



ELEVEN MADISON PARK





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Look around you. Whether you are at your local tavern, an exclusive nightclub, or the new hidden-away cocktail lounge, the feeling and aroma of excitement in the air is intoxicating. A cocktail revolution has begun, and the world of spirituous consumption will never be the same. Terms like “mixologist” and “bar chef” are finding their way, with increased frequency, into commonplace conversations in bars, clubs, lounges, and restaurants all around New York and beyond. It is due to this attention, passion, and fanaticism that we are compelled to present our cocktail program and all the trappings behind its creation and inspiration.

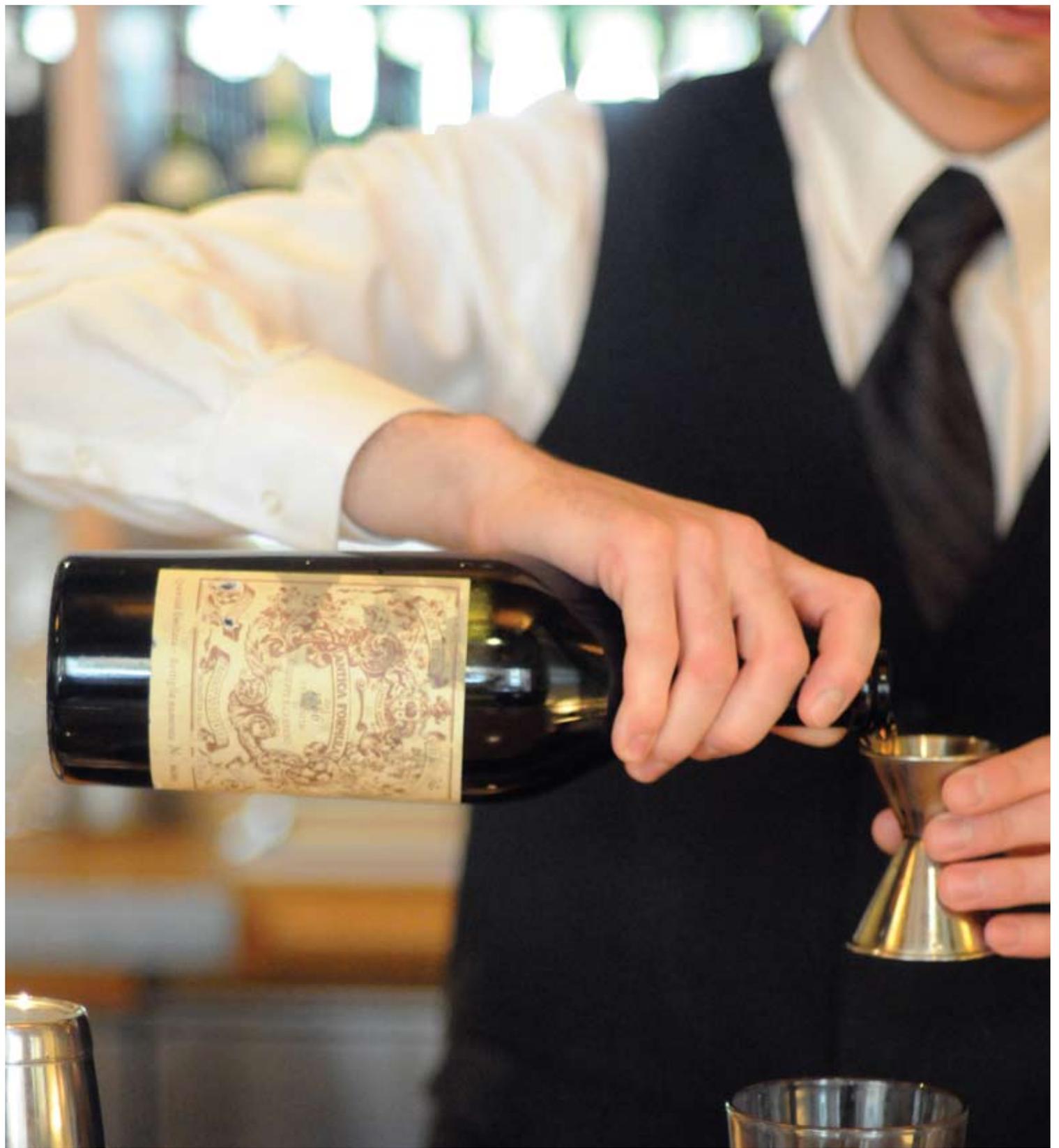
Eleven Madison Park and our dynamic, seasonal cocktail program stand as a stalwart example of a restaurant that seeks to apply classic technique, and fresh, innovative perspectives and ideas with a healthy respect for tradition. We are education obsessed. We are spirit and ingredient driven. We are a bar that endeavors to form a seamless extension of Chef Humm’s vision for cuisine, culture, and culinary experience. Constantly in search of the next great tincture or elixir, always mindful of its history and origin, we create cocktails that are meant to be drunk, not pondered over. We take immense pleasure and more than a measure of pride in bringing you the very best

cocktails, classics and classically inspired alike, every single night at Eleven Madison Park.

As the following pages unfold, you will undoubtedly glean a deeper understanding and appreciation for what is in your glass as well as how and why its parts were mixed, shaken, or stirred. We will show you the history of New York’s cocktail culture and some of the great spirits that are now so intimately tied to its thriving existence. We will argue on behalf of simplicity and the importance of focusing on high-quality spirits. We will also introduce you to some of the talented individuals who are responsible for creating them.

So whether you have enjoyed cocktails with us for years (chances are we know just how you take your Manhattan) or you are just learning about them for the first time—Cheers! Salud! Santé! Prost! We salute you with a heartfelt and emphatic tribute: to friends, family, and good times!

Sam Lipp, Assistant General Manager



# NEW YORK COCKTAIL CULTURE AND THE EFFECTS OF PROHIBITION

Kathy Hubler, Bartender

While it is unclear exactly where the term *cocktail* comes from, or when one was first made, it is a fact that by the early 1800s cocktails were being served. Recipes were simple, ingredients limited, and bar tools basic, but a variety of drinks, including toddies, punches, and slings, were being served up all around Manhattan. And as drinks started to evolve from the standard glass of straight-up liquor, so did the bartending profession.

Noted bartender of the late 19th century, Harry Johnson, remarked that the skills of a bartender included the ability to provide a customer with the type of drink they desired, know-how in preparing the libation, and the knack to judge the strength of the cocktail. Following this code earned a bartender respect and honor. As the profession evolved, bartenders learned to work with ice, new tools of the trade, and the ever-changing expectations of their patrons. For the first time, drinks became elaborate as spirits became more refined. New ingredients were imported, including various syrups, liqueurs, and bitters. The combination of updated tools and these new ingredients led to fresh techniques in making drinks. Bartenders became showmen and, thus, the mixologist was born.

The foundations of mixology were laid long before the start of Prohibition. Although the path towards Prohibition began in the United States as early as the 1840s, New York City did not feel the effects of this “Noble Experiment” until the beginning of the 1900s. In 1914, the Anti-Saloon League—the leading temperance lobby group of its time—began its path of reform by attempting to make an example of New York City. William Anderson, the director of this dry crusade, set forth to clean up New York City society by demanding that all saloon doors be closed. He considered alcohol the bane of all evil and the main reason for the fall of American morals. With the United States’ entry into World War I, Anderson further defended Prohibition as a wartime measure, arguing that grain should be made into bread for soldiers, not alcohol. By

January 1920, the Eighteenth Amendment, or the Volstead Act, prohibiting the sale and consumption of alcohol, went into full effect.

Initially, it seemed that New York City would be receptive to the idea of Prohibition. Reactions were mixed, but attempts were made to acknowledge the new law and its enforcement. But before long, New Yorkers began to rebel, proving to be quite resourceful in obtaining alcohol.

Prior to Prohibition, New York City was home to about 13,000 legal drinking establishments. By 1920, the city boasted more than 35,000 illegal speakeasies, underground bars that surreptitiously served alcohol without limitation on their hours or libations. Some were creatively disguised as cafes or soda shops, where one could often hear the bartender telling patrons to whisper, or “speak easy,” when ordering, so as not to raise suspicion. Others were discreetly hidden in apartment and office buildings, stores, or basements and would require a secret password, knock, or handshake for entry.

While Prohibition was intended to reduce the consumption of alcohol, illegal speakeasies led to an increase in the consumption of hard liquor, particularly in New York City. Low-end alcohol—moonshine or bathtub gin—was produced in Manhattan, where it was easy to transport and conceal. The smuggling and bootlegging of inexpensive liquor became widespread, and many who considered drinking their God-given right were not about to let the law stop them.

