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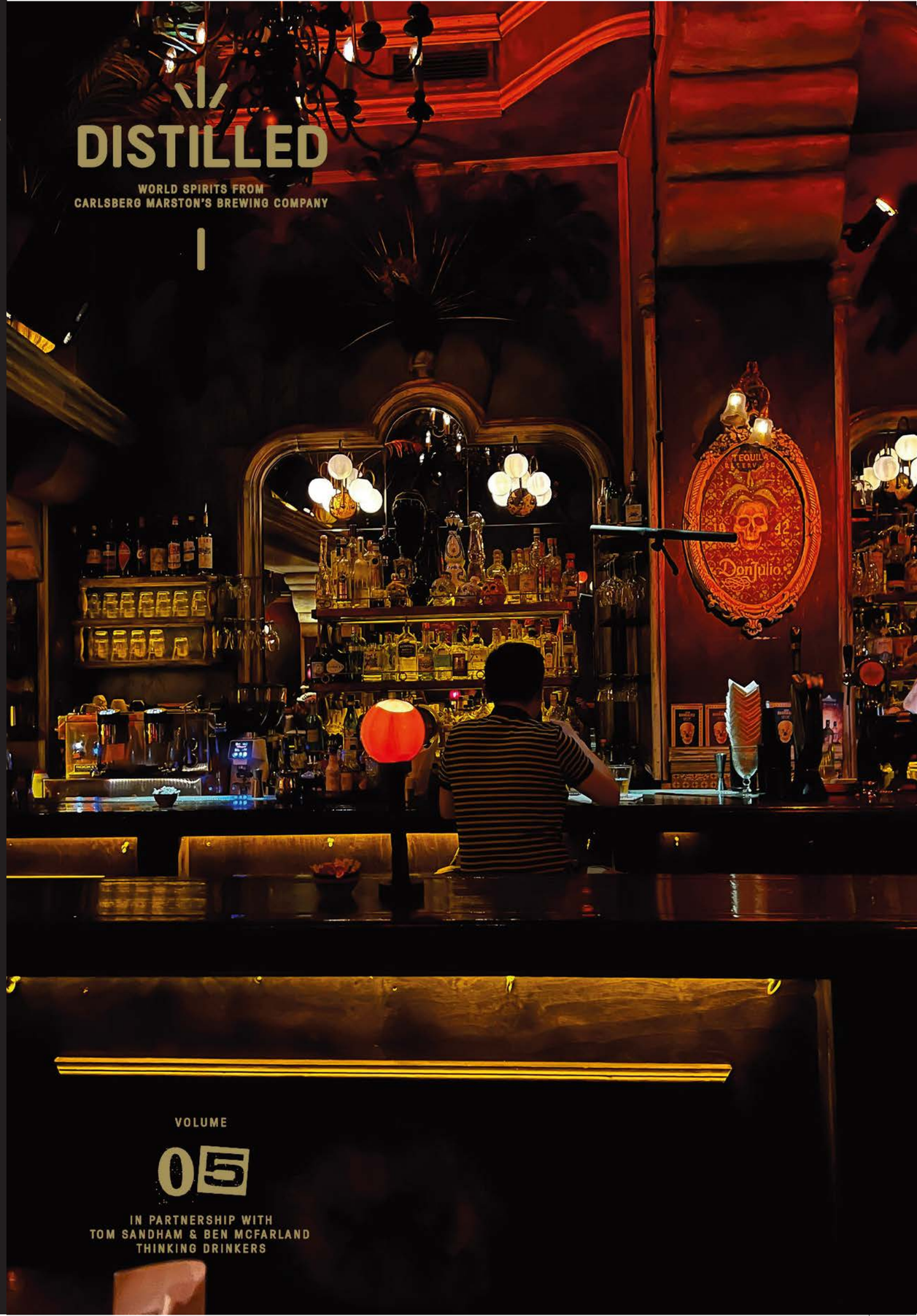

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WELCOME TO DISTILLED VOLUME 05

The first DISTILLED Magazine was launched in 2017, with an ambition to bring an enjoyable read to anyone with a passion for spirits. Each year we continue on this mission to not only show you some of the range of spirits & mixers available from CMBC, but to excite and inspire with some great editorial and interviews with the help of the Thinking Drinkers.

I am sure we are all very much aware that, for the On-Trade in particular, the UK spirits market is not all that pretty when viewed in terms of black and white numbers. What is absolutely worth remembering, however, is that the On-Trade spirits market makes up circa 27% of all alcohol value sales; a number equivalent to over £7 Billion! The 'Gin Bubble' that was carrying so many operators so high for years hasn't exactly popped, but it has deflated slightly. The legacy of tonic mixed spirits and big old wine glass spritz serves gives us plenty opportunity to be creative with other drinks category serves including vodka, rum and Tequila.

Now more than ever it is crucial to re-assess that back bar as well as your drinks menu. Every entry to your offering must work hard to retain its place – there is no value to be had from a nice bottle of something gathering dust – and some rationalising of the range is likely for even the most ardent completists. While premium spirits have generally been performing better than standard brands for some years now, we are still seeing consumers seeking out the value in a more affordable drink, as well as treating themselves with premium serves.

For many bars, the traditional after-work and evening drinks aren't necessarily driving the biggest footfall and sales. Bottomless brunch, lunch and afternoon drinks are seeing consumers making more of the daytime occasion and earlier nights. This carries some risk for the spirits category, a drink more typically consumed later into the evening, but you can mitigate it with lower-ABV, long drinks, spritz serves and sodas, making sure that this high value and profitable category moves with the change in trading dynamics. Don't forget to check out our mixer range as an example of making some really great, versatile drinks.

Some key highlights from me on our 5th edition of DISTILLED Magazine include a raft of interesting facts & 'Did you Knows?', as well as the addition of a few new blanco Tequila's to the range with Casamigos and Teremana in which, celeb's aside, it is great to see investment in Tequila with no compromise on the liquid. Mix these up with London Essence Pink Grapefruit Soda for a simple Paloma or chuck in a couple of jalapeño slices for a spicy twist on a Margarita and you're off to the races.

We've also added a range of Cocktail Mixers, new from Fever-Tree this year, and they are honestly a game-changer for anyone looking to create great long drinks and cocktails – both alcoholic and low/no alcohol – in an outlet where quality and consistency are a top focus.

All in all, we have plenty to check out in this year's edition. Whether you are a seasoned spirits pro or if you're still getting to grips with the opportunities in the category and want some support, keep reading this edition of DISTILLED Magazine, get inspired and get in touch; we're excited to work with you.

Katie Hewitt
Spirits Category Manager



10 QUESTIONS WITH THE THINKING DRINKERS

BEN MCFARLAND AND TOM SANDHAM, ALSO KNOWN AS THE ‘THINKING DRINKERS’, ARE AWARD-WINNING ALCOHOL EXPERTS, DRINKS JOURNALISTS AND ‘PIONEERS OF ALCOHOL-BASED COMEDY’ (THE TIMES).

We won't list all their accolades as that will take up too much space but they are both incredibly credible in the booze industry and have been doing what they do for a long time.

They first collaborated in 2006 when they researched and wrote Good Beer Guide West Coast USA – an award-winning travel guide and craft beer lover's compendium of the world's most cutting-edge brewing scene. They followed this award-winning debut with several other books on drink that were published worldwide, including World's Best Beers (since updated in 2017), World's Best Cocktails, Boutique Beer and Thinking Drinkers: The Enlightened Imbiber's Guide to Alcohol. Their latest book, The Thinking Drinkers Almanac, written during lockdown, is out now, published by Octopus Publishing.

From authors to the comedy stage

In 2011, they transferred their expertise and unique take on alcohol from the editorial page to the comedy stage. Together they wrote and performed The Thinking Drinker's Guide to Alcohol, a unique comedic drinking show during which audience members sip discerning drinks and learn more about the role of alcohol in history.

Having first performed in a small freight container with seating for 60 people, eight years ago, they now tour a new show every year to more than 15,000 people up and down the UK. The Thinking Drinkers have been working with DISTILLED since it's inception, offering advice, insight and irreverence in the world of all that is spirits.

WE ASKED THESE EXPERTS TO ANSWER 10 QUESTIONS ON THE CATEGORY THAT THEY KNOW INSIDE AND OUTSIDE.

1 What would be your last drink on earth?

A Martini. Nothing better to face the inevitable than a strong drink in a Martini glass - a V-shaped symbol to ‘ The Man’!

2 What food would you pair with that?

An olive. Or some Monster Munch. Maybe an oyster. Or all three.

3 Favourite spirit and why?

Mezcal at the moment. No other spirit reflects the way it's made more acutely. The herbal earthiness of the agave gained from ten years growing in the sunbaked soil, the smokiness from the baking of the agaves using volcanic rocks and the floral tones of the plant itself. Lovely stuff.

4 Best bar in the world to enjoy a drink in?

If you've got a good local and you're there with your mates then every drink tastes better.

5 Favourite mixer and garnish?

London Essence Pink Grapefruit Soda is absolutely gorgeous. Monster Munch makes a great garnish.

6 In honour of world cocktail day, what is your go to cocktail and why?

They reckon that the word ‘cock-tail’ was first defined, on this day in 1806, in the pages of a posh New York publication called ‘The Balance and Columbian Repository’. Other hooch historians claim that a feature mockingWilliam Pitt's bar bill in London's ‘Morning Post and Gazetteer’ was where the term ‘cocktail’ first appeared in print, while others cite an 1803 medical reference in “The Farmer's Cabinet” published in New Hampshire. But we're going for “The Balance” theory as that's the enduring definition: “Cocktail is a stimulating liquor, composed of spirits of any kind, sugar, water and bitters. It is vulgarly called a bittered sling ….it renders the heart stout and bold, at the same time that it fuddles the head.” The Sazerac, one of the oldest cocktails, fits this description perfectly.

7 What biggest change/trend in the industry to you in the last few years do you think has had the most impact?

Covid really kicked us all in the swingers. People started making drinks at home and got even more comfortable sitting on their sofas and gormlessly looking at their phones. People have forgotten how brilliant pubs and bars can be. It's up to us all to remind them.

8 What will be the next big trend/change in the industry and how can people get ahead of the curve?

Sherry. It's coming back. Seriously.

9 If you weren't doing this job what else would you be doing?

What job? Is this a job?

10 Motto for life….

Drink Less Drink Better

DRINK LESS DRINK BETTER

REASONS TO DRINK

Every year, pubs and bars faithfully flag-up traditional dates of the year when there's something to celebrate. Christmas, Mother's Day, Father's Day, St.Patrick's Day, Six Nations, International football tournaments, Easter... that kind of thing. You know the score.

But venues would do well to bear in mind that regardless of what day of the year it is, there's always – ALWAYS - a reason to have a drink and meet mates down the pub.

Now, admittedly, some of these reasons are more absurd and tenuous than others but many offer golden opportunities to promote spirits and cocktails that customers wouldn't otherwise be inclined to indulge in.

So, we've compiled a list of reasons to drink throughout the year – and even suggested a cocktail or spirit to accompany it. All you have to do is emblazon it on your blackboards and get on social media to let your punters know.

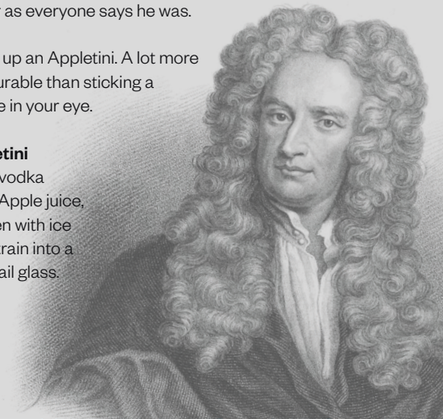
4TH JANUARY

Birth of Isaac Newton

Sir Isaac Newton was said to be incredibly clever. He developed the theory of gravity, after an apple fell from a tree and bopped him on the head. Famously, whilst trying to understand optics, he also stuck a blunt needle in his own eye – which suggests that he wasn't as clever as everyone says he was.

Serve up an Appletini. A lot more pleasurable than sticking a needle in your eye.

Appletini
40ml vodka
20ml Apple juice,
Shaken with ice
and strain into a
cocktail glass.



22ND JANUARY

Death of Queen Victoria

Despite her diminutive 4' 11 stature, Queen Victoria was an eminent imbiber and her preferred tipple being an unusual mix of whisky and red wine. Together. In the same glass.

So serve up a twist on the New York Sour – which is normally made with Bourbon. We've replaced the bourbon with Scottish whisky .

Royal Sour
50 ml Scotch Whisky
12.5ml Lemon juice
12.5 ml Sugar syrup
1 dash Angostura bitters
12.5 ml Claret red wine
Pour all the ingredients, apart from the Claret, into a shaker, shake with ice and strain into a large tumbler brimming with ice. Then trickle the red wine around the surface of the drink.

5TH FEBRUARY

Aeneas Coffey reveals new still

There was a time when Irish whiskey was once one of the best selling spirits in the world. But English oppression, US prohibition and, crucially, the Irish' decision to reject the 'Coffey Still' saw Scottish whisky overtake it.

On this day, in 1831, an Irish exciseman turned engineer named Aeneas Coffey created a cool, continuous still that could make a crisper spirit at a faster rate and for less money.

But the traditionalists in Ireland preferred to stick with a more robust and flavoursome pot-still distillate. Coffey took his idea to the Scots, who, true to cliché, embraced the cost-saving contraption and, in doing so, made Scotch whisky a global success.

If you've ever had to endure a performance of Riverdance, you'll know the Irish have been kicking themselves about that decision ever since.

26TH FEBRUARY

Birth of Victor Hugo

French novelist Victor Hugo, who penned "Les Miserables" and "Hunchback of Notre-Dame" walks into a bar with his buddy Quasimodo. Quasimodo ordered a blended whisky, and having looked through his selection of Scotch, the bartender said:

'Bell's OK?'
Quasimodo replied:
'Mind your own f***ing business!'

Drink:
Bells Whisky



6TH MARCH

International Women's Day

The Hanky Panky is a classic cocktail created by Ada 'Coley' Coleman, head bartender of the iconic American Bar at The Savoy between 1903 and 1926 , and only one of two women to have ever held the esteemed position.

Renowned as much for her raucous wit and trash talking as her deftly made drinks, 'Coley' was a consummate hostess who kept the likes of Charlie Chaplin, Marlene Dietrich, WC Fields, Prince of Wales and Mark Twain in their cups.

Despite more than two decades behind the stick at The Savoy, however, Coleman was only credited with one recipe in the illustrious Savoy Cocktail Book published just seven years after she left.

Hanky Panky
45ml Gin
45ml Sweet vermouth
2 dashes Fernet Branca
Ice cube
Orange zest twist
Stir all the ingredients with ice in a mixing glass, strain into a martini glass and garnish with an orange zest twist.

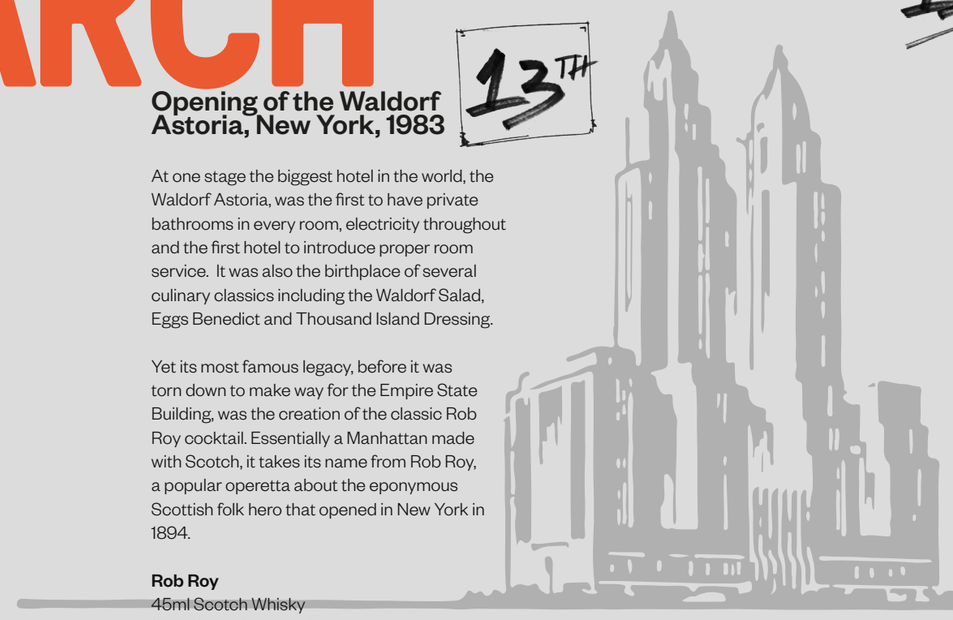
Opening of the Waldorf Astoria, New York, 1983

13TH

At one stage the biggest hotel in the world, the Waldorf Astoria, was the first to have private bathrooms in every room, electricity throughout and the first hotel to introduce proper room service. It was also the birthplace of several culinary classics including the Waldorf Salad, Eggs Benedict and Thousand Island Dressing.

Yet its most famous legacy, before it was torn down to make way for the Empire State Building, was the creation of the classic Rob Roy cocktail. Essentially a Manhattan made with Scotch, it takes its name from Rob Roy, a popular operetta about the eponymous Scottish folk hero that opened in New York in 1894.

Rob Roy
45ml Scotch Whisky
3 tsp Sweet Vermouth
Dash of Angostura Bitters
Ice Cubes
Stir all the ingredients in a mixing glass and drain into a Martini glass or coupe. Garnish with a cherry.



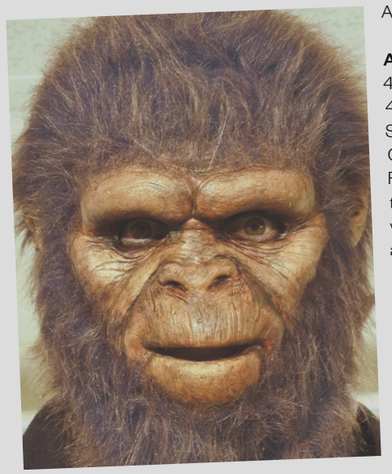
THE WALDORF-ASTORIA
PARK AVENUE 49TH TO 50TH STREETS NEW YORK

12TH APRIL 13TH

Release of Planet of the Apes (1968)

'Get your stinking paws off me, you damned dirty ape!' So screamed firearms enthusiast Charlton Heston in 1968 as he grappled with hostile, hairy hominoids in this cinematic classic - which has since grossed more than $2 billion worldwide.

It's time for a Monkey Shoulder, named in honour of distillery workers, whose over-stretched arms would hang low after a long day turning malt with heavy shovels. Sip neat, whilst flinging poo at people in the pub or swinging in a tyre in the pub garden.



Publication of Casino Royale (1953)

James Bond fans tend to associate the less-than-secret agent with his shaken-not-stirred Martini, but the first cocktail he orders in the Casino Royale book is actually an Americano.

Americano
45ml Campari
45ml sweet vermouth
Soda water, to top up
Orange slice, to garnish
Fill a rocks or highball with ice, then stir in the Campari and vermouth. Top with soda water and garnish with an orange slice.

13TH MAY

World Cocktail Day

They reckon that the word 'cock-tail' was first defined, on this day in 1806, in the pages of a posh New York publication called 'The Balance and Columbian Repository'.

The enduring definition was as follows: "Cocktail is a stimulating liquor, composed of spirits of any kind, sugar, water and bitters. It is vulgarly called a bittered sling... it renders the heart stout and bold, at the same time that it fuddles the head."

The Sazerac, one of the oldest cocktails, fits this description perfectly.

Ingredients
Absinthe to coat
60ml Cognac
½ teaspoon sugar syrup
2 dashes of Peychaud's bitters
Ice cubes
Coat the inside of a glass with a little absinthe, then discard it. Build the rest of the ingredients in a mixing glass, slowly stirring over ice, and strain into a rocks glass. Squeeze the oil from the lemon zest twist over the surface of the drink and either drop in the zest or discard it.

Count Camillo Negroni born (1868)



The flashy Count Camillo Negroni was, by all accounts, a bit of a rascal who spent much of his life as a gambler and cowboy in the United States.

A dedicated drinker, Prohibition saw him return to Florence where he regularly propped up the bar at the Casino Bar. According to Florentine folklore, in 1919, he reportedly asked the bartender for an Americano but with an added jolt of gin instead of soda.

Negroni
30ml gin
30ml Campari
30ml sweet vermouth
Stir all the ingredients with ice. Strain over ice and garnish with an orange twist.

16TH JUNE 21ST

Birth of Harry Macelhone (1890)

Harry MacElhone, among history's great bon-vivant bartenders, was a dry, dapper drink-smith from Dundee.

He first cut his cocktail teeth at the New York Bar in Paris on 5 Rue Daunou, which he bought 12 years later and renamed, rather unoriginally, 'Harry's New York Bar'.

MacElhone rose to fame during the roaring twenties. Hordes of Americans fled Prohibition for Europe, where everybody wanted to forget the horrors of war – and forget quickly.

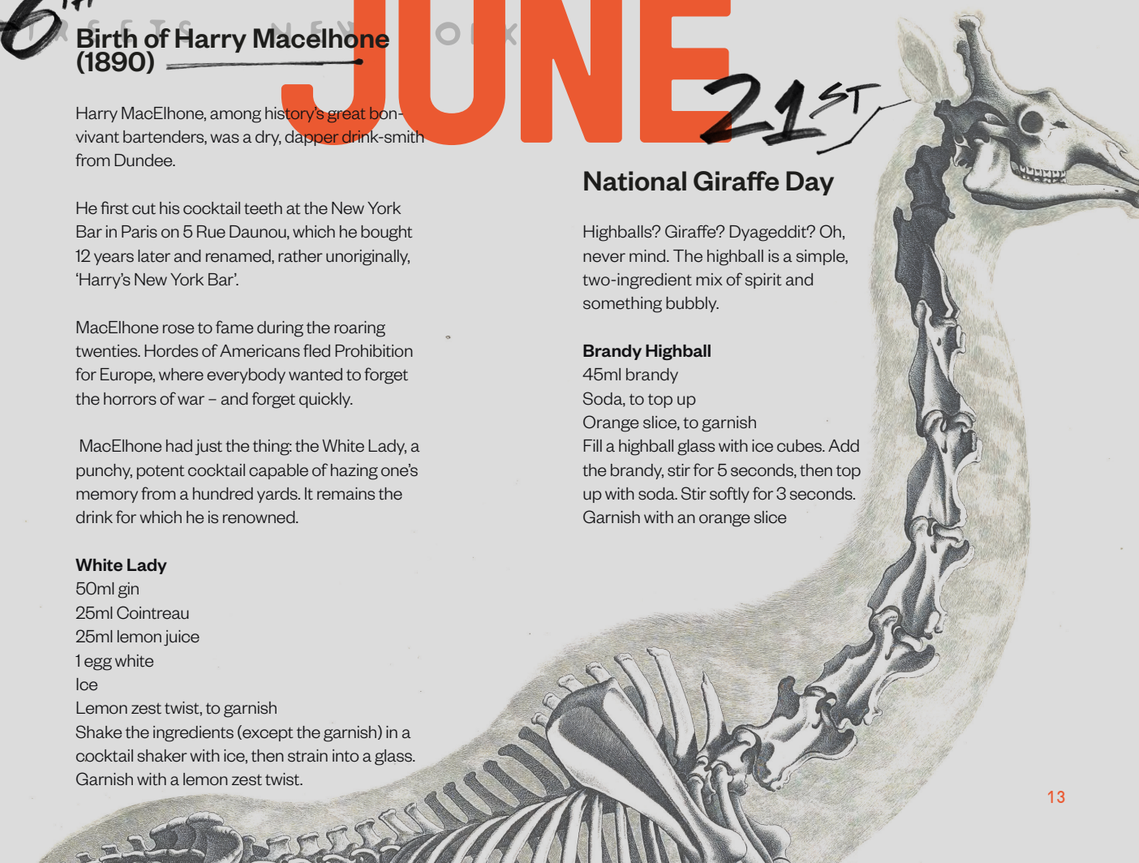
MacElhone had just the thing: the White Lady, a punchy, potent cocktail capable of hazing one's memory from a hundred yards. It remains the drink for which he is renowned.

White Lady
50ml gin
25ml Cointreau
25ml lemon juice
1 egg white
Ice
Lemon zest twist, to garnish
Shake the ingredients (except the garnish) in a cocktail shaker with ice, then strain into a glass. Garnish with a lemon zest twist.

National Giraffe Day

Highballs? Giraffe? Dyageddit? Oh, never mind. The highball is a simple, two-ingredient mix of spirit and something bubbly.

Brandy Highball
45ml brandy
Soda, to top up
Orange slice, to garnish
Fill a highball glass with ice cubes. Add the brandy, stir for 5 seconds, then top up with soda. Stir softly for 3 seconds. Garnish with an orange slice





JULY

23RD

Independence Day (Peru)

Peruvians claim they invented the Pisco Sour, but so do the Chileans. So you could also celebrate with a Pisco Sour on 18th September.

60ml Barsol Pisco
30ml lime juice
15ml sugar syrup
1 egg white
Ice
3 dashes of Angostura bitters

Shake the first four ingredients in a cocktail shaker, then add ice and shake again. Strain into a rocks glass, over ice or not, depending on your preference. Top with three dashes of Angostura bitters and swirl across the top.

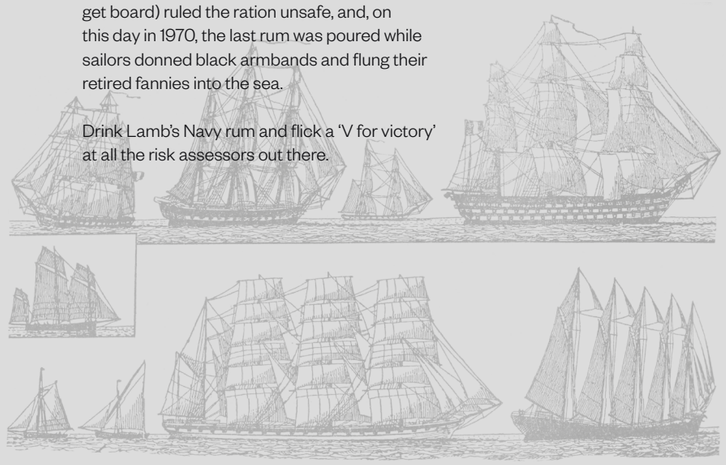
30TH

Black Tot Day (1970)

Black Tot Day marks the end of the Rum Ration, a 300-year-old naval perk that saw a measure of rum served up to sailors every day in receptacles named fannies.

In 1969 the Admiralty Board (only boring people get board) ruled the ration unsafe, and, on this day in 1970, the last rum was poured while sailors donned black armbands and flung their retired fannies into the sea.

Drink Lamb's Navy rum and flick a 'V for victory' at all the risk assessors out there.



AUGUST

17TH

David Beckham scores iconic goal from his own half

On the first day of the 1996 Premier League season, Manchester United, brimming with young English talent and exciting foreign additions, were 2-0 up against a workmanlike Wimbledon side in South-West London.

Up stepped a 21 year-old David Beckham and, receiving the ball on the right side of his own half and spotting the Wimbledon goalie off his line, swept his right foot through the ball, sending it soaring into the back of the net from 55 yards.

It was a remarkable strike. "When my foot struck that ball," 'wrote' Beckham in his autobiography, "it kicked open the door to the rest of my life."

Blend it like Beckham with his very own "The Haig Club Whisky" and coke.



29TH

Harry Craddock Birthday

Cocktail historians owe a debt of gratitude to today's birthday boy – one of history's most significant bartenders.

Harry Craddock, born in Stroud in 1875, wrote "The Savoy Cocktail Book" in 1930 - a curation of more than 1,000 recipes compiled during three decades of drink slinging at some of the finest bars in both America and England.

His legacy also remains somewhere within the walls of the Savoy's American Bar where, in 1927, he famously hid a shaker containing his favourite White Lady cocktail. It's never been found despite a major refurbishment nearly a century later.

Savoy Special No.2
40ml Plymouth Gin
20ml Dry Vermouth
2 dashes of Dubonnet Rouge
Shake with ice; strain into a chilled cocktail glass. Squeeze a twist of orange peel on top.

SEPTEMBER

4TH

World Sexual Health Day

Today is 'World Sexual Health Day', designed to encourage more people to get regular sexual health checks (also known colloquially as 'VD Day').

Serve a Penicillin - named after the antibiotic renowned for curing 'underpants ouch'.
Don't forget to add a cocktail umbrella – a painful reminder of why it's always sensible to wear protection. Am I right, guys?

Penicillin (created by Sam Ross at Milk & Honey, New York)
45ml Scotch whisky
15ml Ginger liqueur
10ml smoky peated scotch whisky
20ml fresh lemon juice
20ml Honey syrup



9TH

Release of A Few Good Men (1992)

In this cracking courtroom drama, Tom Cruise plays Lieutenant Kaffe. During a scene of high-judicial jeopardy, he suggests judge and jury enjoy a wormwood-based fortified wine, to which Jack Nicholson's Colonel Jessop angrily responds: 'Vermouth? You can't handle vermouth!

Have a Noilly Prat. It's a lovely vermouth.

15TH

OCTOBER

21ST

Breast Health Day

Breast Cancer is the most common type of cancer in women worldwide, so it's vital you regularly check your 'shirt potatoes'.

One woman well-versed in mindful mammary maintenance is Mayahuel, the Azteo goddess of Agave. Mayahuel had 400 breasts that fed 400 children with pulque, the fermented alcoholic sap of the agave plant, which is used to make tequila.

So, have a tequila night with all proceeds going to a breast cancer charity.



Admiral Lord Horatio Nelson killed

Not content with boasting an impressive column, which birds still flock around even today, Admiral Lord Horatio Nelson was a highly skilled commander who studied at naval college (where he'd also learned belly-dancing). used cunning tactics to destroy 22 of their ships. After being killed by a French musketeer during the Battle of Trafalgar, his body was preserved in a barrel of rum that was drunk dry by his adoring crew on the voyage home. Hence "Nelson's Blood," the naval term for rum.

Nelson's Blood No.2
45ml Wood's Navy Rum
45ml Cranberry Juice
22.5ml Lime Juice
22.5 ml Orange juice
12.5 ml Sugar syrup
Two dashes of Angostura Bitters
Strain into ice-filled glass after shaking all the ingredients in a shaker packed with ice. Garnish with a lime wedge to prevent scurvy.

NOVEMBER

23RD

Snoop Dogg's Doggystyle released (1993)

As Snoop so wisely rapped, today is a day for 'rollin' down the street, smokin' indo, sippin' on gin and juice'.

In the track 'Gin & Juice', his good friend Dr. Dre enters the fray with Tanqueray so with this in mind, opt for London Dry Tanqueray, a quality classic gin.

Launched in the 1830s, it is, much like Snoop, a pioneer in its field.



Gin and Juice
60ml Tanqueray gin
50ml orange juice
50ml grapefruit juice
Pour the gin and juices into a highball glass over ice. Stir, then garnish with chronic, hoes, that sort of carry-on

27TH

Birth of Anders Celsius (1701)

Anders Celsius was the clever-clogs Swedish, white-coated boffin responsible for defining the international temperature scale. An ideal cocktail temperature is -2°C, which is tricky to precisely measure without a thermometer but you can be sure that a Frozen Tommy's Margarita is pretty damn cold.



60ml blanco tequila
30ml lime juice
15ml agave syrup
Large handful of ice
Lime wedge, to garnish

Blitz all ingredients (except the garnish) in a blender until smooth. Pour into a rocks glass and garnish with a lime wedge.

DECEMBER

15TH

Death of Jerry Thomas (1885)

Known as the 'Professor', American bartender Jerry Thomas was author of the influential Bar-Tender's Guide and spent decades slinging drinks across the country. Such was his influence on 19th- century popular culture, his death made front-page news in New York. The Blue Blazer was his signature flaming whisky drink. If you attempt to make it, pour the flaming alcohol between heat proof glassware – and keep it clear of your eyebrows, along with anything else you value. Like customers.



BLUE BLAZER.

Serves 2
120ml boiling water, plus extra to warm the mugs
120ml Scotch whisky
2 teaspoons demerara or raw sugar
Lemon zest twists, to garnish
Preheat 2 glass mugs with some boiling water and gently heat the Scotch in a pan over a low heat. Pour the sugar, Scotch and measured boiling water into one of the mugs, then light it. Pour the flaming liquid back and forth from mug to mug (about 5 times). Finally, pour into one mug and put out the flame. Garnish with lemon twists and serve.

21ST

World Monkey Day

Back in the 1920s, French surgeon Serge Voronoff declared that monkey testicles were key to halting the human ageing process.

To prove this, he grafted one onto an elderly Frenchman. Actual monkey gonads, onto an actual French man. He then repeated the process with more than 500 other Frenchmen – none of whom benefitted in any way whatsoever.

The scientific debacle was later immortalised by Harry MacElhone; one of history's great bon vivant bartenders whose Monkey Gland cocktail doesn't taste like a primate's hairy 'clock-weights'.

60ml Warner's London Dry gin
45ml orange juice
1 teaspoon absinthe
1 teaspoon grenadine
1 teaspoon sugar syrup (optional)

Shake all ingredients with ice, strain into a chilled cocktail glass and garnish with orange peel. Serve with monkey nuts.



REASONS TO DRINK

REASONS TO DRINK

BAR SNACKS & SPIRITS

You can't be a bar or a pub without snacks. It helps if you have a range of drinks, a piano, or a dog (a dog that plays the piano would be even better), but at the very least you need snacks.

Back in the mid-19th century, long before the gastro-fication of boozers began, bar snacks were considerably more exotic – and indeed adventurous. Traders laden down with nosh would go round pubs hawking all manner of delicacies ranging from cockles and sheep trotters to whelks and fried fish.

In these Victorian pubs, oysters would sit freely on the bar top, regularly polished off accompanied by a dark pint of Porter, a beer style named after the chaps who drank it – working class couriers who moved goods around the city's streets. Hawkers would also offer up black pudding, tripe and small pies – essentially anything that was popular at the time and whose consumption didn't require a knife and fork.

But by the 1940s, the game changed. Crisps emerged. Salty, cheap and relatively non perishable, packets of crisps could be carried to the table between one's teeth, leaving one's hands free to carry more drinks.

Whether crisps, nuts, pork scratchings or swankier snacks kept in kilner jars like wasabi peas, biltong or beef jerky, bar snacks can seriously stimulate profit.

Not content with catalysing customer thirst and driving drink sales, they soak up the alcohol, keep enhancing the peckish punters in the bar for longer and enhance the overall experience.

Yet, for many, they're no more than a mere afterthought. How many venues think seriously about the kinship between their bar snacks and the drinks they serve? If so, how many broaden food pairing beyond wine and beer - and into the spirits world?

Not many. But Mike Pendergast is looking to change that. The Whisky Ambassador at Speciality Brands, one of the UK's leading purveyors of premium spirits, has embarked on a mission to bring bar snacks and the spirits on the back bar together.

