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ONE BARTENDER'S TIPS TO MAKING A MEMORABLE COCKTAIL

by Lesley Jacobs Solmanson

Making cocktails isn't rocket science, but much like science, there are rules that apply. Luckily, the rules are quite basic, but for the novice - or the bartender on a time crunch - they are easy to overlook.

As Beverage Director of Whiskey Social and formerly of Employees Only, Juan Arboleda has the resume to back up his opinions. Here, in his own words, he offers up some rules to live by.

PREPARATION AND SIMPLE INGREDIENTS



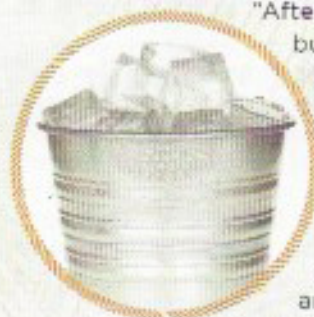
"When creating cocktails, there's a tendency to overcomplicate the process, which leaves lots of room for error. Making a cocktail should be an easy process. Prep your 'station' by organizing and laying out all of your ingredients."

IF YOU MUDDLE, MUDDLE PROPERLY



"A mistake I see often is over muddling. You don't want to beat your mint leaves to a pulp when making a Mojito for example. You only need to give herbs like basil or mint a few hits or a good press in order to release its aromatic oils."

FRESH ICE ALWAYS



"After you've worked hard to build flavor and properly shake or stir your drink, the last thing you want to do is ruin your efforts with bad ice. Ice that has been sitting in the freezer for too long soaks up whatever flavor and scents it has been surrounded with."

KNOW THE RULES FOR SHAKING AND STIRRING



"There tends to be a lot of confusion for when a cocktail should be shaken or stirred. A general rule of thumb to follow is to shake cocktails made with juices, cream liqueurs or egg whites and stir cocktails like a Manhattan or Old Fashioned which have distilled spirits and light mixers."

When shaking a drink, shake vigorously for froth and to wake up the flavor of the mixer or citrus."

NIX THE BOTTLED MIXERS



"Here's the thing, bottled mixes are packed with sugar and tend to be overtly sweet. If you really want to impress guests, opt for fresh squeezed juices that have been strained through a fine sieve... you'll thank me later."

UNDERSTAND YOUR FLAVORS



"I recommend you taste your ingredients separately before mixing. When layering ingredients for a complex cocktail it helps to become familiar with the different flavors and textures."

WHITE DOG SOUR

INGREDIENTS

2 oz. Hudson Corn Whiskey
1 oz. Fresh Squeezed Lemon Juice
½ oz. Simple Syrup (2:1 sugar to water)
½ oz. Red Wine Float

PREPARATION

Add all ingredients (besides wine) into mixing glass, shake vigorously for 6-8 seconds, strain in to rocks with ice. Add red wine float carefully on top by pouring the measure over the back of a spoon resting against the edge of the glass.