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New Yorkers continued to lead the way with their refusal to abide by Prohibition rules and created organizations to repeal the Eighteenth Amendment. When law enforcement could no longer keep up, it became clear that New York City had made an embarrassment of the United States' attempt at Prohibition. The economic crisis that was the Great Depression caused frustrations to grow. New York Governor Franklin Delano Roosevelt reluctantly gave in to the larger issues of the 1933 presidential election, and immediately after taking office as the new president, he assembled a special session of Congress to repeal the Volstead Act. By December that same year, Prohibition finally came to an end with the ratification of the Twenty-First Amendment.

Soon after Prohibition ended, New York City bartenders went back to work in legal bars and speakeasies began to disappear. The effects of the poor tasting spirits like moonshine and bathtub gin instilled an appreciation for the now preferred mixed cocktail, and it was this new interest in cocktails that compelled bartenders to modify drinks for variety's sake—and to exceed the expectations of their guests.

# A Drink By Any Other Name

Ryan Curran, Bartender

With every mention of the word *cocktail* there exists an ambiguous past. Tales are told of the history of the cocktail, and its past is complete with legends of feathers and fete. A concise chronicle of the life of a “lounger,” printed in 1803, offers the earliest account of the word: It was said that a “glass of cocktail” was “excellent for the head.” The same still holds true, and a seat at Eleven Madison Park’s bar is the most appropriate place to experience both the history and the remedy of the cocktail.

Some speculate the word was born of the French *coquetier*, for eggcup, from which beverages were served in New Orleans around the turn of the 19th century. Earlier stories tell of tavern keepers who combined the dregs of barrel casks, referred to as “cocks,” and served the mixture of spirits, or the “tail” of these barrels, to their guests as a libation—the subsequent beverage gaining infamy as a “cock-tail.” Others tell of roosters’ tail feathers used to garnish the drinks of revolutionary soldiers who, in the spirit of camaraderie and under the influence of alcohol, mixed their drinks of spirits and bitters.

Borrowing the name from one these fanciful tales, “Professor” Jerry Thomas published in 1862 his *How to Mix Drinks, or The Bon Vivant’s Companion*, offering the first recipe for the cocktail. Expressing this drink to be composed of a spirit of any type, sugar, water, and bitters, Jerry Thomas offered hundreds of recipes for drinks of varied styles. His comprehensive prose has influenced and inspired what we consider the modern-day cocktail.

The cocktail now extends to a range of libations. Included are those beverages favored by Jerry Thomas himself: a range of “social drinks,” including punches, cobblers, and flips.

**Punches.** One of the oldest beverages referenced in *How to Mix Drinks*, punches are believed to be the predecessor of many other cocktails, and are stylistically akin to cobblers, crustas, and fixes. Always containing five ingredients—most often a base spirit, sugar, lemon juice, water, and either tea

or spices—“punch” is derived from the Sanskrit word for five, *panchan*. Though made popular with the introduction of Jamaican rum in the late 17th century, punches based on wine or brandy date back to 1632.

**Cobblers.** An American invention, cobblers are prepared in very much the same way as juleps: always as individual servings over crushed ice, and garnished liberally with fresh fruit and berries. Cobblers are similar to punches in their frequent use of champagne or fortified wines, such as port and sherry, and both the juice and peel of citrus for flavoring. Jerry Thomas emphasized the necessity of ornamenting these drinks appropriately “with fruits in season” as to allow them to “suit an epicure.”

**Flips.** Reputed to be the favorite of sailors, the flip is one of the least understood drinks. Originally a blend of beer, rum, eggs, sugar, and spices, the term now extends to a plethora of drinks made with egg. On the occasion that beer wasn’t available, water would be substituted, as was brandy for rum. Nutmeg, ginger, and dried citrus fruits were most often available to seafaring sailors, and were frequently used to season flips. Jerry Thomas emphasized beating the eggs, thus resulting in a creamier drink, also referred to as a “yard of flannel.”

With historical roots and thoughtful recipes, these drink styles were favored not only by Jerry Thomas, but equally by all of us at Eleven Madison Park. Our cocktail program flourishes with due respect for the history of the cocktail and a continued pursuit of education. And as we see it, knowing a bit about your cocktail always makes it taste that much better.



# Combiér

In 1834, in the picturesque village of Saumur, in the heart of France's historic Loire Valley, local confectioner Monsieur Jean-Baptiste Combiér and his wife began experimenting with a liquid filling they believed would set apart their chocolates from the field. This filling was crafted with sweet and bitter orange peels from Haiti, local spices from Provence, alcohol from Normandy, and the family's secret ingredients from the Loire Valley.

After years of practice, failure, and discovery, Jean-Baptiste's perfect concoction was born: Combiér Liqueur d'Orange. This all-natural, triple-distilled orange liqueur almost instantly became more popular than the chocolates themselves. Little did they know the world of spirits would never be the same.

Now, nearly 175 years later, the original formula for triple sec remains true to its origins, with each ounce distilled, bottled, and shipped the same way since the 19th century. Combiér's daring experiment gave birth to a category of product that has found its way into countless classic drinks, from the cosmo to the margarita, and is the triple-sec of choice at Eleven Madison Park.



## ELIXIR

# COMBIÉR

## OBJECTS OF DESIRE

Vintage Cocktail Shakers Are Now Eminently Collectible, Says Rupert Prior

Rupert Prior is a former publisher turned author, residing in France. Consulting editor of *The Cocktail Shaker: The Tanqueray Guide*, he is a regular contributor to luxury sector and lifestyle journals.

“The classic cocktail shaker, once a symbol of glamour and sophistication, is an original American invention.” —Simon Khachadourian, *The Cocktail Shaker*

New Yorker William Harnett first patented his “Apparatus for Mixing Drinks” in 1872. By the turn of the century, in two or three-piece form, the cocktail shaker was an established barroom fixture. In 1908, London’s Harrods department store advertised shakers “for mixing American drinks,” and Tiffany, Cartier, Asprey, and Dunhill were each inspired to create shakers emblematic of their status.

The cocktail shaker is forever associated with its long-term running mate, the cocktail party, a social icebreaker where frivolity rules and whose origins are variously attributed to a group of American undergraduates at Oxford, a society hostess, a war artist, and Alec Waugh, brother of *Brideshead Revisited* author, Evelyn.

During the “design decade,” from 1930 to 1940, a golden era for the shaker, leading-edge designers had a ball dreaming up infinitely appealing “thirst extinguishers” of considerable originality. Novelty shakers—decorative, practical, and fun—were produced in the shapes of Manhattan skyscrapers, golf bags, bowling pins, dumbbells, skittles, lighthouses, ship’s lanterns, even a sassy lady’s leg (in bordello red) and a genial penguin. By a common verdict, Emil A. Schuelke’s imaginatively conjured penguin cocktail shaker, launched by Napier of Connecticut for the 1936 Christmas season and a beloved symbol of the best of all periods for the shaker, is one to thrill the hearts of collectors. (Yet beware imitations.)



“Martinis should always be stirred, not shaken,” declared English novelist W. Somerset Maugham, “so that the molecules lie sensuously on top of each other.” Agent 007 would disagree (Ian Fleming, begetter of Bond, insisted cocktails should be “properly aerated”), and what is the most popular secret agent in spy fiction without his trademark “shaken, not stirred” martini?

Remarkably, the shaker, under siege from the push-button convenience of the electric blender, has survived virtually unchanged into the 21st century. Classic designs of the utmost variety, perfect bar companions with real connoisseur appeal, have withstood the test of time, and distinguished rarities cast their spell over discerning collectors worldwide. J.F.K.’s monogrammed silver shaker, for instance, was sold at auction for a sum in excess of \$20,000.

It may be regarded as a matter of satisfaction that the shaker has regained much of its former celebrity. Of special interest, there is a definite move back to the notion of solicitous service and matchless surroundings, as exemplified by Eleven Madison Park, where dedicated bar staff take inspiration from their legendary predecessors—Barney Burke, Harry Craddock, and Victor “Trader Vic” Bergeron among them—in skillfully mixing drinks. Long may it continue.

# Classic Wine, Classic Cocktail

Charles M. Hildreth, Sommelier



"I only drink Champagne when I'm happy, and when I'm sad. Sometimes I drink it when I'm alone. When I have company, I consider it obligatory. I trifle with it if I am not hungry and drink it when I am. Otherwise I never touch it—unless I'm thirsty."

—Madame Lily Bollinger

Champagne has held a celebratory status for centuries, and has always been considered a finished product not to be tampered with. Why then, might you ask, would anyone suggest tainting such purity with sugar and bitters? My response: Why not?