"I've spent a lot of time discovering what tastes good when you drink stuff!?" said Michael, a Canadian with more than 20 years' experience in the bar world. "Imagine a world where you walk into your local bar, they have your favourite drink and they have the perfect pairing to go with it. I would like to live in that world."

"Bars are always looking at cool bar snacks but not really thinking about how they pair with the drinks they have behind the bar," said Michael.

"But they should as there's a science to it." Before picking up a bottle, or indeed a pickled whelk, Michael immersed himself in books that delved deep into the science of flavours – namely "Flavour Thesaurus"; "Flavour Matrix" and "The Art & Science of Food Pairing".

"These books are packed with olfactory graphs and diagrams of molecular structures and protein arrangements," said Michael.

"There's a lot of science that goes into it but, essentially, food and drinks that contain the same aromatic compounds will taste good together. Nothing tastes bad. It's all about perception and association."

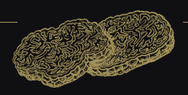
Michael concedes that it can appear complex and admits that customer feedback may not be immediate. "You're not going to get instant reactions from drinkers and people are not going to be taking notes or necessarily appreciate the research that goes into it," he said. "But 10% will notice that their drinks taste better.

"People are coming into the bar to have a good time. We (people in hospitality) know how to have a good time better than most and this kind of thing is part of that," added Michael. "Whether or not they notice or comprehend the complexity shaping it, well that's not really the point."

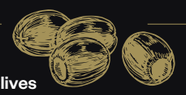
SPIRIT AND BAR SNACK PAIRINGS



Barsol Pisco & Chilli & Yuzu Cashew Nuts
"The lightness and fruit in the barsol would mingle well with a pinch of heat and something citrusy on the tongue. Pisco is tricky as people often perceive the fruitiness as sweetness, so if you can balance that with salinity or protein you're winning."



Cocchi Blanco & Truffle Salted Nuts
Wine isn't chemically capable of doing some of the things that spirits and vermouths can do. The bitterness and slightly sweeter elements would do a good job carrying the earthy funk of truffles with the protein that makes up the nuts.



Juniper heavy gin & Blue Cheese-Stuffed Gordal olives
The reason this works is that juniper forward gins have been proven to have flavours of sancho pepper or green Szechuan pepper.

The gin is aromatically complex with notes of pine but there are no tannins so we allow the ethanol to do the heavy lifting. Gordal olives are buttery, they're acidic and blue cheese is rich in acids, fat and sugars. But the ethanol wipes the palate clean and prepares the mouth for the next taste. One of the strengths is that there's a lot of citrus and that Szechuan pepper note forms the juniper. It is clean and fresh.



Smoky Whisky/Whiskey with Smoked Eel and Wild Boar Sausages
Plants and trees contain things called phytoncides and it's been scientifically proven that, when exposed to them (for example, during a walk in a forest), they cheer you up!

Better still, if it's smoked with peat, they are in your whisky! Smokiness is one of the things that has a flavour threshold which moves the more you experience it, you yearn for it and so it makes sense to match it in both the snack and the spirit.

This sausage combines wild boar smoked over campfire and eel smoked using hickory. Think this is my favourite pairing."





Nikka From The Barrel & Small Mushroom Arancini.
Beside the punchy tannins and woody complexity anything umami forward could work well. Match that with any form of sweetness and I think you're in safe hands.



Rum with freeze-dried pineapple & cashew nuts
The fruity esters in the rum pair perfectly with the pineapple and the tannins cut through the salty, fatty carbs of the cashews.



Cocchi Rosso Vermouth & Chocolate-dipped Strawberry
Vermouth is tricky as it is so versatile. In the case of Rosso, if it were served with a chocolate dipped strawberry I would be elated. A little fat to balance out the gentle bitterness and some fruity top notes to balance out the booze.

Vodka with Rice Balls
One of the things that vodka is capable of is paving the way for flavours that you wouldn't otherwise perceive. It allows smaller flavour molecules to come to the fore. Vodka and rye bread is phenomenal but, here, the spirit creates space for the weighty textures and the flavours of the rice.



Rye Whisky & Shitake Mushroom Pate on Rye Bread
Rye is spicy and full of tannins. The tannins sweeten the rye and soothes the peppery heat from the pate. Spirits have a higher concentration of tannins and these tannins are split between interacting with salivary and food-based proteins. They act as palate cleansers for rich, fatty foods and change the way we perceive flavour.

Despite the sense that the bubble has burst on the last decade of pretty astonishing growth for gin, the spirit remains big business, and is second only to vodka in spirits volumes*. Interestingly though, almost 40% of gin drinkers prefer to premiumise vs just over 26% of vodka drinkers*.

Rationalising some of the range may be a smart move for outlets that got a little swept up in the last few years of flavoured gin boom, but make sure you have plenty of room to accommodate those drinkers out there that clearly still want a premium gin and tonic.

We've also gathered our alcohol-free spirits in this section, with a sizeable chunk of them looking to reflect the gin and tonic serve.

Researchers from the University of Bristol found that when an alcohol-free option was available, pubs and bars sold, on average, 51 pints less of alcoholic beer per week - replaced by an equivalent increase in sales of alcohol-free beer**. Customers are happy to drink less alcohol, but this doesn't mean fewer sales. Add it to the range and serve it up as a premium experience to make sure that you don't miss out.

Latest 12 WKS % chg vs YA, CGA OPMS data to w/e 20.04.2024
**taken from 'The impact of introducing alcohol-free beer options in bars and public houses on alcohol sales and revenue: a randomised crossover field trial' by Olivia Maynard, Angela Attwood and Marcus Munafò et al. published in Addiction 21.03.24

THE EMPIRE STRIKES BACK

It's 1723 in *Ye Olde London Towne*. Things are bad. Really bad. Every man, woman and child is sinking two pints of gin a week.

Children shouldn't be drinking gin. Certainly not in pints. Worse still, the gin they're all drinking is awful stuff. It's being made in bathtubs and mixed with everything from urine to sulphuric acid and colloquially referred to as bust head, crank, strip-me-down-naked, blue ruin, strike fire.... you get the idea. By the early part of the 18th century London, and wider society, had been dropped to its knees by gin. Only one out of every four children were surviving to the age of five, the death rate had exceeded births and any efforts at procreation were being thwarted by impotence-inducing alcohol.

Britain was facing a very real crisis. So, the government did what any government should do when facing a crisis: They commissioned a drawing. Up stepped the doyen of satirical sketches, William Hogarth, and his picture "Gin Lane". At the centre of the image is Madame Genever, breasts exposed (a big no-no even back then) as she tosses her (oversized) baby into the doorway of a gin shop. Behind her a coffin is being filled with another woman (breasts exposed yet again) and her child watches on, sipping a gin to commiserate/ celebrate. To the right of the image a woman



force feeds her child with, you've guessed it, gin. Buildings crumble, riots explode, and starvation ensues. London is gin soaked and collapsing like a clown car. Again, you get the idea. Despite the out of proportion baby, there's no denying that Hogarth's drawing was pretty good. But it didn't really stop drinking too much bad gin. Nor, indeed, did the introduction of higher taxes on gin. No-one noticed, no-one cared because everyone, everyone, was hammered on gin. It wasn't until a century later, after the government had severely restricted gin production, that the spirit's reputation was restored. A new generation of 'gentleman' distillers emerged whose names remain synonymous with the spirit today.

The likes of Charles Tanqueray, Alexander Gordon and James Burrough of Beefeater (and ultimately Hayman's) embraced improved distilling techniques and advanced stills to create a new continuously distilled style of gin made, initially, exclusively in London. They called it London Dry. Not content with ushering in technical advancements, the industrial age also simultaneously, and crucially, created a more affluent, middle class customer base that had no interest whatsoever in drinking pints of urine-soaked Mother's Ruin....and they certainly didn't want their children drinking it. These are the names that, back in the 19th century, thrust gin into rather posh territory. Fast forward 250 years to now, as we find ourselves in the aftermath of yet another, albeit more refined, gin craze – these names are once again showing their worth and making gin great again.

Let's be honest. In the last few years, the gin category got a little over-excited. Shameless bandwagon jumping and distillers recklessly pushing envelopes like a postman on strong coffee, flooding the market with a flurry of funky, flavoured gins made with increasingly bizarre and bonkers botanicals, often at the expense of juniper, the essential component in all gins. Amid all this scampering innovation, the essence of what gin should be got lost a little. Yet now the dust has settled, consumers are once again appreciating those classic gins that changed the world, the giants on whose shoulders modern gins stand.

The likes of Beefeater, Tanqueray, Hayman's and Plymouth are gin's founding fathers, that once in a while, as the gin category matures, turn up rather quietly, and remind everyone why they've achieved such greatness.

"The market is still saturated with many local craft gins – with a fatigue for flavoured gin," said Miranda Hayman, whose great-great-grandfather pioneered the distinctive taste of London Dry Gin back in the 1860s.

"There's a movement from flavoured gins back to traditional styles such as London Dry and Old Tom – which fuel those classic cocktails the consumer is currently looking for.

"Hayman's offers heritage, authenticity, best in class – made from those original recipes from more than 160 years ago – and this is important as consumers are increasingly seeking authentic brands with meaning, as this lends gravitas to an experience, taste and value." With the gin boom having peaked, leaving the category in much finer fettle than it was ten years ago, it's time for venues to be more discerning with regards to what they put behind the bar.

"Good gin is a staple, set to stay," said Miranda. "Venues should not have 20 London Dry Gins or flavoured gins on their menu. They should be selecting style and substance – looking for the best in class."

While many classic gins rightly play on their heritage and their past, they're careful not to get stuck there. Plymouth Gin, still made in the same distillery dating back to 1793, is 100% powered by hydroelectricity. All the botanicals they use are recycled via an anaerobic digestion power plant to turn waste into energy – and its newly redesigned bottle, adorned with the iconic Blackfriars monk, is also 100% recyclable.

Beefeater Gin, from the same stable as Plymouth, is another stone-cold, often underrated classic gin that deftly dovetails classic tradition and contemporary trends.

"People are looking for more health-conscious and mindful drinking options, so consumers do not have to compromise or miss out on the occasion," said Murielle Dessenis, Global VP Gin at Pernod Ricard. "The category is entering a new life stage of maturity and accounts for 7% of the spirits market, so there is a lot of headroom for growth."

Courtesy partly of the cost-of-living crisis and what is, let's face it, an uncertain future, consumers are looking back, seeking reassuring nostalgia in the shape of classic cocktails. These historic gin brands, juniper-driven liquid legacies of the past, lend themselves perfectly to iconic drinks such as the Martini, the Gimlet, the French 75, a refreshing Tom Collins or a Ricky.

"The origins of Plymouth Gin pre-dates cocktails and is the most named Gin in the world-famous Savoy Hotel Cocktail Book first printed in the 1930s," said head distiller Sean Harrison.

"Plymouth Gin is very much a traditional gin, and we unashamedly celebrate that we are juniper forward," added Harrison. "With Plymouth Gin, the less you put into it, the more you can appreciate it. It works with the Martini, Gimlet and Gin & Tonic style drinks, where all you're doing is adding one extra flavour to enhance it."

Miranda Hayman added: "While the gin consumer is for the most part drinking G&Ts, there is also a strong growth in the classics such as Gin Martini and a Negroni. But don't forget Summer spritz serves and sloe gin winter warmers too.

"But it's important to keep it simple - never more so than in a cost-of-living crisis," added Miranda. "It benefits both the pub/bar as well as the gin drinkers who want clarity, speed of serve and value for money."



Illustrious and inspiring, these classic brands are to gin what the Aston Martin is to the automobile; the little black dress is to fashion; and Frederico Fellini is to film. They are liquid legends, pioneers of the past, genuine ground breakers; gins of grand, understated and often undervalued excellence that, alongside contemporary quality 'craft' gins, deserve to be permanent fixtures, front-of-centre, on the bar.





HAYMAN'S GIN
(founded 1863)

In 1863, James Burrough, a charming London pharmacist, opened a small distillery in Chelsea, South-West London. Experimenting with several gin recipes, he pioneered a drier style of gin now known as London Dry. James was the great grandfather of Christopher Hayman whose children, Miranda and James, have continued the family's gin journey from a distillery based in Balham, only a few miles from the original family distillery.

PLYMOUTH GIN
(founded 1793)

Converted from an old monastery (hence the picture of the monk that adorns the bottle), the Black Friars Distillery, home of Plymouth Gin, was built by the Coates family who had joined forces with Fox & Williamson, a well-known distilling business. Initially, to differentiate it from its London Dry rivals, Plymouth boasted stronger, bolder root flavours and less citrus notes. Its reputation was boosted when it became the chosen gin of the Royal Navy and Plymouth Gin remains the oldest gin still being made in its original distilling home.

TANQUERAY
(founded 1830)

Son of a clergyman, Charles Tanqueray shunned a life in the church to found the Bloomsbury Distillery in London, back in 1830. He was instrumental in the development of "London Dry", a new continuously distilled style of gin made with juniper, coriander seeds, angelica root and liquorice that was superior to the 'Old Tom' gins that had hitherto dominated the market.

It restored the spirit's reputation, and the recipe still only uses these four ingredients.

BEEFEATER GIN
(founded 1876)

Not long after James Burrough (mentioned above) paid £400 for the Cale St distillery in 1862, he began innovating with different processes and an array of different botanicals to create robust gins full of flavour. In 1876, one of these gins was named Beefeater and it soon became Burrough's flagship brand. Nine distinct botanicals were listed in the original recipe - (juniper, liquorice, almonds, angelica root, orris root, Seville oranges, angelica seeds, coriander seeds, and lemon peel) – and this recipe, alongside the method of steeping the ingredients, has remained steadfast.

GORDON'S GIN
(founded 1769)

Alexander Gordon built his first distillery in Southwark back in 1769 before decamping to Clerkenwell, where the spa waters were said to be finer. He, like others, moved gin away from "Mother's Ruin" towards a far more refined London Dry style which proved immensely popular both home and abroad. Apart from a small drop in ABV back in the 90s, the gin has remained faithful to Alexander's original recipe.

DID YOU KNOW? (GIN) GIN

DID YOU KNOW?



Like many herbs, roots, fruits and spices, Juniper was used for medicinal purposes and considered by many to cure all manner of unusual ailments. During the Black Death, for example, amateur physicians claimed that burning Juniper berries within their beak-like masks could cure people of the plague. This was, of course, complete and utter nonsense. But these so-called doctors, with their beaky face protectors that made them look like ducks, are responsible for the term "quacks".



In 1820, French boffin Pierre-Joseph Pelletier successfully extracted Quinine from the bark of the cinchona tree – thus saving the world from Malaria. Used in hundreds of tonics, aromatised wines, bitters and spirits, Quinine has played a huge role in cocktail history and was key in Colonial expansion during the 19th century. Without Quinine, European expansion into Africa, Asia and the tropics would have been almost impossible – including those serving in British colonial India. Their thirst for gin and Quinine-heavy tonics led Winston Churchill to famously declare that the drink saved "more Englishmen's lives, and minds, than all the doctors in the Empire." Armed with 47 teeth, mosquitos are the world's deadliest species, responsible for killing more than half the people that have ever lived. The females of the species are the worst, as they're the only ones who bite; but also watch out for the silent ones - you can't get malaria from a mosquito that buzzes. Given the choice, they'll always bite the human ankle – often drinking three times their own body weight in blood. They also like to bite people who have just eaten bananas.



Old Tom gin first appeared in the early 18th century when London was in the grip of an unsavoury gin craze, and there are many stories around how it got its name. In an attempt to curb its excessive consumption, authorities imposed a £50 licence fee on anyone who wanted to sell gin (more than £7000 today). This spawned a secretive feline-themed loophole created by a man called Captain Dudley Bradstreet, who placed a painting of a black cat (known as a 'Tom') on the front of his gin shop. A slot was inserted beneath the cat's paw into which thirsty gin drinkers could drop a coin. Patrons would quietly call "puss" then place their mouth over a discreetly positioned lead pipe. Bradstreet, on receiving the coin, would reply "Mew" before dispensing a shot of sweet tasting gin. This ritual rapidly became rife all over the City.



In 1780, Holborn was hit by the Gordon riots – a g-insurrection which, just to be clear, had nothing to do with Gordon's Gin and more to do with anti-Catholic sentiment. Thousands of protestors headed for Parliament, there was looting, attacks on dignitaries and dukes and all-round anti-social behaviour. As night fell, the fierce throng marched towards Holborn to attack London's largest gin distillery – Langdales, owned by a Catholic. When the distillery's security fled under fear of death, the owners paid some of the mob to protect the distillery – but made the silly mistake of doing so in gin. Before long, the distillery was awash with protestors and hundreds of thousands of litres of gin, cascading through the streets of the Capital. Unsurprisingly, the spirit caught fire and things got worse when the Fire Brigade turned up. The water they used to douse the flames was drawn from the local sewers which were, yes you've guessed it, full of gin – transforming their hoses into huge flamethrowers. Lots of people died.



Few literary figures have done more for gin than James Bond creator, Ian Fleming. Fleming's life was quite extraordinary and many comparisons can be made with the ludicrous lifestyles of his most famous creation. A former secret service agent who'd worked in Naval intelligence during the Second World War, Fleming shared Bond's insatiable appetite for uncomplicated womanising, golf, gambling and fast cars – although his most spectacular stunt was reversing into a milk float. While 007 was a promiscuous elbow-bending omnivore (yet somehow suffered just two hangovers in all 14 of the novels), Fleming was famously fond of gin. – some would say a little bit too fond. At his peak, he confessed to consuming a bottle a day and only switched to bourbon for a brief period on the advice of his doctor. In Casino Royale, he created the Vesper Martini – reputedly introduced to him by Gilberto Preti at Duke's Hotel in London. In the book, and indeed the film, Bond insists on it being "shaken not stirred". Why? Because it gives Bond more time to muck about on jetpacks and get his wicked way with foreign ladies.



In 1965, British inventor John Shepherd-Barron experienced an Archimedean Eureka moment in the bath. Having earlier arrived a minute after his local bank had closed, he wondered, as his floaty bits poked through the bubbles below, whether one could create an "automated teller machine" He set up a meeting with the big boss of Barclays Bank and, over a Pink Gin, told him his idea. Within two years, the world's first cash machine had been installed outside a Barclays Bank in Enfield. It was, with hindsight, a bit rubbish. With no debit cards in 1967, it worked on a convoluted voucher system that meant customers had to queue at the same window where they'd normally withdraw cash.

PINK GIN COCKTAIL

60ml Old Tom Gin
3 dash Angostura Aromatic Bitters
Combine ingredients with ice, strain into chilled coupe/martini glass.

GIN FACT!

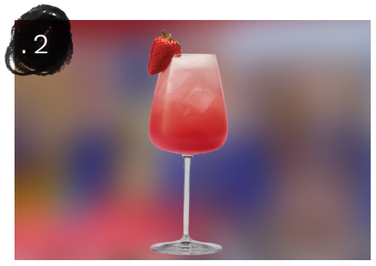
Over 11 million adults enjoyed gin in the UK in 2023 while the Tom Collins is one of the top ten mainstream cocktails in the on-trade with 4.0% share of serve.



ROKU GIN & TONIC

- 25ml Roku gin
- 75cl tonic water
- 6 ginger matchsticks
- Ice

Add ice to a highball glass, add 1 part Roku Gin, top with tonic water and stir to chill. Garnish with 6 ginger matchsticks.



COOL THE ENGINES SPRITZ

- 25ml Engine Gin
- 15ml Strawberry Syrup
- 10ml Lemon Juice
- 2 dashes of saline solution
- Top with Prosecco

Build in a balloon or spritz glass over cubed ice. Serve garnished with a Strawberry.



RANGPUR LIME GIMLET

- 50ml Tanqueray Rangpur Lime Distilled Gin
- 15ml Lime cordial
- Ice
- Twist of lime peel

Pour Tanqueray Rangpur Lime Gin and Lime Cordial into a shaker with ice, shake well, and strain into a Martini glass. Garnish with a twist of lime peel.



HAYMANS OLD TOM RAMOS GIN FIZZ

- 60ml Hayman's Old Tom Gin
- 15ml lemon juice
- 15ml lime juice
- 25ml sugar syrup
- 1.2ml orange blossom water
- 25ml pasteurised egg white
- 25ml single cream
- Soda water

Add all the ingredients to a cocktail shaker with ice (shake really hard!), and then remove the ice and dry shake. Slowly pour the cocktail into a chilled highball glass (best if you pour 2/3rds of the drink, let it settle, then pour the rest). Top up with soda to create a foamy head and then garnish with a lemon peel to finish.

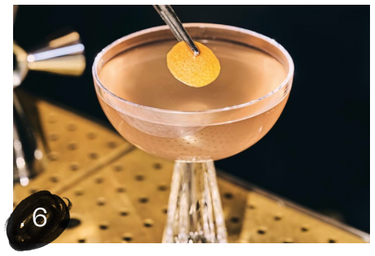


HAYMANS GIN TOM COLLINS

- 50ml Hayman's Old Tom Gin
- Fever Tree Premium Sicilian Lemonade
- Lemon wedge

Fill a tall glass with ice. Pour in the Old Tom Gin. Top up with Sicilian Lemonade. Garnish with a lemon wedge and some fresh mint.

COCKTAIL CLASSICS



TANQUERAY TINY TEN

- 50ml Tanqueray No.Ten Gin
- 25ml pink grapefruit juice
- 10ml sugar syrup
- 1 Pink grapefruit twist (Garnish)

Shake all the liquid ingredients with Ice. Fine strain into a chilled Martini glass.
Garnish with a pink grapefruit twist.



PORTOBELLO QUEEN MUM

- 25ml Portobello Road Gin
- 25ml Dubbonet
- 20ml Aperol
- 5 ml Appleton rum

Stir all of the ingredients with ice in a mixing glass or jug for about ten seconds. Strain the drink into a stemmed cocktail glass or the classic Martini glass leaving the ice in the mixing vessel. Garnish with a twist of lemon and a twist of orange.



BOMBAY SAPPHIRE FRENCH 75

- 50ml Bombay Sapphire Gin
- 70ml Martini Prosecco
- 20ml freshly squeezed lemon juice
- 20ml sugar syrup
- Lemon twist to garnish

Shake all the ingredients (except Prosecco) briefly with cubed ice for around 10 seconds. Fine strain the mixture into a chilled flute, top with Prosecco.



SIPSMITH GIN RICKEY

- Two lime wedges
- 40ml Sipsmith London Dry Gin
- Sparkling water

Fill a glass with ice cubes and squeeze in lime wedges. Add the gin and top with chilled sparkling water. Stir.



TANQUERAY SEVILLA SPRITZ

- 35ml Tanqueray Flor de Sevilla Gin
- Orange juice
- Sparkling wine
- Soda water
- Ice
- Slice of orange

Fill a wine glass with ice and pour in 30ml Tanqueray Flor de Sevilla Distilled Gin, 45ml orange juice, 45ml sparkling wine, and 15ml soda water. Stir well and garnish with a slice of orange.



HENDRICK'S GRAND CABARET ROYALE

- 30ml Hendrick's Grand Cabaret
- 30ml cranberry juice
- 15ml lime juice
- 15ml simple syrup
- Champagne/Sparkling Wine

Add all ingredients to a Champagne glass, top up with Champagne/sparkling wine. Garnish with a cucumber slice and orange peel.





Two years before the gin boom reached its peak in 2019, the Barker family got wind of an old jewellery shop becoming available, just yards away from their own coffee shop in the historic Castle Quarter of Cardiff.

It was just the opportunity they'd been looking for, a perfect springboard to launch the Gin & Juice brand (G&J), a super-stylish cocktail bar concept fusing faded glamour, exquisite details and quality service, all served up by knowledgeable, engaging and professional staff.

Since the birth of the first Gin & Juice in Cardiff, the brand has evolved and expanded to more sites on either side of the Welsh border, including Mumbles, Bristol and Cheltenham. While by no means cookie cutter concepts, the commitment to a vastly diverse range of gin from around the globe and carefully curated cocktails remains at the forefront of their offering.

We caught up with co-founder Stephen Barker, and director of G&J, to find out more.



What inspired the idea behind Gin & Juice?

The bars were born out of a love of NYC-SoHo Dive Bars and Paris' eclectic, romantic cafes; both represent a timeless quality where elevated memories are created and good times occur with people you care about. The Mission for Gin & Juice was to recreate that magic and lean into the incredible selection of gin being passionately produced around the world, some crazy, some scarce, others inspired by the founder's story and many foraged from the local land. The diversity and innovation in gin never ceases to amaze us. We wanted to build temples to this incredible spirit where gin is served correctly to its full potential.

Why Gin....and not another spirit?

Gin enjoys a rich and diverse history and has woven its way through the tapestry of human culture for centuries. From its humble beginnings as a medicinal remedy to its current status as a cornerstone of cocktail culture, the story of gin is as fascinating as it is enduring. We wanted to be a part of that legacy and make a humble impression on that history. Also, gin was chosen as the focal spirit due to its versatility and popularity among consumers, genders and age demographics. Its wide range of botanical flavours and ability to blend seamlessly with various mixers make it an ideal choice for crafting innovative cocktails; this combination allowed us to be laser-focused on the product direction as a headline while retaining commercial flexibility as a cocktail bar.

What criteria do you use when deciding whether to stock a gin brand?

At its peak, we stocked 400 gins, but after that, the bars ran out of space. This fluctuates, too, with an ever-evolving selection. We cross-reference several factors: how will a gin fit into the selection or category? How will it complement the other options in that category? Who is it aimed at? What is the back story, the "why" of the Gin? Is it expensive and rare, or good value and attainable yet aspirational? The list is endless, and all are considered. However, after all of that, it comes down to the taste and quality. If it's excellent to drink and enjoy, then everything else is upside down; it's as simple as that.



How do you categorise the range of gins and make it easy for the consumer to navigate the vast choice?

We make it simple: Our 'Beginner', 'Expert', and 'Master' presentation offers an easy-to-follow journey for the guest to guide them through the complexity of each category. This allows for significant interaction between the server and the guest, and this adds value in a traditional, independent way.

How do you ensure the number of gins available doesn't paralyse your customers?

Gin & Juice Cocktail Bars have knowledgeable staff and menu organisation to prevent customers from feeling overwhelmed. In doing so, we twist the narrative to demonstrate we are the authority on gins, and guests can learn from the experts and leverage our knowledge and integrity. This adds value and credibility to the Gin & Juice brand.

What was your approach to the menu design and layout?

The menu design and layout are carefully crafted to reflect a speakeasy DNA that effortlessly showcases the diverse gin offerings, providing informative descriptions and recommendations to assist patrons in their selections. However, the menu is complex enough to encourage engagement with the servers for advice and guidance. This not only adds to the experience, it also means we can generate more sales over an evening due to a feeling of exploration over several visits to the bar.

Can you tell us about your staff training? What are the key things staff must know about the range of gins? How do you improve their knowledge?

There is a rigorous training program; only when the server has passed all levels can they be guest-facing or serve at the bar. They can work the floor and learn that by default, but they can only become a server after "earning the right." That makes it desirable and weeds out the non-committed. It's a rite of passage, and to be a qualified server at Gin & Juice is worn like a badge of honour. This creates a culture of service, confidence, and pride among the team. Commitment is rewarded with life skills that go on to serve our people long after their time with us, and our staff retention is phenomenal. Treat your team well, and believe it or not, they will treat you and your business well in return.

What are your best-selling brands/gins styles?

That changes constantly; seasonality is a huge driver, citrus in summer, for example, but citrus is slower at Christmas. And the other key element is the servers; if they like a brand, they sell it. Get the team on your side, and you will win.

How important are the classic gins like Tanqueray, Beefeater, Haymans Plymouth, etc.....?

They are essential as they offer a reference point for anyone to explore the selection and grow their taste. Also, we don't believe in a snobby attitude; everyone is different. If you enjoy a classic popular gin, you are blessed to have found that pleasure and should savour the moment.

What flavoured gins do well?

Again, it's seasonal. The point is that they all do well on their day; our job is to make the best selection to capitalise on that fact.

Regarding consumer and demographic types, is there a clear difference between those who opt for flavoured or New World gins and the more juniper-led classics?

Gender is the most apparent difference. The ladies like more accessible sweeter flavours or botanicals, while the gents lean into the cleaner, more complex profiles. That said, it's very blurred sometimes. The point is that everyone is aspirational, wanting an elevated experience and quality over price. They will go on a journey of discovery throughout their visit to Gin & Juice.

Do you work closely with distilleries?

We collaborate with several distilleries to create unique and exclusive gins. This is a delightful and creative element of our business. We involve the servers; if they are passionate and believe in a product, it will be a massive success by default. It's also essential to take every opportunity to inspire and grow the team; this represents an excellent opportunity.

Amid talk of a shake-out of Gin brands, are you looking to consolidate your range? If so, what criteria are you using to do that?

We believe in gin and its evolution. Nothing dramatic is required, evolution, not revolution.

What advice would you give to bars looking to improve their Gin offering?

Don't be snobby. Have a tremendous entry-level selection, know your products inside out, elevate the experience to add value, and treat your team as you wish. Educate, grow, and invest in your people because they are your brand and service; they happen to be selling gin and cocktails.

What does the future hold for gin? Has the bubble burst?

We are always looking for new locations and see strong growth in the future. However, we don't take the openings lightly; our destinations are costly to create, the deal has to be correct, and the location is paramount, so our filters are strong. That said, we have our eyes on two places now; the details are confidential. I invite landlords to get in touch. Solid long-term deals equal robust business, and robust business equals steady, healthy growth; that is the Gin & Juice approach.



BOMBAY SAPPHIRE

The 10 botanicals are held separate from the spirit in perforated copper baskets, and when the heated vapours rise, the distinctive flavours of the botanicals are released.

JUNIPER

% 40	£££
70cl	# 56660
	6

1. COLLINS GLASS
2. SHAKE & STRAIN FIRST 7 INGREDIENTS INTO A SECOND TIN. ADD ICE & JUICE, THEN TIP BETWEEN TINS. STRAIN OVER ICE
3. LEMON WEDGE & CELERY STALK

RED SNAPPER

- 50ML BOMBAY SAPPHIRE DRY GIN
- 15ML MANZANILLA DE SANLÚCAR 'ALEGRÍA', WILLIAMS & HUMBERT
- 1.5 SPOONS HORSERADISH
- 2 DASHES TABASCO SAUCE
- 2 DASHES WORCESTERSHIRE SAUCE
- 1 PINCH CELERY SALT
- 1 PINCH CRACKED BLACK PEPPER
- 100ML EAGER PRESSED TOMATO JUICE



SIPSMITH LONDON DRY

Bold, complex and aromatic - smooth enough for a Martini, but rich and balanced, perfect for a G&T.

JUNIPER

% 41.6	£££
70cl	# 16899
	6

PEACH & GRAPEFRUIT SOUR

- 40ML SIPSMITH LONDON DRY GIN
- 10ML ARCHERS PEACH SCHNAPPS
- 15ML EAGER PINK GRAPEFRUIT
- 20ML FINEST CALL LEMON JUICE
- 10ML TEISSEIRE CANE SUGAR SYRUP
- 30ML PASTEURISED EGG WHITE OR AQUAFABA

1. CHILLED COUPE OR COCKTAIL (MARTINI) GLASS
2. DRY SHAKE (WITHOUT ICE) HARD, THEN SHAKE WITH ICE & STRAIN INTO A CHILLED GLASS
3. TWIST OF PINK GRAPEFRUIT PEEL GARNISH



DRY & LONDON DRY



ABER FALLS

Packaged in a stylish cyan coloured bottle, Aber Falls epitomises the London Dry style with a robust juniper presence, strata of subtle citrus character, a mineraly sweetness with a spicy finish.

JUNIPER

% 41.3	???
70cl	# 19507
	6



ADNAMS COPPER HOUSE

A trophy-winning gin, handcrafted from grain to glass which is aromatic, fruity and floral. Classic notes of citrus juniper, cardamom and sweet, zesty orange peel.

JUNIPER

% 40	£££
70cl	# 16574
	6



GORDON'S

Carefully distilled using a secret recipe, the distinctively refreshing taste comes from the finest handpicked juniper berries and a selection of other botanicals.

JUNIPER

% 37.5	££
70cl	# 56945
	6
1.5L	# 56592
	6



GIN MARE

Distilled in a fishing village near Barcelona, Gin Mare smells and tastes like the essence of the Mediterranean, which was kind of the intention.

HERBAL

% 42.7	£££
70cl	# 34322
	6



HAYMAN'S LONDON DRY

The very essence of Hayman's Gin – London's award-winning Family Gin Distillers is that they still make their gins using the same family recipes pioneered over 150 years ago.

JUNIPER

% 41.2	£££
70cl	# 20887
	6



BEEFEATER DRY

Distilled in Kennington, on the South bank of the Thames to James Burrough's original recipe from the 1860s.

JUNIPER

% 40	££
70cl	# 57065
	6



THE BOTANIST ISLAY DRY

The spirit is satin smooth gliding over the palate like no gin you have ever tried before. A totally seductive experience.

JUNIPER

% 46	££££
70cl	# 16073
	6



BROCKMANS

The subtle acidity from grapefruit peel and the fresh and floral notes of blackberries and blueberries combine beautifully with the original and unique combination of Brockmans botanicals.

FRUITY

% 40	£££
70cl	# 23199
	6



HAYMAN'S OLD TOM

A remarkable revival of an 1870 Old Tom recipe with hints of citrus, juniper piney notes and a subtle sweetness.

JUNIPER

% 40	£££
70cl	# 20885
	6



HENDRICK'S FLORA ADORA

The beautiful juniper and coriander backbone is lengthened by lush, green and wonderfully deep sweet floral characteristics.

FLORAL

% 43.4	£££
70cl	# 33837
	6



HENDRICK'S GRAND CABARET

An indulgent creation infused with a sensuous cabaret of decadent stone fruit flavours and shimmies of sweet aromatic herbs.

FRUITY

% 43.4	£££
70cl	# 35324
	6



BROKERS

Quadruple-distilled pure grain gin made from English wheat, with the finest herbs, spices and fruit imported from three continents.

JUNIPER

% 40	££
70cl	# 16246
	6



BULLDOG

A delicious English gin made with poppy, dragon eye, lotus leaves, citrus, almond, lavender and various other botanicals (12 in total).

FLORAL

% 40	£££
70cl	# 18042
	6



CYGNET

Cygnet is a world-class premium gin founded by Katherine Jenkins OBE, hand-crafted in her home country of Wales with the finest botanicals.

JUNIPER

% 40	£££
70cl	# 34400
	6



ENGINE

Engine is an organic gin produced in Piedmont, in North of Italy. Engine has a stout structure but a kind soul. It sparkles on the rocks and shines in tonic water.

CITRUS

% 42	£££
70cl	# 33858
	6



MARTIN MILLER'S

Flavoured with Tuscan juniper, cassia bark, angelica, Florentine orris, coriander, Seville citrus peels, cinnamon and liquorice root.

JUNIPER

% 40	£££
70cl	# 14582
	6



MONKEY 47

With 47 botanicals, this remains a well structured spirit with a citrus fresh start that surges into pine and wood notes for a drying finish.

