

10

Cocktails and Mixed Drinks

Aims and learning outcomes

This chapter aims to provide a basic introduction to cocktails and mixed drinks. On completion of this chapter the learner should be able to:

- Outline the history, development and promotion of cocktails and mixed drinks.
- Identify the major old World cocktail categories and seminal cocktail and mixed drink publications.
- Act on the most appropriate methods, glassware, garnish and recipes to suit all occasions.
- Explain the best practice techniques involved in creating recipes, menus and profit margins for cocktails and mixed drinks.

10.1 Introduction

The cocktail and mixed drinks elements of the bar have become the most attractive and profitable assets in recent years, offering infinite scope and variety to the bartender and the bar owner. This increasing new demand for alternative and unique premium drink options, which include natural juices and healthier alternatives, have driven many bars and restaurants to expand their drink offerings to include a good range of freshly prepared flavorsome cocktails. The cocktail bar can be the place where the stop-at-home may sample the drink and mixture of a hundred countries, where the traveler may refresh their memory, and where the foreigner may get a glimpse of home. In this department the inventive genius of experts can be given full rein and the beauty of spirits, liqueurs and wines, blended together in countless ways, may be presented in what is known to the modern public as the 'cocktail'. This element of the bars offerings in recent years has continued to attract the interest of customers, spirit and liqueur manufacturers, the media and the literary world.

Evolution of cocktails

Cocktails were first mentioned as a pre-dinner drink mixture of lemon juice and powdered adders favoured by Emperor Commodus in the 2nd century AD. They have been referred to as *punches* (1670), *grogs* (1740) and *slings* or *cobblers* in England (1825).

The word 'cocktail' first appeared in print in the *Farmer's Cabinet*, 28th April, 1803 'drank a glass of cocktail – excellent for the head' (Blue, 2004). However in the *Morning Post and Gazetteer*, a London newspaper on 20th March 1798, recalls debts owed to a bar, one of which is 'cocktails' (Brown & Miller, 2009).

The earliest definition of 'cocktail' in a publication occurs in Hudson, New York, dated 13th May 1806, in the *Balance and Columbian Repository*, an American periodical magazine which described cocktails as a 'fortifying drink composed of several spirits any kind, sugar, water and bitters'.

10.2 Old World cocktail and mixed drinks categories

It's crucial for the specialist cocktail maker, educator, demonstrator or brand Ambassador to create new frontiers for cocktails by properly understanding the background to the old world cocktails. The comprehensive list below explores these famous old world drinks to help you to understand the foundation of the classic and contemporary cocktails and mixed drinks in the marketplace today.

Cups

These mixed drinks are prepared the same way as punches, the most famous being the stirrup cup served to members of a hunting party about to set off. The phrase 'in his cups' was a common euphemism meaning under the influence of alcohol.

Champagne cup is a special glass that has a long stem and knob instead of a flat base so that the contents had to be consumed before the glass was put on the tray upside down.

Champagne Cup: (for 8 to 10 glasses), 1 bottle Champagne, 4 fl oz or 11cl Brandy, 3 fl oz or 8.5cl Orange Curacao, 1 fl oz or 3cl Maraschino. Stir gently together in a large ice filled jug or bowl, garnish with sliced fruit.

Collins

These mixed drinks should be served and prepared very tall and very cold. Collins is usually made with 3 to 4oz of spirit, with sugar, lemon or lime juice, and chilled club soda in a 12 or 14oz glass. Traditionally Collins is gin based. Collins originate with a John Collins, the headwaiter at Limmers Hotel & Coffee house of Conduit Street, London around 1790 - 1817. His original recipe uses Dutch style gin, which is aromatic and spicy. It wasn't until the sweeter Old Tom gin became

the base that the new Tom Collins became a universal favorite. John Collins drink is mentioned in *Drinks for the World* published in 1892. Collins drinks are shaken with ice, strained and topped up with soda water. Collins has spawned a large family since the early days among its cousins are the Gin coolers and Gin Rickeys.

Tom Collins: 1 teaspoon of powdered sugar (or sugar syrup), juice of 1 lemon or 2 limes, 3/4 gill of Old Tom Gin or Plymouth Gin. If you use dry gin add extra sugar syrup. Collins is often referred to as longer Sours without the egg white.



Figure 10.1: Tom Collins.

Crustas

Crustas always contain a spirit, lemon juice and sugar (sometimes or syrup or liqueurs), and are garnished with a band of orange or lemon. Created by Joseph Santina at the Jewel of the South or a Joseph Santini at the City Exchange in New Orleans during the 1840-1850s, first appeared as a Brandy Crusta in Jerry Thomas 1862 book.

Crusta: Take a small wine glass, moisten the rim and the inside edges with lemon juice, dust with caster sugar to obtain a frosted effect, and fix a long curl of peel into the contour of your wine glass as a lining. Then put 1 teaspoon sugar, 3 dashes of Maraschino, 3 dashes bitters, 1/4 of fresh lemon juice, 60ml brandy into a cocktail shaker and shake vigorously. Pour into the prepared glass.



Figure 10.2: Brandy Crusta.