Enter "father of the cocktail," Jerry Thomas, and *How to Mix Drinks, or The Bon Vivant's Companion*, published in 1862. This first guide for bartenders, Thomas' 236 recipes included ten drinks referred to as "cocktails." These select few included the eponymous Champagne Cocktail:

*1/2 teaspoonful of sugar*

*1 or 2 dashes of bitters*

*1 piece of lemon peel*

*Fill tumbler one-third full of broken ice,  
and fill balance with wine [Champagne].*

*Shake well and serve.*

Things have changed a bit since then. No one shakes a Champagne Cocktail anymore. Today, you will most often find the cocktail being built in the glass. A sugar cube is pressed on the opening of a bottle of bitters and upturned to apply a dose of about two dashes. It is then placed at the bottom of a flute, into which Champagne or other sparkling wine is poured. Occasionally, you will encounter the addition of brandy, but it only muddies the finesse of the bubbly with excessive alcohol.

The beauty of the Champagne Cocktail is the transformation that it fosters. Classic Champagne is taut, chalky, and dry. The addition of bitters mellows the dryness, and adds a subtle depth in layers of flavors. The sudden introduction of sugar reinvigorates the mousse, and as it continues to dissolve, the drink softens, moving it from evening aperitif to a beverage more suitable for sipping in the afternoon.

The Champagne Cocktail was chosen by *Esquire* magazine as one of the top 10 cocktails of 1934. While classic cocktails waned in popularity over the following decades, they are now coming back, in various forms, thanks to mixologists like Dale DeGroof, Audrey Saunders, and Sasha Petraske. Using many classic foundations for their modern cocktails, they have inspired a resurgence of the >

# CHAMPAGNE COCKTAILS

cocktail-bar scene in New York and other cities. A well-crafted cocktail can be found at such bars as Death & Co., PDT, The Flatiron Lounge, and, of course, Eleven Madison Park.

Possible variations on the classic are limitless. Try substituting the bitters with Campari, an amaro, or Combier. Fresh fruit purees are also a thought. For beer lovers, take a different approach altogether: mix equal parts stout and Champagne, and you have the classic Black Velvet.

Various styles of sparkling wine can add their own flair as well. Traditionally, the cocktail is made with a light, crisp style of Champagne. However, a barrel-fermented style, with extra time spent on the lees, can add uncommon texture and weight. The Champagne Cocktail is a great way to dress up less expensive sparkling wine—at your local wine shop, request a decent *crémant* from Alsace or a wine from the Loire Valley. Such wines make a great cocktail with a much lower price tag.

So, the next time a bartender asks, “What’ll you have?” request a Champagne Cocktail, and give praise to Jerry Thomas, Prince of Perlage.



## CORTÉS

Highball Glass

- 1.5 oz Amontillado Sherry
- .75 oz Canela Essence
- .75 oz Lemon Juice
- 3.5 oz Champagne

Combine the first 3 ingredients in a cocktail shaker with ice and shake vigorously. Strain into a highball glass with fresh ice and top with Champagne. Garnish with a stick of *canela*.

\**Canela*, or cinnamon in Portuguese, flourishes in parts of Central and South America. We particularly enjoy the aromatic subtlety of Mexican *canela*.

## SEELBACH COCKTAIL

*The Seelbach Hotel, Louisville, KY, Circa 1917*

Champagne Flute

- .75 oz Woodford Reserve Bourbon
- .25 oz Combier Triple Sec
- 7 dashes ea Angostura and Peychaud's Bitters
- 4 oz Champagne

Pour the 7 dashes of each of the bitters into the Champagne flute and coat the inside thoroughly. Discard. Build the bourbon, triple sec, and Champagne, in that order, in the glass. Garnish with an orange twist.

## FRENCH 75

*Raoul Lufbery, Lafayette Escadrille, France, Circa 1916*

Champagne Flute

- 1.5 oz London Dry Gin
- .75 oz Lemon Juice
- .5 oz Simple Syrup
- 4 oz Champagne

Shake the first 3 ingredients in a cocktail shaker with ice and strain into a Champagne flute. Top with Champagne.

## 23 SKIDOO

Champagne Flute

- 1 oz London Dry Gin
- 1 oz Apricot Puree
- .25 oz Maraschino Liqueur
- 2 drops Orange Blossom Essence
- 3 oz Champagne

Combine the first 4 ingredients in a cocktail shaker with ice and shake vigorously. Strain into a Champagne flute and top with Champagne.

## AMER À CANNES

Highball Glass

- 1.5 oz Torani Amer
- 1 oz Lillet Blanc
- Scant .5 oz Pomegranate Grenadine
- Scant .5 oz Lavender-Infused Honey
- 3.5 oz Champagne

Prime a highball glass filled with ice with half an ounce of soda. Build all ingredients in the glass over ice and top with champagne. Garnish with a lemon twist.

## THE RITZ COCKTAIL

*Dale DeGroof, Aurora, New York, Circa 1985*

Champagne Flute

- 1.5 oz Hennessy Cognac
- .5 oz Lemon Juice
- .5 oz Combier
- .5 oz Maraschino Liqueur
- 2 oz Sparkling Wine

Combine the first 4 ingredients in a cocktail shaker with ice and shake vigorously. Strain into a Champagne flute and top with Champagne.



# Getting Into the Spirit

Eamon Rockey, Bartender

There are few culinary experiences as gratifying as the first sip of a well-crafted drink, and as the artisanal cocktail movement continues to gain speed, there are more and more of them to choose from. Bartenders have an unlimited number of ingredients to play with in creating a cocktail, resulting in so many permutations that one could not even comprehensively list them all.

The Pousse-Café is intricately layered and must be prepared with a deft hand and a great deal of know-how. The Zombie, depending on who is making it, can have up to ten different ingredients! Some of our favorite cocktails utilize complex and elaborate recipes and techniques, though one must not forget that sometimes the best drinks are also the least complicated. At times, the drinks with the shortest list of ingredients and instructions are those that possess the most pedigree.

One of the best examples of this is the Old-Fashioned, whose original name was simply the Whiskey Cocktail. Though the term *cocktail* now refers to almost anything whipped up behind a bar, its original 19th-century application was far more specific. It referred to any base spirit diluted with water, sweetened with sugar, and “seasoned” with bitters. Hence, one could make a Rum Cocktail, Gin Cocktail, or Whiskey Cocktail simply by using one base spirit in place of another. As time went by and more and more drinks were invented, what was known as a cocktail became less and less clear. Muddled oranges, cherries, and other fruits and ingredients were added to these cocktails with increasing frequency. Eventually, if one wished to have the original, it would have to be ordered as an *old-fashioned* Whiskey Cocktail, which was eventually shortened to what we call it today: an Old-Fashioned.

Another family of drinks that serve to highlight the beauty of a single spirit is the julep. The word itself is derived from the Arabic *julab*, meaning rose water. References as far back as 1803 define it as “a dram of spirituous liquor that has mint in it, taken by Virginians in the morning.” As early as the 15th century, the British called for their medicine to be mixed into a julep of sweet syrup to yield a more potable potion. Though juleps made with bourbon are now the most well known in the United States—their consumption revolving around the Kentucky Derby—they were originally made with brandy and can really be made with any spirit. Regardless of which you choose, a single spirit with finely crushed ice, raw sugar, and a copious bouquet of fresh mint served together in a traditional pewter julep cup is considered by many to be one of the most refreshing libations in existence, and certainly one of our favorites.

In the words of Leonardo da Vinci, “Simplicity is the ultimate sophistication.” So the next time a dinner party is on the horizon and you are searching for something to mix up for your evening’s guests, take comfort in knowing some of the finest cocktails ever created can also be the easiest to prepare. Whether it is the Old-Fashioned, the Mint Julep, or any of the other great examples that exist, some drinks demand little more of their maker than that they be made au naturel with the finest of spirits, and without all the fuss.

Whether the julep should traditionally be made with brandy or bourbon is a matter of taste. Here, we discuss each of these spirits, and tell the stories of two distinguished brands. Make a Mint Julep with each, and see which you prefer.

## Hennessy

Cognac is a unique beverage, distilled exclusively from the fermented wine of the ugni blanc vine grown in the Cognac region of France. The wine goes through a double-distillation process, resulting in a distillate measuring 70 percent alcohol. Once passed through this second distillation, the wine becomes the famous *eau de vie*, a distinctive batch of aged cognac. *Eaux de vie* are aged in oak barrels in the cellars of Cognac. Only oak from France's Limousin forest is used. An *eau de vie de Cognac* is aged for a minimum of two years, but Hennessy keeps its most exceptional *eaux de vie* up to 200 years. Blending is a complex task that Hennessy entrusts to the long line of the Fillioux family of cellar masters. The first blending produces a *coupe*, which is blended with others in turn until the *eaux de vie* of different *crus*, origins, personalities, and ages mingle harmoniously, each contributing its own special characteristic.