CITRUS

% 47	££££
50cl	# 16440
	6

HENDRICK'S

Made with infusions of cucumber and rose petals for a wonderfully refreshing gin with a delightful floral aroma.

FLORAL

% 41.4	£££	
70cl	# 57166	6

SUMMER PUNCH

50ML HENDRICK'S GIN
5ML LUXARDO MARASCHINO
10 LEAVES BOTTLE GREEN ELDERFLOWER CORDIAL
20ML FINEST CALL LEMON JUICE
100ML EAGER CLOUDY APPLE JUICE

1. CHILLED COUPE OR COCKTAIL (MARTINI) GLASS
2. SHAKE & FINE STRAIN
3. CUCUMBER WHEEL & MINT SPRIG



ROKU

In Japanese, Roku translates as the number six. Inside every bottle of Roku Gin, you will find six very special botanicals that are sourced in Japan.

FLORAL

% 43	£££	
70cl	# 30011	6

GIMLET

50ML ROKU GIN
15ML LIME JUICE
10ML SIMPLE SYRUP

1. COUPE GLASS
2. SHAKE & FINE STRAIN
3. LIME SLICE GARNISH





PLYMOUTH

Distilled from a unique blend of 7 botanicals, soft Dartmoor water and pure grain alcohol at the historic Black Friars Distillery - the oldest working distillery in England.

JUNIPER

% 41.2	£££	
70cl	# 61471	6



PORTOBELLO ROAD

A classic London Dry that has a very rich texture and the most gorgeous finish of liquorice and nutmeg.

JUNIPER

% 40	£££	
70cl	# 12201	6



SALCOMBE 'START POINT'

Distinct notes of red grapefruit with heady, earthy pine from Macedonian juniper. Rich, full and incredibly smooth palate, with a fresh, lingering and balanced finish.

CITRUS

% 44	£££	
70cl	# 23165	6



TARQUIN'S CORNISH DRY

Elegant crisp juniper and sweet orange blossom on the nose, leading to zesty pink grapefruit, warming eastern spice, and fragrant floral complexity to finish.

JUNIPER

% 42	£££	
70cl	# 23321	6



WARNER'S LONDON DRY

A complex and well-rounded palate with strong notes of cardamom and nutmeg. Robust enough to create a moreish and refreshing G&T but smooth enough to sing in a Martini.

JUNIPER

% 40	£££	
70cl	# 27063	6



WILLIAM CHASE EXTRA DRY GB

Juniper, dark chocolate and citrus zest upfront on the palate, followed by notes of cinnamon, nutmeg and ginger.

HERBAL

% 40	£££	
70cl	# 13990	6



SALCOMBE 'ROSÉ SAINTE MARIE'

Fragrant notes of fresh lemon peel and Provence herbs, complemented by natural sweetness of red fruit and distinctive perfumes of white flowers and orange blossom.

FRUITY

% 41.4	£££	
70cl	# 23162	6



SLINGSBY DRY

Refreshing citrus from the grapefruit base gives way to a very smooth herbaceous sweetness, led by sweet cicely and a light green tea scented with jasmine blossom.

JUNIPER

% 42	£££	
70cl	# 24063	6



SOUTH BANK

Hints of juniper, citrus and pepper on the nose, and a crisp palate. Ideal for mixing and long drinks.

JUNIPER

% 37.5	£	
70cl	# 21001	12
1.5L	# 21003	6



WHITLEY NEILL DISTILLER'S CUT

The newest addition to the Whitley Neill portfolio is a classic, juniper forward London dry gin with a delicate feathering of orange peel . Whitley Neill Gin was voted The UK's Most Loved Gin two years in a row – 2021 & 2022!

CITRUS

% 43	£££	
70cl	# 32359	6

FLAVOURED



ABER FALLS ORANGE MARMALADE GIN

The use of citrus flavours in this gin were found to work perfectly with the piney juniper, providing the perfect combination when mixed with your favourite tonic.

JUNIPER

% 41.3	£££	
70cl	# 19507	6



TANQUERAY

Four times distilled with four botanicals - juniper, coriander, angelica and liquorice; this award winning gin is a bold spirit.

JUNIPER

% 41.3	£££	
70cl	# 33726	12



TANQUERAY N° TEN

Born in the 10th still, this small batch gin infuses not only peel, but the whole of the fruit. Grapefruit, orange, lime and chamomile set Tanqueray No.10 apart.

CITRUS

% 47.3	££££	
70cl	# 58557	12



TANQUERAY RANGPUR

Rare Rangpur limes bring an exotic, bold flavour to the already perfect combination of juniper, coriander, bay leaves and ginger.

CITRUS

% 41.3	£££	
70cl	# 59653	12



ABER FALLS RHUBARB & GINGER GIN

Inspired by the warming, homely flavours of rhubarb & ginger crumble, a classic taste that brings back fond memories of Sunday dinners and family gatherings.

JUNIPER

% 41.3	£££	
70cl	# 19507	6



BEEFEATER BLOOD ORANGE

The fresh zesty flavours of blood orange tune perfectly with classic notes of juniper and citrus of Beefeater Gin.

CITRUS

% 37.5	££	
70cl	# 23149	6



BEEFEATER PINK STRAWBERRY

Beefeater London Dry gin base with sweetened natural strawberry flavours.

FRUITY

% 37.5	£££	
70cl	# 19767	6

GORDON'S MEDITERRANEAN ORANGE GIN

Inspired by a 1929 Gordon's recipe, this delicious gin boasts fresh and zesty Mediterranean orange notes that perfectly compliment the refreshing juniper taste of Gordon's.

CITRUS

% 37.5	£ ££	
70cl	# 25433	6

GINGER & ORANGE SPRITZ

- 3 SLICES FRESH GINGER
- 50ML GORDON'S MEDITERRANEAN ORANGE GIN
- 2 DASHES ANGOSTURA BITTERS
- 10ML FINEST CALL LEMON JUICE
- 5ML TEISSEIRE CANE SUGAR SYRUP
- 100ML LONDON ESSENCE GINGER ALE

1. WINE GLASS
2. GENTLY MUDDLE GINGER IN BASE OF BOSTON TIN, ADD ICE & NEXT 4 INGREDIENTS, SHAKE & STRAIN OVER ICE & TOP WITH GINGER ALE
3. SLICE OF GINGER & LIME WEDGE



MALFY CON ARANCIA

Blood oranges have a unique flavour profile compared to other oranges, being distinctly raspberry-like in addition to the usual citrus notes.

CITRUS

% 41	£ £££	
70cl	# 23518	6

BLOOD ORANGE SPRITZ

- 40ML MALFY GIN CON ARANCIA
- 20ML COCCHI AMERICANO ROSA
- 5ML LUXARDO MARASCHINO
- 5ML GREEN OLIVE BRINE
- 0.5 BOTTLES FEVER-TREE MEDITERRANEAN TONIC

1. WINE GLASS
2. BUILD ALL INGREDIENTS OVER ICE AND STIR
3. GREEN OLIVE & ORANGE WHEEL [PREFERABLY BLOOD ORANGE]





BOMBAY BRAMBLE

A bold new gin bursting with the 100% natural flavour of freshly harvested blackberries and raspberries.

FRUITY

% 37.5	£ £££	
70cl	# 24719	6



BOMBAY CITRON PRESSÉ

A vibrant gin bursting with the taste of freshly squeezed Mediterranean lemons, made from 100% natural fruits infusion with no added sugar.

CITRUS

% 37.5	£ ££	
70cl	# 31972	6



CHASE PINK GRAPEFRUIT & POMELO

A spectacular pairing of pomelo, pink grapefruit and Chase Distillery award-winning gin. Floral and zesty with a juicy kick of grapefruit and subtle juniper notes.

CITRUS

% 40	£ ££££	
70cl	# 19475	6



MALFY CON ROSA

A solid base of Italian juniper, infused in neutral grain spirit for 36 hours, a considerable amount of its colour and character comes from sun-ripened Sicilian pink grapefruits.

CITRUS

% 41	£ £££	
70cl	# 23516	6



PINKSTER

The original pink gin, made with real raspberries grown locally to their rural Cambridgeshire HQ, Pinkster is only produced during the raspberry cropping season.

FRUITY

% 37.5	£ ££	
70cl	# 29180	6



SIPSMITH LEMON DRIZZLE

This recipe rakes a classic London Dry Gin backbone and layers on sundried lemon peels, lemon verbena and vapour infused, fresh hand peeled lemon.

CITRUS

% 40.4	£ £££	
70cl	# 31910	6



GORDON'S PINK

Gordon's Pink gin balances the refreshing taste of Gordon's with the natural sweetness of strawberry and raspberry with the tang of redcurrant.

FRUITY

% 37.5	£ ££	
70cl	# 18637	6
1.5l	# 23257	6



GORDON'S SICILIAN LEMON

A Mediterranean twist on an original recipe from Alexander Gordon. Sicilian lemon is a crep refreshing distilled gin with juniper and delicious juicy lemons.

CITRUS

% 37.5	£ ££	
70cl	# 24645	6



GORDON'S SLOE

Sloe berries (fruit of the wild blackthorn) are gently steeped, then added to Gordon's® gin to marry dry with cassis sweetness.

SLOE & SWEET

% 22	£ ££	
70cl	# 56977	6



SIPSMITH SLOE

Gorgeous redcurrant and ripe winter fruits with stone-fruit almond. Cassis comes through with soft cherry hints and a rounded fruitiness. Velvety mouthfeel and balanced sweetness.

FRUITY

% 29	£ £££	
50cl	# 17946	6



SIPSMITH ORANGE & CACAO

A rich blend of dark chocolate, candied orange peel, and Madagascar vanilla bean.

FRUITY

% 40	£ £££	
50cl	# 23153	6



SLINGSBY BLACKBERRY

A bright, fruity and refreshing gin with a beautifully sweet finish and a well-rounded mouthfeel.

FRUITY

% 48	£ £££	
70cl	# 31033	6



GORDON'S TROPICAL PASSIONFRUIT

A precise balance of citrusy pomelo notes, the essence of warm pink peppercorn with a touch of quinine.

FRUITY

% 37.5	£ ££	
70cl	# 32277	6



GORDON'S WHITE PEACH

This sophisticated gin has a subtle sweetness that captures the naturally mellow flavours of white peach. Carefully balanced with the refreshing taste of Gordon's.

FRUITY

% 37.5	£ ££	
70cl	# 25432	6



MALFY CON LIMONE

Malfy Gin is distilled by the Vergnano family in Moncalieri, Italy using a traditional vacuum still.

CITRUS

% 41	£ £££	
70cl	# 23519	6



SLINGSBY GOOSEBERRY

An initial burst of refreshing citrus from the grapefruit base leads to an unmistakable tangy sharpness from fresh Yorkshire gooseberries, tempered with a sweet and fruity finish.

FRUITY

% 40	£ £££	
70cl	# 22169	6



SLINGSBY MARMALADE

Crisp grapefruit enhances the citrus profile further and the Yorkshire marmalade provides a beautifully sweet finish and a well rounded mouthful.

CITRUS

% 40	£ £££	
70cl	# 24636	6



SLINGSBY RHUBARB

Initial sweetness of rhubarb and raspberry followed by the bitter tang of the pink grapefruit citrus base. A tart Rhubarb finish rounds off the drink.

FRUITY

% 40	£ £££	
70cl	# 22177	6

WARNER'S RHUBARB

Made with rhubarb juice extracted using a traditional fruit press for a pink gin with a sweet and tangy taste.

FRUITY

% 40	£ £££	
70cl	# 27067	6

1. WARMED TODDY GLASS
2. STIR ALL INGREDIENTS IN A PAN OR URN ON LOW HEAT, ALLOWING APPROX 1 HR BEFORE SERVING
3. LEMON JUICE ON THE APPLE SLICES WILL PREVENT BROWNING

MULLED GIN

- 100ML WARNER'S RHUBARB GIN
- 400ML EAGER CLOUDY APPLE JUICE
- 1 FRUIT LEMON SLICE
- 4 CLOVES
- 2 CRUSHED CARDAMOM PODS
- 1 CINNAMON STICK
- 0.5 SPOONS OF CORIANDER SEEDS
- 20ML HONEY SYRUP





TANQUERAY BLACKCURRANT ROYALE

A sumptuous bold and rich flavourful distilled gin elevated with dramatic mysterious flair. Inspired by the Tanqueray French heritage and travels of Charles Tanqueray in the 1840's.

FRUITY

% 41.3	£ £££	
70cl	# 26552	6



TANQUERAY SEVILLA

Inspired by an original recipe from Charles Tanqueray, this is a unique distilled gin made with bittersweet Seville oranges, orange blossom, as well as other fine botanicals.

CITRUS

% 41.3	£ £££	
70cl	# 19508	6



VERANO WATERMELON

Verano watermelon is a fruity pink gin infused with a handmade distillate of fresh Spanish watermelon.

FRUITY

% 40	£ £££	
70cl	# 25463	6



WARNER'S RASPBERRY

Vibrant raspberry coulis covers the palate and melds with fresh, tart blackberries and juniper.

FRUITY

% 40	£ ££££	
70cl	# 27066	6



WARNER'S ELDERFLOWER

Using elderflower handpicked from the farm and taken from field to bottle within hours for a smooth, sweet and delicately fragrant gin.

FLORAL

% 40	£ ££££	
70cl	# 27065	6



WARNER'S HARRINGTON SLOE

Harrington Dry gin steeped with handpicked sloe berries for an intensely fruity but not overly sweet liqueur bursting with notes of cherry and almond.

FRUITY

% 30	£ £££	
70cl	# 27064	6



WHITLEY NEILL PINK GRAPEFRUIT

Infused with Iberian pink grapefruit on the palate, this gin has a delicate sweetness with citrusy notes that give way to a balanced grapefruit burst.

CITRUS

% 43	£ £££	
70cl	# 30476	6



WHITLEY NEILL BLOOD ORANGE

A sweet fruit burst of Sicilian blood oranges offers a smooth crisp taste of the Mediterranean sun.

CITRUS

% 43	£ £££	
70cl	# 34271	6



WHITLEY NEILL BLACKBERRY

Inspired by floral English hedgerows laden with fresh plump blackberries in late summer, this gin has a vibrant and intensely fruity taste of these summer favourites.

FRUITY

% 43	£ £££	
70cl	# 34273	6

WILLIAM CHASE RHUBARB & BRAMLEY APPLE

Carefully crafted by blending gin with freshly pressed rhubarb and Bramley apple juice, straight from the farm. Tangy & tart.

FRUITY

% 40	£ ££££	
70cl	# 20353	6

RHUBARB & ROSEMARY GIN SOUR

- 50ML WILLIAM CHASE RHUBARB & BRAMLEY APPLE GIN
- 25ML FINEST CALL LEMON JUICE
- 10ML TEISSEIRE CANE SUGAR SYRUP
- 1 SPRIG FRESH ROSEMARY
- 30ML PASTEURISED EGG WHITE OR AQUAFABA

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. DRY SHAKE [WITHOUT ICE] HARD, THEN SHAKE WITH ICE & STRAIN INTO A CHILLED GLASS
3. FRESH ROSEMARY SPRIG





WHITLEY NEILL PARMA VIOLET

A luxurious handcrafted gin of exceptional quality with bright vibrant flavours of juniper followed by a herbaceous floral note from the violet.

FLORAL

% 43	£ £££	
70cl	# 34272	6



WHITLEY NEILL RASPBERRY

Made using the finest Scottish raspberries, this gin has punchy notes of liquorice and coriander.

FRUITY

% 43	£ £££	
70cl	# 34274	6



WHITLEY NEILL RHUBARB & GINGER

Harking from fond memories of the Whitley family farm, this gin mixes rhubarb and a warm twist with the addition of fresh ginger.

FRUITY

% 43	£ £££	
70cl	# 34275	6



EDINBURGH RHUBARB & GINGER LIQUEUR

Spring rhubarb macerated with ginger and lemon zest before being infused with Edinburgh Gin for a rose-hued tipple.

FRUITY

% 20	£ ££	
50cl	# 15661	6



EDINBURGH RASPBERRY LIQUEUR

A fresh raspberry taste, a perfect liqueur, wonderful with tonic, soda or lemonade, excellent in cocktails, with Champagne or simply over ice.

FRUITY

% 20	£ ££	
50cl	# 15660	6

WARNER'S PINK BERRY 0.0%

A delicious non-alcoholic alternative to a fruity or pink gin: fragrant & tangy, combining raspberries and blackcurrant sage with a kick from chilli, ginger and Szechuan pepper.

FRUITY	% Alcohol Free	
% 0	£ ££	
50cl	# 27062	6



SKINNY DIP

50ML WARNER'S PINK BERRY SPIRIT 0.0%

15ML TEISSEIRE RASPBERRY SYRUP

200ML FEVER-TREE LEMONADE

1. COLLINS GLASS
2. BUILD OVER ICE AND STIR
3. SPRIG OF MINT & 3 FRESH RASPBERRIES

ALCOHOL FREE SPIRIT



TANQUERAY ALCOHOL FREE

A distinct blend of four quality botanicals steeped and steam distilled to give a complex yet refreshing taste of juniper Tanqueray is famous for.

JUNIPER	% Alcohol Free	
% 0	£ ££	
70cl	# 26551	6



GORDON'S ALCOHOL FREE

Made with a unique blend of distilled botanicals and centred around juniper berries to create the bold juniper led character you'd expect from Gordon's.

JUNIPER	% Alcohol Free	
% 0	£ ££	
70cl	# 26548	6



SEEDLIP GARDEN 108 HERBAL

Sophisticated top notes of garden Peas & hay with a complex herbal base character of spearmint, rosemary & thyme.

HERBAL	% Alcohol Free	
% 0	£ ££	
70cl	# 29703	6



SEEDLIP SPICE 94

A complex blend of aromatic Jamaican Allspice berry & cardamom distillates with two barks & a bright citrus finish.

CITRUS	% Alcohol Free	
% 0	£ ££	
70cl	# 20904	6

VODKA

It's easy to take take the neutrality of vodka at face value and label it as a little boring. Bartenders often think of vodka & cola drinkers as a fairly unimaginative bunch, but the spirit accounts for almost twice the volume as gin* With weekend customer visits shifting slightly earlier in the day** to the likes of bottomless brunches, you'll need a solid vodka like Romanoff to protect your margin in all those Bloody Mary's, as well as a premium upsell to capitalise on those that like to treat themselves.

The category has also had a run of flavour-assisted re-invention. The seemingly unassailable popularity of the Pornstar Martini has only boosted the numbers in the world of flavours, and with Au Vodka new to the range this year, now is the time to get stuck into the category.

*Latest 12 WKS % chg vs YA, CGA OPMS data to w/e 20.04.2024
**CGA OPUS 2023

DISTILLED FROM
FINE FRENCH GRAPES

THE STORY OF CÎROC

Zut Alors! It's been 21 years since CÎROC vodka, hailing from an unlikely corner of France, came along and kicked down the door of convention, stirring and shaking up an overly-content vodka category.

Back in 2003, vodka was relatively conventional, categorised along clean, long-established lines. Vodka, back then, was made from grain – usually wheat, rye, barley or potatoes – and that was just how it was.

But then the French, not historically afraid of revolution, mounted a fermentable mutiny by launching Ciroc "Snap Frost" vodka, the world's first vodka made from grapes. It was the boozy brainchild of a vodka visionary named Jean-Sébastien Robicquet, whose family had, for centuries, been big deals in the Bordeaux wine-growing region.

Having studied winemaking in university before seamlessly segueing into spirits production, followed by a stint working with Hennessy cognac house, Robicquet embarked on a mission to turn wine into vodka - not even Jesus had managed that.

The process used to make Ciroc is a complicated and rather lengthy one that, up until 2003, had been the exclusive domain of fine wines. It all begins, as you'd expect, with the growing of the grapes – down in Gaillac in the Tarn Department of Southern France.

The Ciroc vineyard is situated in what is France's highest altitude wine growing region. Robicquet was originally drawn here by the distinctive Mauzac Blanc grape.

When he launched his revolutionary spirit, he told us what he loved about this relatively unknown grape variety. "Mauzac produces fruity wines that are sweet in the mouth with velvety hints of apple and a real citrusy flavour.

Grown in a sheltered valley, where they're protected from the environment's harsher elements such as heat and wind, the Mauzac grapes retain their freshness and natural aromas.

"The grapes are left on the vine for an extended period of ripening and harvested late in the year," said Jean-Sebastian. "We even wait until late in the evening, when the temperature is lower to help retain this freshness".

Like making a vodka martini, the key is to keep everything as cold as you can. Quick and cold maceration preserves the freshness of the grapes which are then cold fermented into a wine before being stored at temperatures that would have a brass monkey reaching for a blanket.

Under similarly nippy conditions, this Ciroc essence then embarks on a four hour trundle from Gaillac to Cognac where it's distilled. "We don't just bring Ciroc to Cognac for fun," said Jean-Sebastian. "Nowhere else has this level of distilling expertise and this is where the Ugni Blanc grape can be found."

Ah, the infamous Ugni Blanc. A grape that makes a dismal wine but is ideal for distillation and is a staple component of most cognacs.

The aim for the Ugni Blanc grapes is to obtain a crystal clear and pure spirit that acts as a platform for the unique flavours of the Mauzac. "Ugni Blanc acts like a canvas on which other grape's more complex flavours are painted," explained Jean-Sebastian. "Ugni Blanc is the eau de cologne and Mauzac the perfume!"

The Ugni Blanc wine is distilled four times in a large column still, and then once more in a traditional copper pot still where it is married with the Mauzac distillate and, voila, you the spirit is ready to sip.

"It makes up the heart of CÎROC and was chosen for its aromatic character. There's no other grape like it in the world."

But how does this vodka differ from, say, grappa (made from grape pomace) or an eaux-de-vie or indeed a cognac. Robicquet draws distinctions as clear as the vodka itself. "Grappa ferments at a higher temperature and is only distilled once," he said. "While Eau de vie is distilled at a lower proof."

In the two decades since it was first unleashed, Ciroc has expanded its allure with the release of various flavoured variants including redberry, mango, pineapple and apple – all cracking components in cocktails.

But for a classic Vodka Martini, with some Gallic glamour and a genuine point of difference, distinct from a glut of grain vodkas, look no further than this pioneering vodka.

WHAT'S IN THE NAME?

"The name CÎROC is a contraction of two French words: cime, meaning peak or summit-top and roche, meaning rock," explained Jean-Sebastian. "It refers to the high-altitude vineyards where the Mauzac Blanc grapes are grown and also the stony village walls of Cordes-sur-Ciel."

Cordes-sur-Ciel is a medieval fortified Bastide town perched high up on a summit, overlooking a breathtaking patchwork quilt of undulating vineyards and fields and the meandering Cerou river.

Albert Camus once wrote of Cordes-sur-Ciel: "The traveller who looks at the summer night from the terrace at Cordes knows that if he wishes it, the beauty of this place, day after day, will banish solitude."



Q&A With Andy Huntley, CÎROC Brand Ambassador

Consumers often claim all vodka tastes the same – how should bartenders respond?

Bartenders have a great opportunity to educate consumers and debunk some of this myth.
From the base ingredients to the distillation process and filtration techniques, each vodka brand has its own unique characteristics that contribute to distinct flavour profiles.
Contrary to popular belief, vodka can exhibit terroir, something typically associated with wine and spirits like whisky.

Terroir refers to the specific environmental conditions in which the raw ingredients, such as grains or grapes are grown. These factors contribute to the vodka's flavour, texture, and character, reflecting the essence of its place of origin.

If the opportunity arises, it's great to demonstrate this with a comparative tasting between a wheat, rye and grape vodka. The difference in flavour and character between the three are unmistakable.

Why should bar professionals champion vodka?

Vodka remains one of the most versatile and popular spirits in the world, it's a dynamic category worth exploring.

Vodka is a versatile spirit and a base for countless classic and modern classic cocktails and has played a significant part in the history and evolution of cocktail culture.

Recent reports show the majority of the top 10 best-selling cocktails in the UK are vodka drinks. Modern classics like the Passionfruit Martini and Espresso Martini are regular fixtures in the top 5, highlighting vodka's prominent role in drinking trends.

Why is it important to include a range of vodkas, using different styles?

Much like whisky, it's important for bars to offer a diverse range of vodkas from different regions that represent a wide array of flavours and characteristics.

Having a range of styles on the back bar not only makes the bar look cool, it also allows bartenders to flex their creativity when coming up with new cocktails and menus – and vodka's versatility lends itself to this kind of experimentation.

Vodka is extremely adaptable and instrumental in everything from the classic Vodka Martini to fruit forward Martini style drinks, highballs and spritz drinks.
With the growth of luxury spirits and the shift in drinking trends to drinking less but better, it's also essential to have premium and ultra-premium offerings.

Ultimately, however, it will enhance the overall experience for your customers.

How many vodkas should bars stock?

There's no set rule but I would suggest a minimum of three to five – which allows you to showcase different styles across different price points, and various flavour profiles.
There should at least be a well-known premium brand, a mid-range option, and a budget-friendly choice.

It's essential to strike a balance between offering ample choice and avoiding overwhelming clutter.

Beyond that, the ideal number of varieties depends on the size and focus of the bar, as well as its clientele.

What about flavoured vodkas?

This is a category that has witnessed rapid growth recently. Flavoured vodkas help recruit beer and wine drinkers into spirits, with certain flavours being essential ingredients of classic cocktails.

Over the past six years, CÎROC's expansive range of flavours has been instrumental in the growth of the super-premium flavoured vodka category.

Ultimately, the key is to align the vodka selection with your bar's concept, target demographic, and overall drinks program. You should regularly reassess and update your selections based on market trends to ensure your backbar remains relevant to keep your customers happy.

How should you approach vodka cocktail creation with this spirit in mind?

Vodka's clean flavour profile makes it an extremely versatile liquid, allowing it to balance seamlessly with a wide range of ingredients without overpowering other flavours - mixing well with both sweet and savoury flavours.
Be extremely creative with your approach to vodka cocktail creation but, as always, balance should be front of mind.

Experiment with different ratios of sweet, sour, bitter, and aromatic elements to achieve a well-rounded cocktail and try infusing vodka with fruits, herbs, spices, or botanicals to add depth and complexity to your drinks.

Consider seasonality and occasion when creating your cocktail. This could be a winter spiced drink, a summer evening libation or using an ingredient that's in season like the Blood Orange in March.

What's a simple yet creative vodka serve?

For bars looking to offer a quality vodka serve with minimal ingredients you can't go wrong with a classic spirit and mixer.

The classic vodka soda is straightforward, sophisticated and seriously popular all over the world.

It comprises of just three simple ingredients, vodka, soda and a fresh citrus element (most commonly lime).

From traditional sodas and tonics to flavoured sparkling waters and syrups, there's huge scope to twist on the vodka soda serve and elevate consumers' drinking experience. Also, try using flavoured sparkling waters or adding a splash of fruit juice for a hint of sweetness.

Additionally, you can experiment with garnishes like fresh herbs or citrus slices to elevate the drink's presentation and add another flavour dimension.



Did (Vodka) You Know?



Peter The Great

If you were to stack a set of wooden Russian dolls featuring past Tsars in order of political significance - then Peter The Great would be the biggest one with all the less important tsars inside his wooden tummy. Because Peter the Great, standing at 6 foot 7, was colossal in every way – expanding the Empire, creating St. Petersburg and, inspired by the principles of The Enlightenment, transforming the cultural and administrative institutions on which modern Russia is built today.

He also knew how to party. He would organise dwarf weddings and get them to jump out of pies, he kept a pet monkey on the back of his throne and regularly gave it vodka from his own special vodka glass – which measured a ridiculous 1.25 litres. He also trained a bear to fetch him his daily vodka. In fact, Peter regularly gave vodka out to peasants while being pulled along on a bear-drawn sleigh bear. History doesn't say whether it was the same bear.

He was also called the "Anti-Christ" but instead of dwelling on all that, let's instead focus on his efforts in improving vodka making techniques. As a pioneer in the pursuit of vodka purity – he used his engineering nous to knock up a triple distillation device to clean the heavy alcohols from his beloved spirit. A technique still used today.

Ivan The Terrible

Ivan the Terrible was called Ivan the Terrible because his name was Ivan and he really was terrible. The 16th century Tsar may have expanded Russia's empire and united a divided kingdom but, by all accounts, he wasn't a very nice chap.

Drunken, massively paranoid and prone to wild mood swings, oscillating between shocking acts of violent cruelty and spasms of self-loathing (he was a devout Christian), Ivan unleashed trained bears on monks, chucked puppies from the tops of buildings and killed his staff during vodka drinking games. Terrible. Anyone in his empire that questioned his tyrannical rule would receive a visit from the oprichniki, gangs of horsemen dressed in black, who had an unhealthy penchant for murdering, torture and roasting victims alive.

The iron fist with which Ivan ruled was often clamped around a bottle of vodka and unashamedly exploited his people's insatiable appetite for the spirit by converting pubs into state-owned institutions. As the masses drank themselves into financial ruin, Ivan used the immense proceeds of vodka sales to expand the Russian empire. Ivan drank vodka like water - an easy mistake to make, since the word derives from the Russian for 'little water'. His quite extraordinary vodka consumption amplified an acute and perverse paranoia which led him to, allegedly, murder his own son who Ivan thought was plotting to kill him and take his throne. Turns out, the boy wasn't doing anything of the sort and should have simply been sent to the 'naughty step'. Or maybe given a smacked botty.



> The three most astonishing things in the past half-century were the Blues, Cubism and Polish vodka
>
> **PABLO PICASSO**

A shot of Smirnoff?



While sadly no longer with us, Vladimir Smirnov (later Smirnoff) was a man who cheated death on many occasions. Vlad inherited a booming vodka business from his father Pytor, but World War, Russian prohibition and then Russian Revolution, sapped the Smirnov empire, and by the time the Bolsheviks targeted the capitalist brutes swine in 1918, Vlad was destitute.

To make matters worse, he got himself arrested and sentenced to death – yet somehow survived the firing squad on FIVE separate occasions. He accomplished the first evasion by convincing his executioners to sing with him as they marched towards the firing range. So engrossed in the song were the soldiers, that they merrily skipped beyond the designated area. By the time they realised their error, it was late and they were hungry, so they all went home. Vlad then endured a series of mock or postponed executions before being rescued by sympathisers and escaping to Turkey with his wife.

With little to his name except his name, Vlad dropped the 'v' and added a couple of 'f's, and took a stab at selling Smirnoff all over Europe – with little success. His vodka only became famous in 1930 when, with Vlad close to death, the Ukrainian–American Rudolph Kunnett bought the rights of his name. He took it to America where it eventually flourished under the stewardship of American John Martin, president of American alcohol company Heublein.



Vodka Martini

Legend has it that in 1987, President Ronald Reagan and Mikhail Gorbachev signed the treaty banning the use of intermediate-range nuclear missiles, and then celebrated with vodka Martinis. The cocktail, so the story goes, bridged the political divide between these two nations, combining the vodka of Russia with the cocktail of America.

Reyka Vodka from Iceland

Serving Reyka Vodka? Then here's some facts about Iceland! For a nation with a population little more than 350,000, Iceland's list of impressive achievements is not one to be Bjork-ed at. Iceland elected both the world's first female president and the first openly gay head of government, it swiftly jailed bankers following the global financial crisis in 2008 and at the European Football Championships in 2016, its fans famously gave us all the clap. Iceland also had its own Prohibition. From 1915 to 1st March 1989, all beer above 2.3% was banned.

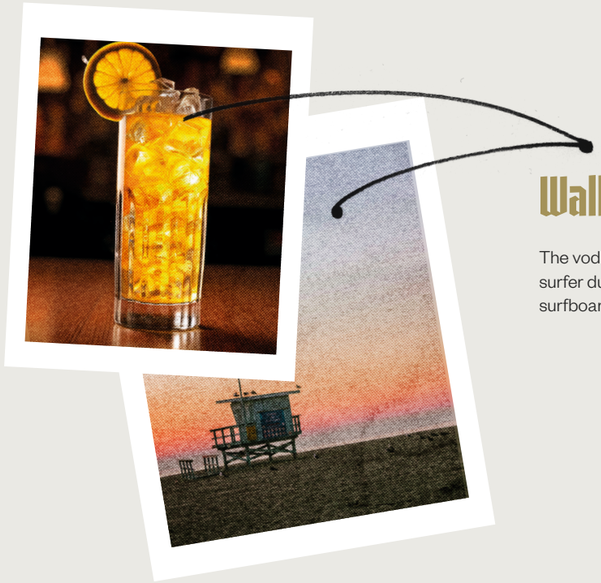


White Russian

Dudeism is a neo-religion is loosely built on the tenets of 6th Century Chinese Taoist theorist Laozi, Ancient Greek philosopher Epicurus and, of course, the easy-going of Jeffrey "The Dude" Lebowski, a fictional character in the 1988 cult film The Big Lebowski.

Starring Jeff Bridges as Lebowski, the offbeat comedy may have initially underperformed at the Box Office but it inspired an unlikely cult following which became a 'recognised' religion in 2005. On 6th March, their most sacred day, more than 450,000 Dudeists indulge in the passions of Lebowski, an unemployed weed-smoking slacker who shuffles through life in a dressing gown playing Ten-Pin Bowling and drinking White Russians.





Wallbanger Dude

The vodka-fuelled Harvey Wallbanger is named after a hard-drinking Californian surfer dude who, depending on who you believe, would either bang his head or surfboard against the walls of the bars he frequented.



Vodka Fact

Vodka has a 54.5% category share of cocktail ingredients and is included in the most popular cocktail serve in the on-trade, with a Passionfruit Martini having 16.6% share of serve. Flavoured vodka, meanwhile, has seen a 14.1% growth in the pub sector over the last year.

VODKA COCKTAILS



Grey Goose White Peach & Rosemary Bellini

- 30ml Grey Goose Peach & Rosemary
- 15ml Fresh lemon juice
- Prosecco Or Champagne
- Peach wedge

In a flute glass, add vodka and fresh lemon juice. Stir, then top with prosecco or champagne. Garnish with a peach wedge.



Grey Goose Strawberry & Lemongrass Spritz

- 50ml Grey Goose Strawberry & Lemongrass
- 25ml Noilly Prat
- Ginger ale
- Fresh strawberries
- Lemon twist

Build over cubed ice in a wine glass. Top with ginger ale. Garnish with fresh strawberries and lemon twist.



Reyka Flame of Love

- 50ml Reyka Vodka
- 12.5ml fino sherry

Rinse a chilled martini glass with sherry and discard the excess. Flame 2 orange peels over the glass to coat the inside with the oils. Chill the vodka and strain into glass. Garnish with a flamed orange peel.



Lemon Bubble

- 50ml Au Vodka Blue Raspberry
- 25ml Lemon syrup
- 6 Fresh muddled raspberries
- Sicilian Lemonade
- Fresh raspberries & dried lemon to garnish

Rim your Au Custom glass with lemon juice and dip in sugar. Muddle raspberries in an Au Custom glass. Add Blue Raspberry Au Vodka & lemon syrup. Top up glass with crushed ice and Sicilian lemonade. Garnish with dried lemon, raspberries & edible gold flakes.



