

FUN FACTS ABOUT COCKTAILS

The word “cocktail” comes from the practice of horse dealers in the 1700s. To cock a horse’s tail and make it look more spirited for the show, the dealer would give it a ginger suppository. Adding spices like ginger or pepper to gin or beer became known as adding “cock-tail”.

That definition of the term “cocktail,” as it first appeared, referred to the mixed drink as “a stimulating liquor, composed of spirits of any kind, with sugar, water and bitters”—essentially an Old Fashioned, making it the ORIGINAL cocktail!

A martini cocktail should be stirred, and a shaken martini is called a Bradford. This is why Bond always has to specify his martini be made the wrong way.

The word *bourbon* came from an old Virginia county that is now in Kentucky - Bourbon County.

OLD FASHIONED WHISKY COCKTAIL

2 oz Rye Whiskey

1 Demerara Sugar Cube

2 dashes Angostura Bitters

For garnish a lemon peel twist

-Jim Meehan, *The PDT Cocktail Book*

- Put sugar cube into shaker tin or very cold pint glass.
- Add bitters and muddle or stir vigorously with a bar spoon.
- Pour Rye whiskey in and then add ice.
- Stir with bar spoon until condensation forms on the outside of tin or glass.
- Strain into a rocks glass with ice.
- Take lemon and orange peel and squeeze over glass to release oils.
- Rub around the edge of glass.
- For another variation, substitute out sugar cube for ½ oz of maple syrup, it’s a richer, earthy, delicious switch and will impress your guests!
- Serve immediately and enjoy!

WHAT’S IN A GLASS



FLUTE

A classic champagne glass designed for bubbles to lead straight up through the flute, impacting the palate and nose. Cocktails served in a flute are primarily champagne-based cocktails such as a bellini or mimosa.



HIGHBALL

Served with small cubes, highball cocktails can be consumed quickly while staying cold. Commonly mixed with sodas, they are often interchangeably served in Collins glasses. Highball cocktails include a mojito and gin fizz.



ROCKS

Wide-rimmed and thick based glass ideal for muddling non-liquid ingredients directly in the glass. Specifically used for spirit forward cocktails, often served with a large rock to dilute drink while keeping flavor. Rocks glass cocktails include the old fashioned or sazeracs.



COUPE

The original champagne glass, the long stemmed glass is designed for holding the beverage while not warming with hands. Now known not to hold bubbles well, it is a common glass for cocktails served with no ice. Coupe cocktails include a sidecar or daiquiri.

LET’S TALK COCKTAILS



avital: LOCAL TASTES
LOCAL TOURS

COCKTAILS THROUGH TIME...

1860S-1920: THE GOLDEN AGE

Bartenders start to get creative with cocktails and consumers become enthusiastic for the mixed drink. Jerry Thomas writes the first bartenders guide in 1862 and many classic cocktails are invented. New York's Manhattan club invents the Manhattan cocktail in the 1880s and San Francisco's Barbary Coast is in full swing, slinging cocktails and punches left and right.

1920-1933: PROHIBITION

Anti-Saloon League fights for a constitutional amendment that bans sale, transportation, and manufacturing of alcohol. The Eighteenth Amendment passes on January 17th, 1920. Alcohol distilleries across the US are dismantled and many American bartenders leave for Europe and Cuba to continue their craft. Prohibition lasts until December 5th, 1933 when the Twenty-first Amendment repeals the Eighteenth.

1920-1933: THE SPEAKEASY AND ROARING TWENTIES

Enthusiasts do not stop drinking when prohibition passes. Speakeasies are hidden venues where people can enjoy alcohol in secret. Cocktails are often made to mask the flavor of homemade moonshine. Bar stools are invented so that women can join men at the bar. It is said that San Francisco had 1,492 speakeasies and New York had 32,000 speakeasies.

1940S-1960S: TIKI'S HEYDAY

In 1933 the first tiki bar, Don the Beachcomber, opens in Hollywood. People are hungry for a fantasy so all eyes turn to the South Pacific, perceived as a place of exotic abandon. Tiki cocktails are not Polynesian but they are revolutionary, the first post-prohibition craft cocktails, made with fresh juices and bespoke syrups. Tiki culture continues to flourish into the 1940s as the United States enters World War II and travel to Hawaii fuels the height of the tiki boom in the mid-1960s.

1970S-1990S: THE DARK AGE

Quality of cocktails is lost. With rise of mixers and syrups, cocktails are made as easily as possible. Two or three ingredient cocktails are made in home bars. Cocktails with risqué names - Sex on the Beach, anybody? - and "disco" drinks become popular as mixed drinks become seen mostly as an accessory to single bars and counterculture drug use.

2000S-TODAY: CRAFT COCKTAIL RENAISSANCE

Building upon the work of Dale DeGroff, the former Rainbow Room bartender, young bartenders cast aside processed mixers and start perusing antique cocktail books leading to a wave of creativity and experimentation focused on fresh ingredients. The farm to glass movement mirrors the farm to table movement, and the spread of small batch and craft spirits inspires mixologists. By 2005 the cocktail is no longer a fashion accessory, as it was in the '90s. It is fashion itself!



CLASSIC MARTINI RECIPE

3 ounces of gin
1 oz dry vermouth
Strip of lemon zest OR olive for garnish
Ice

- From Jim Meehan, *Food and Wine Magazine*

- Put into shaker tin or very cold pint glass gin, vermouth and then ice. Give it a shake or a stir
- Take chilled martini glass and give it a 'rinse'. A rinse is where you pour a few drops of a spirit into a glass and swirl it around to coat the glass with the spirit and then pour the excess out.
- Peel lemon across the long end of the lemon for one long lemon peel
- Strain the martini into a chilled martini glass, give the lemon peel a twist over the glass and add it to the drink.

- OR -

- Garnish with an olive on a skewer, for another option, adding olive juice makes it what's known as a 'dirty' martini and its delightful.
- Serve right away.

"SHAKEN, NOT STIRRED" WHAT'S THE DEAL, BOND?

We've all heard the infamous line from the Secret Service Agent, but what exactly IS the difference between a shaken drink or a stirred cocktail? Let's explore!

SHAKE: The rules say that you should shake cocktails when the recipe includes fruit juices, cream, liqueurs, simple syrup, egg, or any other thick or flavorful mixers. Essentially, use the shake whenever you need to ensure that every ingredient is fully mixed into the finished drink's flavor. The more aggressive the shake, the more dilution you will have from the addition of ice.

STIR: Stir cocktails that include spirits or very light mixers ONLY. Stirring is a softer technique for mixing cocktails, though it's often done for at least 30 seconds, which is longer than the typical shake. It is used to delicately combine the drinks with a perfect amount of dilution from the ice. Stirring keeps the more spirituous drinks clear and free from 'clouding'.