Hennessy's authenticity has an incomparable heritage. Richard Hennessy, a young Irish soldier, retired from the army and settled in Cognac, France. He began sending barrels of aged cognac back to his family and friends in Ireland. The popularity of it was undeniable, and in 1765 Richard established the House of Hennessy using his family crest, the arm and broadax, as the company's emblem. For nearly 200 years, the Hennessy family has trusted the critical task of blending to a member of the Fillioux family, now in their seventh generation. This has ensured a consistency of quality, style, and excellence for each Hennessy marque. There are six growing areas in the Cognac region, yet Hennessy uses *eaux de vie* only from the premier four. Each has different but complementary qualities that blend together to create a full, complete, and well-balanced cognac. Hennessy distills, ages, and blends a full range of marques, each a superb example of its category.

Hennessy was the first cognac house to create the cognac categories V.S.O.P. (very superior old pale, aged at least four years) and X.O. (extra old, aged at least six years). Only Hennessy controls every aspect of cognac production. They have their own oak forests, vineyards, distilleries, and cooperage. Hennessy maintains the largest reserves of rare aged cognac in the world and owns more than 40 warehouses capable of holding 250,000 casks. Each year, the *eaux de vie* is systematically tasted to ensure quality.

## Woodford Reserve

Bourbon is a whiskey that can be crafted only in the United States (it is protected by a Congressional decree enacted during the Lyndon B. Johnson administration). The distillation process uses fermented grain mash comprising at least 51 percent corn and a mixture of any other grains. Bourbon must be aged for at least two years in new, charred, white oak barrels at no higher than 125 proof, and the final product must be bottled at a minimum 80 proof with nothing added but pure water.

The name *bourbon* originated from Bourbon County, Kentucky. Back in the 1700s, the whiskey business was booming, and Bourbon County covered a large portion of the state. It was the point of departure for whiskey moving down the Ohio River to the west and New Orleans. As whiskey gained some acclaim, it became known as "Whiskey from Bourbon County." Inevitably, the shorter Bourbon Whiskey was adopted.

In Versailles, Kentucky, hidden away between some of the most scenic thoroughbred horse farms in the country, is The Woodford Reserve Distillery. Since the early 1800s, the historic distillery has been the setting for landmark discoveries and innovative practices in producing whiskeys. A small team guided by Master Distiller Chris Morris applies years of experience and knowledge to the process, which involves using unique, small-batch methods, fermentation in cypress vats, distillation in copper pot stills, and maturation in limestone warehouses.

The master distiller selects only barrels whose whiskey shows superior maturation qualities. These barrels are set aside, then moved to the 100-year-old stone warehouse at The Woodford Reserve Distillery to finish their maturation. The heat of summer and the cold of the Kentucky winter are key for a fine whiskey to mature properly. Only when the whiskey in these special barrels has reached its peak does it become Woodford Reserve.

# Dukes Martini

Danny Meyer, Co-Owner, Eleven Madison Park

Truth be told, I missed my first encounter with the Dukes martini and didn't even know it until I had returned home to New York. After years of flying over London (now one of my favorite cities in the world) in favor of Europe's great wine destinations, I chose to take my wife, Audrey, there in 1997 to celebrate her birthday.

Not having visited for years, I was completely out of touch with the city and asked a number of our restaurant regulars where they'd recommend staying—someplace that would really make us know we were in London. Our two finalists were the Cadogan Hotel, off Sloane Square, and the Dukes Hotel, in St. James's Place. Roger Straus, the publisher of Farrar, Straus, and Giroux, who lunched at Union Square Cafe almost daily while he was alive and who knew London like the back of his hand, insisted we stay at the Dukes, and so we did.

It certainly felt like London. The hotel was tucked into an alley driveway at the end of a nearly impossible to find cul-de-sac in a neighborhood of tidy row houses. I can vividly recall the bustling, wood-paneled reception area manned by two elegant men of about 60. An erudite bellman with perfect English diction ported our luggage up a tiny elevator, down a musty carpeted hallway, up two stairs, around a corner, down two more stairs, around another corner, and finally to our very idiosyncratic bedroom.

As this was the first overseas trip we'd taken together without our young children, Audrey and I were determined to make use of every single moment we had to sightsee, attend the theater, and dine. We managed to enjoy meals at Le Caprice, The Square, and the Criterion Brasserie. During the course of our three glorious days in London, we spent precisely 24 hours at the Dukes—barely enough time for sleeping and English breakfast. We checked out of the Dukes on a brisk Saturday morning and headed westward to Bray for a stunning lunch at the Waterside Inn (to this day, I can recall Michel Roux's dreamy trout soufflé washed down with Jean Thevenet's nearly botrytized Domaine de la Bongran Mácon Clessé) and later to the gorgeous Cliveden House for our final night before heading home.

Just before we took off from Heathrow for our return flight to New York, we

called to thank our good friend, Jim Berrien, who was living in London at the time and set us up at the Waterside Inn and at Cliveden House. "So how was the martini?" he asked. "*What* martini?" I replied. "What do you mean, 'what martini'? You didn't go to the Dukes Bar? You missed out on the best martini *in the world!*"

For years, that exchange haunted me. In my three days at the Dukes, I hadn't even noticed the bar—which was just around the corner from the front desk—much less known I had been within steps of a champion martini. As one who willingly makes voyages to find the best version of anything, I was truly disappointed in myself.

It would be another six years before I'd remove the Dukes martini monkey from my back. I headed to London with Tabla's chef and my partner, Floyd Cardoz on an eating expedition, which would include eight restaurants in three days, including several of London's newer Indian restaurants. Fresh off the airplane, we headed to Bray, this time for dinner at Heston Blumenthal's Fat Duck. The next afternoon, following lunch at Rasoi Vineet Bhatia, we decided it was time to go for it.

With boundless expectation, we trekked to the Dukes and made a beeline for the bar. Thirty pounds sterling later, and Floyd and I had each lost our Dukes martini virginity. Neither stirred nor shaken—just tantalizingly drizzled into a frosted stem, seasoned with a scant squirt of vermouth—the martini was viscous vodka perfection, accompanied by plump green olives and three inches of freshly shaved fragrant lemon skin.

Wisely, there is a two-martini limit at the Dukes, so potent is the drink. In my three experiences, I've never gone beyond one, but I've sat cheek by jowl with colorful patrons who have. On one pilgrimage to the Dukes, this time >

One always returns to the Dukes Bar with a sense of anticipation, yet its typically British décor has hardly changed since the years of Ian Fleming's patronage, nor has the service: a trolley is brought to your table with a frozen bottle of your favorite tippie, poured ice cold into a martini glass with a garnish to suit.

The very simplicity and elegance of this cocktail ritual—always delivered with gusto by a strictly Italian bar team—is what makes the experience so mesmerizing; it brings the precious bottle into full view, magnifies the power of the spirit, and enhances its flavor. The rest is up to the audience, and no evening is ever the same.

For a purveyor of vodka, like me, though, such scrutiny does not allow for error. Perhaps that is why Potocki Wódka has always been a client and staff favorite over the years. In fact, the Dukes is one of my very first customers and remains to this day a privileged place to discover the meaning of our motto: True Spirit.

I can only rejoice that the Dukes martini found a second home across the pond at Eleven Madison Park, where Danny Meyer and his team seamlessly transitioned the drink from London's slower tempo to New York's febrile pace.

—Jan-Roman Potocki





with Eleven Madison Park's chef and general manager, Daniel Humm and Will Guidara, we were seated next to a single woman from Paris—an Iranian expat whose date was two martinis late and who, in the meantime, took the opportunity to describe meals at virtually every restaurant she loved in continental Europe—on one side, and on the other by two British tycoons whose lubricated, lewd, and loud banter permeated the entire bar. Each was served club soda for their third libation.

For years, I had wanted to recreate the Dukes martini in one of our restaurants, hoping to share my experience with our guests. Eleven Madison Park seemed the perfect stage for the theatrical tableside presentation, and in the hands of

the passionate and gifted Sam Lipp, we're coming mighty close to replicating the standard issue from the Dukes. With Poland's pure Potocki Vodka—the same as is used at the Dukes—playing the starring role, Sam has converted hundreds of Eleven Madison regulars who formerly chose between shaken and stirred and are now most content with the drizzle.

I'll gladly continue to visit the Dukes Bar when I'm in London for my now more frequent visits, but in the meantime, Eleven Madison Park makes a stunning and animated backdrop for this exquisite cocktail, demanding no airfare or jet lag from its admirers. And with a favorable exchange rate, perhaps we'll even attract a Brit or two.



# BAR BITES

We think that a tasty snack is as essential a part of the bar experience as whatever beverage you choose to enjoy. Here are recipes for a few of Daniel's favorites.