Passionfruit Martini

- 40ml Vodka
- 20ml Passionfruit liqueur
- 50ml Passionfruit purée
- 2 flat bar spoons of homemade vanilla sugar
- 1 shot of Champagne

Fill a cocktail shaker with all ingredients and shake for 20 seconds. Fine strain into a chilled cocktail glass and garnish with half a passion fruit. Serve with a shot of champagne on the side.



Belvedere Rocks

- 60ml Belvedere Vodka

Pour Belvedere Vodka into a rocks glass over cubed ice.



Vodka Martini

- 60ml Ketel One Vodka
- 7.5ml dry vermouth

Add all ingredients to mixing glass over cubed ice. Stir for 15/20 seconds to chill and dilute. Strain into a chilled martini glass and garnish with a grapefruit twist.



Dirty Martini

- 75ml Skyy Vodka
- 15ml dry vermouth
- 15ml olive brine

Muddle two olives and olive brine in the bottom of a Boston glass. Add Vodka and vermouth. Top up with ice. Stir. Double strain into a chilled martini glass. Garnish with a spear holding three olives.



Detroit Martini

- 60ml ABSOLUT Vodka
- 10 fresh mint leaves
- Dash of orange bitters
- 10ml sugar syrup
- Orange zest to garnish

Shake all the ingredients and double strain into a chilled cocktail glass.



Grey Goose Fireside

- 40ml Grey Goose Vodka
- 10ml maple syrup
- 1 sprig of rosemary
- 1 pinch of salt
- 50ml freshly squeezed pink grapefruit juice

In the bottom of a rocks glass, briefly crush the rosemary leaves into the maple and salt. Fill with ice and add the vodka. Top up with fresh pink grapefruit juice and stir well. Garnish with an extra sprig of rosemary.



Vodka revival



Shell suits, big hair, the very real threat of nuclear annihilation, Chris de Burgh. There are lots of things from the 80s that, three decades on, absolutely no-one wants to revive.

But there's certainly an increasing appetite for iconic eighties drinks with a growing number of bars kickstarting a return to kitsch cocktails and dropping fun, funky and decadent disco drinks back onto their bar menus. What's inspired this retro-revival remains unclear? Perhaps it's the pandemic, when people created kitsch classic cocktails at home? Maybe it's a backlash against bars making over-elaborate (pretentious perhaps) potions using smokes and foams? Or, you could argue, consumers faced with an uncertain future and a cost of living crisis crave a more reassuring rose-tinted and escapist return to the past when things were easier and more familiar... weren't they?

Who knows? The important thing is that, having been denigrated by drinks snobs for years, classic playful party cocktails from the 70s, 80s and even 90s are back in fashion.
The list of names reads like Tom Cruise's iconic, yet excruciating, ode to bartending in Cocktail (1988), the greatest (and only) film dedicated to the art of drinks slinging: The Singapore Sling, the Grasshopper, Blue Hawaii, Alabama Slammer, Woo Woo, Rainbow Road, Pink Squirrel, Tequila Sunrise, Harvey Wallbanger, Death Spasm, the Ding-a-Ling and Sex On The Beach – which, remarkably, commands a 10% share of all cocktails sold in UK pubs and bars. It being the 80s, vodka was the versatile spirit of choice, providing a blank canvas upon which bartenders could layer all manner of kitsch colours and fruity flavours. While critics of these drinks bemoan their excessive saccharin character, when the sweetness is balanced, they can be cracking cocktails.

So make sure you eschew the overly-sweet mixes and artificial ingredients of the 80s in favour of fresh ingredients and a quest for balance. What's more, just like the Espresso Martini, another iconic 80s drink, there's plenty of scope for riffing on these overlooked and underrated classics, modern vintages bringing much-needed fun to a bar scene that's seen better times.

Box Out

The Zombie, Pina Colada, Sex On The Beach & Long Island Iced Tea represent 25% of all cocktails sold in the UK

Why I love the Salty Dog
- Liam Davy, head of bars at Hawksmoor

I love vodka cocktails in pretty much all their forms. A spicy Bloody Mary on the weekend. A bracing Vodka Martini at the beginning of the night. I've even been known to enjoy a Cosmo now and again. But my absolute favourite has to be one of the simplest. The Salty Dog. There are a great many (incorrect) Salty Dog recipes online that include sacrilegious variations mixing gin, lime and sparkling water. A proper Salty Dog is simple. A big slug of good quality vodka topped with freshly squeezed grapefruit juice (you can only really get pink grapefruit these days, but I am quite partial to white grapefruit juice in this drink) and garnished with a rim of sea salt.

A proper Salty Dog is simple. A big slug of good quality vodka topped with freshly squeezed grapefruit juice...

I first came across this drink in Madrid where my Irish uncle, also a bartender, used to make one of these as a hangover cure after a long Saturday night shift (hair of the salty dog?) as he thought drinking tomato juice was weird. It was love at first sip, and I've adored the drink since, despite drinking vodka n' juice being desperately uncool since about 2004. I'm calling 2024 the year of the Salty Dog's return as it ticks so many of the modern drinking trend boxes. Relatively low-cal, not too sweet and pleasingly retro without being naff. There's life in the old dog yet.

Why I love the Cosmopolitan
- Sian Buchan, owner of Una Mas, Edinburgh. Vodka.

It's versatile. The Cosmo, it's a classic. It's iconic and for many, it's synonymous with Sex and the City whose fans have kept it as popular as it still is today. However, the drink that became famous in New York City in the 90s and what we saw on the TV - that bright pink drink with the floating bit of orange peel in the pointy glass, has moved on a bit over the years as palates have changed. In fact, there have been many 'cosmopolitan' recipes over the years. The first written version was in 1927 and included scotch, Swedish punch and a couple of different vermouths - a very different iteration to the drink we know and love today! One recipe in particular I think is bloody delicious has gin as the main spirit base, and uses a raspberry syrup to give the pink hue to the drink that is now given by the cranberry juice in today's Cosmos. But, at Uno Mas, this is how we make our Cosmo.

- 40ml Vodka
- 15ml Cointreau
- 25ml Cranberry
- 20ml Lime Juice
- 5ml sugar syrup (optional)
- 2 dashes orange bitters
- Shaken. Served in a chilled coupe glass, garnished with an orange peel expressed and discarded.

We don't use a flavoured citrus vodka, just a classic, crisp vodka. I prefer more actual citrus juice in the drink. One shot of cranberry is enough to give a lovely pink tone to the drink and just enough so it doesn't just become a glorified vodka and cranberry. The orange bitters work beautifully with the Cointreau and the sugar syrup is optional depending on how tart you like your drinks, and also how sweet your chosen Cranberry Juice is! A well-made Cosmo is a bloody banger and I won't hear otherwise - (also, try one with tequila. It's amazing)

Why I love the Chi Chi
- Jamie Lewis of the Kiki Lounge

Chi Chi; a vibrant testament to the playful intersection of classic 'tiki' drinks and accessibility.

My favourite vodka cocktail would be the Chi Chi; a vibrant testament to the playful intersection of classic 'tiki' drinks and accessibility. Originating as a tropical twist on the Piña Colada, the Chi Chi substitutes rum for vodka; a kind of (not so) tropical classic, if you will. The Chi Chi that features in the latest Kiki Lounge menu is not just its unabashed embrace of retro charm and flair but also our innovative approach to its creation. Utilising the milk punch technique, we transform the Chi Chi into a refined, clear concoction that retains a complex flavour profile, making it an accessible yet sophisticated choice. It bridges the gap for guests who might lean towards simpler drinks, inviting them to explore the nuances of cocktail craftsmanship in a familiar yet elevated form. This technique gives the drink a contemporary edge whilst still paying homage to its kitsch roots."

Retro Vodka Classics

Sex On The Beach

- 50ml Vodka
- 25ml Peach schnapps
- 30ml Fresh orange juice
- 30ml Fresh cranberry juice
- 30ml Fresh pineapple juice

Pour all of the ingredients into a highball glass filled with ice and gently stir.
Garnish with a wedge of orange.

Woo Woo

- 30ml Vodka
- 15ml Archers Peach schnapps liqueur
- 60ml Cranberry Juice
- 1 tsp Fresh lime juice

Shake ingredients with ice and strain into a collins glass over ice.
Garnish with lime wedge.

Harvey Wallbanger

- 50ml Vodka
- 60ml freshly squeezed Orange Juice
- 5ml Sugar syrup
- 12.5ml Galliano liqueur

Stir ingredients with ice, strain into a tall glass filled with ice. Add Galliano float on the drink's surface.

VODKA
VODKA

PREMIUM VODKA

REYKA

Handcrafted in small batches using traditional copper stills and filtered through lava rock, giving the vodka its intense purity and character.

Wheat & Barley	Iceland
40	£££
70cl	19708	6

PUFFIN COLLINS

50ML REYKA SMALL BATCH VODKA

37.5ML EAGER PINK GRAPEFRUIT JUICE

18.75ML BOTTLE GREEN ELDERFLOWER CORDIAL

50ML SODA WATER

1. HIGHBALL
2. SHAKE & STRAIN FIRST 3 INGREDIENTS OVER ICE, TOP WITH SODA
3. CHERRY TOMATO



PREMIUM VODKA

CÎROC

A superbly luxurious Vodka, Cîroc is inspired by more than a century of wine-making expertise and craftsmanship. Produced using fine French grapes, Cîroc is distilled five times in an Armagnac-style pot still.

Grapes	France
40	££££
70cl	12950	6

FRENCH MARTINI

50ML CÎROC VODKA

25ML CHAMBORD RASPBERRY LIQUEUR

50ML EAGER PINEAPPLE JUICE

1. CHILLED COUPE OR COCKTAIL(MARTINI) GLASS
2. SHAKE VIGOROUSLY & STRAIN
3. A HARD SHAKE WILL ENSURE A GOOD LAYER OF FROTH



STANDARD

STANDARD VODKA



ERISTOFF

Made from 100% pure grain and demineralised water, Eristoff is triple distilled and charcoal filtered to create a clean and crisp taste.

Grain	Georgia
37.5	££
70cl	57989	6

STANDARD VODKA



ROMANOFF

Romanoff uses an innovative filtering procedure that makes for a beautifully clear and pure vodka that is ready to be enjoyed neat, with mixers or in cocktails.

Grain	England	
37.5	£	
70cl	26706	12
1.5L	26702	6

PREMIUM VODKA



GREY GOOSE

Created in the Cognac region using 100% fine French winter wheat blended with pure spring water for a silky, smooth premium vodka.

Wheat	France
40	£££
70cl	56804	6

PREMIUM VODKA



KETEL ONE

Handmade, small batch vodka; copper-pot distilled from fine wheat and pure water and filtered through natural charcoal for added clarity.

Wheat	Netherlands	
40	££££	
70cl	58306	6

PREMIUM VODKA



SKYY

Neutral in aroma and flavour, with a hint of vanilla and a crisp, light finish.

Grain	USA	
40	£££	
70cl	28951	6

STANDARD VODKA



SMIRNOFF RED LABEL

Smirnoff No. 21 Premium Vodka is the number one best-selling premium vodka in the world, with countless years of heritage and unmatched quality.

Grain	Russia	
37.5	££	
70cl	27773	12
1.5L	56588	6

PREMIUM

PREMIUM VODKA



ABSOLUT BLUE

Based on the simple concept of "One Source", located near Åhus, in Southern Sweden. ABSOLUT VODKA is exclusively made of 100% natural ingredients.

Wheat	Sweden	
40	£££	
70cl	57545	6

PREMIUM VODKA



SMIRNOFF BLACK LABEL

Handcrafted in small copper pot stills for a distinctively smooth taste. Rich and distinctive with chocolate aromas, big spiced flavours and a velvety smooth rounded mouthfeel.

Grain	Russia	
40	£££	
70cl	56695	6

PREMIUM VODKA



STOLICHNAYA

Marshmallow, mineral and mild fruit peel aromas. A medium-bodied palate with pastry frosting and citrus rind flavours and a clean, sweet finish.

Wheat & Rye	Russia	
40	££	
70cl	19155	6

PREMIUM VODKA

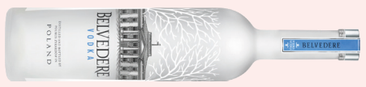


WYBOROWA BLUE

A rich, rounded nose with warm notes of fresh rye bread. The palate is subtly sweet palate with white chocolate and pecan and a long nutty finish.

Rye	Poland	
40	£££	
70cl	57106	6

PREMIUM VODKA



BELVEDERE

A slight natural alcohol nose, but deepens near the end. Soft and smooth on the palate, with a bold tingle as it finishes.

Rye	Poland	
40	££££	
70cl	59892	6

PREMIUM VODKA



CHASE

Voted the World's Best Vodka in 2010 by the prestigious San Francisco Spirits Competition, Chase Vodka is the world's first super premium English potato Vodka.

Potato	England	
40	££££	
70cl	12631	6

PREMIUM VODKA



FINLANDIA

Pure glacial spring water is naturally filtered through moraine formed during the Ice Age, which is combined with the finest six-row barley to make Finlandia.

Barley	Finland	
40	£££	
70cl	24972	6

FLAVOURED

FLAVOURED VODKA



ABSOLUT CITRON

Smooth and mellow, with a fresh fruity lemon and lime character and a note of lemon peel.

Wheat	Sweden	
40	£££	
70cl	57553	6

FLAVOURED VODKA



ABSOLUT PASSIONFRUIT

The intoxicating aroma of juicy, sun-ripened passionfruit creates a combination of dazzling tropical fruits and well-balanced sweetness.

Wheat	Sweden	
38	£££	
70cl	26554	6

VODKA
VODKA

FLAVOURED VODKA

ABSOLUT VANILIA

Rich, robust and complex with a distinct character of vanilla, notes of butterscotch and hints of dark chocolate.

Wheat	Sweden
38	£££
70cl	57543	6

PORNSTAR MARTINI

50ML ABSOLUT VANILIA VODKA
15ML PASSOÃ
15ML TEISSEIRE VANILLA SYRUP
15ML FINEST CALL LIME JUICE
50ML PONTE PROSECCO EXTRA DRY

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS AND SHOT GLASS
2. SHAKE AND STRAIN FIRST 4 INGREDIENTS INTO A CHILLED COUPE GLASS, GARNISH AND SERVE PROSECCO ALONGSIDE IN SHOT GLASS
3. HALF A FRESH PASSIONFRUIT



FLAVOURED VODKA



ABSOLUT WILD BERRI

With a natural taste of freshly picked blueberries, blackberries and wild strawberries, saving you the time hunting in the bushes so you can spend more time perfecting your drink.

Wheat	Sweden
38	££
70cl	34844	6

FLAVOURED VODKA



ABSOLUT RASPBERRI

Made exclusively from natural ingredients, without any added sugar. Rich and intense with the fresh and fruity character of ripened raspberries.

Wheat	Sweden
38	£££
70cl	57544	6

FLAVOURED VODKA



CHASE MARMALADE

Clear with a golden hue. Strong orange zest on the nose, with a naturally rich bittersweet flavour and a warm velvety mouthfeel.

Potato	England
40	££££
70cl	12630	6

FLAVOURED VODKA



CHASE RHUBARB

A nose of fresh stewed rhubarb, with a naturally sweet palate offering a hint of tartness and pepper. Creamy, finishing like a fine reposado tequila or mescal.

Potato	England
40	££££
70cl	17942	6

FLAVOURED VODKA



CÎROC APPLE

Cîroc Apple has the juicy taste of bright green apples with hints of vanilla and citrus.

Grapes	France
40	££££
70cl	18885	6

FLAVOURED VODKA



CÎROC MANGO

Cîroc Mango flavoured vodka is a rich tasting spirit made with vodka distilled five times from fine French grapes.

Grapes	France
37.5	£££
70cl	29700	6

FLAVOURED VODKA



CÎROC PINEAPPLE

Infused with a distinctive blend of pineapple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

Grapes	France
37.5	££££
70cl	14085	6

FLAVOURED VODKA



CÎROC RED BERRY

Cîroc Red Berry is masterly infused with a distinctive blend of raspberries, blackberries and other natural flavours resulting in a taste experience that is refreshingly delicious and elegantly smooth.

Grapes	France
37.5	££££
70cl	15972	6

FLAVOURED VODKA-BASED SPIRITS



GREY GOOSE LE CITRON

A lemon flavored vodka, is an elegantly bright spirit, imbued with essential oils from the world's finest lemons.

Wheat	France
40	££££
70cl	60726	6

FLAVOURED VODKA

KETEL ONE CITROEN

Ketel One Vodka infused with the essence of four different types of citrus lemons, and two types of limes to enhance the freshness.

Wheat	Netherlands
40	££££
70cl	23234	6

COSMOPOLITAN

45ML KETEL ONE CITROEN
15ML COINTREAU
30ML EAGER CRANBERRY JUICE
7.5 FINEST CALL LIME JUICE

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN
3. FLAMED ORANGE ZEST



FLAVOURED VODKA-BASED SPIRITS



GREY GOOSE L'ORANGE

A fresh, fruity aroma, reminiscent of a ripe orange, with a hint of orange blossom.

Wheat	France
40	££££
70cl	60725	6

FLAVOURED VODKA



SMIRNOFF MANGO & PASSIONFRUIT

Premium vodka meets sweet juicy mango & passionfruit for some captivating fun with your friends. Smirnoff Mango & Passionfruit Vodka expertly blends bold, tropical; fruity flavours guaranteed to steal the show.

Grain	Russia
37.5	££
70cl	32529	6

FLAVOURED VODKA-BASED SPIRITS



SMIRNOFF SPICY TAMARIND

Get ready to fire up those tastebuds with juicy tamarind fruit and a touch of zingy lime, all rounded off with a mix of chillies. Enjoy with lemonade or give your margarita a makeover.

Grain	Russia
30	££
70cl	35343	6

FLAVOURED VODKA



SMIRNOFF RASPBERRY CRUSH

Smirnoff Raspberry Crush Flavoured Vodka is a delicious raspberry flavoured vodka with the natural flavours of pink raspberries.

Grain	Russia
37.5	££
70cl	26986	6

FLAVOURED VODKA



SMIRNOFF VANILLA

Sweet and flowery on the nose with notes of vanilla, lavender and plum. It has a fragrant natural vanilla bean flavour with a smooth, sweet and creamy finish.

Grain	Russia
40	££
70cl	58910	6

FLAVOURED VODKA



STOLICHNAYA RAZBERI

A nose of raspberry jam, boiled sweets and hot berry fruit. The palate has raspberry ripple creaminess, balanced by the sweet spice of rye and wheat grain vodka.

Wheat & Rye	Russia
37.5	£££
70cl	19153	6

FLAVOURED VODKA



STOLICHNAYA VANIL

Elegant aromas of vanilla pod, crème anglaise and chocolate, with undertones of toasted buttery grain. The palate brings a creamy sweetness to the fore.

Wheat & Rye	Russia
37.5	£££
70cl	19154	6

FLAVOURED VODKA-BASED SPIRITS



AU VODKA BLUE RASPBERRY

Au Vodka has managed to bottle the somewhat ambiguous flavour of blue raspberry in this spirit! The exact fruit used to flavour the spirit has been kept a secret, but rest assured there are some juicy berry notes to be found here.

Fruity	England
35.2	££
70cl	31757	6

FLAVOURED VODKA-BASED SPIRITS



AU VODKA PINK LEMONADE

Au Vodka have combined their award-winning, five-times distilled vodka with the juiciest lemons to create a refreshing, mouthwatering taste with a vibrant pink liquid.

Fruity	England
35.2	££
70cl	33652	6

VODKA

FLAVOURED VODKA

GREY GOOSE ESSENCES STRAWBERRY & LEMONGRASS

Taste of wild strawberries meet lemongrass with just a touch of citrus for an aromatic spirit like no other. Made with all-natural ingredients, carefully crafted with Grey Goose Vodka.



Fruity	France
30	£££
70cl	34418
6	

STRAWBERRY & LEMONGRASS SPRITZ

50ML GREY GOOSE ESSENCES STRAWBERRY & LEMONGRASS

25ML NOILLY PRAT

200ML FEVER-TREE GINGER ALE

2 FRESH SLICED STRAWBERRIES

3 SLICES FRESH LEMON

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. DRY SHAKE [WITHOUT ICE] HARD, THEN SHAKE WITH ICE & STRAIN INTO A CHILLED GLASS
3. FRESH ROSEMARY SPRIG

FLAVOURED VODKA



AU VODKA STRAWBERRY BURST

Au Vodka have combined their five-times distilled vodka with the finest strawberries to create a liquid that's bursting with flavour. This creation captures the taste of summer in every sip.

Fruity	England	
35.2	££	
70cl	32617	6

FLAVOURED VODKA

GREY GOOSE ESSENCES WATERMELON & BASIL

Rich, juicy watermelon and garden-picked peppery basil meet for a taste that's bright and refreshing. This unique spirit is vodka infused with real fruit and botanical essences, perfect for a simple cocktail.

Fruity	France	
30	£££	
70cl	32095	6

FLAVOURED VODKA

GREY GOOSE ESSENCES WHITE PEACH & ROSEMARY

The delicate aroma of floral white peach is elevated with a touch of rosemary for a taste that's worthy of a celebration. Made with all-natural ingredients, carefully crafted with Grey Goose Vodka.

Fruity	France	
30	£££	
70cl	34416	6

Whisk(e)y

The whiskey category has been as keen as any other to join the flavoured spirits party, with imported whiskies especially capitalising on the trend. This year we've grouped a few together, from apple, cinnamon, orange and even peanut butter, most mix exceptionally well with gingers or sodas for an easy and flavourful highball

Modern malts have a difficult task on their hands; rehabbing the image of a spirit that has some perceived gate-keeping, without losing your key drinking demographic, isn't easy. Glenmorangie and Glenlivet, in particular, have very much shifted how they are marketed.

In outlet the most tried and tested approach remains the same; take the time to train your teams keep the range simple to understand; visit distilleduk.com/malt-map/ to make sure you aren't piling all of your malts into big, smoky flavour profiles, neglecting those that like their dram richer, lighter or more delicate.

Scanning this QR will take you there too.



DID YOU KNOW?

Whisky with an ‘e’?

Whisky derives from the Gaelic term usquebaugh, which translates as “water of life”: uisge – water and Beatha – life. In modern usage whisky is from Scotland, whiskey is from Ireland and the American spelling is Whiskey (except for Maker’s Mark, which uses the word whisky).

Daredevil Dram

Daredevil stuntman Evel Knievel famously drank Wild Turkey whiskey before embarking on his death-defying jumps - he kept it in his trademark hollowed out cane and mixed it with beer and tomato juice to create his favourite drink, a Montana Mary, which sounds more dangerous than the stunts themselves.
In a career consisting of more than 300 lunatic leaps – and a total of three years in hospital - he famously broke every bone in his body. After smashing his pelvis whilst trying to leap over 13 London buses, in front of 90,000 people packed into Wembley Stadium, he admitted. “Anybody can jump a motorcycle. The trouble begins when you try to land it.”

During American Prohibition, six Kentucky distilleries were licensed to produce whiskey (just for medicinal purposes, of course). Operating as the American Medicinal Liquor Company, they supplied busy doctors with 1.4m US gallons of ‘medicinal’ bourbon every year.

Whiskies of Mass Distinction

In 2003 – American spy surveillance mistook the Bruichladdich Distillery on Islay as a factory making weapons of mass destruction – rather than whiskies of mass distinction. Copper Still? “Give an Irishman lager for a month and he’s a dead man. An Irishman is lined with copper and the beer corrodes it. But whiskey polishes copper and is the saving of him”. Mark Twain, Life on The Mississippi (1833).

Irish Resistance

James Joyce, arguably the greatest novelist of the 20th century and the godfather of modernist literature, loved Jameson Irish whiskey. A committed barfly who claimed he was always more creative in his cups. Jameson’s inflamed Joyce’s imagination and the whiskey is mentioned in Ulysses, Joyce’s most famous novel. Ulysses is essentially a love letter to the local boozer and, moreover, a passionate defence of buying rounds in pubs. While Joyce was writing Ulysses, Ireland was coming under increasing pressure by its British oppressors and uptight tee-totallers to ban the tradition of ‘treating’ – getting a round in. Joyce hailed ‘round-buying’ as the ultimate symbol of Irish autonomy and resistance to British rule and, as such, Ulysses was essentially a two-fingered salute in the direction of the Brits and the growing Temperance movement.

All Square

In 1870 Alexander Walker, son of Johnnie, introduced a square whisky bottle which allowed him to pack more bottles in a case, save money and steal a march on his rivals targeting the global market.

Don’t Drink & Drive

In 2008 Islay residents, outraged by high petrol prices, turned to whisky to fuel their cars. Teetotaller Donnie MacKinnon tipped a full gallon of Lagavulin whisky into his 1978 Rolls-Royce and, while a little smoky, it ran smoothly.

Mint Julep

If you thought drunken behaviour at horse racing meetings was a new, or indeed, exclusively British thing – then think again.
On visiting the Kentucky Derby for the first time in 1970 gonzo journalist Hunter S Thompson, who favoured Wild Turkey, famously wrote: “It’s a fantastic scene- thousands of people fainting, crying, copulating, trampling each other and fighting with broken whiskey bottles.” Mercifully, a dose of health and safety has since tamed the event yet a staggering 120k Mint Juleps are still served at The Kentucky Derby every year.

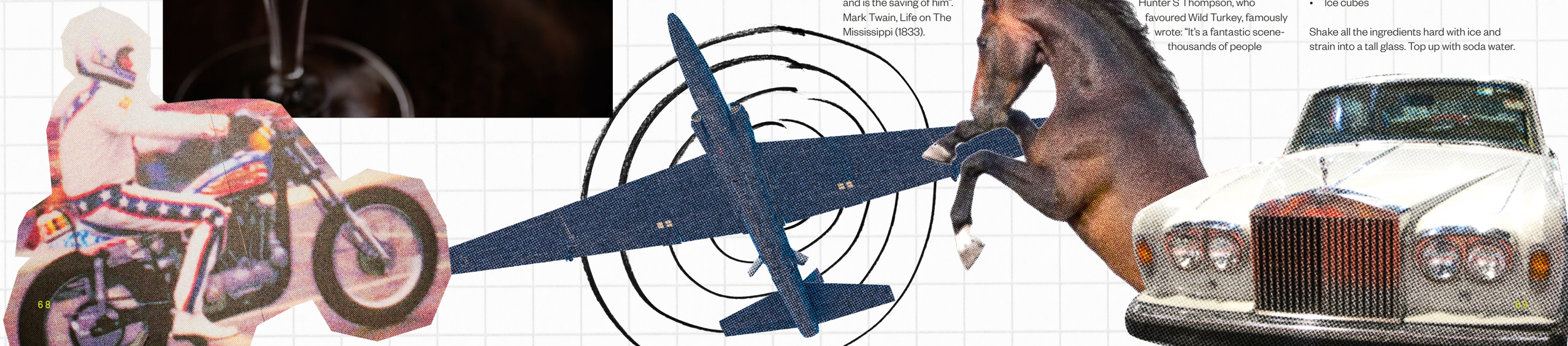


Whisky Cocktail: Morning Glory Fizz

This potent cocktail was drunk daily by Richard Burton, one of those posh Victorian polymath types that somehow squeezed several lives into one. He was an adventurer, explorer, geographer, anthropologist, fencer, duellist, government assassin, soldier and spy who explored the world for 50 years. He was well-known for being a prolific swordsman with a fondness for both sexes. His amorous adventures earned him the mucky moniker of “Dirty Dick” - a racy reputation further rubber stamped when he brought the Kama Sutra back to the UK from India and translated it. Whilst stationed in Trieste, Italy, he wrote “The History of Farting” whilst wearing a Fez. Proficient in 40 different dialects, Burton was certainly a cunning linguist – and so it’s no surprise that he liked a fancy liqueur.

- 45ml whisky
- 5 dashes of absinthe
- 30ml lemon juice
- 2 tsp sugar syrup
- 3 tsp egg white
- Ice cubes

Shake all the ingredients hard with ice and strain into a tall glass. Top up with soda water.





AMERICAN COCKTAILS

Maker's Mark Gold Rush

60ml Maker's Mark Bourbon
22.5ml Honey Syrup*
22.5ml freshly squeezed lemon juice
Add Maker's Mark, lemon juice and the honey syrup to an ice-filled shaker & shake the ingredients. Strain over ice into a rocks glass. Garnish with a lemon twist.
*For the honey syrup: 2 parts honey & 1 part hot water.

Woodford Reserve Old Fashioned

60ml Woodford Reserve Straight Bourbon Whiskey
15ml Demerara Syrup
3 dashes Aromatic Bitters
2 dashes Orange Bitters
Add ingredients to a mixing glass. Add ice to mixing glass and serving glass. Stir ingredients for 30-40 secs. Strain into serving glass. Garnish with a lightly expressed orange peel.

Bulleit Mint Julep

40ml Bulleit Bourbon
1.5 tsp sugar
Fresh mint leaves
Water
Muddle mint leaves, sugar, and splash of water in a rocks glass or julep cup. Add Bulleit Bourbon, water, and fill glass with crushed ice and stir. Garnish with fresh mint.

Bulleit Rye Sazerac

40ml Bulleit Rye
7.5ml Absinthe
1 cube sugar
3 dashes Peychaud's bitters
Muddle sugar and bitters, add the rye and stir with ice. Strain into an old-fashioned glass that's been chilled and rinsed with absinthe.

Wild Turkey Rye Manhattan

60ml Wild Turkey 101 Rye
30ml Sweet Vermouth
Dash of Aromatic Bitters
Add all ingredients to a mixing glass with ice and stir. Strain into a chilled coupe glass and garnish with a cherry.

Wild Turkey Whiskey Ginger

50 ml Wild Turkey Bourbon
2 dash Aromatic Bitters
150 ml Ginger Ale
Squeeze of lime
Plenty of ice
Fill a highball glass with plenty of ice. Add the whisky. Pour in the Ginger Ale. Garnish with fresh lime wedge.

BRAND STORY

JOHNNIE WALKER

These are boom times for blended whisky. Single malt Scotch hasn't quite overshadowed blends, but it's fair to say it hogged the spotlight for forty years. And the clamour around single malt has been particularly unescapable during the last decade as auction hammers have dropped on million-pound rarities. But, with the world of whisky distracted, it seems the best blenders have been busy innovating. So much so, that we've recently seen a series of eye-catching and limited-edition blends arriving on shelves and in bars, with Johnnie Walker inspiring much of the renaissance.

Johnnie Walker is a brand well placed to do so, being the number one in the world, but the team isn't resting on laurels and master blender Emma Walker is the pioneer leading this charge.



EMMA WALKER — MASTER BLENDER

BRAND STORY (JOHNNIE WALKER) WHISK(E)Y

“THEY HAVE SUCH AN INCREDIBLE BREADTH AND DEPTH OF FLAVOUR THAT ANYONE WHO HAS A PASSION FOR GREAT FLAVOUR CAN ENJOY THEM. IT’S AMAZING HOW WE CAN START WITH THE SAME SET OF WHISKIES, AND THROUGH COMBINING THEM IN DIFFERENT PROPORTIONS, CREATE DRAMATICALLY DIFFERENT BLENDED WHISKIES COVERING A WORLD OF FLAVOUR - IT’S MAGICAL.”





“Blended whiskies are amazing,” says Emma. “They have such an incredible breadth and depth of flavour that anyone who has a passion for great flavour can enjoy them. It’s amazing how we can start with the same set of whiskies, and through combining them in different proportions, create dramatically different blended whiskies covering a world of flavour – it’s magical.”

It’s not far off, and if not a magician, many view Emma as an artist. To take multiple iconic single malts, distilled in locations ranging from the Borders to the ‘Islands’, all with complex and contrasting profiles, and blend them in one bottle with a backbone of grain whisky, is masterful. But if Emma’s work can rightly be considered art, it’s underpinned by science and extraordinary technical precision - hence Emma’s essential scientific background.

“Early on at school I realised that I was good at chemistry and carried this onto an apprenticeship and then university,” she says. “While at University in Edinburgh, someone handed me a Talisker 10 and that began my love for whisky. After doing a PhD, I accepted a job as a process chemist like many of my friends. But, holding a passion for flavours and the science from an early age, I knew I wanted to do something that could involve flavour with my background in chemistry. In 2008, I applied for a job at Diageo’s Technical Centre in Menstrie, Scotland, and I haven’t looked back since!”

Indeed, she continues to look forward. We were lucky enough to try the Johnnie Walker Blue Label Elusive Umami, in which Emma collaborated with chef Kei Kobayashi, selecting savoury whiskies blended to promote distinctly savoury, umami aromas and flavours.

It’s an exceptionally complex example, and while it might be beyond the price range of some customers, it nonetheless emphasises the innovative direction blends are moving in right now.

Of course, blends aren’t new news, after all blended Scotch was the original spirit to spread the whisky word around the world, driving the Scotch industry as soon as the original John Walker opened his grocery shop in 1820.

So why does it feel there is a new opportunity to bring your customers into this category again? Perhaps it’s the fact that for nearly half a century of single malt domination, there is now an entire generation of captive whisky drinkers who are open to some blended education.

Emma is a great advocate for communicating the strengths of blended whisky, not least the understanding that there is a flavour for every drinker.

“I love that whisky is all about great flavours and great people,” she says. “The different flavours, characters and textures of whiskies talk of the different places and people who have been involved in creating it and we as blenders get to work with this every day and create whiskies for people to enjoy now.

“For me that is the beauty of being a whisky blender. The world of whisky, and especially Scotch is a great world to explore – blended whisky helps to create different routes and paths into this world, including a more approachable starting point along with more complex routes, so there’s always something for everyone.”

But as Emma stresses, the work of bringing drinkers back to the blends is also about the bartender. This new generation of whisky drinkers can be easily won over if bar professionals are armed with the necessary understanding.

“Behind the bar is not my area of expertise,” admits Emma. “But I’m in awe of the artistry great bartenders showcase in delivering amazing serves. Having spoken to many bartenders over the years about Johnnie Walker Black Label, when I take them through a tasting experience it can be great to see the re-awakening of enjoyment and understanding of our whisky.

“There are 12 blenders on our team and through working with my predecessor as Johnnie Walker Master Blender Jim Beveridge, we developed a great phrase, that the bartender is the 13th member of the blending team. Where we work to delight people through bringing different whiskies together, bartenders carry this blending process on through combining our whiskies with other high-quality ingredients to create amazing cocktails to delight in the bar.

“One of those unwritten rules that you hear from time to time is that whisky should be drunk in a particular way – it must be drunk straight with nothing added! We believe that your whisky should be drunk as you enjoy it - neat, with ice, in a cocktail - and this might be different for different whiskies or at different times. Whiskies come in so many different flavours that there is always a whisky and serve for you.

“Blended whiskies increase the options bartenders have to offer their customers, due to the range of flavours, textures, and depth available, especially in the Johnnie Walker portfolio.”

Simple serves with Johnnie Walker Black have already made a mark in bars, whether a crisp citrus ‘Johnnie & Lemon’ (150ml White Lemonade, 50ml Johnnie Walker Black Label garnish with lemon zest and Lemon Verbena Sprig) or the fiery fresh ‘Johnnie & Ginger’ (50ml Johnnie Walker Black, 150ml ginger ale, garnish: fresh ginger and star anise or a lemon wheel).

