile bartenders.

When we talk, Jakarta is tentatively emerging from weeks of lockdown, al-

though the risks of infection are far from over. The Union Group is gradually reopening venues and adjusting to the "new normal", with options from menu QR codes to face shields for key staff members. "It's very hard now because we closed for around three months and we're going to be operating at 50% capacity," Moka says. "There are a lot of new rules, especially about entertainment, and it's a hard time for everybody."

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

There's a lot of nice gentleman-style bars that are good for chatting and sipping. There's a private bar at the Pullman hotel called Key Bar, with good quality shelves of spirits, but they only open their door for the owners' friends and connections. There's Sofia at the Gunawarman, which has a bit of Mad Men style to it, D.Classic, which is owned by a Japanese bartender, Koda, another Japanese-style bar, and Barong Bar at the Fairmont.

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

A lot of new places have opened. I recommend Hakkasan and the Henshin rooftop bar, with a terrace and great views. There's also Lucy in the Sky and Skye by Ismaya.

### **What cocktail bars should we not miss in Jakarta?**

I mentioned Koda, D.Classic and Sofia at Gunawarman. Out of our places, there's Union and Bistecca. You can also try Basque—it's a club but has good cocktails—and then A/A.

### **Where should we go for a drink with history?**

Café Batavia. This is a very old bar in a beautiful building, constructed in the 1830s. I used to work there.

### **Where is the best place to eat street food in Jakarta?**

Street food is so cheap in Jakarta. I take a lot of bartenders for nasi uduk (coconut rice) at Nasi Uduk Perintis on Perintis Street. For satay and seafood I go to the Kota area in north Jakarta, and for gultik, a spicy beef soup, I go to Mayestik Market. For nasi Padang (rice with curries), I recommend Sari Ratu, Garuda



**BARTENDING**  
KIKI MOKA.

and Sederhana.

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

It depends. A lot of Australian-style places are opening now: Tanamera and Djournal and One Fifteenth Coffee. A lot of young people who love coffee have opened small coffee shops on the second floor of Santa Market.

### **Where's a good place to get a tattoo?**

There's a place called Lawless. It's quite famous and it's run by my friends.



**Jakarta has a big biker culture. Where should we shop for motorbikes?**

Lawless has a bike shop as well as tattoos. Thrive makes custom bikes and one of their bikes is in an American automobile museum. Then there's KickAss Choppers and Bingky Biker's Station.

**Where's a cool barbershop?**

You can try Frank's Barber, PAXI Barber shop, Gentology or Barberia at the Senayan City mall.

**Where should we take a selfie in Jakarta?**

For nightlife selfies, try Cork & Screw Country Club, Hakkasan or Skye Bar. Young people always take selfies at the JPO Bundaran Senayan footbridge but Monas, our national monument, is a classic choice.

**THE RECIPE**

**PUBLIC ENEMY NO. 1**

- 40ml Black Tears Dry Spiced
- 20ml Cherry Heering
- 20ml Campari
- 15ml Amaro Averna
- 15ml Antica Formula
- Rinse Absinthe

Stir first five ingredients with ice and strain. Decant into a flask inside a hollow book, and serve with an absinthe-rinsed coupe glass and a black maraschino cherry garnish.

**MIXING WITH BLACK TEARS, THE JAKARTA WAY**

"Sometimes spiced rum is too spiced and won't marry with the ingredients," Moka says. "But this one is all good quality. It's perfect." His Public Enemy No. 1 mix is designed to educate the sweet Indonesian palate by adding a little more complexity, while the hollow book flask gives the mix a touch of speakeasy style.

**Theodora Sutcliffe**

# Rum Malecon

EL SABOR ALTÍSIMO

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# BEVANDE FUTURISTE

**B**y now a reference brand within high-profile mixing, found in punchy and innovative restaurants and bars, Bevande Futuriste marries values such as elegance, culture and beauty, “Italianess” seen as an expression of tradition, quality that has always been a feature of Italian lifestyle, food and culture.

With this vision, the brand born in Treviso in 2014 looks to the future without ignoring the present, placing the discerning consumer at the heart of its company mission – a new consumer culture, inspired and dedicated first and foremost to women. It’s an ambitious project that seeks to revolutionise the fruit juice and non-alcoholic drinks sector. This is the message contained in the brand identity that underlines a desire for change that breaks away from old rules. Through innovation, research and the use of healthy, natural and organic ingredients, with special attention paid to the amount of added sugar, Bevande Futuriste promotes the “new way of drinking soft drinks”.

The project was born following detailed market research. Historically women have preferred mineral water, strictly non-sparkling, and tea. Men have always been more attracted to products that are generally additional and flavoured. From here the idea of a new product was born, using Italian raw materials that are organic, healthy and natural, at a time when the sector was succumbing to the blows of a type of production with uncertain origins and mediocre quality. It is in this way that the future marries the past. A return to the good and

flavoursome things of the past, to a naturalness that finds its highest expression in simplicity, the tradition of the past that becomes a new experience, the future. The concept of “glamorous organics” that is so dear to the founders becomes tangible in the packaging too: captivating glass with extremely attractive and colourful labels that are also functional with consumer information written in five languages.

The current “go green” trend is supported by the choice of only using fruit that has been harvested at its correct ripeness and processed in time to preserve nutrients and maximum freshness. With these values it was not difficult to capture the mixology and the bartending industry. This led to working with some of the best bartenders in the sector who look towards using ever-more natural components and limiting alcohol content. This partnership has led to recipes and specific tests that led to the birth of the Scortese range.

The soda drinks of the Cortese collection include Ginger Ale, Ginger Beer, Tonic and Lemon, Cedrata (made with citron juice), Ginger and Chinotto (made with the juice of the myrtle-leaved orange). Cortese Originale 1959 is the innovative and sought-after organic offering of sparkling beverages that winks at the Italian tradition of good drinking. Blood oranges, chinotto and Italian lemons are just some of the natural ingredients selected from the best in Italian excellence. The name evokes Isabella Cortese, a venetian noblewoman who lived in the 16th century. Passionate about

perfumes and alchemy, in 1561 Isabella Cortese published a book of secrets on “things mineral, medicinal, artificial, alchemical, and the art of many perfumes, appropriate for every great lady.” But the term “cortese” (courteous) was also chosen for its meaning indicating the polite and genteel manners that are typical of ladies. In this way, everything circles back to the company’s mission.

The “Di Frutta” (Of Fruit) organic line is its range of very high quality freshly squeezed juices, 100% fruit juice, nectars and beverages that exalts the uniqueness and simplicity of nature’s flavours. The fruit sourced is from Italy and organic, is farmed without the use of chemical fertilisers, pesticides, herbicides, preservatives, additives and GMOs, and is processed using innovative vacuum-sealed production techniques. Ama\_Tè is the organic iced tea obtained from an infusion of the best organic green tea leaves, selected at the source and processed with utmost care. Colourant and preservative-free and low in sugar, the 5 Ama\_Tè variants are enriched with natural aromas, extracted from herbs, flowers, roots, organic fruit to create combinations with specific health properties. The market’s appreciation of the products continues to grow with new offerings. Such as the latest premium creation, the Cortesino, a non-alcoholic aperitif available in red ginger and white ginger.

If the new frontier of the bar world is catering, the trend will not find Bevande Futuriste unprepared, which is developing a range of beverages for food pairing across the entire hospitality industry. Bevande Futuriste opened its online store a couple of months ago and products can now be ordered from its website. Shipping is fast and free.



il tuo  
*benessere*  
CI STA  
*a cuore*



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