## CURRY-SEASONED PEANUTS

Yields about 1 pound of peanuts

### Ingredients:

|         |                            |
|---------|----------------------------|
| 1 pound | roasted, unsalted peanuts  |
| 2       | egg whites, lightly beaten |
| 1/4 cup | Madras curry powder        |
| 1 pinch | cayenne                    |
| 2 tbsp. | dark brown sugar           |
| 2 tsp.  | salt                       |

### Preparation:

Preheat oven to 350°F. In a large mixing bowl, with clean hands, toss the peanuts and egg whites together to coat thoroughly. Add the remaining ingredients and toss to combine. Pour out the mixture onto a lined baking sheet and place in oven. Toast peanuts for 12 to 15 minutes, or until you just begin to smell them—any longer, and they will burn.

## OLIVE MARINADE

Yields about 4 15-ounce jars of olives

### Ingredients:

|           |                                                                              |
|-----------|------------------------------------------------------------------------------|
| 1 quart   | extra virgin olive oil                                                       |
| 2 heads   | garlic, split in half                                                        |
| 6 sprigs  | thyme                                                                        |
| 3 sprigs  | rosemary                                                                     |
| 1/4 cup   | lemon zest                                                                   |
| 1/4 cup   | orange zest                                                                  |
| 1 small   | Anaheim chili, split in half and deseeded, depending on your desire for heat |
| 64 ounces | picholine olives, cured and drained from liquid                              |

### Preparation:

Combine all ingredients but the olives, and place in a large saucepan. Cover and simmer on very low heat, just enough to infuse the olive oil, for about 15 minutes, and then turn off the heat completely and allow the mixture to steep for about 1 hour.

Place the olives in a large mason jar. Pour the olive oil mixture, still warm, over the olives and give it a quick stir with a long-handled spoon or clean hands. Properly close the jar and store it in the refrigerator.

## GOUGÈRES

Yields 2 full baking sheets

### Ingredients:

|           |                 |
|-----------|-----------------|
| 1 1/3 cup | water           |
| 1 tsp.    | salt            |
| 1 pinch   | cayenne         |
| 1/4 tsp.  | nutmeg          |
| 1/3 cup   | butter          |
| 1 cup     | flour           |
| 1/3 cup   | heavy cream     |
| 5         | whole eggs      |
| 1         | egg yolk        |
| 1/2 cup   | Gruyère, grated |

### Preparation:

In a medium saucepan, bring water, salt, cayenne, nutmeg, and butter to a boil. When boiling, stir in the flour and mix with a spoon until smooth. Let the mixture dry slightly over heat. Take the mixture out of the pan, and put it in a KitchenAid mixing bowl. While mixing with the paddle attachment, add the heavy cream and the eggs one by one until completely incorporated. Then add the Gruyère and mix until completely incorporated. Line two baking sheets with parchment paper, and using a piping bag fitted with a half-inch tip, pipe tablespoon-size mounds about two inches apart onto the baking sheets. Place a bit of grated Gruyère on top of each mound, and sprinkle with fleur de sel. Bake at 350°F for 14 minutes.

# A Study in Conquests, Trade, Money, and Power Or A Brief History of Rum

Whether delving into the redolent citrus snap of a Hemingway daiquiri (also known as the Papa Doble) or savoring the spicy-come-heady complexity of a zombie, rum is no shy spirit. It evokes and elicits memories from nearly everyone who has experienced its gift.



Some envision paradise, while others conjure thoughts of spring break mayhem. No matter the thought, it can be said that rum's history sparkles with passion and rebellion. Although rum has existed for centuries, delving into its modern history unearths conquests, trade, money, and power.

The history of rum is as exotic, exciting, and dark as the beverage itself, which began as so many spirits do: by accident. Sometime during the 15th century's Age of Exploration, Christopher Columbus inadvertently became its grandfather as a result of his travels. On his second journey westward, Columbus brought to the New World spices, sugar, and other commodities from the Canary Islands. The tropical climates of the Caribbean allowed sugarcane in particular to flourish. The people of Europe soon discovered an unhealthy but addictive love of sugar, making it the premier import. The number of sugar plantations quickly multiplied, sprawling all across the West Indies, taking full advantage of the seemingly endless demand from Great Britain, and paving the way for the first steps of rum's development.

The process by which early European settlers refined sugarcane was responsible for the first distillation of rum. Sugarcane was pressed into cane

juice then subject to a lengthy crystallization period, which could last as long as several weeks. Upon completion, the end result was not only the sugar, bagged and shipped to eager purveyors across the ocean, but also a viscous liquid known as *melaza*, or, more commonly, molasses. No one actually knows when the first distillation of this liquid occurred; however, legend has immortalized the following story, as told in Anthony Dias Blue's *The Complete Book of Spirits*:

*As a vat of melaza sat in the strong Caribbean sun, waiting to be discarded as a waste by-product of the sugar-making process, the combination of natural yeast, water, and the sugary content of the vat sparked a primitive fermentation. A slave working on the plantation dipped a finger in the substance and, thanks to an apparently very developed palate, liked what he tasted. Rum was born.*

Legend or reality, the newly discovered distillate quickly became a hot commodity. Barrels of rum were loaded onto ships carrying sugar, brought to New England, and sold to a loving audience of merchants, traders, and middle- to lower-class buyers. It was a lucrative market, tempered only by the frequent arrival of empty rum barrels off the trade boats. Imagine the



disappointment! Solving this problem meant eliminating the temptation for theft.

Soon the Northeast itself became the center of rum distillation, with the first distillery appearing in Staten Island, New York. By 1763, there were hundreds of distilleries up and down the East Coast. The Northeast quickly became the center of the rum trade and, as a result, a driver of the transportation and exploitation of African slaves. Wealthy bankers bartered using the demand for slaves as leverage to purchase sugar and molasses in the West Indies, transported to New England and distilled into rum. The remaining barrels were loaded back onto ships and traded for more slaves. This practice became known as the “triangle trade,” or “notorious trade,” forming a circle of bartered transactions driven both by the thirst of the Colonials and enabled by the reckless disregard for the human sacrifice required to accomplish it.

The sugar trade was extremely profitable, and with the addition of rum, the Americas became a formidable trade force. Twelve million gallons of rum were being consumed in the Americas alone, surpassing even gin in England and becoming the most popular spirit of the Colonies. Along with gold, rum began to be used as international currency. In an attempt to cash in on sugar and rum’s high levels of movement, the British, still entrenched in imperialism, passed the Molasses Act of 1733, which heavily taxed sugar products. Riotous cries of rejection and rebellion arose! In a last-ditch effort to maintain control, the British passed various other tariffs and trade acts. Then came the Boston Tea Party, then the American Revolution; no more sugar and rum for the English.

In subsequent years, legislation would be introduced, dampening the supply of the spirit. In 1807, the United States passed a law to ban the importation of slaves, immediately putting most American distilleries out of business. Later

that century, Manifest Destiny turned the American eye westward toward more fertile and fruitful plains and soils. They cultivated local corn and rye, creating an abundance of more raw materials useful in distilling another fiery spirit: whiskey.

Rum retreated back to the islands of its origin, where sugar required no transportation and was still readily available. Additionally, technological advancements of the day soon enabled the extraction of sugar from beets, an agricultural product native to mainland Europe, further crippling the trade of sugarcane and ultimately rendering the spirit nearly forgotten in the United States.

Ironically, it was Prohibition that eventually revived America’s desire for rum. During the early 1920s, steamships and charter planes in Florida would load up adventurous souls with a thirst in need of quenching and take them on a short trip to Cuba, where they could drink freely without fear of political castigation. Havana became the party mecca for affluent Americans. Keen to relive the hedonism of this Caribbean destination, it was only natural that vacationers realized the potential profit of smuggling rum into the States. By 1922, hundreds of ships were anchored off the Northeast, and more than 2.5 million gallons of liquor illegally made their way into the United States.

The repeal of prohibition on December 5, 1933, paved the way for legal trade and ushered in the cultish revival spirit. With the help of a few visionary bartenders like Don the Beachcomber (born Earnest Raymond Beaumont Gantt) and Victor “Trader Vic” Bergeron, the coming decades saw the popularity and variety of rums increase exponentially. So the next time you reach for a Cuba Libre or ponder the social merits of ordering the sinfully delicious Mai Tai at your local haunt, remember to pay respect to the fiery, rebellious, and often shadowy past of this great spirit.

*We had the privilege of sitting down with Benjamin Jones, managing director of Rhum Clément. His great uncle, Homère Clément, is the founder of the distillery. Benjamin shared with us the history of his family and the brand.*

# Rhum Clément

According to creator Homère Clément's grandnephew, Benjamin Jones, the famous rum was made after sugar had lost much of its value and Homère saw a niche to mass market this sugar-intensive spirit. When he was first trying to sell his rum, most families made their own rum at home.