These simple serves in a highball glass over ice shine with blends like Johnnie Walker because of the incredible variety in the flavours. And it feels like this is only the beginning of the renaissance for blends and Emma. With the whiskies available to master blenders today, there is huge scope for more innovation in flavour.

“When we’re creating a blended Scotch,” added Emma, “we can work with 29 or more individual whiskies [from 29 distilleries], understanding how these individual whiskies and maturation styles combine, amplify and temper each other to create something greater than the sum of the individual parts, with each whisky playing a different role.

“For example, a smoky whisky like Caol Ila can impart strong smoke flavours or can be used more like a seasoning to reveal more of the flavours of the other parts of the blended whisky.

“Our whisky team recognises that we are so lucky to have access to such an amazing and varied palette of flavour – we have more than 10 million casks in our inventory, maturing whiskies from across the four corners of Scotland in a wide range of casks styles.

“We also have a constantly changing understanding of the science and technology involved in whisky making – there have been many advancements over the last 40 years in the whole process of making Scotch – and this has been a great challenge for us in the industry more generally.”

Challenging maybe, but Emma and the team are enjoying that challenge, and the blended whisky being produced by them, and other distilleries, is challenging perceptions with customers and earning blends essential back bar status.



DRAM ISN'T A SPECIALIST WHISKY BAR. IT'S A COCKTAIL BAR WITH GREAT WHISKY.





There are no librarial leather armchairs, antlers don't adorn its walls, you won't find traditional water taps atop the bar, it's not decked in dark wood, there's certainly no tartan here and if you want to stare into a roaring fire amid talk of 'birdie putts on the 14th' then, well, you're going to be disappointed.

It wears its whisky credentials deliberately lightly, the only nod to its expertise being the name and the logo – a very cool line drawing of a classic glencairn glass. But even that's pink. The main ground floor bar, and bottle shop, is light and bright; clean lines yet not clinical, it's unstuffy and unintimidating. Through the outdoor covered terrace, flashed with yellow, stairs lead up to a funky pool room complete with a vending machine selling whisky highballs, canned on site, and a pool table covered in black baize and a Bruichladdich logo.

Downstairs, things get more dive bar. Neon lines the concrete countertops while an archway leads to the bar's bespoke laboratory where the real magic happens – but more of that later. The brains behind the concept, meticulously thought out, are the three founders: Jack Wallis[1], Chris Tanner[2] and Martyn "Simo" Simpson[3]. The trio were responsible for turning Milroy's, the oldest whisky specialist in London, into an iconic Soho imbibing institution and expanding it into East London. Winning numerous industry gongs for their work, they were then cherry picked by the prestigious Pan Pacific hotel group in 2022 to help create the award-winning Silverleaf hotel bar in conjunction with renowned designer Tom Dixon.

But then it was time to do their own thing. "We always wanted to own our own bar and we simply wanted to do something that was very US," said Simo. "We were thinking what the next 20 years of spirits will look like and wanted to create that." They found a three-storey, 17th century Grade II listed building tucked down "Tin Pan Alley" in Soho's Denmark Street, the 60s stomping ground of David Bowie, The Rolling Stones and Elton John. Not only did they design the bar, they flipping well built it too. The concrete used to build the bars, both upstairs and downstairs, were poured by Simo himself. He also dug through mud to gain access to the basement laboratory.

"I come from a pretty poor background, my dad was a builder and, when I was 13, the only way I could earn pocket money was to work on a building site," he said. "Before I fell in love with the bar world, I ran a construction company – which certainly came in handy when we were building this place." Since taking over Milroys, Simo has gently taken a sledgehammer to what he regards as whisky's walls to entry. "Whisky has become one of those categories burdened by barriers," said Simo, sipping a can of coke in the back office. "There's always been a perception that people require a certain amount of knowledge before they can enjoy the category. There's a perceived barrier. But it's just booze in the glass. That's it."

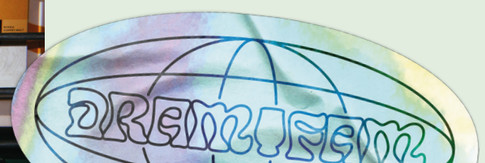


"WE WANT IT TO BE ALL ABOUT THE WHISKY IN THE GLASS, WE WANT IT TO BE PALATE-BASED AND FLAVOUR-LED"

- Martyn "Simo" Simpson







It's an obstacle Simo experienced first-hand. "I don't look like a classic whisky drinker, I'm all hipster, look at me – beanie hat, rings, tattoos and a dog on a chain – that kinda thing.
"I felt like I was getting looked down upon by whisky bars and what I called the whole 'wingback chair wankers'. I love whisky but there wasn't a bar for me to go to". Before Simo took control, Milroy's was merely a shop. He introduced the whisky bar and The Vaults, a basement cocktail bar hidden behind a bookcase. During his stewardship, they introduced Women and Whisky nights which are still going strong today.

"I designed the bar deliberately thin so we could be close to the customers and make them feel comfortable," he said. "It was about breaking down barriers and that's what we're doing here too". While hundreds of bottles line the walls and adorn the back bar, Dram deliberately doesn't have a menu or whisky list. "We don't want people simply panicking and picking the brands that they have heard of." "Not having a whisky menu encourages conversation with the staff and it means you're not picking the whisky with the biggest marketing budget," he added. "We want it to be all about the whisky in the glass, we want it to be palate-based and flavour-led".
The whisky selection is 75% Scotch and 25% rest of the world, split broadly and loosely between American and Irish and Scottish and Japanese. "The Japanese were very inspired by Scotland so it makes sense to bring them together," adds Simo.

Customer conversations are not driven by distillery or brand, but rather taste profile and palate progression. "If they want to dive deeper they can, but we try to keep it cool and fun," said Simo. "We don't talk about casks and grain at first, we ask people what they like eating, what they like drinking. "Do they like meaty red wines, do they like meat!?, Do they like oily fish? What about smoky Mezcal? And then based on that, we can suggest some whiskies we know they may like."While flavour is similarly at the forefront of staff training, there's a focus on facts too. "We want staff to try the whiskies and tell customers what they taste like but the vast majority of people, I'd say 99%, will only get two flavour notes. So it's better to give customers an interesting fact, something unique, about each bottle. "That's what we all like doing isn't it", chuckled Simo. "We want to find out shit and tell our mates about it!

You'll find a democratisation of whisky at Dram too. "You only pay for rarity in whisky, you don't pay for quality," he added. "You don't need to have expensive whiskies to have a great whisky selection. You don't need to charge more than £10. "Whisky doesn't feature heavily at all in Dram's concise list of cocktails, which are all kegged and served on tap like a beer. "We pre-batch the cocktails and keg them up," says Simo. "It's consistent and quick at the point of dispense but some of the cocktails take two to three days to make – so the longest wait at the bar is for a Guinness, served in a schooner!"

The cocktails are created in Dram's purpose-built basement laboratory where they make their own wines, distil, ferment, use clever techniques to coax out the flavours from fresh fruit and even spin their drinks in a centrifuge machine "This makes it lighter in terms of mouthfeel," smiles Simo. "Heavy drinks weigh heavily on people's palate and no-one wants that."

While the entire approach is far more technical than most bars, Simo admits it's not rocket science. "It's just booze in a glass. Just make it super tasty, serve it in a great environment and make sure they're having a good time. "There's no secret to what people like to drink, it's genetic and environmental and based on memories," he adds. "They reckon our strongest memories are linked to either hate or love – our job is to give people love."







USA

GENTLEMAN JACK

Uniquely twice mellowed through sugar maple charcoal for ultimate smoothness; full-bodied with fruit, spices and a warm, silky finish.

SWEET	
% 40	£££££
70cl	# 24976	C 6

JACK-O-LANTERN

37.5ML GENTLEMAN JACK

12.5ML COINTREAU

50ML EAGER SMOOTH ORANGE JUICE

50ML LONDON ESSENCE GINGER ALE

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. SHAKE & STRAIN FIRST 3 INGREDIENTS OVER ICE, TOP WITH GINGER ALE & STIR GENTLY
3. ORANGE WEDGE & MARASCHINO CHERRY



USA & CANADA



USA

BUFFALO TRACE BOURBON

Imported whiskey made from corn, rye and barley malt.

SWEET		
% 40	£££	
70cl	# 12261	C 6



USA

BULLEIT BOURBON

Its unique blend of rye, corn and barley malt, along with special strains of yeast make this small batch bourbon subtle and complex.

SPICY		
% 45	£££	
70cl	# 61855	C 6



USA

WILD TURKEY BOURBON

Full of fruit, butterscotch, toffee and toasted oak on the nose, with a palate of caramel, vanilla, and pear.

SWEET		
% 40	£££	
70cl	# 18039	C 6



USA

WOODFORD RESERVE BOURBON

Woodford Reserve is the only bourbon which is triple distilled in copper pot stills. It is then aged in charred American oak barrels in stone ageing warehouses.

SPICY		
% 45.2	££££	
70cl	# 24986	C 6



CANADA

CANADIAN CLUB

Blended before ageing to allow the subtle flavours of rye, rye malt, barley and corn to marry perfectly before their long sleep in top quality white oak barrels.

SPICY		
% 40	£££	
70cl	# 57690	C 6

USA

WILD TURKEY RYE

Big, broad vanilla and spice notes burst through without changing the bold rye taste. Wild Turkey Rye stands up to any mixer and shines through in cocktails.

SPICY		
% 40	£££	
70cl	# 18041	C 6

SAZERAC

50ML WILD TURKEY RYE

5ML LA FEE NV ABSINTHE

3 DASHES PEYCHAUD'S AROMATIC COCKTAIL BITTERS

1 SPOON SUGAR [OR SUGAR CUBE]

1. CHILLED OLD FASHIONED [LARGE TUMBLER] GLASS
2. MUDDLE SUGAR WITH BITTERS SEPARATELY, ADD RYE, STIR. USE ABSINTHE TO RINSE GLASS, DISCARD EXCESS, FILL WITH RYE MIX
3. LEMON ZEST



USA



BULLEIT RYE

Russet in colour, with rich oaky aromas, the flavour is notably smooth, with hints of vanilla, honey, and spice and a long clean finish.

SPICY		
% 45	££££	
70cl	# 62011	C 6

USA



JACK DANIEL'S TENNESSEE

It's in Lynchburg, Tennessee, that every drop of Jack is still produced and bottled today. This Tennessee whiskey has won numerous gold medals during its 150 year history.

SWEET		
% 40	£££	
70cl	# 24983	C 6
1.5L	# 24982	C 6

USA



JACK DANIEL'S SINGLE BARREL

Matured in the upper reaches of the barrelhouses and bottled one barrel at a time to capture varying degrees of toasted oak, caramel and vanilla.

SWEET		
% 45	££££	
70cl	# 24984	C 6

IRELAND



IRELAND

BUSHMILLS BLACK BUSH

A truly refreshing drink is a marriage of Black Bush Irish whiskey, ginger ale and a slice of orange.

SMOKY		
% 40	£££	
70cl	# 14113	C 6



IRELAND

BUSHMILLS ORIGINAL

Approachable with a rich, warming taste of fresh fruit, honey and vanilla and a crisp fresh finish with a touch of spice.

FRUITY		
% 40	£££	
70cl	# 14035	C 6

USA



JIM BEAM KENTUCKY WHITE

A light and perfumed bourbon with mellow sweetness from oak and vanilla leading to a long warm, spicy finish.

SWEET		
% 40	£££	
70cl	# 56570	C 6

USA



KNOB CREEK BOURBON

Ageing for nine years in charred American white oak lends this small batch bourbon its maple sugar aroma, distinctive sweetness and rich, full-bodied flavour.

FRUITY		
% 50	££££	
70cl	# 58319	C 6

USA



MAKERS MARK BOURBON

Yellow corn and red winter wheat from specially selected small farm co-operatives are double distilled to give this bourbon its soft, mellow taste.

SWEET		
% 45	£££	
70cl	# 57702	C 6

IRELAND

IRELAND



JAMESON IRISH WHISKEY

The hallmark smoothness comes down to three factors; triple distillation, controlled maturation and masterly blending of the various whiskey components.

FRUITY		
% 40	£££	
70cl	# 56622	C 6
1.5L	# 56678	C 6

IRELAND



TULLAMORE DEW

Triple distilled and aged in ex-bourbon and sherry casks to develop smoothness and gentle complexity, with malt and pot still whiskey providing citrus and spicy notes.

FRUITY		
% 40	£££	
70cl	# 60235	C 6

BLENDED

MONKEY SHOULDER

A beautifully sweet blend of 3 Speyside single malts. Rich vanilla, brown sugar and toffee notes with hints of oak, cinnamon and nutmeg spice and a smooth finish.

SWEET	Speyside
% 40	£££££
70cl	# 60162	6

MONKEY JAM

- 50ML MONKEY SHOULDER
- 18.5ML FINEST CALL LEMON JUICE
- 7.5ML TEISSEIRE CANE SUGAR
- 2 SPOONS RASPBERRY JAM
- 1 DASH REGANS ORANGE BITTERS
- 3 DASHES ANGOSTURA BITTERS

1. SHAKE ALL INGREDIENTS VIGOUROUSLY WITH ICE
2. STRAIN INTO A CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
3. GARNISH WITH ORANGE ZEST



BLENDED

JOHNNIE WALKER BLACK

Complex dried fruits from the European oak sherry casks followed by hints of smooth creamy toffee that linger with the smoky finish.

SPICY	
% 45	£££££
70cl	# 12193	6

ALMOND ATHOLL BROSE

- 40ML JOHNNIE WALKER BLACK
- 2ML SPOONS HONEY
- 15ML AMARETTO DISARONNO
- 20ML OAT MILK
- 10ML SINGLE CREAM [OR HALF AND HALF]

1. CHILLED COUPE, NICK AND NORA OR COCKTAIL [MARTINI] GLASS
2. STIR SCOTCH AND HONEY IN BOSTON GLASS UNTIL DISSOLVED, ADD REMAINING INGREDIENTS WITH ICE, SHAKE HARD AND FINE STRAIN



BLENDED

BLENDED



ABERDOUR PIPER

Aberdour Piper is distilled in traditional copper pot stills from Scottish water, malted barley and other cereals.

FRUITY	Scotland
% 40	£
70cl	# 26817	6
1.5L	# 26818	6

BLENDED



BELL'S ORIGINAL

Blending the fresh, sweet malts of Speyside with the smoky sea salt of the Islands, with a malt heart of whisky from the Blair Athol distillery.

SPICY	Scotland
% 40	££
70cl	# 56947	12
1.5L	# 56598	6

BLENDED



HAIG CLUB

Perfectly served in a Clubman and Cola: the sweet, vanilla flavour of the scotch combines perfectly with the sweet caramel of cola.

SWEET	Scotland
% 40	££££
70cl	# 16573	6

BLENDED



JOHNNIE WALKER RED LABEL

Hints of fresh apple, pear and the spark of zest from the elegant Speyside malts are followed by fruity sweetness, cinnamon and pepper, and a smoky finish.

SMOKY	Scotland
% 40	£££
70cl	# 60269	6

BLENDED



WHYTE & MACKAY SPECIAL

A classic blend made up of 41 different whiskies. Whyte and Mackay special is a great mixer.

SMOKY	Scotland
% 40	££
1.5l	# 57256	6

BLENDED



CHIVAS REGAL 12 YO

Made from hand-selected malt and grain whiskies. At the heart of all the Chivas Regal blends is the classic Speyside single malt whiskey, Strathisla.

SWEET	Scotland
% 40	£££
70cl	# 57150	6

BLENDED



FAMOUS GROUSE

A blend of malt whiskies including The Macallan and Highland Park, rests in fully seasoned oak casks for an unusually long period.

SWEET	Scotland
% 40	£££
70cl	# 56624	6
1.5L	# 56587	6

BLENDED



NIKKA FROM THE BARREL

This Japanese whisky has so much power. It's full bodied and punchy with winter spice, notes of cut flowers and a little oak.

SMOKY	Japan
% 51.4	£££
70cl	# 19713	6

SINGLE MALT

BALVENIE DOUBLEWOOD

A smooth and mellow single malt of beautifully combined flavours – nutty sweetness, cinnamon spiciness and a delicately proportioned layer of sherry.

FRUITY	Speyside
40	£££££
70cl	57040
	6

NOTES
*SIMMER TO REDUCE 1:1:3 GINGER JUICE, SUGAR & WATER

HIGHLAND DRAGON

37.5ML OOLONG INFUSED BALVENIE DOUBLEWOOD*
18.75ML MARTINI BIANCO
2.5ML LUXARDO MARASCHINO
1 DASH PEYCHAUD'S AROMATIC COCKTAIL BITTERS

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. STIR ALL INGREDIENTS WITH ICE, THEN STRAIN INTO A CHILLED GLASS
3. MARASCHINO CHERRY



SINGLE MALT

SINGLETON 12 YO

Sweetness and crunchy nuts, then smooth fruity richness on the palate. Firm, with a balancing sweetness; hints of blackcurrant, brown sugar and espresso coffee.

SMOKY	Speyside
43	£££
70cl	56645
	6

SINGLE IN THE SUN

50ML SINGLETON 12 YO WHISKY
50ML EAGER PINK GRAPEFRUIT JUICE
50ML FEVER-TREE LEMONADE
HIGHBALL GLASS

1. BUILD OVER ICE
2. STIR GENTLY
3. GARNISH WITH A GRAPEFRUIT SLICE



SINGLE MALT

SINGLE MALT



AUCHENTOSHAN AMERICAN OAK

A lowland single malt whisky with sweet aromas of vanilla and coconut along with the signature smooth, delicate, Auchentoshan taste.

SWEET	Lowlands
40	£££
70cl	18529
	6

SINGLE MALT



GLENKINCHIE 12 YO

A light delicate whisky; sweet and creamy with a subtle floral fragrance. Crisp mid-palate then butter icing, lemon cheesecake and freesias with a dry, herbal finish.

FRUITY	Lowlands
43	£££££
70cl	57425
	6

SINGLE MALT



DALWHINNIE 15 YO

Soft flavours of heather, honey-sweetness, malt and citrus fruits lead to a lingering sweet finish and final impressions of smoke, peat and malt.

FRUITY	Highlands
43	£££££
70cl	56644
	6

SINGLE MALT



HIGHLAND PARK 12 YO SCOTCH

A smooth, balanced single malt with a heather-honey sweetness on the nose, a rich full flavour and a gentle smoky finish.

SMOKY	Orkney Islands
40	£££££
70cl	56642
	6

SINGLE MALT



TALISKER 10 YO

Full-bodied. A rich dried-fruit sweetness with clouds of smoke and strong barley-malt flavours. Warming and intense on the palate. Huge, long, peppery finish with an appetising sweetness.

SMOKY	Skye
45.8	£££££
70cl	56638
	6

SINGLE MALT



CRAGGANMORE 12 YO

Single malt whiskey with a smokey finish.

FRUITY	Speyside
40	£££££
70cl	56646
	6

SINGLE MALT



GLENFIDDICH 12 YO SPECIAL RESERVE

The world's favourite single malt whisky. Pale and golden in colour. Rich fruit flavours, subtle pine and a hint of peatiness. Long, lingering and round.

FRUITY	Speyside
40	£££££
70cl	56634
	6

SINGLE MALT



GLENFIDDICH 15 YO

A 15 year old matured in American bourbon, Portuguese sherry and virgin oak, then married in a Solera vat.

SPICY	Speyside
40	£££££
70cl	18488
	6

SINGLE MALT



JURA ORIGIN 10 YO

Thick and full with cereal notes and a barley fudge sweetness creeping in with creamy smoothness and a touch of aniseed.

SWEET	Isle of Jura
40	£££
70cl	27875
	6

SINGLE MALT



LAGAVULIN 16 YO

Full-bodied. A powerful, peat-smoke nose with seaweed and some sweetness, salty and sweet flavours with hints of wood and a long peaty-salt finish.

SMOKY	Islay
40	£££££
70cl	56629
	6

SINGLE MALT



LAPHROAIG 10 YO

Sparkling gold in colour. Islay peat smoke, full and earthy, tangy salt leaden air with an echo of sweetness at the end. Unforgettable.

SMOKY	Islay
40	£££££
70cl	57701
	6

SINGLE MALT



GLENLIVET FOUNDERS RESERVE

Full gold in colour, the nose is mellow and sophisticated – fruity overall backed by sweet biscuit notes with more floral nose at reduced strength.

FRUITY	Speyside
40	£££££
70cl	14548
	6

SINGLE MALT



GLENMORANGIE 10 YO

The well-balanced flavour carries traces of honeywood and nuts, whilst the aftertaste is clean and salving. This is malt with an overall impression that is refined and fresh.

FRUITY	Highlands
40	£££££
70cl	57373
	6

SINGLE MALT



DALMORE 12YO

12 year old Highland Single Malt Scotch Whisky. Matured for 9 years in Bourbon casks, one half is then transferred in to 30 year old Matusalem oloroso sherry butts.

SPICY	Highlands
40	£££
70cl	27770
	6

FLAVOURED

SHEEP DOG

The aroma is peanut butter, vanilla, and caramel corn with whiskey undertones. Additional time in the glass brings out butterscotch notes.

SPICY	USA
35	££
70cl	31708	6

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. STIR ALL INGREDIENTS WITH ICE, THEN STRAIN INTO A CHILLED GLASS
3. 2 FRESH RASPBERRIES ON A PICK

PERFECT PB & J

- 37.5ML BUFFALO TRACE BOURBON
- 12.5ML SHEEP DOG
- 12.5ML MARTINI EXTRA DRY
- 12.5ML CHAMBORD RASPBERRY LIQUEUR
- 2ML CHOCOLATE BITTERS



FLAVOURED

FLAVOURED



HAIG CLUB MEDITERRANEAN ORANGE

Haig Club single grain whisky notes and orange blossom extracts to give a marmalade orange profile.

SPICY	Scotland	
35	££	
70cl	26550	6

WHISKEY LIQUEUR



FIREBALL

Feel the burn as this Canadian cinnamon whisky ignites the tastebuds. Shoot straight, on the rocks or in a Fire Starter Coffee.

SPICY	Canada	
33	££	
70cl	59122	6

WHISKEY LIQUEUR



JACK DANIEL'S TENNESSEE APPLE

Jack Daniel's Tennessee Apple is a delicious, complex Jack. It delivers the unique character of Jack Daniel's Tennessee Whiskey coupled with the taste of crisp, green apple.

SWEET	USA	
35	££	
70cl	33394	6

WHISKEY LIQUEUR



JACK DANIEL'S TENNESSEE FIRE

A combination of red hot cinnamon complimented by the sweetness of the authentic Jack Daniel's.

SPICY	USA	
35	£££	
70cl	24985	6

WHISKEY LIQUEUR



JACK DANIEL'S TENNESSEE HONEY

Jack Daniel's laced with Tennessee honeycomb. Spicy on the nose with a smooth, lightly sweet finish.

SWEET	USA	
35	£££	
70cl	24987	6

WHISKEY LIQUEUR



JIM BEAM RED STAG CHEERY

Corn sweetness and mellow oak accented by a hint of black cherry for smoothness and balance.

SWEET	USA	
40	£££	
70cl	59108	6

TEQUILA

Agave spirits have long accounted for a pretty small chunk of the overall spirits category in the UK, not helped by the fact that to many, cheap tequila in particular, stirs some unpleasant, sticky carpeted memories.

Our cousins across the Atlantic seem to have missed out on these formative steps in drinking culture, and view tequila quite differently. With the spirit originating closer to home for Americans, a near endless list of surprisingly good celebrity endorsed liquids and no Ritzy's flashbacks, in the last 20 years US sales volumes of tequila have gone from less than 9,000 9l cases a year to almost 32,000* in 2023.

The success has started to rub off on these sunny isles too: citing 2023 full-year Nielsen data, Pernod Ricard UK brand director Josh McCarthy said Tequila and mezcal were the fastest-growing spirits categories in the UK, growing by 9.1%.

This year we've broadened our range thanks to some familiar faces, with Messrs Clooney and Johnson (or is it 'Rock'?) bringing us Casamigos and Teremana, respectively, so it's definitely time to get on board the agave train.

*Statista 2024 reported sales volume of tequila in the United States from 2004 to 2023 (in 1,000 9 litre cases)

AGAVE APPRECIATION



CARA VATSON

IN THE LAST 20 YEARS A WHOLE HOST OF BRITISH BARTENDERS HAVE FALLEN IN LOVE WITH AGAVE SPIRITS AND AS A RESULT, THERE'S AN ARMY OF AGAVE SPECIALISTS TO QUIZ AND ADVISE. AMONGST THEM IS CARA WATSON, A BARTENDER WHO HAS LIVED AND BREATHED THE HOSPITALITY INDUSTRY FOR THE LAST 18 YEARS.

In 2010 Cara spent three years in New Zealand and Australia learning different techniques from chefs, before a stint in Edinburgh with the legendary Iain McPherson at Panda & Sons. From this experience she was offered the opportunity to be general manager and open the award-winning Hoot the Redeemer, also in Edinburgh, where she also managed the Voodoo Rooms and Last Word bars.

As she helped staff, she was drawn to training and headed up this element of the Nightcap Bars business, helping bartenders in venues including The Cocktail Club, Barrio Bars and Adventure Bar Group. Along the way, Cara fell in love with all things agave. So now she shares all this experience and knowledge while working with the Don Julio and Casamigos brands.

With all this experience we thought she'd be the perfect person to impart some agave wisdom.

WHAT ARE KEY ELEMENTS OF AGAVE SPIRITS THAT EVERY BAR PERSON NEEDS TO UNDERSTAND?

For me, when we speak about agave spirits, it is so important to learn about origin and production. The agave plant has been around for thousands of years, dating back to the Aztecs who worshipped it as the physical embodiment of Mayahuel, the Goddess of Fertility. With such a long history within Mexico, it stands to reason there are many incredible agave spirits out there, from Tequila to Mezcal, to Raicilla to Banora. But, let's focus on tequila. Tequila is the most popular agave spirit in the UK, although mezcal is growing.

Tequila was the product to be given denomination of origin in Mexico, declared in 1974. It means tequila can only be produced in 181 municipalities (or counties) within five Mexican States: Jalisco has 125 of the 181, and then they are found in Michoacán, Tamaulipas, Nayarit and Guanajuato. There are over 250 different species of agave plant, but tequila can only be made from one. Agave Tequilana Weber Blue variety is the only agave used in tequila production. It is the heart of the plant that holds the power and can take up to 5 to 7 years to reach its maturity.



After the harvest is completed by the jimadors, these are the farmers that protect the agave and can harvest up to 100 per day, the agave hearts are cut into smaller pieces and placed in ovens. Cooking takes a minimum of 12 hours with lots of producers opting for longer roast time to enhance the end flavour profile. Don Julio for example takes 48 hours to roast their agave hearts. The agaves are then crushed to release the juice that is then fermented. Tequila must be distilled twice and then comes the all-important ageing process. This is usually done in ex-bourbon cask.

It is important to know the difference between tequila and mezcal. Mezcal is any spirit distilled from the agave plant and made from 100% of the agave. To be called tequila, you must use a minimum of 51% Blue Weber Agave in authorised states and can be bottled outside of Mexico. To call yourself 100% Agave Tequila, the highest classification of tequila, you must produce your spirit with 100% Blue Weber Agave in the five authorised states and may only be bottled in Mexico.

WHAT ARE THE CHALLENGES OF TRYING TO INCREASE YOUR AGAVE OFFERING?

It can be overwhelming if your bar doesn't specialise in agave spirits with all the variations available. One of the beauties of Tequila is its versatility. Having a good range of age statements from blanco, reposado, anejo, to even extra anejo will allow your guests to go on a Mexican journey perched on a bar stool. As the popularity of tequila is growing, I would always advise using 100% Agave Tequila and keep a look out for brands that are supporting The Environmentally Responsible Agave (ARA, acronym in Spanish) certification that promotes a sustainable industry through tequila production free from deforestation. This will be a key factor in protecting the land and wild agave species as tequila production grows.

HOW DO YOU CONVERT CONSUMERS WHO HAVE HAD A BAD EXPERIENCE?

We have come a long way since £1.50 shots of tequila on student nights, but for some people, the memory lingers on. If someone has had a bad experience with tequila, the likelihood is, they will not enjoy it neat. And more broadly, if someone doesn't like to drink any spirit neat, don't give them a neat blanco. Bring them into the world of cocktails instead. The flavour combinations are endless, and once you change the experience people have with agave spirits, they will begin to appreciate them, and then love them.



WHAT ARE THE ESSENTIAL MIXED DRINK AGAVE SERVES FOR EVERY BAR?

For me this is easy. My top 4 cocktails to include on any menu are a balance of both short and long drinks. Firstly, my all-time favourite, the Tommy's Margarita. This is a perfect balance of Tequila, agave and lime and really showcases the spirit. I use a blanco to keep it bright and zesty.

Secondly, the Paloma. A combination of Tequila, lime, agave and grapefruit soda. Thirdly, a Batanga. This is a classic Mexican drink that combines Tequila, lime and cola with a salt rim, trust me, it's delicious. Lastly, The Toreador. This is a great drink to introduce a new Tequila drinker to the spirit. It is a blend of Tequila, usually a reposoado, apricot brandy and lime. Apricot liqueur also works amazingly well in this cocktail.

WE'VE SEEN THE RISE OF THE PALOMA SERVE. IS THAT A USEFUL ADDITION TO A MENU?

The Paloma is really in the spotlight at the moment and for good reason. It is wonderfully versatile depending on your bartender's level of experience. Traditionally in Mexico, it was drunk as a spirit mixer with a product called Squirt. This means that when using a great Tequila like Don Julio Blanco it can be simplified with a great grapefruit soda. I love to spice up the garnish and add a little Tajin (a mix of ground chilli peppers, salt and dehydrated lime juice) to the rim with a grapefruit slice.

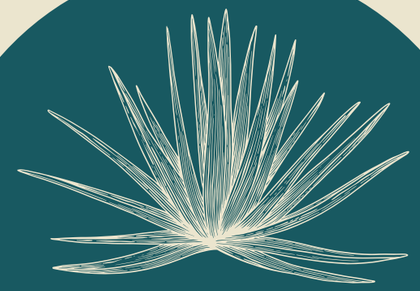
HOW IMPORTANT ARE OTHER ELEMENTS AROUND THE SERVE OF AGAVE?

When you are using 100% Agave Tequila, the liquid will talk for itself, but you can always elevate the experience through glassware, mixers and garnish. Make sure your glassware is in keeping with your venue. What story are you trying to tell your customer? Glassware and garnish can support this.
The mixers you use will enhance your Tequila. Are you using them as a spirit mixer or to top a cocktail? The carbonation will play a big role here depending on how you answered. Fever Tree does wonderful mixers created specifically for Tequila as do many brands.



CAN YOU FIND SIMPLE WAYS TO PAIR THE DRINKS WITH FOOD?

Tequila is perfect with food. It can stand up against bold flavour and spices so don't be afraid to get creative. Anejos are a wonderful pairing with desserts, think spiced dark chocolate fondant or even bold, creamy blue cheese and spiced chutney. Blanco's lend themselves to brighter vibrant flavours, seafood ceviche for example with fresh grapefruit are a great way to start a meal.



AGAVE

THE LAST WORD?

APPRECIATION

I love Tequila and I love to take people into the world of agave. For me, it's about their first sip and how they feel rather than what I say at that moment. Shaking/stirring or building the perfect drink for your consumers is key.

It won't be the same for everyone but a fun, open, welcoming environment is the essential magic to all tequila experiences.

We have seen a huge boom in agave spirits in the past couple of years which has led to them being an integral part of the backbar.

I believe as we move more into the luxury space, and treating ourselves, we'll continue to see the category grow and flourish. We'll see this through cocktails and dining experiences as more venues embrace agave spirits outside of specialised venues than ever before.



A LEAP OF FAITH



400 Rabbits

The 400 Rabbits bar in Nottingham has made a huge success of focussing on agave spirits, and is a great sounding board when considering your own tequila and mezcal offering.

Given what the last decade has thrown at James Aspall, it's a marvel he's kept his 400 Rabbits bar in Nottingham open and successful. This applies to any pub or bar that has survived the turmoil of recent years, but that James's bar is a committed agave bar makes his success even more impressive.

When James opened his doors in 2015, the number of agave spirits available was barely sufficient to present what might be deemed a 'collection', and rather than a passion from consumers, he faced deep-rooted misconceptions about slamming cheap shots and being sick. To launch an agave bar was borderline crazy, or at the very least a huge, rabbit leap of faith.

But today his bar is hugely successful, proving all the naysayers wrong, he has not only become a pioneer, but also an educator in the category and has even had superstars like Jimmy Fallon reference his bar on The Late Show in America. All of which is evidence his faith had been repaid.

"We're so happy that 400 Rabbits has had that longevity and people still love it," says James. "We've not changed much over that time, just added to it and obviously kept the drinks menus fresh. What has changed is our mezcal selection, going from 20 to around 200 bottles now. We would love to have more but we literally can't fit another bottle on the bar so it's a one in one out policy now!

"To be honest I wouldn't say I had total faith that the concept was going to work when we opened, we took a risk on doing something we loved and were passionate about. We had very little money and it was a while before it took off, but we stuck to our guns. Our opening times haven't changed from the day we opened, seven days a week 5pm-2am and we never close early, so people always know we're there. And while other bars followed the gin trend, stocking 500 without any agave spirit, we went the opposite way, continuously growing our agave selection and only ever stocking one bottle of gin!

"Then we became the trend, after treading water for a bit in the early days in our second year something clicked, it just took off and we've not looked back since."

Having 500 agave spirits clearly won't work for everyone reading this, most pubs and bars don't have the space and not every town, village or even city has the demand for a specialist agave bar. But the niche James once fit into and helped cultivate, is now fast-becoming a trend, and no bar can afford to ignore agave spirits entirely-









one of the fastest growing categories in the industry. In the US, the value of the category has overtaken vodka and whisky, and in the UK, the spirit is starting to catch the pack.

So, if you can't quite take on the volume of spirits James and his team have at 400 Rabbits, what can he suggest for those ready to re-examine tequila and mezcal? Well, when asked to strip back an agave selection for those with limited space, James's approach might still be a leap of faith for some pubs and bars.

"If you have to limit to five, then why not go for one of each tequila, mezcal, raicilla, bacanora and sotol (technically not an agave spirit but very close!)."

Not necessarily a collection for every bar, but James's point is that agave means more than simply tequila, and even in tequila you need variety. An Ocho blanco is different to a Don Julio, but then there's blanco and anejo, stock the Ocho blanco next to the 1800 Reposado and you have an instant talking point with customers.

And go a step further by bringing in the Quiquiriqui mezcal to make sure the bar is part of that every audible mezcal conversation.

One piece of advice James offers, is essential, and indeed fun – test and sample all the agave spirits you can.

A LEAP OF FAITH

"There's so much to explore and learn, so many natural factors can change the flavour profile and you can be surprised by every sip of every new bottle you try. There is so much variety within the category that you could drink a different mezcal every day for a year and never have the same experience. Then add to that your sotols and raicillas and bacanoras and obviously Tequila. I don't think any other spirit category is like that, although it has similarity to wine in that sense, that is the agave or grape variety, terroir, production methods, environment and hand of the producer play such a huge part in the end product."