Not a stranger to breaking ground, Homère was the first black doctor in Martinique, before going on to become the first minority to win the mayoral race in 1881. Not long after becoming mayor, Homère bought a sugar plantation, Domaine de l'Acajou, after being urged by friends to live a more prestigious lifestyle.

What Homère didn't know, however, was how much sugar prices had dropped, making a large sugar plantation unprofitable. Housing and feeding all the plantation workers needed for the labor-intensive crop was more expensive than what sugar farmers were able to get for their crops. French scientists had recently discovered how to extract complex sugars from other crops such as beets, decimating the sugarcane market. With workers becoming restless and rebellious with nothing to do, Homère had to come up with a use for all his unsellable sugar, fast.

The solution came in the form of sugarcane juice for rum, the first recipe to utilize pure cane juice for its rum base. All rums previously had used molasses, a sugar byproduct. Sugarcane juice has a green, herbaceous taste, and this more complex and interesting product quickly found an audience.

In the following generations, the Clément family worked and improved upon the rum recipe, mastering distilling and aging of this rum. With pride and tradition, the Clément family mastered *rhum agricole*, making Martinique a leader in the world of rum. Their hard work was acknowledged when the French islands eventually became the only rum makers controlled by a governing A.O.C. because of their mastery of taste and quality. We owe this superb product to the father of *rhum agricole*, Homère Clément.



# Cachaça: The Other Cane Spirit

## Leblon

Most historians place the birth of cachaça in the year 1532, where it was first distilled from fermented sugarcane juice in what is now the state of São Paulo. Back then, Portuguese entrepreneurs and aristocrats constructed sugarcane plantations seeking new sources of fame and riches. As sugar was produced, so too was this new vibrant spirit. Each sugarcane plantation had its own *alembique*, or copper pot still.

By the 1600s, the coast of Brazil was dotted with many sugarcane plantations, and the colony was already producing a large volume of cachaça. As a result, the Portuguese wine trade was badly hurt, which led to government restrictions on cachaça production. Nevertheless, by this time the spirit was so ingrained in Brazilian life that no authority could hamper its growth.

Cachaça, and the various drinks made with it, including the first mojito—then called the “el Draque,” after Sir Frances Drake, the pirate and privateer known to the Spanish as “the Dragon”—was becoming widespread in its use.

Cachaça is unique to Brazil, as it can only be made there. Like France’s Cognac or Champagne and Mexico’s tequila, cachaça has qualities that separate it from any other spirit. Cachaça is made from fresh-pressed sugarcane juice, which is then fermented and distilled. Distillation can be accomplished using two accepted methods: industrial column stills or artisanal *alembique* copper pot stills. The latter method represents the minority of the yearly production, but it can result in complex, interesting, and wonderful spirits.

Leblon, an artisanal cachaça, is made at Maison Leblon in Brazil’s state of Minas Gerais. The distillery’s mission is to show the world that cachaça can be a noble spirit. The result is a lively *pura* nose and a full-bodied liquor that exhibits a floral bouquet with light herbal and grassy notes and tastes of sweet sugarcane, crème brûlée, spicy vanilla, and white pepper. The spirit warms in the mouth and leaves a gentle sweetness in the middle of the tongue that flowers as it lasts, much like a refined tequila.

## RUM & CACHAÇA COCKTAILS

### IPANEMA FLIP Fortified Wine Glass

- 2 oz Leblon Cachaça
- .5 oz Almond Milk
- .5 oz Simple Syrup
- 1 ea Whole Egg

Combine all ingredients in a cocktail shaker without ice and shake vigorously for 15 seconds. Add ice and shake for an additional 15 seconds. Strain into a fortified wine glass and garnish by zesting lime on top.

### THE INTERNATIONAL Cocktail Glass

- 2 oz Rhum Clément
- .5 oz Campari
- .5 oz Maple Syrup
- .5 oz Lime Juice

4 drops Islay Scotch

Combine the first 4 ingredients in a cocktail shaker with ice and shake vigorously. Strain into a cocktail glass and float the Islay Scotch on top.

### CONTINENTAL COCKTAIL Highball Glass

- 2 oz Leblon Cachaça
- 3 ea Lime Wedge
- .5 tsp Toasted Fennel Seed
- 2 tsp Sugar
- 2 ea Fresh Ginger Slice
- Tt Ginger Ale
- 1 tbsp Pernod

Muddle lime, fennel, sugar, and ginger in a cocktail shaker. Add cachaça and ice and shake vigorously. Strain into a highball glass with ice and fill with ginger ale. Float Pernod on top.

### DAIQUIRI *Author Unknown, Cuba, Circa 1900* Cocktail Glass

- 2 oz Rhum Clément
- .75 oz Lime Juice
- .75 oz Simple Syrup

Combine all ingredients in a cocktail shaker and stir with ice. Strain into cocktail glass and garnish with a lime wedge.

# Defining the Whisky of Whiskies

Gregg Nelson, Co-Owner of The Redhead Restaurant

Whether you spell it *with*, like in the United States and Ireland, or *without* like they do in Scotland, Canada, and Japan, the e in whisky is a heavily debated mystery to linguists throughout the world.

Regardless, *whisky* brings a distinctive thought and flavor profile to mind every time you see or hear the word. It elicits the same reactions in different types of cultures and languages, beginning with the first sip. Whisky is a spirit category that encompasses so many various blends and distillations that it is sometimes difficult to believe they are all related. The whisky that most believe has the richest history is Scotch whisky.

By definition, whisky is an alcoholic beverage distilled from a fermented grain mash and aged in wooden barrels. Scotch whisky is produced by specifically distilling fermented grains, a mixture that is essentially modern-day beer. The grain is mixed with water to create a mash, and then heated to allow enzymes to release and break down the starch into sugar. This process creates a warm, sugar-enriched mixture called wort. Yeast is added to the wort to consume the sugar, the interaction creating a by-product of ethanol alcohol. This conversion of sugar to alcohol is fermentation. The resulting wash, or beer, is then heated, creating vapors that are extracted to make a spirit. The final stage is the maturation, or aging, in which the distilled spirit is put into wooden barrels and left to rest for enough time to absorb the flavor, color, aroma, and body of the barrel. From there, the spirit is bottled, having earned the title *whisky*.

Very specific guidelines and laws have been developed to help maintain the quality, integrity, and history of whisky production in Scotland. The mere basics of the labeling laws have most recently been updated by the United Kingdom's Scotch Whisky Order 1990, with the following restrictions:

**1.** It must be distilled at a distillery in Scotland from water and malted barley, to which only other whole grains may be added, but it must have been processed

into mash at that distillery with only endogenous enzyme systems, and fermented by the addition of yeast only.

- 2.** It must be aged in oak barrels in Scotland for not less than three years and one day.
- 3.** It must be distilled to an alcohol volume of less than 94.8 percent by volume.
- 4.** It must not contain any added substance other than water or caramel color.
- 5.** It may not be bottled at less than 40 percent alcohol by volume.

Once considered Scotch, the whisky can then be separated into one of two major categories: single or blended. A single Scotch must be bottled exclusively from the same distillery, while a blended Scotch is bottled from multiple distilleries. A major misconception is that single-malt whiskies must be made from one batch of distillate. This is not true, as multiple batches of distillate may be used in the same bottling as long as the Scotch is bottled at the same distillery. Furthermore, Scotch whisky can be categorized in the following ways:

- 1. Single-malt whisky** (100 percent malted barley whisky from a single distillery)
- 2. Single-grain whisky** (a grain whisky from one distillery that may be made from unmalted multiple grains)
- 3. Vatted, or blended malt whisky** (a mixture of single malt whiskies from multiple distilleries)



**4. Blended Scotch whisky** (a blend of single-malt and grain whiskies that can come from multiple distilleries)

Scotch whisky comes from one of five regions of Scotland: the Highlands, the Lowlands, Islay, Speyside, or Cambeltown. Each area produces distinctive characteristics specific to climate, soil, water source, and proximity to the ocean. The craft of making whisky is complex and very scientific, but at the same time allows for and requires artistry, creativity, and originality.

## Glenmorangie

Rachel Barrie is a master blender and the assistant distiller to Bill Lumsden at the fabled Glenmorangie distillery in the Highlands of Scotland. She has a technical background, with a degree in chemistry, and ample experience, having worked in the petroleum-refinery business and then as a brewer for Newcastle Beer before moving to whisky and working with what she calls “the most complex spirit in the world.” She is proud to note that not only has Glenmorangie been making whisky since 1843 but, to this day, it is still all handcrafted, with no automation involved in the process. At Glenmorangie, all of their whisky is double distilled, resulting in a more pure spirit.

Distillation, the foundation of making any spirit, is enabled using one of two types of stills: a pot still or a continuous still. A pot still forces the extracted vapor up a long swan-like neck, causing harsher, heavy solids in the vapors to

fall out before the vapor enters the cooling tank. In contrast, a continuous still is a tall cylindrical column filled with perforated plates onto which the water-rich vapors condense while the alcohol-enriched vapors pass through.

Glenmorangie has the tallest pot still in all of Scotland. Indeed, the location of the distillery greatly affects the raw ingredients used to make the whisky. Glenmorangie has the Tarlogic Spring located on its grounds. Hundreds of years ago, the water seeped into the ground and picked up many enriching nutrients. In fact, the spring’s water is so rich in vital minerals that, in 1989, the distillery purchased 640 acres around the spring in order to preserve the land and ensure there are no animals, pesticides, or chemicals in the vicinity to taint it.

Glenmorangie also conducts extensive research on oak trees selected to make the barrels they age the whisky in; they use only oak trees from the United States’ Ozark mountain range. The art of how long to age, what type of toast and char to have on the wood, and whether to use barrels that have had already been used to age other spirits, like sherry, to add flavor is where master blenders like Rachel Barrie shine in making their products unique. We were honored to have Rachel come to Eleven Madison Park to conduct a staff tasting and an interview. Here are some of the questions we asked, and her answers.

**What is your background, and how did you end up joining the Glenmorangie team?**

As the whisky creator and master blender, I taste and sample 70,000 casks per year.



# WHISKEY COCKTAILS

I studied and got an honors degree in chemistry and have since worked in the British Petroleum industry, then as a brewer at Newcastle Bottling Company, all before coming to work with the most complex and finest spirit in the world in Scotch whisky.

## Why do you use the pot still, versus a continuous still, in the production of Scotch?

The pot still is a batch process. In making single-malt whisky in Scotland, it's a double distillation. First you get the wash at 8 percent alcohol, which is effectively a strong beer, and then it is distilled in the wash still up to 24 percent alcohol. Then in the second still, the spirit still, it's taken up to 67 percent alcohol. It is in this second distillation that we take a cut, called the heart of the distillation or the spirit cut, and that's what goes into the casks. The shape and size of the still influences the character of the spirit, and you get lots of personality. However, the nature of a continuous still is that it rectifies the alcohol up to 97.6 percent. Going up that extra 20 to 30 percent alcohol means that you strip out all of the flavor. What you are left with is a thinner, lighter spirit with a little bit of fruit but not much else.

## Can you discuss the location of the Glenmorangie Distillery and the importance of the location for the flavor profile of your Scotches?

We are located in Tain, which is right down on the shore in the northern Highlands. The name Glenmorangie means "Glen of Tranquility." Our whisky is made with the most luscious barley from our distillery and with uniquely hard, mineral-rich water, with magnesium and calcium from the distillery's Tarlogic Spring. All of these elements are local to the terroir and come through beautifully in the whisky.

## What role does temperature and water play in the distillation process?

Temperature is important, especially in the mashing stage. The local water is added at very specific temperatures: at 62.5 degrees, then at 80, and then at close to boiling as possible to get three different waters. This is important to release the chemistry of the enzymes in the barley and get them working at just the right temperature before the yeast is added.

## What would you say has been your greatest achievement thus far since being with Glenmorangie?

I think being made the first female master blender in Scotland is the proudest moment for me. It's a real accolade to get recognition for all of the effort over the years making whisky and sampling thousands of casks.

### BLOOD AND SAND

*Harry Craddock, Savoy Cocktail Book, London, Circa 1930*

Rocks Glass

- 1.5 oz Glenmorangie Scotch
- .75 oz Cherry Heering
- .75 oz Sweet Vermouth
- .75 oz Orange Juice

Combine all ingredients in a cocktail shaker with ice and shake vigorously. Strain into a rocks glass with fresh ice and garnish with a slice of orange.

### MISSISSIPPI BUCK

Highball Glass

- 2 oz Woodford Reserve Bourbon
- 1.5 oz Ginger Lime Syrup
- 1 ea Lime, sliced in half
- tt Soda Water

Use a hand juicer to squeeze half of the lime into a highball glass with ice, reserving the lime shell. Build the ginger lime syrup and half of the bourbon and top with soda until the glass is 3/4 full. Turn the spent lime inside out and float it on top of the drink. Pour the remaining bourbon inside the lime.

*Pictured at right*

### RYE NOIR

Cocktail Glass

- 1.5 oz Rye Whiskey
- 1.5 oz Black Tea, Chilled
- .5 oz Crème de Mure
- 3 drops Absinthe Verte

Combine the first 3 ingredients in a cocktail shaker with ice and stir. Strain into a cocktail glass and float the absinthe. Garnish with a lemon twist.

### DREAM A LITTLE DREAM

Cocktail Glass

- 1.5 oz Rye Whiskey
- .75 oz Cardamom-Infused Honey
- .75 oz Lemon Juice

Combine all ingredients in a cocktail shaker and shake vigorously. Strain into a cocktail glass and garnish with a lemon twist.





# Century-Old Inspiration from Spirited Libations

Ryan Curran, Bartender

Once-forgotten bottles, resting high upon dusty perches, have found new charge in the hands of innovative bartenders. Vintage articles of a century-old tradition have shown to be both vogue additions and classic features in cocktails at some of New York's finest bars.

With histories rich in alchemistic hopes and medicinal resolve, spirits of monastic origin, such as Chartreuse and Benedictine, share an enigmatic and often unexamined past. With an ambitious cocktail program that unites classic cocktail culture and progressive mixology, these spirited libations have found a perfect position at Eleven Madison Park.

As a true product of its time, Chartreuse is the faultless marriage of experience and inspiration, with a past steeped in exclusivity and artistry. Beginning in the early years of the 17th century, Carthusian monks were gifted a mysterious manuscript that held the recipe for an “elixir of long life.” Inexperienced in the distillation of spirits, the monastery allowed the recipe for what would become Chartreuse to lay dormant for over a hundred years. Traveling with the monks from outside of Paris to the mountains of Grenoble, interest in the manuscript was renewed within the new monastery. The craft of distillation was now being practiced throughout Europe, and the apothecaries of La Grande Chartreuse began studying the text to reveal the intricacies of the recipe. Produced within the pharmacy of the monastery in 1737, the first of the Carthusian spirits is the Elixir Vegetal de la Grande-Chartreuse. With the intention of medicinal value, the monastery soon understood this distilled and botanical-infused spirit could be offered as more than a health tonic. The idea of an elixir as a beverage inspired the production of a milder and less abrasive liqueur that debuted in 1764. The reception of Green Chartreuse was immediate and widespread.

The years following the creation of this proprietary spirit were marked by the

beginning of the French Revolution and the Carthusian monks' requisite departure from France. Production ceased for more than 40 years, yet the manuscript, now shared between only three monks, remained intact. Upon the return to La Grande Chartreuse in 1816, production of Green Chartreuse began again, along with a new liqueur. Yellow Chartreuse was introduced as a spirit with a mild botanical palette and a sweeter taste. The popularity soon grew to match that of its verdant predecessor.

Sharing a history of secrecy and an equally storied past is Benedictine, a monastic spirit produced more than a hundred years before Chartreuse. The recipe for this botanical elixir belongs to the Benedictine monk Dom Bernardo Vincelli, who discovered the benefit of distillation early in the 16th century. Introducing a select blend of 27 botanicals and spices into a neutral distilled spirit, Benedictine was created. This elixir, too, suffered the fate of the French Revolution, and production ceased for nearly a century. Upon the return to Normandy, the recipe, now held by only three monks, was returned to the monastery, and they began crafting the liqueur again. Like Chartreuse, Benedictine tells of a life of solitude and dedication, and the reverence for a liqueur of historic prominence and modern renown.

As elixirs of antiquity, these spirits hold the secrets of centuries. Liqueurs designed from texts that share ideas of health and longevity have evolved beyond tonics or elixirs. Resting on the laurels of tradition and embracing the themes of exclusivity and craftsmanship, these spirited libations are making appearances in cocktails citywide.

# Forgotten Spirits

Cory Hill, Bartender

Bartenders across the country and abroad are always clamoring for new ingredients to impress thirsty crowds. Sometimes the most perfect ingredients, however, are those that are long forgotten and simply waiting to be remembered. The last five years have seen a resurgence in many spirits that, while wildly popular in their day, slowly disappeared over time.

We have had the opportunity to work with many of these lost ingredients at Eleven Madison Park with great result, including sloe gin, Batavia arrack, pimento dram, Old Tom gin, crème de violette, absinthe, and Torani Amer. Two of these have, for one reason or another, especially captivated the attention of both cocktail consumers and cocktail crafters alike: sloe gin and Old Tom gin.