While you might be ready to pour neat, sipping tequila remains a challenge for some customers whose fear of the spirit harks back to that cliched experience of shooting tequila after an excessive night out followed, the morning after, by the inevitable hangover.

Even so, James has proven that sipping neat agave spirits is something his own customers are embracing - sipping being the key, not shooting.

"Our biggest seller since we opened has been our verdita which is a measure of tequila served with a shot of 'little green' a blend of pineapple, lime, coriander, mint and jalapeno peppers. We must have sold well into the hundreds of thousands of them over the last decade and they are by far the most popular thing we do and probably the simplest!

"But otherwise, Classic Margs and Tommy's are always winners cocktail-wise, we try to change our cocktail menu every 6-9 months and the list is always very agave heavy!"

Evidence, then, that despite the phenomenal innovation and creativity elsewhere on James's menu, the growing appetite for agave can be quenched by simply serving a margarita. You'll find a simple Tommy's Margarita recipe on page 100 and next to it the Aploma, another simple serve.

But innovation at 400 Rabbits is important and while every pub and bar needs to embrace agave spirits, you'll do well to rival James when it comes to creating a global PR success.

During the pandemic he applied to register the bar as a church and enjoyed national press exposure, with everyone from local press to the BBC picking it up. It then went global with CNN news stories and peaked with that mention by Jimmy Fallon.

"Covid obviously a massive struggle for the entire industry, constantly having to navigate new and ever-changing rules and guidance while full of stress and uncertainty about how and whether we'd get through it financially.

"From that, we had to think on our feet, adapt and try lots of new things. We launched the 'Church of 400 Rabbits' which brought us global attention and raised a load of cash for charity."



But if you're still not convinced that you can follow in any of James's footsteps with his extraordinary range of agave spirits, the offering in his new café bar, where agave isn't the theme, proves the interest in this category is unavoidable now.

"Nowadays it's a two-way street, we still try to educate guests but we get lots of guests who are equally as passionate about agave spirits and are telling us what we should try, that they had this great mezcal here or great tequila cocktail somewhere else.

"We have recently opened another venue 'Le Petit Vert' in a village called Farnsfield which is a little continental style cafe bar serving small plates and lots of wine and not necessarily the sort of place you might expect to find agave spirits, but even there they sell quite a lot and we'll have guests enjoy a mezcal after their meal. I don't think that would have been the case a few years ago and I'm glad we played a small part in making it happen!"

400 Rabbits

AGAVE

DID YOU KNOW?



We talk a lot about barrel maturation in whisky or rum, but anyone making agave spirits has to wait seven to 12 years before the plant even reaches maturity and production can begin. Agave comes from the latin agavus, meaning 'admirable' or 'illustrious' and is a generic name given by 18th century Swedish botanist Carl von Linnaeus for plants with big spiky leaves and pineapple-style bases. The agave is not a cactus, but it is something called a succulent, the difference between agaves and cacti is the presence of leaves, agaves have leaves, cacti don't.

Tequila is a mezcal, just a very specific type of mezcal. To make tequila, by law, producers must use sugars from a type of Agave called the tequiliana Weber azul, harvested in the Jalisco region, and limited municipalities in the states of Guanajuato, Michoacán, Nayarit, and Tamaulipas. Other mezcals, meanwhile, can utilise hundreds of agave varieties. Terroir matters in tequila. Blue agaves grow in rich volcanic soil which impacts on the



flavours, as does the area it grows in. In Jalisco, south of Guadalaraja, agaves are harvested from the Highlands, or Los Altos, where they are slower maturing and higher in sugar or the Lowlands, which give more earthy flavours, vegetal and lime.

The large outer leaves or the penca have sharp spines and needles and are removed by jimadors. 'Jima' means to prune or cut, and the tool required is a coa de jima, a circular blade around 20cm in diameter that's super sharp and has a long wooden handle. A jimador can harvest an agave in 6 minutes, averaging 100 agave a day.

Azteos were responsible drinkers. The civilisation revered the agave and made fermented pulque from the juices of the plant. It served as a substitute for water during droughts, and was used as medicine to combat the trots and other stomach complaints. The plant's leaf was used for fuel and roofing, or shredded and woven into ropes, sandals and blankets - while the sharp tip made a needle. The juice from the agave was collected twice a day by a tlachiquero who would place it in a vat made from animal hide where it would ferment for up to four days, giving it an ABV of around 5%. Solitary daytime drinking was condemned by the Azteos, if you didn't drink during the designated spells, or early happy hours, you could be whipped, publicly humiliated or indeed killed.

Labels matter. Look for NOM on the bottle, it means Norma Official Mexicana and protects the appellation of origin and relates to the company producing it. You also want the stamp of the CRT and, assuming you're not after a mixto tequila, the words "100% Agave"





In 1873 Don Cenobio Sauza opened his distillery and became the first to export tequila.

There are five recognized expressions of tequila:

1. Blanco (silver) no minimum age requirements.
2. Joven or Oro/Gold–a Blanco that has been softened by abocado (caramel, oak extract, glycerin and sugar syrup). Could also be a blend of blanco and reposado.
3. Reposado (aged)–a tequila aged for a minimum of two months in oak.
4. Anejo (extra aged) a tequila aged for a minimum of one year in oak barrels with a maximum capacity of 600 litres.
5. Extra Anejo (ultra aged) a tequila aged for a minimum of three years in oak barrels with a capacity not exceeding 600 litres.

Don Cenobio Sauza





Tommy's V Paloma

The Paloma looks set to topple the Tommy's Margarita as the best tequila cocktail crowd pleaser. When we sipped a Tommy's Margarita at the famous Tommy's Bar in San Francisco twenty years ago, it was an epiphanous moment. This twist on the classic Margarita, served over ice in a rocks glass, is simple but there's a bit of theatre in both its build and appearance. It's a little sweet, a little sour, with a distinctive agave flavour that'll satisfy tequila fans yet with the balance to win over tequila doubters. In that first sip, we knew it ticked all the cocktail boxes.

Here was a serve that could, and should, elevate agave spirits to the next level in the UK. And to an extent, The Tommy's Margarita has been a game changer. Some bar professionals were already on board in the late '90s, and it slowly rose to prominence in the best bars in major cities over the following ten years.

By the time we were enjoying magnificent Tommy's in the mid noughties, it felt like it had established itself. As yet though, despite its incredible composition, its magnificent flavours (not to mention a crushed ice slush puppy interpretation that everyone needs to try), it hasn't quite achieved the ubiquitous status we'd hoped. It's certainly not on every menu, and some bar professionals are still not familiar with it. While we continue to champion it though, and wait for it to become an unavoidable addition to every drinks menu, there is another serve that could take its place as the ultimate agave-based, mixed-drink, crowd-pleaser - and that's the Paloma.

The Paloma is a mix of agave spirit, grapefruit soda and lime. While the very best equipped bars will touch it up with variations, its soul remains as a simple spirit mixer drink. Many attribute the creation of the Paloma to the legendary Don Javier at his La Capilla bar in the town of Tequila, Mexico, which is perhaps best known for his Batanga (tequila, cola and lime). It was certainly here that we first sampled our first Paloma. Don Javier's serve was a mix of agave spirit, grapefruit soda and lime. He poured his sodas from large fizzy pop bottles, and stirred the drink with the knife he used to cut the limes, but while Don Javier's drinks appeared rudimentary, he clearly had an acute appreciation of how these ingredients married. Grapefruit and tequila provide a perfect union of flavour. As Don Javier suggested, the beauty of the Paloma was not only that it was fresh, tasty and undoubtedly an agave drink, but also it was something new on the palate and a drink that can be created anywhere.

To be fair, the Tommy's Margarita is hardly complicated, but as a highball serve, the Paloma can be fired out quickly and mirrors the build of the Cuba Libre or G&T. So training staff to make them is a doddle. And not only does it taste great, it has a slightly pink colour that provides a winning aesthetic as it passes across the bar to the customer. If you haven't heard of it, get one on the menu and trial it. You might as well, everyone else will be drinking them and it's destined to be the runaway mixed drinks success of 2024.





Tommy's Margarita

Not content with being tequila's most famous mixed drink, the Margarita is also one of the world's most popular cocktails, but this twist on the quintessential classic is arguably a better drink.

Created in Tommy's Bar in San Francisco in the late 1980s by owner, and legendary agave aficionado, Julio Bermejo, the Triple Sec is replaced with Agave syrup and served on the rocks, try it with a Blanco tequila for a bit of extra zest.

Glass: Rocks

Ingredients

- 50ml Blanco Tequila
- 25ml fresh lime juice
- 15ml Agave syrup
- Method: Shake all the ingredients, strain into a salt-rimmed rocks glass over ice. Garnish with a lime wedge.



Paloma

The Paloma is a terrific tequila-driven tipple. It's refreshingly unpretentious, easy to make and a much better way to enjoy quality tequila than downing it in one – especially when you use this Grapefruit Soda from The London Essence Company, low in calories yet beautifully balanced with additional distilled essences.

Glass: Highball

Ingredients

- 60ml Blanco Tequila or Mezcal
- 3 tsp lime juice
- Ice cubes
- The London Essence Company Pink Grapefruit Soda
- Fresh lime juice
- Method: Fill glass with ice, pour tequila and lime juice. Stir with a big knife (just like Don did) and top with grapefruit soda. If you want to create more theatre, rim the glass with salt, and garnish with grapefruit wedge.

And if you want to build on your agave offering, twist these two classics with agave Oaxaca Old Fashioned. A twist on a classic and one to mix with Mezcal, Quiquiriqui uses the espadin agave, baked in an underground stone-lined pit, which gives it a light smokiness, before distilling it twice in copper pot stills.

Ingredients

- 40ml Reposado Tequila
- 12.5ml Mezcal
- 1 barspoon agave nectar
- 2 dashes Angostura bitters
- Garnish: orange twist
- Method: Set the orange peel to one side before bringing all the ingredients in a glass (Old Fashioned) containing a large ice cube. Stir until chilled. Flame an orange twist over the surface of the drink.

Tequila Espresso Martini

The popular pick-me-up classic receives a tequila-driven twist courtesy of Cazcabel Coffee Liqueur – a stimulating and smooth combination of blanco tequila and arabica coffee sourced from Soconusco on the Mexican coast.

Glass: Coupe

Ingredients

- 50ml Cazcabel Coffee Liqueur
- 50ml Espresso coffee
- 5ml Sugar Syrup
- Method: Shake all ingredients and strain into a chilled coupe glass.

PREMIUM TEQUILA

CASAMIGOS BLANCO

Sweet, vanilla with hints of lemon and fresh mint on the palate, with a long and luscious aftertaste of peppery agave.

% 40	£ £££
70cl	# 35503	C 6

SPICY REFRESHER

- 50ML CASAMIGOS BLANCO TEQUILA
- 2 WEDGES FRESH WATERMELON
- 2 SLICES RED JALAPEÑO PEPPER [NO SEEDS]
- 15ML FINEST CALL LIME JUICE
- 15ML AGAVE SYRUP
- 10 LEAVES FRESH MINT

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. GENTLY MUDDLE JALAPEÑO SLICES WITH MINT & WATERMELON, ADD REMAINING INGREDIENTS, SHAKE HARD & FINE STRAIN OVER ICE
3. WATERMELON SLICE & FRESH MINT

NOTES
TRY THIS RECIPE WITH PINEAPPLE SYRUP INSTEAD OF AGAVE



PREMIUM TEQUILA

EL JIMADOR REPOSADO

Aged for two months in American oak barrels. The result is an exquisite golden colour, balanced flavours and an unusually smooth and mellow character.

% 38	£ £££
70cl	# 12202	C 6

PASSIONATE SUNRISE

- 37.5ML EL JIMADOR REPOSADO TEQUILA
- 12.5ML QUIQUIRIQUI MATALAN MEZCAL
- 37.5ML FINEST CALL PASSIONFRUIT JUICE
- 18.75ML FINEST CALL LIME JUICE
- 18.75ML TEISSEIRE ORGEAT SYRUP
- 2 DASHES ANGOSTURA BITTERS

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. SHAKE & STRAIN ALL INGREDIENTS OVER CRUSHED ICE
3. GARNISH WITH A LIME WHEEL



BLANCO/ SILVER

STANDARD TEQUILA



JOSE CUERVO ESPECIAL SILVER

The brand that introduced the World to Tequila, Especial Silver is great in mixed, long drinks and is the epitome of smooth.

% 35	£ ££
70cl	# TBC	C 6

STANDARD TEQUILA



LA CHICA SILVER

La Chica Tequila Silver is clean and crisp, with light subtle aromas of agave. The finish is warm and earthy.

% 38	£ £
70cl	# 21002	C 6

PREMIUM TEQUILA



OLMECA SILVER

Made from premium blue agave this tequila captures the flavour of the Jalisco highlands. Drink it mixed, in shots or in classic cocktails such as the margarita.

% 38	£ ££
70cl	# 14728	C 6

PREMIUM TEQUILA



PATRON SILVER

Handmade in small batches using only the finest 100% Weber Blue Agave, to be smooth, soft and easily mixable.

% 40	£ ££££
70cl	# 12965	C 6

PREMIUM TEQUILA



TEREMANA BLANCO

Teremana Blanco Tequila is a smooth premium blanco tequila by Dwayne "The Rock" Johnson, made in the highest fields of Jalisco, with notes of fresh agave, citrus, vanilla and black pepper.

% 40	£ £££
70cl	# TBC	C 6

STANDARD TEQUILA



MONTEZUMA SILVER

Produced by the Montezuma company and available in silver and gold for maximum flexibility, these tequilas offer a great quality liquid at a brilliant price.

% 38	£ ££££
70cl	# 28267	C 6

PREMIUM TEQUILA



1800 SILVER

100% agave, 1800 tequila is great with rose lemonade, mint and grapefruit. Floral, fruity and slightly sweet.

% 38	£ ££££
70cl	# 17910	C 6

PREMIUM TEQUILA



CAZCABEL BLANCO

A spirit fashioned from sun-baked agave in the heart of Mexico's Jalisco region. The earthy notes of the agave are balanced with a fresh citrus edge.

% 38	£ ££
70cl	# 12402	C 6

PREMIUM TEQUILA



DON JULIO SILVER

Clean and dry with a touch of black pepper and grassy undertones.

% 40	£ ££££
70cl	# 17978	C 6

PREMIUM TEQUILA



EL JIMADOR SILVER

Made from 100% blue agave, it is double-distilled to remove impurities and immediately bottled to preserve its crisp, authentic character.

% 38	£ £££
70cl	# 30963	C 6

PREMIUM TEQUILA



OCHO SILVER

Made with 100% blue agave, Ocho Blanco honours the noble agaves of Arandas and the Camarena "Ranchos" through intense, lively and clean flavours.

% 40	£ £££
50cl	# 19783	C 6

REPOSADO/ GOLD

PREMIUM TEQUILA



1800 REPOSADO

The world's first double-barrel aged tequila – marrying the flavours of French and American oaks gently sweet with buttery oak, mild spices and a touch of smokiness.

% 38	£ ££££
70cl	# 17905	C 6

PREMIUM TEQUILA



CAZCABEL REPOSADO

Tastes dry, earthy agave balanced with vanilla and toasted oak with a long and complex with a jalapeño tingle finish.

% 38	£ £££
70cl	# 20672	C 6

STANDARD TEQUILA



JOSE CUERVO ESPECIAL REPOSADO

A unique recipe aged in white oak for up to 6 months producing sweeter, warmer tones.

% 38	£ £££
70cl	# 61140	C 6

STANDARD TEQUILA



MONTEZUMA GOLD

Produced by the Montezuma company and available in silver and gold for maximum flexibility, these tequilas offer a great quality liquid at a brilliant price.

% 40	£ ££
70cl	# 28268	C 6

TEQUILA LIQUEUR

CAZCABEL COFFEE

Tequila blended with the rich, sweet taste of freshly roasted South American coffee. Makes a fantastic Espresso Martini.

% 34	£ ££££
70cl	# 12437	6



JALISPRESSO MARTINI

50ML CAZCABEL COFFEE TEQUILA LIQUEUR 70CL

50ML FRESH ESPRESSO

5ML AGAVE SYRUP

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN
3. FLAMED ORANGE ZEST

FLAVOURED

TEQUILA LIQUEUR



CAZCABEL HONEY

With the fresh, earthy and dry Tequila Blanco at its heart, a dose of sweet nectar is added to the blend.

% 34	£ ££££
70cl	# 16687	6

TEQUILA LIQUEUR



TAKE TEQUILA PINK GRAPEFRUIT LIQUEUR

A refreshing twist that elevates your shots and a brings vibrancy to your palomas.

% 34	£ ££
70cl	# TBC	6

TEQUILA LIQUEUR



TAKE TEQUILA JALEPENO GRAPEFRUIT LIQUEUR

A tantalizing fusion of heat and sweetness. Perfect for bold shots or adding a fiery twist to your favourite cocktails!

% 34	£ ££
70cl	# TBC	6

TEQUILA LIQUEUR



TAKE TEQUILA PINEAPPLE LIQUEUR

This exquisite liqueur will elevate your shot experience and bring a burst of freshness to your cocktails.

% 34	£ ££
70cl	# TBC	6

MEZCAL



QUIQUIRIQUI ('KEY KEY RE-KEY') MATATLAN

A classically smooth "house style" mezcal with distinct roasted agave flavours and a peppery Espadín finish. Perfect as both a house pour, and a cocktail staple.

% 45	£ £££
70cl	# 19786	6

CACHACA



SAGATIBA PURA CACHACA

Cutting edge multi-distillation process produces a clean spirit with the delicate flavour and aroma of fresh cut sugarcane. Perfect for the Caipirinha.

% 38	£ £££
70cl	# 27972	6

MEZCAL & CACHACA

BRANDY

Brandy is a spirit that deserves its flowers. Pisco makes an iconic sour, Calvados is a criminally neglected aged apple spirit that is truly excellent in an old fashioned with a little honey, and can make for a fantastic spritz with a little St Germain and a dryer sparkling wine, but Cognac is the first thought when most consider the category.

It's a relatively small slice of the pie in terms of overall spirits at less than 2.5% of vodka, gin, rum, brandy, tequila, whisky, liqueurs and speciality drinks combined*, but almost 89% of what is drunk is premium or super premium, so either range it with options to upsell, or go straight in at something premium to maximise your opportunities.

*Latest 12 WKS % chg vs YA, CGA OPMS data to w/e 20.04.2024

COGNAC
COGNAC
COGNAC
COGNAC
COGNAC



COMEBACK
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WHILE BRANDY WAS A MAINSTAY ON THE MENUS OF 19TH CENTURY BRITISH BOOZERS, THE SPIRIT SOMEHOW LOST ITS SPARKLE OVER THE LAST CENTURY. BUT BAR STAFF AT TT LIQUOR IN LONDON HAVE SEEN A RESURGENCE IN INTEREST.

Here Sasa Rudivic, the bar's listing manager, tells us why the spirit really is back in business.

"What's not to love about Cognac? It's literally summer in a glass," Sasa Rudivic tells us, sitting by his cellar bar at TT Liquor.

Sasa knows a thing or two about drinks. TT Liquor is a multifaceted London bar in rude health thanks to tireless efforts across a wide range of services – from the TT restaurant that's committed to seasonal menus and wood-fired cooking, to its liquor store, cellar bar and even the independent cinema. And as the listing manager, Sasa is always searching for drinks that will satisfy each area of this business. Even so, "summer in a glass" isn't exactly how British customers have viewed brandy over the last twenty years, or arguably for as long as 100 years. Somehow this spirit has become pigeonholed as a winter sipper, it's as stereotyped as single malt and apparently the preserve of an older, wealthier, male audience, with plenty of cosy, Dickensian narrative thrown in to ensure it only comes out at Christmas. But actually, if you look back in the great cocktail books of the last 19th century, you'll note it was one of the most important spirits for the very first bartenders who mixed it into a wide range of drinks.

"This is about explaining to people how accessible it actually is," says Sasa. "It's more than just a drink for a big snifter glass, drunk by old guys. You know, it's a very young, fresh kind of spirit, if you want it to be. And you can do so much with it, it's versatile, so it's about stepping away from the stigma. Cognac is something that's approachable for everyone."

Because it's such a successful category, Cognac can be everything to everyone, so describing it as "fresh" and "young" is valid, and not simply in terms of the age of the spirit in the bottle. Many Cognac brands have expressions that are aimed at a younger audience, designed to excel in mixed drinks. That said, history is important, and looking back into the past is essential for any young bar professionals, because this history can inform and inspire innovation.

"Classics are the best example," agrees Sasa. "But bartenders are working more with it, they're getting creative. In the past bartenders saw it as an expensive spirit, they may be shying away from working with it because it has a dominant flavour, but it was more the price aspect than anything else. Now the price is getting better and people are realising how good it is as a spirit."

TT Liquor's menus list two drinks that perfectly showcase the versatility of the spirit. 'Liquid Swords' celebrates the classic elegance, mixing Hennessy VS with Pedro Ximenez Sherry, Maraschino and topped with Moët Champagne in a champagne flute and is a serve nodding to the Champagne Cocktail, originally served up in a tumbler during the mid 19th century without brandy, and by the 1930s with brandy and in a wine glass. Meanwhile on the cinema bar menu the 'Feeling Peachy' is a fresh and fruity highball mix of Hennessy VS, Del Mago Chinato, Peach Syrup topped with London Essence Soda. It's a lively, youthful, easy-drinking serve that proves Cognac is very much at home in a modern, refreshing cocktail.

"We are trying to bring that true characteristic of cognac, it has to shine through, but because it is quite open to interpretation, you can do things like infusions. We did a drink where we infused it with mango, and it just worked perfectly.

"Just respect the flavours that are coming through and just work with them to make it shine or pop even more. The Cognacs, even at the starting point, like a VS, are so good that you can make them pop and sing. Personally, I like highballs, especially now that summer's coming. So, one that white peach and jasmine soda from London Essence works with any VS or any cognac of your choosing. It just brings those summery flavours out.

"Cognac's strength is definitely its depth of flavour. When it comes to how it's made, there's care and love. I'm not saying other spirit makers don't have the same, but because it's so steeped in history, you can really see it, you can taste it. If you ever have the chance to go there [to Cognac], you would see what I mean. It's just divine. It's one of my favourite spirits. It's just beautiful."

So the future for brandy and Cognac is no doubt bright if the team at TT Liquor has a say, and rightly so. With all the heritage and education available, not to mention support from brands, there's no reason for this spirit not to have a heightened presence on your back bar.

"It's very bright," agrees Sasa. "It's having a massive comeback. Like in a sense where maybe ten, fifteen years ago you wouldn't necessarily work with cognac because it was just considered too out of reach, too expensive and too old school.

"But now I think people, especially bartenders, realise how great it is in cocktails. More and more bars are working with it now, but it never left. Cognac was always here, and now it's getting stronger and I'm looking forward to what creations people will come up with."



Elevating Cognac

JAKE O'BRIEN MURPHY HAS WORKED IN SOME OF THE BEST BARS IN THE WORLD AND, AS WELL AS BEING A LEADING INDUSTRY CONSULTANT, HE IS ALSO SPIRIT BRANDS AMBASSADOR FOR MOET HENNESSY. WITH ALL THIS EXPERIENCE, HE'S A GREAT GUY TO CHAT TO ABOUT ALL THINGS COGNAC AND, SPECIFICALLY, HOW BARS CAN DO SOMETHING NEW AND INNOVATIVE WITH ONE OF THE OLDEST SPIRITS IN THE WORLD.





What more can bar professionals do to bring Cognac to the attention of consumers?

If we look sideways at our spiritual cousins in Scotland with whisky - and certainly now in Mexico with tequila and mezcal - the growing popularity of these products among consumers has been driven inevitably by grassroots bartending. What I mean when I say that is, bartenders have patiently picked through the history, the culture, the production and ultimately the jargon to be able to speak about these products in meaningful and informed ways. Education is so vital in driving consumer decision making. So therefore, engaging the people with their boots on the ground is profoundly important. Cognac is fascinating, it is the most regulated spirit on the planet, it has so much going on for the nerd and the newbie! For educators and professionals like me, it is about making sure we tell these stories and demystify the nonsense. Cognac doesn't behave in the same way as other aged spirits – so straight away, we have a point of difference, something that we need to be better at explaining. That's where the value lies for our consumers. Then we can talk about grapes, Charentes stills, brouillis and other production details. As we have done with whisky education and tequila education, it's about rigour and passion!

What are the most common mistakes bar professionals make when talking about Cognac?

There's a false equivalence when we talk about maturation essentially. It is easy to assume that eaux de vie behave similarly to single malt whiskies. I can see why people make this assumption, they are both expertly crafted luxury products but the differences are night and day. We look at ageing potential in all of our eaux de vie, in this way we talk about maturity not age. We may have some liquids that express themselves with light florals and waxy notes and another with rancio, chocolate or leather at 35 years old. This isn't a deficiency in the product, it is the way each Maison will manage their stock and understand their ageing potential. We are blending for complexity and consistency constantly. Likewise, we tend to find that the raw material, grapes, is underexplored. The cognac region is one of the largest white wine producing regions in France. We talk of course about Ugni Blanc that makes up 99% of all Cognac consumers today, but what is the fundamental character that distilled grape products bring? The answer to that question is in no way a short one.

Are there any super simple serves to get Cognac drinks on the menu?

The Harvard, the king of the stirred down and brown. A softer, more debonaire option when set against the classic Manhattan. The Sidecar is another. It's incredible to me that so many people today drink Margaritas and have never tried a Sidecar. As classic daisy style drinks, it is hard to top. I drink my cognac with crisp, ice cold soda water. Similar to a Mizuwari in Japan or a highball. Likewise, cognac and apple juice is divine.

If you are limited in back bar space and introducing Cognac, what styles are essential?

A great VS, a VSOP and a XO are all obviously par for the course. I would encourage people to explore the stylistic difference between houses and producers. Are they distilling on lees? Wonderful, you'll end up with a little more robust end product. No? Now you have a lighter style of cognac. This is a way to really get people interested in the category.



CALVADOS

REMY MARTIN VSOP

A blend of eaux-de-vie stored exclusively in mature Limousin oak casks that are more than 20 years old. Notes of apricot, rose and vanilla.

% 40	£ £££
70cl	# 12357	6

1. COLLINS GLASS
2. SHAKE AND STRAIN OVER ICE
3. MINT SPRIG

FOG CUTTER

- 45ML BACARDÍ CARTA BLANCA RUM
- 15ML TANQUERAY GIN
- 12.5ML REMY MARTIN VSOP COGNAC
- 10ML BARSOL QUEBRANTA PISCO
- 45ML EAGER SMOOTH ORANGE JUICE
- 15ML TEISSEIRE ORGEAT SYRUP
- 15ML FINEST CALL LEMON JUICE
- 15ML OLOROSO 'COLLECTION' 12 YEARS OLD, WILLIAMS & HUMBERT



APPLE



BOULARD CALVADOS

Pays d'Auge aged for a minimum of 2 years characterised by Grand Solage and vanilla oak.

% 40	£ £££
70cl	# 15552	6

ARMAGNAC



JANNEAU VSOP ARMAGNAC

White wines from Bas Armagnac and Ténarèze are distilled and aged separately in Limousin oak casks for a minimum of seven years before being blended and bottled.

% 40	£ £££
70cl	# 56978	6

COGNAC



COURVOISIER VS *** LUXE

A mouth-watering blend of cognacs aged for up to eight years. Grapes from the Fins Bois and Petite Champagne crus give complex fruity notes, richness and depth.

% 40	£ ££
70cl	# 57694	6

COGNAC



COURVOISIER VSOP

Expertly crafted using a minimum of 50% Grande Champagne grapes blended exclusively with Petite Champagne grapes.

% 40	£ £££
70cl	# 57695	6

COGNAC



HENNESSY VS COGNAC

For 250 years, Hennessy has been able to preserve and perpetuate its expertise, and to establish a unique style with such a variety of expressions.

% 40	£ ££
70cl	# 28458	6

COGNAC



MARTELL VS ***

A masterful blend of "Tronçais" oak-aged eaux-de-vie from the Charente region's four main growing areas; Grande Champagne, Petite Champagne, Borderies and Fins Bois.

% 40	£ £££	
70cl	# 56614	6
1.5l	# 56616	

GRAPE



JULES CLAIRON

Pure French grape brandy, aged for one year to soften and build character. Nose of rich caramel, and a smooth full-bodied palate.

% 36	£ £	
70cl	# 61159	6
1.5L	# 28570	6

GRAPE



THREE BARRELS VSOP

Pure French grape brandy, aged for one year to soften and build character. Nose of rich caramel, and a smooth full-bodied palate.

% 38	£ £
70cl	# 30923	6

PISCO



BARSOL QUEBRANTA PISCO

A Peruvian puro pisco made with Quebrante grapes to create a straight-up, non-aromatic pisco, as is popular back in Peru.

% 41.3	£ £££
70cl	# 21324	6

RUM

Thanks to pirates being a cool thing where we get to ignore quite a lot of murders because people talked like they were from the West Country and had pet parrots, rum has an amazing mythology rivalled perhaps only by gin. The romanticised spirit has probably the most diversity, too – white, gold, dark, spiced and flavoured all tasting worlds apart from one another.

This year Don Papa, Bacardi Caribbean Spiced, Bumbu and Bush rums round out a broad range of spiced offerings, but the fasted way to twist a classic cocktail recipe is to sub in a flavoured spirit like Bacardi Coconut or something from the ever-expanding Dead Mans Fingers range.

BURLOCK



This hidden central London basement bar is making a big noise with more than 200 rum brands available. But with an innovative cocktail menu, talented staff and quality events, Burlock is proving to be more than a one-trick pony.



The clue to Burlock's devotion to rum is in the name. For the uninitiated, Burlock is a playful reference to a hemp bottle carrier used by 1920s rum runners during Prohibition.

While the American ban on alcohol was daft at best and horrific at worst, ultimately resulting in the rise of organised crime and economic ruin for the nation, the bar's association with the era is an example of the modern-day romanticism we lend to that distinct 'dry' period in history.

And why not, the rum runners were a brave bunch for sure, and while there are plenty of nefarious tales around their exploits, there's a charm to a group who did their utmost to ensure thirsty Americans could find a cocktail. Amongst our favourite is Bill McCoy whose liquor was of such a standard that some attribute the phrase 'The Real McCoy' to him.

Along with its name, Burlock also nods to Prohibition through its location, a basement setting reminiscent of the Speakeasy bar scene of 1920s America. It's mercifully a wistful nod to nostalgia, rather than an authentic replica of the era's bars, since many of the original speakeasies were dangerous with dirty, even poisonous, drinks.

BURLOCK



Beyond the Prohibition references though, Burlock is a very versatile venue. You'll find a decent stash of rum here, 200 plus bottles in fact, and the menu is dominated by rum cocktails.

But there's cross-category innovation in the drinks, and an eclectic feel to décor and design. And this, combined with the excellent service, helps make it a fantastic place to drink , and indeed learn.

As you'd expect, it does lean on the rum, and there are some classic cocktails on there that wouldn't be out of place before or just after the 1920s. But the menu also pays tribute to cocktails from across the entire history of the spirit, with everything from a 17th century punch, to modern rum twists on drinks like the Espresso Martini. And beyond rum, the Bourbon Manhattan is also exceptional, as is the Gin Julep, and there's even an akvavit drink on the menu that really challenges perceptions. And while the team has implemented some experiences that align with rum, these are easily transferable to any pub or bar. Indeed some have been twisted from concepts you will see elsewhere.

The Burlock Carnival Brunch event for example, could be a brunch in any other venue. It takes place every Saturday and they serve Caribbean cuisine, the bottomless brunch drinks are rum cocktails, meanwhile the live entertainment includes Carnival dancers.

While the idea of a bottomless brunch isn't original, they simply make it feel unique with these extra aspects. There's also a rum club, offering members VIP rum tastings with some of the rum industry's leading experts, which is a fantastic way to build a loyal customer base. Again, it could be adapted for any spirit in any pub or bar.

Elsewhere the bar cleverly invites rum brands to take over the bar and menu once a month, providing free samples for consumers to build loyalty not only in the brand, but the bar itself, while also enabling the staff to learn more about a wider variety of expressions.

These are ideas and experiences any pub or bar can embrace and are simply about maximising the space and celebrating the craft of drinks and hospitality.

Having said all that, let's not forget that Burlock boasts an extraordinary range of 200 rum brands. There's no point compiling such a strong selection without knowing what you're doing. So we sat down with general manager Julio Dennery to find out more about how Burlock came into being:

What made the group open a rum bar?

The concept simply evolved from a passion for rum and a desire to fill a gap in the bar scene. We noticed a lack of focus on rum, and it's an incredibly versatile and diverse spirit. Committing to this concept wasn't without its challenges of course, It required dedication, research, and a clear understanding of what we wanted to offer.

How easy was it to take this focus on rum and bring in the public?

Since opening, we've faced challenges typical of any new venture, from supply chain issues to establishing a customer base. However, our commitment to quality and a unique rum experience has been a significant win. Customer feedback has been positive, but importantly, we've listened to them and learned to adapt our offerings based on their preferences.

Was it easy for you to go with the rum theme?

My love for rum began in 2015. Over the years, I've witnessed the rum category undergo significant changes, with a resurgence in interest and the emergence of craft producers offering diverse styles and flavours. The bar reflects this journey. It boasts a curated selection of rums, showcasing a variety of styles and price points, because we believe in offering a range that caters to both seasoned enthusiasts and those new to the world of rum. This includes white, aged, spiced, and premium rums from different regions.

Cocktails are a big part of what you do, how do you design the menu?

Crafting signature cocktails is a collaborative effort, involving the expertise of our team. We draw inspiration from historical recipes, but also innovate to create unique concoctions. Customer preferences play a crucial role in shaping our cocktail menu, ensuring it resonates with a broad audience. Personally, my favourite cocktail is the Painkiller (a riff on the Pina Colada), our bestseller is the Burlock Punch, and the best simple classic serve we offer is the Daiquiri with different flavour choices. A simple and delicious rum cocktail that can be enjoyed anywhere is the Daiquiri, as its simplicity ensures a consistent experience across different bars.

If you were to restrict yourself to 5-8 rums then what would they be?

For a versatile rum list, I'd include a range of styles, such as a light Cuban rum, a robust Jamaican rum, a well-aged Barbadian rum, a quality spiced rum, and a high-proof overproof rum. Each brings a unique profile for sipping and mixing. To young bartenders looking to build a focused rum programme, my advice would be to immerse yourself in the world of rum, continuously educate yourself, and stay open to experimentation. Engage with your customers to understand their preferences, and don't be afraid to take risks in crafting innovative rum experiences.



DID YOU KNOW?



Here's a bit of a deep dive into rum distillation for you, every day is a school day...

Fermentable:

All alcohol comes from something fermentable. In the case of rum, the sugars come from cane juice or molasses. Sugar cane is a grass which, in some places, is still harvested by men called cutters using machetes. It's pressed to extract the water, then crushed to get the sugary juice. This cane juice can be fermented, but is more commonly boiled and treated to make sugar, the byproduct being thick, black molasses.
The molasses is diluted, fermented and distilled to give you rum.



Pot Stills:

Rum can be produced using Pot stills. The pot still is the OG of distillation, conceived in the 9th century by Arabic alchemist Abu Musa Jabir ibn Hayyan, or Gerber. Gerber's pot principles continue to roughly apply to whisky, brandy, bourbon, tequila and indeed rum. In rum they deliver heavier, more robust and flavoursome spirits. Each distiller uses the stills differently, but if you're looking for great examples then Appleton in Jamaica is a heavy pot rum style, R.L. Seale from Barbados is lighter.

Column Stills:

Alternatively a distiller will use a column still. The column still was patented in 1830 by Irishman Aeneas Coffey and put to excellent use in rum in 1862 when Don Facundo Bacardi made his first spirit. Coffey used two columns, linked together and his principles still apply, although they have been fine tuned over the years. In general, column stills will produce highly rectified and lighter rum, but not all rums produced in columns will be light, if the distiller pulls the spirit off the still at lower strength it'll have more flavour.

And in some cases, both pot and column rums will be made, aged and used in a blend.

Wood Nous:

Ageing is important in rum, it darkens the spirit, rounds and imparts flavour and usually happens in old bourbon casks. In tropical climates the pores of the wood open up so the spirit takes on more of the wood character over a shorter time compared to colder climates like Scotland. Because wood is porous, the spirit can evaporate and be lost. This is romantically referred to as the "angel's share".

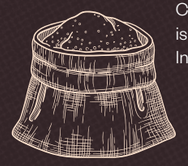
Word Play:

The etymology of 'rum' is attributed to many sources, among the best are an abbreviation from the Latin for sugar Saccrharum; rummage, the name of an English ship's hold and what people did when they searched for cane spirit in their pockets; Brum possibly after the sugar cane fields in the midlands, but more likely after a drink the Dutch sailors took from the Malaysians. Rum was also called kill-devil by the English.

Legals:



Rum is any spirit made from sugar, either cane juice of molasses, and can be distilled anywhere. Famous in the Caribbean and South America, it is also produced in countries like India and Australia.



Esters:

Not a bunch of little old ladies but the flavour compounds created in fermentation that are present in the most pungent rums and give off banana aromas.

Dunderhead:

Dunder is something used to enhance the esters that arrive in the most pungent rums. Dunder is a non-alcoholic residue left after distillation and is buried in the ground to attract bacteria. It's added during fermentation and raises the acidity to promote the esters, particularly in Jamaican pot still rum. Smells bad, makes the rum taste good.

WHEN THEMING YOUR MENU AROUND RUM, THE TEMPTATION MIGHT BE TO TURN TO TIKI, THE POPULAR POLYNESIAN CONCEPT THAT IS SO OFTEN THE GO-TO APPROACH FOR RUM FUN. BUT RUM'S VERSATILITY AND COCKTAIL HERITAGE ENABLES YOU TO CONSIDER A MUCH BROADER APPROACH WITH YOUR OFFERING.

For a start, the Daiquiri, one of Cuba's great contributions to epicurean culture, is a refined and complex cocktail, with a citrus zing that moves it away from a standard sweet rum and Coke. Then there's the Pina Colada. If you like them, put them on the menu. Yes, it's a party drink and lays it on thick with the theatrics, but they're really very tasty when made correctly and can satisfy the customer's palate while grabbing the attention of others at the bar.

Here then is a range to consider, mixing rum fun with classic quality.

THE RUM RANGE

DAIQUIRI

Any seafarer worth his salt, or indeed sugar would've added a sweetener and lime to a cane spirit on his travels - a fact that has made the origins of the Daiquiri a topic of much debate.

Most credit Jennings Stockton Cox and colleague F.D Pagliuchi for coining the cocktail moniker when, in 1828, the Americans were mining near the Cuban town of Daiquiri and masterfully negotiated a pay packet including rum.

The locals drank Canchanchara - rum, lime and what was described as honey but was possibly molasses - and Cox and his cronies soon adapted this, the drink's name.

DAIQUIRI NO.1

As taken from the 1935 Bar le Florida Cocktails recipe book. In Cuba today, it's ordered as a 'Natural Daiquiri', meaning not made in a blender.

GLASS: Martini or Coupe

- 60ml white rum
- 1 teaspoonful of sugar
- The juice of half a lime

Shake well on ice and strain into a cocktail glass. Garnish with a lime wedge.

MOJITO CUBAN STYLE

Once the most popular cocktail in the country, the ubiquity of this serve led to some turning their nose up at it. But this blend of white rum, mint, sugar and soda water is a very simple cocktail to build, it's refreshing and it's tasty on the palate. Made famous at Bodeguita del Medio bar in Havana, if you serve it over cubed rather than crushed ice, then you're closer to the original.

GLASS: Highball

- 60ml Rum
- 1 teaspoon of sugar
- Soda Water
- 6 Mint Leaves

Squeeze and add a large chunk of the lime, add the mint, rum and sugar and lightly press to dissolve the sugar. Add the ice, top with soda water and lightly stir it up. Garnish with a sprig of mint.





PINA COLADA

The party ends with rum for sure, but there's a bit of history here as well - the mix is vaguely attributed to Puerto Rican pirate Roberto Cofresi who apparently nailed his victims to the deck before kicking back with pineapple and sugar-based alcohol. Lovely stuff... The cocktail got its first mention in the American Travel Magazine in 1922 but without coconut, and it only really came to fruition 30 years later when blenders and tinned coconut cream came to the fore.

GLASS: Hurricane

- 50ml White Rum
- 75ml Pineapple Juice
- 25ml Cream Of Coconut
- 25ml Single Cream

Blend all the ingredients with 300ml cracked ice, pour into the glass and garnish with a pineapple chunk and a cherry.

PLANTER'S PUNCH

Get a punch in the face of your customers, either in a large bowl serve, or simple in a single serve like this. Taken from the hindi word panch, meaning five, the blend of spirit with dilution and Vitamin-C tonics travelled back with 17th century seamen who had sailed the Indian Ocean. Beloved by the British thereafter, this particular serve found fame at the Planter's Hotel in Charleston, South Carolina in the 19th century.

GLASS: Highball

- 60ml Jamaican Rum
- 20ml Lemon Juice
- Half A Teaspoon Of Sugar Syrup
- Dash Of Angostura Bitters
- Sparkling Water

Shake all the ingredients except the water on ice, pour over ice, top with sparkling water and stir once.

BERMUDA RUM SWIZZLE

The Swizzle is thought to have originated in St.Kitts, but is also known as Bermuda's 'national drink'. We were served this version at the Swizzle Inn, in Bermuda's Bailey's Bay (get us), although this is the recipe they shared, they also claimed there were other secret ingredients. Ours arrived in a pitcher with cocktail glasses, but you can build it in a tall glass.

GLASS: Sling Cocktail Glass or Highball

- 50ml Goslings's Rum
- 2 Dashes Aromatic Bitters
- 60ml Orange Juice
- 60ml Pineapple Juice
- 3 Tsp Lime Juice
- Dash Grenadine
- Crushed Ice

Pour the first six ingredients into a glass, add crushed ice and swizzle. Add a float of rum and garnish with an orange wheel.

RUM SCHOOL

The Campari Group provides wide-scale bartender training and opened an educational Academy last year in London to encourage wider learning. Amongst the drinks in the Group's collection is Appleton Rum.

Chris Dennis is their rum and whiskies ambassador. Having had two decades working in some of the world's finest bars - from Zetter Town House to co-founding Disrepute in Soho, he knows his onions.

Here, he unpeels the layers of his expertise and reveals why the rum category is crucial for every bar.

Rum is a uniquely diverse category. While this makes it exciting, it can also make things confusing when approaching a rum programme - and leave bars stocking the same products again and again.

We want to encourage bar professionals to discover more about the world of rum, because as you broaden your offering, guests will want to learn along with you. It's an exciting time for rum in general and this year the spirit has outsold whisky.

Spiced rum continues to be a popular choice among UK drinkers, often acting as a great entry point into the category. From here, they'll move on to island specific rums and start asking for them in cocktails.

Thanks to an increase in knowledge and consumer trends, we've seen simpler, shaken cocktails become much more widely available; from gastro pubs to clubs there's been a renaissance in rum cocktails, so the Mai-Tai, a four-ingredient classic (rum, curacao, lime and orgeat) with Appleton Estate at its heart should be front and centre on the menu!

But we expect to see a rise in the number of innovative twists on all the most-loved rum cocktails, which will continue to bring in drinkers of all levels.

And from cocktails, we know these drinkers will move on to become premium sipping rum enthusiasts, championing the category.

Rum absolutely has a seat at the table of high-end and collectable spirits, and our research revealed that 67% of rum drinkers agree aged rum should be sipped neat at a bar, as you would whisky.



Premium rum continues to grow in importance compared to the standard expressions in bars, nightclubs and hotels- offering a great opportunity to 'trade up' in these spaces.

Education obviously helps when you're trying to navigate your way through this process and take consumers from flavoured to premium sipping rums. But one useful tip is that, with the vastness of rum as a category, it'll always benefit from a broad approach.

With Appleton and our wider rum portfolio we can work through expressions, that can be supported with education and training via the seminars we run at Campari Academy UK. We look at the evolution of the category from raw material and production, but perhaps more importantly, we look at Caribbean history to understand the journey that Rum has taken to be the diverse, resilient spirit that we love today.

Whatever space you have, always start by selecting four rums:

- Something light and mixable, maybe Cuban or Puerto Rican.
- Something with a bit of age and approachability, for example a Bajan or Guyanese rum.
- A Jamaican rum, there is a fruity boldness here that is needed in any rum program.
- A rum with some age and character- a premium sipper that has great upsell potential.
- IF you have more room, I would add a good spiced rum and an Agricole to round this out.

APPLETON ESTATE RUM

APPLETON ESTATE

CRAFTED AND AGED IN THE HEART OF JAMAICA

THE JOY OF RUM

Appleton master blender Joy Spence is a legend of the drinks industry, with decades of experience producing rum.



Here she answers our questions about rum's evolution in the UK



What do you love most about the rum category?

I have heart for many spirits, but there's something truly special about rum. I started at Appleton Estate as chief chemist, so early in my career I was very focused on the science of rum-making. But as I grew into the role, I quickly discovered rum blending is an art form. We have thousands of barrels of aging rum at Appleton Estate, all exhibiting incredibly nuanced, complex flavors that premium Jamaican rum is known for. You must trust your senses to find how to bring them together in perfect harmony, and when you find the right blend, it's magic. And, as a Jamaican, rum is my heritage and I will always be extremely proud of the excellence that Appleton represents. Jamaica isn't Jamaica without rum.

How has affection for rum evolved since you've been coming to the UK?

The rum category is always evolving, and the audience is growing. I've seen growing interest in our premium aged rums in the market, while at the same time, more people are enjoying classic cocktails like the Mai Tai and the Daiquiri. From a category perspective, there are misconceptions of the quality of rum that we faced when I started and continue to see on some level today. While some consumers still see rum as primarily a spirit for cocktails, we are starting to see more conversations that position aged rums alongside other respected global spirits like single malts and American bourbon. Thanks to our unique terroir, tropical aging and the expertise of our teams, I believe Appleton Estate produces some of the most exceptional aged spirits in the world and I'm pleased to see more people are recognizing the quality.

How important have cocktails been in the rum evolution?

Cocktails are a wonderful way to introduce people to rum, and also an ideal way to explore the many types and flavors of rum you'll find. There's such a wide array of rum cocktails; from the Jamaican Daiquiri shaken with fresh lime, syrup, and, of course, Appleton Estate Signature, to the 12-Year-Old Blue Mountain serve which is two parts Appleton Estate rum mixed in with 12 coffee beans, for the drinkers ready to take the step to sipping rums neat.

What were the biggest challenges for rum when you started?

There were certainly personal challenges when I first started in the industry. When I was named Master Blender at Appleton, I was the first woman in the spirits industry to hold that title. You can imagine there were some who were resistant to that idea at the time, but my approach was to keep doing what I love, and I'm glad to say we've seen the industry continue to evolve since then. I've also committed to supporting organizations that help more women pursue careers in STEM (Science, Engineering, Technology and Mathematics).

What have you enjoyed about making your rums?

Innovation is one of my favorite parts of my job. We have such an incredible collection of aging rums at Appleton, that there's so much to explore. I also love a challenging innovation project, and one of the most recent examples is our Appleton Estate 17-Year-Old Legend. For this release, I set out to recreate one of the company's most infamous rums, the J. Wray & Nephew 17 Year Old which was used to create the very first Mai Tai cocktail in the 1940s. Identifying the right marques to best recreate this legendary rum took years but the end result is something truly exceptional and it's been so rewarding to see the global reception.

Are there any specific styles you've enjoyed making?

Since I started at Appleton I always wanted to release a 100% pot still rum. I love the complexity, the funk of the signature orange peel in our pot still rums so it's always been a dream of mine. That dream finally came true with our Hearts Collection, this year we release our 8th expression in the series, 1998. This release is very special, not only for its incredible depth and age, but also because it pays homage to one of the most cherished releases of my career, Appleton Estate Joy Anniversary Blend.

Joy Spence

MASTER BLENDER

WHITE

WRAY & NEPHEW OVERPROOF

Equally enjoyable in an authentic Jamaican Rum punch, a Mai Tai, a Daiquiri, or in any popular mixer.

Jamaica		
% 63	£££	
70cl	# 15673	C 6

REGGAE RUM PUNCH

- 50ML WRAY & NEPHEW OVERPROOF RUM
- 50ML EAGER PINEAPPLE JUICE
- 50ML EAGER SMOOTH ORANGE JUICE
- 25ML TEISSEIRE GRENADINE
- 15ML FINEST CALL LIME JUICE

1. COLLINS GLASS
2. SHAKE AND STRAIN OVER ICE
3. PINEAPPLE WEDGE AND MARASCHINO CHERRY



GOLD

DIPLOMÁTICO EXCLUSIVA RESERVA

A fabulous dark golden rum, distilled from molasses in a copper pot still before 12 years of ageing. Rich, sweet and fruity.

Venezuela		
% 40	££££	
70cl	# 19716	C 6

PINEAPPLE OLD FASHIONED

- 45ML DIPLOMÁTICO RESERVA EXCLUSIVA
- 5ML PINEAPPLE SYRUP
- 2 DASHES OF ANGOSTURA BITTERS
- ICE

1. OLD FASHIONED GLASS
2. BUILD & STIR
3. PINEAPPLE LEAVES GARNISH



WHITE

WHITE



BACARDÍ CARTA BLANCA

The world's first premium aged white rum, blended as it first was in 1862. The base for many classic cocktails such as the Mojito, Daiquiri and Cuba Libre.

Puerto Rico		
% 37.5%	££	
70cl	# 57580	C 6
1.5L	# 56581	C 6

WHITE



CAPTAIN MORGAN WHITE

Light and crisp, this crystal clear white rum is balanced and creamy, slightly sweet with a hint of fruit. Softened by ageing in white oak barrels for over a year.

Jamaica		
% 37.5	£££	
70cl	# 14102	C 6

WHITE



HAVANA CLUB 3 YO

The result of blending aged, aromatic and extra light sugarcane distilled and allowed to rest in white oak barrels before final blending, resting and filtering.

Cuba		
% 40	££	
70cl	# 56706	C 6

WHITE



RON CALADOS WHITE

White Caribbean rum.

Caribbean		
% 37.5	£	
70cl	# 20787	C 12
1.5L	# 20789	C 6

GOLD



APPLETON ESTATE SIGNATURE BLEND

This blend has a warm honey colour and a lush fruity, bold, rich taste with notes of orange peel. 100% Jamaican from cane to cup.

Jamaica		
% 40	£££	
70cl	# 15599	C 6

GOLD



BACARDÍ CARTA ORO

Amber in colour, mellow and smooth, with impressions on vanilla and a balance of walnuts, spices and tropical fruits on a subtle background of oak.

Puerto Rico		
% 40	££	
70cl	# 12840	C 6

GOLD



HAVANA CLUB 7YO

The lengthy and natural ageing process in white oak barrels infuses the Rum with its powerful and complex flavours to produce a stylish and exceptionally rich rum.

Cuba		
% 40	££££	
70cl	# 59687	C 6

GOLD

GOLD



HAVANA CLUB ESPECIAL

A blend of old and young rums that results in a rich, warm gold-coloured rum. Its character combines the lightness of white rums and the robust aroma of dark rums.

Cuba		
% 40	£££	
70cl	# 57037	C 6

GOLD



MOUNT GAY ECLIPSE

This Barbados rum has a brilliant golden amber colour, distinctive floral and fruity notes of apricot and banana on the nose and a subtle smokiness.

Barbados		
% 40	£££	
70cl	# 12356	C 6

GOLD



ZACAPA 23

The complex Solera ageing process creates exciting intricacies in this rum with its honey, butterscotch, spiced oak and raisined fruit flavours.

Guatamala		
% 40	££££	
70cl	# 14011	C 6

DARK

DARK



BACARDÍ CARTA NEGRA

Robust fruity notes of ripe banana, caramelised pineapple and molasses, and 1 to 3 years in heavily charred oak barrels gives a robust caramel flavour, with a smoky oak finish.

Puerto Rico		
% 40	££	
70cl	# 14288	C 6

DARK



CAPTAIN MORGAN BLACK LABEL

A blend of pot still and continuous still rums from Jamaica, Guyana & Barbados. Aged in oak for a dark, full-bodied colour and distinctive rich taste.

Jamaica		
% 40	££	
70cl	# 56627	C 6
1.5L	# 56589	C 6

DARK



GOSLINGS BLACK SEAL

Black Seal has a rich, intricate flavour, well balanced and nuanced with butterscotch, vanilla and caramel.

Bermuda		
% 40	£££	
70cl	# 17977	C 6

DARK



LAMB'S NAVY

A blend of 18 superior rums from Barbados, Jamaica, Trinidad and Guyana. Dark with a warm blend of spices and pleasant dryness on the finish.

Jamaica		
% 40	££	
70cl	# 16365	C 6
1.5L	# 16361	C 6

DARK



RON CALADOS DARK

Dark Caribbean rum.

Caribbean		
% 37.5	£	
70cl	# 20788	C 12

FLAVOURED

CAPTAIN MORGAN TIKI MANGO & PINEAPPLE

Experience tropical tiki flavours led by ripe pineapple and juicy mango and a sweet smooth rum with a clean finish and a fruity aftertaste.

Jamaica		
% 25	£ 25431	
70cl	# 25431	C 6

1. HURRICANE GLASS
2. BLEND ALL INGREDIENTS WITH A HALF A SCOOP OF ICE, ADDING MORE ICE GRADUALLY UNTIL DESIRED CONSISTENCY REACHED
3. PINEAPPLE LEAF & CHERRY

TROPICAL DAIQUIRI

- 37.5ML CAPTAIN MORGAN TIKI MANGO & PINEAPPLE
- 12.5ML PASSOÃ
- 50ML FINEST CALL MANGO PUREE
- 25ML FINEST CALL LIME JUICE
- 25ML EAGER PINEAPPLE JUICE



SPICED

BUSH SPICED RUM

Bush Rum Spiced takes the flavours of Caribbean Rum Shacks and brings them to life with hints of ginger, cinnamon and sweet vanilla.

Caribbean		
% 35	£ ££	
70cl	# 24729	C 6

DON'S SPECIAL DAIQUIRI

- 25ML HAVANA CLUB 7YO RUM
- 12.5ML APPLETONS ESTATE SIGNATURE BLEND RUM
- 12.5ML BUSH RUM ORIGINAL SPICED
- 12.5ML FINEST CALL LIME JUICE
- 18.25ML AGAVE SYRUP
- 12.5ML FINEST CALL PASSIONFRUIT PUREE

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN



DARK



WOOD'S 100 OLD NAVY

Made from the finest sugarcane, grown along the banks of the River Demerara in Guyana, this is a combination of spirit made in both pot and continuous stills.

Guyana		
% 57	£ ££££	
70cl	# 56635	C 12

FLAVOURED

FLAVOURED



BACARDÍ COCONUT

The perfect blend of white rum and essence of real coconut will transport you to a tropical paradise, even when it's raining outside.

Puerto Rico		
% 27	£ ££	
70cl	# TBC	C 6

FLAVOURED



KOKO KANU COCONUT

Natural coconut essence blended with white Jamaican rum. Mix with fruit juices for a taste of the Caribbean.

Jamaica		
% 37.5	£ £££	
70cl	# 12203	C 6

FLAVOURED



THE KRAKEN ROAST COFFEE

A rich fusion of Spiced Caribbean Rum and fine Arabica bean coffee. The unexpectedly rich, dark and smooth taste of coffee balances perfectly with the variety of spices in Kraken rum.

Trinidad & Tobago		
% 40	£ £££	
70cl	# 33385	C 6

SPICED

FLAVOURED



BACARDÍ RASPBERRY

A white rum infused with citrus raspberry flavours for an irresistible meeting of sweet and tart.

Puerto Rico		
% 27	£ ££	
70cl	# TBC	C 6

FLAVOURED



BUSH RUM MANGO

Distilled with ripe mangoes to create a distillate which is then blended with Bush Original Spiced Rum for a real taste and tang.

Guyana		
% 37.5	£ ££	
70cl	# 24721	C 6

FLAVOURED



CAPTAIN MORGAN SLICED APPLE

A fully flavoured spiced rum with bold notes of fresh tasting sliced apples, carefully balanced with the unique signature taste of Captain Morgan Spiced.

Jamaica		
% 25	£ ££	
70cl	# 32555	C 6

SPICED



BACARDÍ SPICED

Made with rum aged and unaged, with a hint of smokiness from charred American oak, Bacardí Spiced is blended with natural flavours and spices.

Puerto Rico		
% 35	£ ££	
70cl	# 21342	C 6

SPICED



BACARDÍ CARIBBEAN SPICED

With smooth, aged rum as its base, Bacardí Caribbean Spiced takes its natural sweetness from coconut blossom, pineapple, cinnamon and vanilla, and the subtle oaky char from the barrel.

Puerto Rico		
% 40	£ ££	
70cl	# TBC	C 6

SPICED



BUMBU

Bumbu is a full-bodied rum with rich and complex aromas of Madagascan vanilla, soft caramel and toasted oak. Layered notes of roasted nuts, cinnamon and allspice are perfectly blended with a mild sweetness and a light, smooth finish.

Jamaica		
% 40	£ £££	
70cl	# 34845	C 6

FLAVOURED



DEAD MAN'S FINGERS COCONUT

Dead Man's Fingers Coconut rum is a blend of Caribbean rum and spices rounded off with smooth, slightly sweet coconut.

Barbados/Trinidad		
% 37.5	£ £££	
70cl	# 34268	C 6

FLAVOURED



DEAD MAN'S FINGERS PINEAPPLE

A bold and smooth Caribbean rum infused with fruity pineapple and citrus kicks for a perfect summer beverage. Tastes of sweet roasted and candied pineapple, soft brown sugar, lime zest and nutmeg and aniseed.

Barbados/Trinidad		
% 35	£ £££	
70cl	# 34276	C 6

FLAVOURED



DEAD MAN'S FINGERS PASSIONFRUIT

Inspired by the original spiced rum from the Rum & Crab Shack in St. Ives, Cornwall, this rum has sweet tropical passion fruit aromas with hints of mango.

Barbados/Trinidad		
% 37.5	£ £££	
70cl	# 34280	C 6

SPICED



DEAD MAN'S FINGERS SPICED

On the nose, there's the signature vanilla notes and deep toffee tones one would associate with other spiced rums.

Barbados/Trinidad		
% 37.5	£ £££	
70cl	# 19834	C 12

SPICED



CAPTAIN MORGAN'S BLACK SPICED

Black Spiced is exceptionally smooth and delicious and has been aged in oak barrels for a rich full-bodied flavour with notes of Caramel, Vanilla, and Black Cherry.

Jamaica		
% 40	£ £££	
70cl	# 34623	C 6

SPICED



CAPTAIN MORGAN SPICED GOLD

A secret recipe with spice and natural flavours expertly blended with fine Caribbean rum, then aged in charred white oak barrels.

Jamaica		
% 35	£ ££	
70cl	# 61743	C 6
1.5L	# 61744	C 6

SPICED



DON PAPA

A premium aged, small batch rum from the Philippines. Don Papa is made from some of the highest quality sugarcane in the world. Don Papa has a rich, smooth taste.

Philippines	
40	£££
70cl	30596
	12

SPICED



HAVANA SPICED

Deep, rich, golden amber on the nose, with rich, fresh & tropical fruit notes with touches of sweet honeycomb and spice.

Cuba	
35	£££
70cl	26599
	12

SPICED



KRAKEN BLACK SPICED

The Kraken Black Spiced Rum with ginger beer and a squeeze of fresh lime.

Trinidad & Tobago	
40	£££
70cl	61157
	6

SPICED



SAILOR JERRY SPICED

Smooth with warm spices of cinnamon & nutmeg with rich vanilla. A long dry finish balanced with a subdued sweetness and a hint of burnt toffee.

Guyana	
40	££
70cl	56996
	12



LIQUEURS SPECIALITY & VERMOUTH

Always a bit of an ‘everything else’ category, ‘Liqs and Specs’ as it’s often referred to by the data types that we probably spend too much time with, is doing pretty well versus some of it’s more weathered and clean-cut categories – especially at the super premium end, where there’s signs of growth* Once again, the trend towards enjoying a few drinks slightly earlier in the day** means that we are likely to see customers looking for longer drinks that are less boozy compared, to the usual cocktail serves. Enter the unstoppable Spritz. We’ve reached the point where house spritz serves are now outselling the orange originator of the trend, so it’s worth looking at a menu that makes the most of this – especially if your lucky enough to have a beer garden and see more than 25 minutes of UK sunshine. Both Bols and Giffard offer a broad range to dip into, but the Italian classics are always a winner; Luxardo’s Limoncello, Maraschino and Amaretto all spritz up a storm

*Latest 12 WKS % chg vs YA, CGA OPMS data to w/e 20.04.2024 **CGA OPUS 2023



Espresso Martini

Some people reckon it was Naomi Campbell. Others have heard rumours the lady in question was either Heidi Klum or Kate Moss. And there's even been talk of Claudia Schiffer. Alas, we'll never know which supermodel* walked into a bar in the 80s and asked legendary drinks slinger, Dick Bradsell, for a cocktail that "will wake me up, and fk me up".**

Bradsell, who passed away in 2016, is recorded talking about how he invented it in the late 80s in Fred's Club, but was generally remained discreet when telling the tale of how he created the Espresso Martini – believing that it is unbecoming of a bartender to divulge the desires and demands of clients on the other side of the bar.

What everyone does know is that the intoxicating eye-opener, a thinking drinker's Red Bull & Vodka, has become one of the most popular and iconic cocktails on bar menus all over the world. Bradsell admitted he designed the drink entirely off the cuff. The bar had just received an Illy coffee machine and the staff had spent the morning trying to make it work. There was, Dick recalls, ground coffee everywhere – sprinkled all over the bar.

Being the 80s, vodka was the spirit of choice. So Bradsell reached for that along with two coffee-laced liqueurs, Kahlua and Tia Maria and some sugar. After adding some immensely strong coffee, he shook all the ingredients together and served it over ice in a rocks glass.

In this incarnation, it was called the Vodka Espresso. But some years later in the early 90s, when the classic v-shaped martini glass was being used for all manner of different 'tini' drinks, Bradsell was celebrated for his Espresso Martini whilst working at the legendary Match Bar in Central London.

When Bradsell was brought in to head the bar team at Damian Hirst's famous Pharmacy restaurant in Notting Hill, West London, the espresso martini earned itself another appellation – namely the "Pharmaceutical Stimulant".

More than 30 years later, the caffeinated classic remains one of the world's most notorious cocktails and its popularity has seen it end up in cans in ASDA while its distinct aroma has even been captured in scented candle form.

As ever, ubiquity has spawned hundreds of twists on the classic recipe – swapping straight vodka for a wide spectrum of different spirits. These range from simply switching to flavoured vodka (orange, vanilla and passionfruit work well) to eschewing vodka entirely in favour of grappa, rum, bourbon, Scotch and tequila.

It's a cracking cocktail to play around with – and can be served either late at night when customers crave something to kickstart their evening again. Or, alternatively, it's a brilliant brunch cocktail accompanied by smashed avocado, sourdough and – preferably – no plans to operate heavy machinery later that day.

Irrespective of alternative ingredients, make sure you shake them hard with lots of ice for at least 20 seconds – as this makes sure you get that lovely, velvety microfoam layered across the top of the martini glass. And strain properly so no shards of ice make their way into the drink.

Use a shot of hot, freshly made Espresso coffee made from quality coffee beans. It may seem a little odd to add hot liquid to a shaker full of ice but the clash helps create that creamy foam. Many people like to finish off their Espresso Martinis by adding three coffee beans on top of the froth / foam. They stand for health, wealth and happiness.



"wake me up and f**k me up

*Chances are, it was none of these supermodels. They would have all been far too young to be in bars ordering cocktails. Especially one as potent as the Espresso Martini.

"wake me up

CLASSIC ESPRESSO MARTINI

35ml Vodka

3 tsp Coffee Liqueur

1 tsp Sugar Syrup

30ml Fresh Espresso

Ice

Glass: Martini Glass

Garnish: Coffee Beans

Method: Hard shake all the ingredients with ice and strain into a martini glass. Garnish with coffee beans



ABSINTHE ESPRESSO MARTINI

25ml La Fée Parisienne Absinthe

25ml Tia Maria

25ml Espresso Coffee

Ice

Glass: Chilled Martini Glass

Garnish: Coffee Beans

Method: Shake all ingredients with ice and fine strain into chilled martini glass

DIPLOMÁTICO RUM ESPRESSO MARTINI

40ml Diplomático Reserva Exclusiva

30ml Espresso Coffee

15ml Simple Syrup

15ml Coffee Liqueur

Ice

Glass: Martini Glass

Garnish: Coffee Beans

Method: Add all the ingredients into a shaker. Shake vigorously and pour into a Martini glass. Garnish with coffee beans

CHILLI CHOCOLATE MEXPRESSO MARTINI

30ml Kahlúa Chocolate Liqueur

30ml Olmeca Tequila

30ml Espresso Shot

1 Pinch Chili Powder

Garnish: Coffee Beans

Method: Shake ingredients, strain and finish with a sprinkle of chilli powder and/or 3 coffee beans



KAHLÚA ESPRESSO MARTINI

30ml Kahlúa

30ml Absolut Vodka

30ml Espresso

Ice

Glass: Chilled Martini Glass

Garnish: 3 Whole Coffee Beans

Method: Add all ingredients and ice into a shaker. Shake for 15 – 20 seconds, for that velvety foam.

Strain into a martini or cocktail glass. Garnish with 3 coffee beans



TIA MARIA ESPRESSO MARTINI

25ml Tia Maria

25ml Vodka

Double Or Single Shot of Espresso

Ice

Glass: Chilled Martini Glass

Garnish: Coffee Beans

Method: Add all ingredients and ice into a shaker. Shake for 15 – 20 seconds. Strain into a martini glass. Garnish with 3 coffee beans.



DISARONNO VELVET WHITE ESPRESSO MARTINI

50ml Disaronno Velvet

25ml Tia Maria

25ml Vodka

Ice

Glass: Martini Glass

Garnish: 3 Coffee Beans

Method: Shake all the ingredients in a shaker and pour in a glass with ice. Garnish with 3 coffee beans.



MONKEY SHOULDER ESPRESSO MARTINI

40ml Monkey Shoulder

30ml Strong Espresso

Dash of Sugar Syrup

Ice

Glass: Martini Glass

Garnish: 3 Coffee Beans

Method: Add Monkey Shoulder, espresso and sugar syrup to a cocktail shaker. Shake very hard. Strain into a martini glass. Garnish with 3 coffee beans.



MAGIC COFFEE

30ml Monkey Shoulder

30ml Coffee Liqueur

30ml Oat Milk

3 Dash Chocolate Bitters

Ice

Garnish: Coffee Beans

Add all ingredients to a cocktail shaker with ice. Shake very hard. Strain into a Martini glass. Garnish with 3 coffee beans

BAILEYS FLAT WHITE MARTINI

50ml Baileys Original Irish Cream

25ml Vodka

25ml Espresso

Ice

Glass: Martini Glass

Garnish: Three Coffee Beans

Method: Add all ingredients to a cocktail shaker with ice. Shake very hard. Strain into a Martini glass. Garnish with 3 coffee beans

JAGERMEISTER COLD BREW ESPRESSO MARTINI

50ml Baileys Original Irish Cream

25ml Vodka

25ml Espresso

Ice

Glass: Martini Glass

Garnish: Three Coffee Beans

Method: Add all ingredients to a cocktail shaker with ice. Shake very hard. Strain into a Martini glass. Garnish with 3 coffee beans

CHAMBORD ESPRESSO MARTINI

30ml Chambord

30ml Vodka

30ml Espresso

Ice

Glass: Martini Glass

Garnish: Three Coffee Beans & a Black Raspberry

Method: Add all ingredients to a cocktail shaker with ice. Shake very hard. Strain into a Martini glass. Garnish with 3 coffee beans



GOSLINGS RUMTINI

30ml Gosling Black Seal Rum

30ml Coffee Liqueur

30ml Espresso

15ml Simple Syrup

Ice

Glass: Martini Glass

Garnish: Coffee Beans

Pour all ingredients into a cocktail shaker, shake with ice, strain over fresh ice. Garnish: Coffee Beans

CREAM

TEQUILA ROSE

A passionate combination of strawberry cream liqueur with a splash of tequila.

% 15	£
70cl	# 31669	C 6

SLIGHT RUSSIAN

25ML TEQUILA ROSE LIQUEUR
25ML SMIRNOFF RED LABEL VODKA
25ML KAHLÚA COFFEE LIQUEUR

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. BUILD ALL INGREDIENTS IN THE GLASS & STIR
3. HALVED STRAWBERRY



COCKTAIL BITTERS

→

COCKTAIL BITTERS



ANGOSTURA BITTERS

Made with the same original secret recipe since 1824, this unique flavour enhancer remains a quintessential ingredient for classic and contemporary cocktails.

% 44.7	£ £
20cl	# 18879	C 6

COCKTAIL BITTERS



REGANS' ORANGE BITTERS NO. 6

A subtle and complex bitters, made with orange, cardamom and coriander.

% 45	£ £
148ml	# 27779	C 12

CREAM

→

CREAM



WARNINKS ADVOCAAT

Brandy, sugar and vanilla combine to make a smooth creamy velvety drink.

% 17.2	£ £
70cl	# 56572	C 6

CREAM



BAILEYS IRISH CREAM

Fresh dairy cream, Irish whiskey, finest spirits and natural flavours.

% 17	£ £
70cl	56944	C 6
1.5l	# 56691	C 6

CREAM



DEAD MAN'S FINGERS RASPBERRY CREAM

This smooth, velvety, rum liqueur with aromas of fresh raspberries, is delicious when served over ice. It's also great for making a luxurious white Russian. Now sit back, relax and enjoy.

% 15	£ £
70cl	# 34309	C 6

CREAM



DEAD MAN'S FINGERS BLUE RASPBERRY

Smooth, velvety tequila-based cream liqueur with aromas of fresh raspberries is as bold in flavour as in colour. Drink it neat, chilled or whip it up into a hardshake

% 15	£ £
70cl	# 35195	C 6

CREAM



DISARONNO VELVET

Disaronno Velvet masterfully and harmoniously mixes the distinctive imprinting of Disaronno Originale with velvety notes and unexpected nuances.

% 17	£ £
70cl	# 31463	C 6

FRUIT, NUT, SPICE & COFFEE

BOLS BLUE CURAÇAO

Sparkling blue colour and a powerful orange flavour from sweet red, bitter Curaçao and rare Kinnow oranges.

% 21	£
50cl	# 26620	C 6

BIKINI MARTINI

30ML SIPSMITH LONDON DRY GIN 70CL
12.5ML BOLS BLUE CURAÇAO [ORANGE] 50CL
5ML ARCHERS PEACH SCHNAPPS 70CL
5ML FINEST CALL LEMON JUICE PET 1L

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN
3. ORANGE ZEST



FRUIT, NUT, SPICE & COFFEE

→

FRUIT, NUT, SPICE & COFFEE



BOLS APRICOT BRANDY

Fresh apricot juice gives a richer, fuller flavour, with notes of Amaretto from crushed kernel stone.

% 24	£ £
50cl	# 26618	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS CHERRY BRANDY

Deep red colour from fresh Eastern European cherries with notes of Amaretto from crushed cherry stones.

% 24	£ £
50cl	# 26623	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS BANANA

Sun-ripened bananas with a touch of vanilla and a hint of almonds.

% 17	£ £
50cl	# 26619	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS CACAO BROWN

Rich flavour of bitter, dark chocolate and hints of orange and vanilla.

% 24	£ £
50cl	# 26621	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS CRÈME DE CACAO WHITE

Clear liqueur with delicious milk chocolate flavours, underpinned by faint vanilla and apricot tones.

% 24	£ £
50cl	# 26624	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS CRÈME DE MENTHE

Green, peppermint liqueur made from fresh mint leaves, resulting in a clean, well-defined bouquet with a definite mint finish.

% 24	£ £
50cl	# 26622	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS CRÈME DE CASSIS

Rich and fruity blackcurrant flavour with a sweet lingering finish.

% 17	£ £
50cl	# 26625	C 6

FRUIT, NUT, SPICE & COFFEE



BOLS STRAWBERRY

Fresh strawberry juice delivers a powerful but not over sweet strawberry flavour, edged with a slight citrus tang.

% 17	£ £
50cl	# 26627	C 6

FRUIT, NUT, SPICE & COFFEE

CHAMBORD

Berry fruits blended with French Cognac, extracts of Madagascan vanilla and other fragrant herbs.

% 16.5	£££
70cl	# 24974
	6

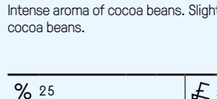
CHAPTER 8

- 25ML SIPSMITH LONDON DRY GIN 70CL
- 25ML CHAMBORD RASPBERRY LIQUEUR [RASPBERRY, HONEY & HERBS] 70CL
- 50ML EAGER PINK GRAPEFRUIT 1L
- 12.5ML FINEST CALL LEMON JUICE PET 1L

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN
3. SAGE LEAVES



FRUIT, NUT, SPICE & COFFEE

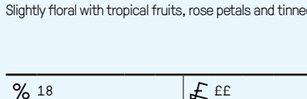


BENEDICTINE D.O.M.

A blend of botanicals including saffron for the yellow appearance, with a balanced sweetness and ginger and clove spice.

% 40	£££
70cl	# 56573
	6

FRUIT, NUT, SPICE & COFFEE

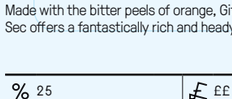


BOLS TRIPLE SEC

A crystal clear liqueur flavoured with Curaçao orange peel and hints of citrus.

% 38	£
50cl	# 26626
	6

FRUIT, NUT, SPICE & COFFEE



COINTREAU

Produced according to a secret recipe that has remained unchanged for 150 years, and an essential ingredient in classic cocktails such as the Margarita and Cosmopolitan.

% 40	£££
70cl	# 12358
	6

FRUIT, NUT, SPICE & COFFEE



DRAMBUIE

A blend of 30 aged Scotch whiskies with herbs, spices and heather honey, created for Bonnie Prince Charlie in the 18th century.

% 40	£££
70cl	# 18036
	6

FRUIT, NUT, SPICE & COFFEE



FRANGELICO HAZELNUT LIQUEUR

A traditional hazelnut liqueur produced in the Piedmont region of Northern Italy, its origins date back more than 300 years.

% 20	£££
70cl	# 14675
	6

FRUIT, NUT, SPICE & COFFEE



GIFFARD CRÈME DE BANANE LIQUEUR

Use it in tropical cocktails with dark rum, or to add extra depth to a variety of tasty desserts.

% 25	££
70cl	# 29184
	6

FRUIT, NUT, SPICE & COFFEE



GIFFARD CRÈME DE CACAO WHITE

Intense aroma of cocoa beans. Slight note of roasted cocoa beans.

% 25	££
70cl	# 18291
	6

FRUIT, NUT, SPICE & COFFEE



GIFFARD LYCHEE LIQUEUR

Slightly floral with tropical fruits, rose petals and tinned lychee.

% 18	££
70cl	# 30938
	6

FRUIT, NUT, SPICE & COFFEE



GIFFARD TRIPLE SEC

Made with the bitter peels of orange, Giffard's Pacifico Triple Sec offers a fantastically rich and heady flavours.

% 25	££
70cl	# 29190
	6

FRUIT, NUT, SPICE & COFFEE

LUXARDO LIMONCELLO

Bright and vibrant, with a zingy, sherbet lemon note on the tongue and a pleasant finish.

% 27	££
70cl	# 28385
	6

LIMONCELLO THYME

- 50ML LIMONCELLO [INFUSED WITH THYME]
- 60ML PONTE PROSECCO
- 30ML SODA
- ICE

1. LARGE WINE GLASS
2. BUILD & STIR
3. THYME SPRIG GARNISH



FRUIT, NUT, SPICE & COFFEE



GLAYVA

A fusion of malt whiskies, spices, Mediterranean tangerines, cinnamon, almonds and honey.

% 35	££
70cl	# 27911
	6

FRUIT, NUT, SPICE & COFFEE



GRAND MARNIER

Made to a secret recipe created in 1880, blending fine Cognacs from France and Caribbean Bigaradia oranges, aged in French oak.

% 40	£££
70cl	# 16401
	6

FRUIT, NUT, SPICE & COFFEE



KAHLÚA

Originating in Veracruz, Mexico, Kahlúa blends two of the region's finest ingredients—sugarcane and 100% Arabica coffee—with rum, vanilla and caramel.

% 16	££
70cl	# 57066
	6

FRUIT, NUT, SPICE & COFFEE



LICOR 43

Named after the 43 ingredients that go into it, also known as "liquid gold" due to its golden shine. Mediterranean citrus fruits combine with aromatic herbs.

% 31	££
70cl	# 16524
	6

FRUIT, NUT, SPICE & COFFEE



MIDORI

Japanese for 'green', Midori's sweetness and vibrant colour are drawn from premium Japanese Yubari melons.

% 20	££
50cl	# 13812
	6

FRUIT, NUT, SPICE & COFFEE



PASSOÃ

Bright red passion fruit liqueur with a balance of sweet and bitter flavours making it a subtle and refreshing base for cocktails.

% 17	££
70cl	# 12363
	6

FRUIT, NUT, SPICE & COFFEE



TIA MARIA

Tia Maria is a premium, medium strength liqueur delicately flavoured with an intriguing blend of cane spirit, the finest Jamaican coffee, vanilla and sugar.

% 20	££
70cl	# 26384
	6
1.5l	# 26391

ITALIAN

ITALIAN

FRUIT, NUT, SPICE & COFFEE



SOIREE AMARETTO

Soiree Amaretto is a classic almond flavoured liqueur with a silky smooth taste. It is perfect on its own over ice or used to add a nutty, mellow edge to creamy or rich cocktails.

% 22	£
70cl	# 61158
	6

FRUIT, NUT, SPICE & COFFEE

ST-GERMAIN

St-Germain is the first liqueur crafted in the artisanal French style from 100% fresh, handpicked elderflowers.

% 20	£ £££
70cl	# 14407	C 6

ELDERFLOWER SPRITZ

50ML ST-GERMAIN

200ML SODA WATER

ICE

1. LARGE WINE GLASS
2. BUILD & STIR
3. EDIBLE FLOWER GARNISH



ITALIAN



AMARETTO DISARONNO

A mark of "Made in Italy" excellence for over 500 years, Disaronno continues to capture the imagination of discerning consumers everywhere.

% 28	£ ££
70cl	# 26392	C 6

ITALIAN



LUXARDO AMARETTO

A delicious almond Liqueur from Luxardo, packaged in an award-winning bottle. This is great as a digestif and it also works wonderfully in cocktails.

% 40	£ ££
70cl	# 15553	C 6

ITALIAN



APEROL

Bright orange with a unique taste from the secret recipe; including bitter and sweet oranges and many herbs (including rhubarb) and roots in perfect proportions.

% 11	£ ££
70cl	# 13714	C 6

ITALIAN



CAMPARI

Campari has an iconic strong bittersweet flavour, with notes of orange peel, cherry, clove, and cinnamon.

% 19	£ ££
70cl	# 13716	C 6

ITALIAN



LUXARDO MARASCHINO

Sweet and dry with superb floral violette, vegetal and herbaceous flavours. Almond, spice and plumb notes add complexity with candied cherry as a subtle hint.

% 32	£ £££
50cl	# 20057	C 6

ITALIAN



TUACA

Oak-aged Italian brandy, which is then infused with natural citrus fruit and sweet aromatics, most notably light vanilla.

% 35	£ ££
70cl	# 15926	C 6

LONG DRINKS

LONG



ARCHER'S PEACH SCHNAPPS

'Schnapps' comes from the old Norse word 'snappen', meaning to snatch a gulp. From this comes the traditional way of drinking schnapps as an ice cold shot.

% 18	£ ££
70cl	# 32991	C 6
1.5L	# 32994	C

LONG



ORCHARDS PEACH SCHNAPPS

Orchards Peach Schnapps is at its best chilled over ice, or topped up with lemonade, fresh orange juice or tonic water for a refreshing, long drink.

% 17.5	£ ££
70cl	# 57585	C 6

LONG

MALIBU

Malibu owes its unique taste to a refined blend of Caribbean Rum, natural coconut flavours and very high quality pure cane sugar.

% 21	£ ££
70cl	# 34819	C 6
1.5l	# 34816	

MALIBU BAY BREEZE

50ML MALIBU

100ML EAGER PINEAPPLE JUICE

50ML EAGER CRANBERRY JUICE

10ML FINEST CALL LIME JUICE

1. HIGHBALL GLASS
2. POUR PINEAPPLE JUICE INTO GLASS OVER ICE, SHAKE & STRAIN CRANBERRY & MALIBU OVER THE TOP
3. GARNISH WITH A LIME WEDGE



LONG



BALI RUM & COCONUT

Re-create the taste of paradise by mixing this versatile drink with pineapple juice, orange juice or lemonade. Or simply enjoy on the rocks!

% 17.5	£ £
70cl	# 57584	C 6

LONG



PIMM'S NO. 1

A gin-based drink flavoured with liqueurs and fruit still made to the original recipe which remains a closely-guarded secret, known only to six of Pimm's top people.

% 25	£ ££
70cl	# 56946	C 6

LONG



SOUTHERN COMFORT

A fusion of American whiskey, fruit and spice flavours created by New Orleans bartender M.W. Heron in 1874.

% 22	£ ££
70cl	# 15878	C 6
1.5L	# 15879	C

ANISE

ANISE



LA FEE ABSINTHE

A modern twist on French absinthe - distilled with grand wormwood, anise and fennel.

% 40	£ £££
70cl	# 14904	C 6

ANISE



PERNOD

A uniquely refreshing bright golden anise spirit, Pernod as we know it today is a modified version of absinthe, originally produced in 1915.

% 40	£ ££
70cl	# 56575	C 6

ANISE



LUXARDO PASSIONE NERA

Inky black Sambuca aromatised with liquorice.

% 38	£ ££
70cl	# 56898	C 6

ANISE



SAMBUCA CARCELLI

A blend of elderberries and anise. Smooth and full in style with pronounced aniseed flavour.

% 38	£ £
70cl	# 57812	C 6

SAMBUCA

LUXARDO RASPBERRY

Blush pink Sambuca bursting with fragrant, fruit flavours.

% 38	£ ££
70cl	# 57877
	6

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. MUDDLE STRAWBERRIES IN BOSTON, ADD REMAINING INGREDIENTS, SHAKE & STRAIN OVER CRUSHED ICE
3. FRESH STRAWBERRY

BERRIES CRUSH

- 50ML REYKA SMALL BATCH VODKA
- 10ML LUXARDO RASPBERRY SAMBUCA [ANISEED]
- 30ML EAGER CRANBERRY
- 10ML FINEST CALL LIME JUICE
- 10ML TEISSEIRE CANE SUGAR SYRUP
- 4 BERRIES FRESH STRAWBERRIES



ANISE



LUXARDO WHITE

Made in Padova, near Venice, this is a classic Sambuca. Sweet and smooth with the distinctive taste of star anise.

% 38	£ ££
70cl	# 56595
	6

ANISE



ANTICA APPLE

Cleverly balanced taste of aniseed rich Sambuca, with fresh, juicy apples.

% 38	£ ££
70cl	# 60278
	6

ANISE



ANTICA BANANA

Intense yellow blend of soft, sweet banana and aniseed.

% 38	£ ££
70cl	# 60279
	6

ANISE



ANTICA BLACK

Infused with liquorice for a sweeter and deeper flavoured Sambuca.

% 38	£ ££
70cl	# 60280
	6

ANISE



ANTICA CHILLI

Smooth Sambuca with a kick of spicy green chilli.

% 38	£ ££
70cl	# 60281
	6

ANISE



ANTICA RASPBERRY

Pale pink Sambuca blending classic aniseed with sweet raspberries.

% 38	£ ££
70cl	# 60277
	6

ANISE



ANTICA TROPICAL

Anise with bright, vibrant notes of orange and mango.

% 38	£ ££
70cl	# 62016
	6

ANISE



ANTICA WHITE

Crystal clear Sambuca. Intensely sweet and velvety smooth with just a hint of sourness.

% 38	£ ££
70cl	# 60283
	6

HERBAL

JÄGERMEISTER

A German herbal liqueur made with 56 herbs, roots and fruits, including ginger roots, star anise, cardamom and orange peel. Serve ice cold.

% 35	£ £££
70cl	# 12354
	6

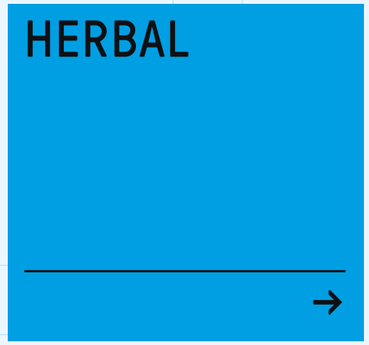
CALIFORNIA SURFER

- 25ML JÄGERMEISTER ORIGINAL [ASSORTED SPICES]
- 25ML BACARDÍ COCONUT
- 25ML EAGER PINEAPPLE

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. SHAKE AND STRAIN OVER ICE
3. LEMON ZEST



HERBAL



HERBAL



JÄGERMEISTER COLD BREW COFFEE

Jägermeister Cold Brew Coffee is a unique combination of original Jägermeister with natural cold brewed coffee made with the finest Arabica coffee beans and cacao.

% 33	£ £££
70cl	# 23314
	6

HERBAL



JUNGFRAU KRAUT

A blend of more than 40 spices, herbs and roots, fruits and flowers, including aniseed, bitter orange and white turmeric.

% 30	£ £££
70cl	# 35516
	6

HERBAL



JUNGFRAU

Distilled from a blend of more than 40 herbs and spices. Aniseed, bitter orange and the aromatic essence of white turmeric.

% 22	£ ££
70cl	# 16228
	6

HERBAL



MESSER SCHMITT

A secret blend of many herbs, spices and fruit flavours combined to give a bitter-sweet taste.

% 22	£ £
70cl	# 58953
	6

SHORT & QUICK

FLAVOURED



AFTERSHOCK BLUE

A fresh combination of citrus and mint to awaken the senses. A popular shot on the drinking circuit since its release.

% 30	£ £££
70cl	# 57559
	6

FLAVOURED



AFTERSHOCK RED

A fiery cinnamon liqueur usually drunk as a shot but also works in cocktails such as a Mr T Special or a Purple Haze.

% 30	£ £££
70cl	# 57558
	6

FLAVOURED



CORKY'S SOUR MANGO

Corky's Mango Schnapps is packed full of fresh tropical flavours. Perfect with rum and a dash of soda, get your disco balls ready.

% 15	£ £
70cl	# 12584
	6

SHORT & QUICK

CORKY'S SOUR RASPBERRY

A raspberry flavour alcoholic mix with edible glitter.



% 15	£
70cl	# 14070	6

CORKY'S REFRESHER

25ML CORKY'S SOUR RASPBERRY
25ML GORDON'S PINK GIN
200ML FENTIMANS ROSE LEMONADE
12.5ML FINEST CALL LEMON JUICE

1. COLLINS
2. BUILD OVER ICE AND STIR
3. SPRIG OF MINT & 3 FRESH RASPBERRIES

FLAVOURED



CORKY'S SOUR PASSIONFRUIT

Corky's Passion Fruit Schnapps is brimming with fresh, fruity flavour with a passion fruit kick that explodes on the palate to deliver complete refreshment.

% 15	£
70cl	# 21733	6

FLAVOURED



CORKY'S SOUR APPLE

Corky's Sour Apple will bring your taste buds to life! The crisp apple is refreshingly fruity with a sour twist.

% 15	£
70cl	# 57081	6

FLAVOURED



CORKY'S SOUR BLUEBERRY

Corky's Blueberry Schnapps captures the taste of ripe blueberries to create a sweet and smooth shot.

% 15	£
70cl	# 57081	6

FLAVOURED



CORKY'S SOUR CHERRY

A perfect mix of sweet and sour, Corky's Cherry Schnapps delivers an explosion of sour cherry bite with a sweet, tangy kick.

% 15	£
70cl	# 57084	6

FLAVOURED



SOURZ APPLE

Sweet apple flavour balanced by a zingy sour finish.

% 15	£
50cl	# 56770	6

FLAVOURED



SOURZ CHERRY

Rich dark cherry combined with subtle berry for a perfectly balanced sweet & sour flavour.

% 15	£
50cl	# 57197	6

FLAVOURED



SOURZ PASSION FRUIT

A refreshing new flavour from Sourz, every bit as fresh and fruity as it sounds.

% 15	£
50cl	# 20404	6

FLAVOURED



SOURZ RASPBERRY

Strong hits of fruit and a balance of sweet and sour for impactful flavour.

% 17	£
50cl	# 58594	6

ITALIAN

COCCHI AMERICANO ROSA

Light, sophisticated and brimming with flavour, Cocchi Rosa is leading the way in the new style of aperitivo drinks.



% 16.5	£ £ £
75cl	# 19715	6

BLOOD ORANGE SPRITZ

40ML MALFY GIN CON ARANCIA
20ML COCCHI AMERICANO ROSA
5ML LUXARDO MARASCHINO
5ML GREEN OLIVE BRINE
0.5 FEVER-TREE MEDITERRANEAN TONIC

1. WINE GLASS
2. BUILD ALL INGREDIENTS OVER ICE AND STIR
3. GREEN OLIVE & ORANGE WHEEL [PREFERABLY BLOOD ORANGE]

VERMOUTH

MEDIUM



CINZANO BIANCO

First created in 1757, from a base of Italian wine infused with herbs and spices. Always serve chilled.

% 15	£
75cl	# 13718	6

MEDIUM



MARTINI BIANCO

Crisp and citrusy, its body is dry white wine, with a little sweetness from refined sugar, aromatic herbs and sweet, floral spices.

% 15	£
75cl	# 57370	6

SWEET



COCCHI VERMOUTH DI TORINO

Remarkably complex and a cut above most vermouths. Vermouth di Torino has the classic bittersweet character of the style, but enhanced by layers of fruity complexity and herbal bitterness.

% 16	£ £ £
75cl	# 19712	6

SWEET



MARTINI ROSSO

Complex and elegant, wine blended with rich Italian herbs. No Negroni is complete without it.

% 15	£
75cl	# 57371	6

BITTER-SWEET



MARTINI FIERO

A secret blend of fine white wines and intense fruity notes. A complex citrus character coming from zesty mandarin and sweet Spanish oranges with a hint of bitterness from botanicals Artemisia and Pontica.

% 14.9	£
75cl	# 21876	6

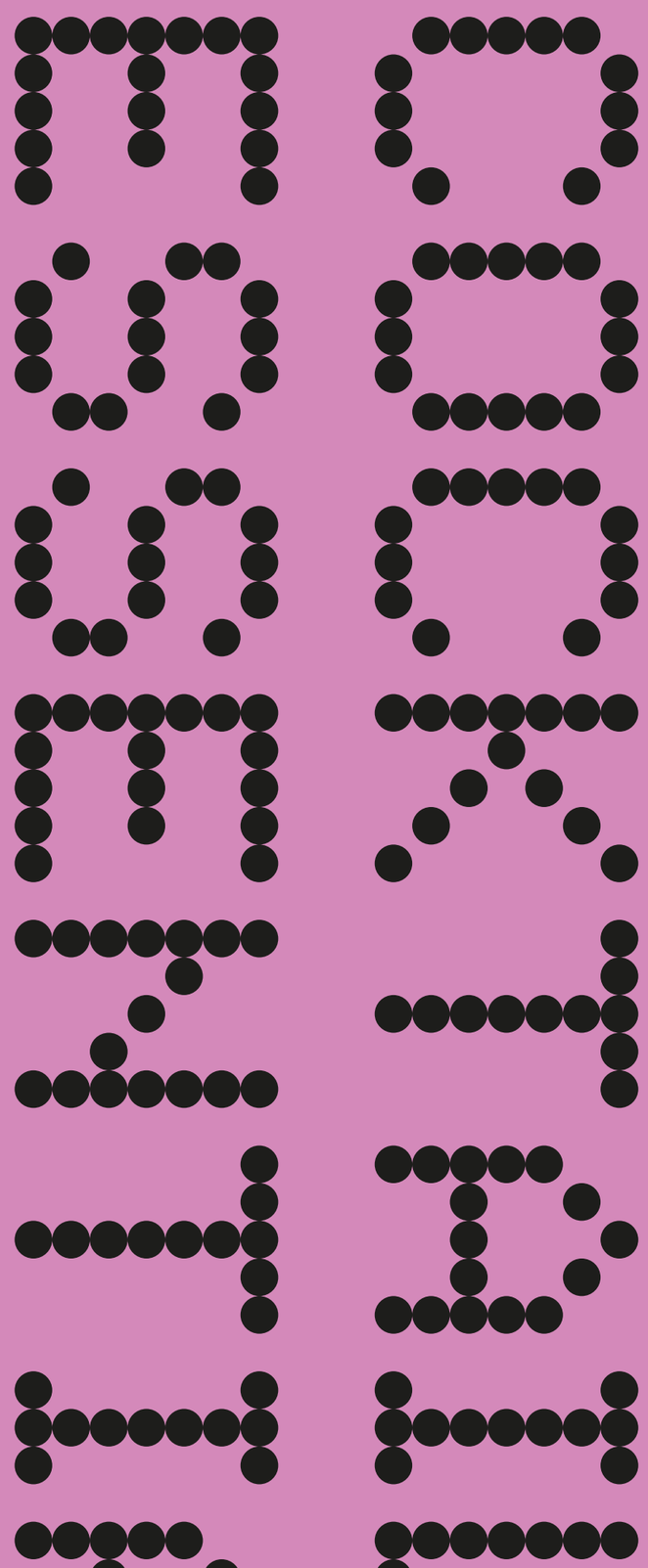
DRY



MARTINI EXTRA DRY

Made at the Pessione distillery near Turin, Martini® dates back to 1863. It uses only the finest Italian wines and over 40 carefully selected exotic herbs and spices.

% 15	£
75cl	# 57372	6



Consumers are drinking less but better, with special occasions becoming increasingly important to people as times are tight and a treat is less Singapore Airlines and more Singapore Sling. The cocktail category is big bucks, £688 million big bucks actually*, and still growing; the category was up 0.2% 2023 vs 2022*

Customers are willing to pay on average 48% more for a cocktail vs a spirit & mixer drink** so it's important to make sure you do what you can to make the drink really feel like a treat, and merits that price tag enough to make your punters want to come back for more.

The Pornstar Martini remains number one, with Sex on the Beach, the Long Island Iced Tea, the Mojito and the Spritz making up the rest of the top 5***, with the spritz referring to any spritz cocktail other than the Aperol Spritz (coming in at number 9 as it's own entry)

All of these are more than just a collection of spirits in a glass, of course. Distilled can support you not just with spirits, but with bitters, syrups, purees and more...

*CGA Mixed Drinks MAT to end of Q3 2023 | YOY Chg. vs. Q3 2022 (Value Sales)

Cocktail Essentials

While the base spirit is often the star of the show, *a good supporting cast is crucial*. Hacky metaphors aside, Distilled is here to help make things a bit easier when it comes to stocking your bar. Ordering all of your bar essentials.



Bitters

Just a few drops can add some real depth to a one-note drink, create a more grown up spritz, or simply mask the slightly damp, off putting aroma you get from using an egg white to foam a drink. There is a huge variety of bitters out there, from colour changing bitters to mole bitters (we're hoping the sauce not the mammal) to bitters that 'electrocute' the tongue, but be sure to carry the basics.

19730 Peychaud's Aromatic Cocktail Bitters 148ml
27779 Regans Orange Bitters 148ml
18879 Angostura Bitters 200ml



Syrups

You can 'syrup' just about any drink if you simmer it with some sugar for a while. For example, Zinfandel Rose can be heated with sugar and reduced to a lovely pink syrup that sounds great on a list, honey, espresso and Guinness syrups are utterly delicious – even a WKD can be syruped for a twist on a Cheeky Vimto, if you are wayward enough. Infusing your syrup as it simmers with flowers, herbs, spices and whatever else you can get your hands on will add extra dimension and subtlety to a final drink. These are all terrific options but obviously require a time investment to make them, not to mention needing to be thoroughly consistent; a thick syrup vs a thin syrup alters the makeup and dilution of the drink, requiring a different amount to reach the right level of sweetness. The best way to guarantee consistency is to buy in a range – you can still infuse these for menu standout

28170 Teisseire Blueberry 70cl
26783 Teisseire Cane Sugar Syrup 1l
61096 Teisseire Caramel 70cl
61165 Teisseire Cherry 70cl
13979 Teisseire Grenadine 70cl
12436 Teisseire Passionfruit 70cl
12445 Teisseire Peach 70cl
12435 Teisseire Raspberry 70cl
12444 Teisseire Vanilla 70cl

Purees

Using fresh fruit in a cocktail is often the better, more appealing and premium choice, but a lot of the fruit that we get is seasonal, meaning that the cost fluctuates and flavour varies from month to month. The most notable victim here is the disco drink classic, The Strawberry Daiquiri; out of season strawberries tend to be flavourless, sharp and generally disappointing, leading to quite a bland, often pale coloured drink, and GP can be demolished by overzealous bartenders. A consistent and cost-effective way around this is utilising a puree, like the Finest Call range, on your list. You can freeze a puree in batches that you know you will get through, as well as offer consistency of serve. High volume outlets can also save a huge amount of time with lime and lemon juices, and there's plenty to choose from when it comes to fruit purees

26588 Coco Real Cream of Coconut
26589 Finest Call Lemon Juice
26591 Finest Call Lime Juice
26592 Finest Call Mango Puree
26593 Finest Call Passionfruit Puree
26595 Finest Call Raspberry Puree
26596 Finest Call Strawberry Puree
26600 Finest Call Peach Puree



Cocktail Mixers

Consistency remains one of the biggest challenges in the On-Trade; staff turnover, variable quality of fresh ingredients, level of trade when the drink is being prepared and team experience all play their part in this one, but consumers won't play the is-my-drink-going-to-be-any-good lottery more than twice.

You may be driving people out of a profitable serve and into something safe without even knowing that's the reason. One solution is preparing your cocktail mixes up front, bottling and chilling them ahead of time – we're all for this as there's nothing better than ordering your second drink and it tasting exactly as good as the last. An even easier option is to have someone else prepare it for you. This year we've added some simple solutions for you from those clever folk at Fever-Tree that can help you take the first steps into mixing cocktails, or just add some consistency. Just add spirit and ice, shake and strain into the glass and you're done. Keep them in the fridge until you need them again, heck, peel off the label and pretend you've prepped it yourself. They've literally designed it for that. We won't tell.



Fever-Tree Passionfruit Martini Mix

Just add vanilla vodka, your preferred spirit or leave as an alcohol free option.

Case of 6 x 75cl 34417



Fever-Tree Espresso Martini Mix

Just add vodka, your preferred spirit or leave as an alcohol free option

Case of 6 x 75cl 34419



Fever-Tree Margarita Mix

Just add tequila, your preferred spirit or leave as an alcohol free option

Case of 6 x 75cl 34421



Fever-Tree Mojito Mix

Just add rum, your preferred spirit or leave as an alcohol free option

Case of 6 x 75cl 35297

32556	**Captain Morgan's Strawberry Daiqiri**	10L BIB
26549	**Gordon's Pink Martini**	10L BIB
24707	**Smirnoff Espresso Martini**	10L BIB
24710	**Smirnoff Passionfruit Martini**	10L BIB

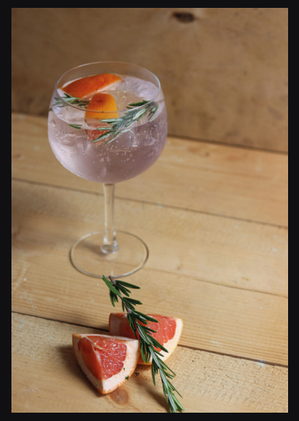
MIXERS

A key part of the gin boom was the sudden realisation that we could premiumise not just the G in our trusty G & T, but the T, also. Fever-Tree really nailed it when they said "If ¾ of your drink is the mixer, mix with the best" – bars all over the UK (and living rooms) were serving up a top-notch gin and tonic, and we couldn't get enough.

The Great British drinking public is a fidgety bunch though, and before you knew it we were serving every flavour of gin known to man, as well as a few that we wish we could un-know, kicking off a slew of flavoured tonics to accompany them.

We're starting to see gin slow it's roll a little, with spirits drinkers exploring other categories outside of gin. Naturally mixers have started following suit, rationalising some of the quirkier tonic variants and exploring non-quininated refreshment in its many forms.

"IF 3/4 OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST"



MIXERS ON TAP

	Base Mix
34461	London Essence Draught 12l base mix
	Flavour Infusion Cartridges
34456	London Essence Ginger Ale 50ml
34458	London Essence Lemonade 50ml
34460	London Essence White Peach & Jasmine Soda 50ml
34453	London Essence Orange & Fig Soda 50ml
34455	London Essence Raspberry & Rose Soda 50ml
34454	London Essence Blood Orange & Elderflower Tonic Water 50ml
34452	London Essence Pomelo & Pink Pepper Tonic Water 50ml
34457	London Essence Indian Tonic Water 50ml





GINGERS

56860	Fentimans Ginger Beer 275ml
30876	Fentimans Ginger Beer 200ml
13717	Fever-Tree Ginger Ale 200ml
35292	Fever-Tree Ginger Beer 275ml
32696	Fever-Tree Ginger Beer 200ml
17423	London Essence Ginger Ale 200ml
12898	Old Jamaica Ginger Beer 330ml Can

LEMONADES

60794	Fentimans Rose Lemonade 275ml
57534	Fentimans Victorian Lemon 275ml
33019	Fever-Tree Light Lemonade 200ml
33694	Fever-Tree Sparkling Raspberry Lemonade 200ml
31243	Fever-Tree Sicilian Lemonade 200ml
35327	London Essence Lemonade 200ml
13721	San Pellegrino Limonata 330ml Can





SODAS

24735	Fever-Tree Italian Blood Orange Soda 200ml
24727	Fever-Tree Mexican Lime Soda 200ml
31540	Fever-Tree Pink Grapefruit Soda 200ml
31517	Fever-Tree Raspberry & Rose Soda 200ml
23147	Fever-Tree Soda Water 200ml
21965	London Essence White Peach and Jasmine Soda 200ml
35330	London Essence Pink Grapefruit Soda 200ml
17531	Ting 330ml Can

TONICS

30871	Fentimans Light Tonic Water 200ml
30870	Fentimans Tonic Water 200ml
14836	Fever-Tree Eldflower Tonic Water 200ml
32695	Fever-Tree Aromatic Light Tonic Water 200ml
32728	Fever-Tree Light Lemon Tonic Water 200ml
31594	Fever-Tree Rhubarb & Raspberry Light Tonic Water 200ml
13715	Fever-Tree Light Tonic Water 200ml
15554	Fever-Tree Mediterranean Tonic Water 200ml
13720	Fever-Tree Tonic Water 200ml
17420	London Essence Grapefruit & Rosemary Tonic Water 200ml
24099	London Essence Indian Tonic Water 200ml
17422	London Essence Orange & Elderflower Tonic Water 200ml



In case you didn't know it by now; we're kind of into spirits. Sipping them, mixing them, reading about them, writing about them, talking about them and, well you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this decidedly sexy brochure that you're holding in your hands. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen.



The Distilled Malt Map

Check out what you can get from us but, you know, on a little screen. Or a big one. Either way, we add new listings there, you can check out articles, get serve ideas, or download this very brochure. Where we will tell you to go look at our website. Weird.

DISTILLEDUK.COM

GIVING YOU THE GOODS

LISTING HELP, COCKTAIL SPECS & MENUS



ESPRESSO MARTINI

Ingredients	Measure
Ketel One Vodka	30ml
Kahlua	30ml
Fresh Espresso	30ml

Glassware

Chilled Coupe or cocktail (Martini) glass

Method

Shake vigorously & fine strain in to a chilled glass

Garnish

Three coffee beans

Notes

→ Watch video here



NEGRONI

Ingredients	Measure
Tanqueray Gin	25ml
Campari	25ml
Cocchi Vermouth Di Torino	25ml

Glassware

Old Fashioned (large tumbler) glass

Method

Build all ingredients over ice and stir

Garnish

Orange wedge or zest

Notes

→ Watch video here



SOCIAL MEDIA

Collaborating with various spirits brand partners, we post videos and stories about whatever is going on. Cocktail making tutorials, sharing ideas on batch-serves, interesting spirits news or maybe just figuring out just what Stanley Tucci has against the Negroni (not that we mind watching him make them).