Sloe gin is a viscous, vibrant, ruby-colored liqueur flavored with sloe berries, the fruit of the blackthorn shrub and a relative of the plum. It is traditionally produced by macerating a classic dry gin with freshly picked sloe berries, though most modern liqueurs bearing its name are artificially flavored and colored. Plymouth, one of the most highly renowned gin producers in the world, reintroduced authentic sloe gin to the American market after decades of its absence. The liqueur is concentrated in color, flavor, and texture with an indescribably bright tartness and subtle berry sweetness that lend the spirit to a variety of applications, both classic and modern. Now century-old traditional libations, like sloe gin fizzes, can once again be shaken up behind the country's finest bars.

One of the simplest and most widely known cocktails of all time is the Tom Collins. Though there is a familiarity with the drink, an intimate understanding of its components is certainly lacking. Most people assume that today's dry gin was the base spirit used almost a century and a half ago in the original Collins and other gin-based drinks of the time. This is not the

case. Odds are, if one were to order a Martinez (the mother of the modern martini) in the late 19th century, it would have been made with Old Tom gin, a spirit typified by a rich, well-rounded flavor with botanical depth, complemented by a light sweetness (as compared to the sharp, dry, and angular London dry gins). Tom Collins, in fact, is so named for Old Tom gin. When consumed alone, certain components of the distillate might be overly aromatic or bitter, yet in a cocktail they serve as proof that a product can be greater than the sum of its parts. In perfect harmony, the nuances of gin produced by distilleries like Hayman's allows the drinker to travel back to one of the milestones in modern spirit production.

These special products became more obscure over the decades as the preferences of Americans evolved and adapted to the social and political climate of the day. In this age of "spiritual renaissance," however, we are once again able to savor fruits of the labor inspired by bygone texts and folklore. As Plymouth has "sloe-ly" reintroduced us to an important part of cocktail history, so too has Hayman's, with Old Tom gin, by helping to diversify the artistic palette of modern bartenders and, more importantly, providing a thrillingly accurate representation of authentic turn-of-the-century cocktails for the palettes of their guests.



## SLOE GIN & OLD TOM GIN COCKTAILS

# Plymouth Sloe Gin

During the first decades of the 18 century, English alcohol distillation became a free for all. Production—both legal and illegal—rocketed, leading the years of gin mania, particularly in London, where the hospitals, courts, and workhouses were said to be filled with people ruined by their addiction to gin. Finally in the 1750s, after spectacularly unsuccessful attempts to reform the fledgling industry, legislation was introduced to control who could make gin and who could sell it. By the 1790s, the days of cheap gin were over, and so began the rise of the great gin brands that continue to be household names today. Coates & Co Plymouth Gin is among them.

Infusing spirits with local fruits is a long-standing tradition in the British countryside. The sloe, or blackthorn, shrub—*Prunus spinosa*—is found throughout the British Isles, and the infusion of its fruit, the sloe berry, in gin created what we call sloe gin. Sloe berries are an ancestor of the cultivated plum and give sloe gin a rich, gorgeous red color. Today, Plymouth's is the only commercial sloe gin that is traditionally created, with all-natural ingredients and no added colors or flavors.

Produced at the historic Black Friars Distillery in Plymouth, England, Plymouth Sloe Gin remains true to the original 1883 recipe that helped propel Plymouth into the limelight. The award-winning spirit is still created by steeping the finest sloe berries in high-strength Plymouth gin and soft Dartmoor water. The result is a unique, smooth liqueur with a stunning balance between sweet and bitter fruit flavors and a hint of almond from the stone of the fruit. Initially dry, the spirit opens itself with smooth, sweet cherry and raspberry notes that provide a complementary mixture of figs, cloves, honey, and stewed fruits.

Plymouth's unique character is preserved in a long tradition of craftsmanship at the Black Friars Distillery, and has provided the company with a unique status enshrined in English law: Plymouth Gin can only ever be made within the city walls of Plymouth.

### SLOE AND STEADY

Highball Glass

- 2 oz Plymouth Gin
- .5 oz Plymouth Sloe Gin
- .5 oz Sweet Vermouth
- .5 oz Dry Vermouth
- 1 dash Orange Bitters

Combine all ingredients in a cocktail shaker with ice. Stir until well chilled and strain into a highball glass. Garnish with a flamed orange twist.

### MARTINEZ COCKTAIL

*"Professor" Jerry Thomas, The Bartender's Guide, Circa 1887*

Cocktail Glass

- 2 oz Old Tom Gin
- 1 oz Sweet Vermouth
- .25 oz Maraschino Liqueur
- 3 dashes Angostura Bitters

Combine all ingredients in a mixing glass with ice. Stir until well chilled and strain into a cocktail glass. Garnish with a lemon twist.

### RAMOS GIN FIZZ

*Henry Charles Ramos, New Orleans, Circa 1890*

Highball Glass

- 1.5 oz Old Tom Gin
- 1 tbsp Superfine Sugar
- 1 oz Cream
- .5 oz Lime Juice
- .5 oz Lemon Juice
- 4 drops Orange Blossom Essence
- 1 ea Egg White

Combine all ingredients together in a cocktail shaker without ice and shake vigorously for 30 seconds. Add ice and shake again for another 20 seconds. Strain into a highball glass and top with soda water.

### MILLIONAIRE COCKTAIL

*Harry Craddock, The Savoy Cocktail Book, Circa 1930*

Cocktail Glass

- .75 oz Sloe Gin
- 1.5 oz Dark Rum
- .75 oz Apricot Brandy
- 1.5 oz Lime Juice

Combine all ingredients in a cocktail shaker with ice and shake vigorously. Strain into a cocktail glass.

# An Affair to Remember

Eamon Rockey, Bartender

On a brisk autumn evening not long ago, a group of three men sat at the bar at Eleven Madison Park and began quietly perusing our cocktail list. Shortly thereafter, two of them ordered for themselves, but the last seemed hesitant and uneasy about the choice. As his companions contentedly sipped their libations, he finally asked the bartender, “What do you have back there that’s black?”

Eventually, the three gentlemen revealed they were in charge of a marketing campaign for a product that was to be showcased the following night at an opulent gala held somewhere in Manhattan. Though the specifics could not be disclosed, the product was decidedly black and, thus, the theme of the party had been determined. Going from cocktail lounge to cocktail lounge with increasing desperation, the hopeful marketing wizards sought out a cocktail to commemorate the upcoming unveiling. It was flattering that they had chosen our bar as one from which to seek inspiration, and fun to see that we had become intertwined in the age-old tradition of commemorating significant events by creating an appropriate cocktail in their honor.

Such was the case near the end of the 19th century, when Henry E. Dixey played the lead in *Adonis*, a burlesque Broadway musical that ran for a remarkable 603 performances at the Bijou Theater. Though it went on to inspire another string of shows five years later, the musical’s feat was commemorated with a cocktail. Unlike many drinks popular from a bygone era, the Adonis Cocktail is still delicious and well balanced, exactly as the recipe reads. Calling for dry sherry to be stirred with sweet vermouth and a dash of orange bitters, it is a fantastically light aperitif. Drinks such as these leave themselves open to a great deal of interpretation, and master mixologist Dale DeGroff recommends muddling a slice of orange with a bit of sugar and shaking the ingredients together to add “many more layers of flavor,” resulting in the Adonis Cocktail 11.

Another tale of the cocktail springs from a meeting of three enterprising businessmen several decades ago. Americans drink vodka in such quantities today that it is nearly impossible to imagine a time when there was little, if any, to be found behind big-city bars across the nation. There is one drink, rarely seen today, that can be thanked for the current success of that simple distillate: The Moscow Mule. In the 1940s, gin was the undisputed king of clear spirits in the United States. However, in 1941, Manhattan’s Chatham Hotel received

its first shipment of Jack Morgan’s Cock ‘n’ Bull ginger beer. Soon after, sitting in the hotel’s bar with Jack (also the proprietor of a popular watering hole in Los Angeles) was John G. Martin, president of the liquor-importation company G.F. Heublein Brothers, and Rudolph Kunett, president of John’s new vodka division. The three of them saw their futures inextricably combine as they mixed the bit of John’s vodka with a dose of Jack’s ginger beer and a splash of lime; within minutes, the revolutionary drink was named (Moscow for the Russian vodka, Mule for the ginger’s kick), and soon after it was being served by the gallon to celebrities and socialites at Jack’s own Hollywood bar, the Cock ‘n’ Bull Tavern. Over half a century later, when Americans sip their vodka martinis, they unknowingly offer a commemorative toast to those three men and the new era of cocktails they helped usher in.

On the topic of new eras, it would be remiss if the space age were not given proper representation. More specifically, mention should be given to the proud Irish bartender Joe Gilmore, who was at the helm of The Savoy Hotel’s American Bar in London for 21 years. Joe is well known for creating dozens of cocktails over the years to commemorate great people and events in the books of the classroom as well as the bar. Perhaps most notable is the Moonwalk, consisting of Grand Marnier, grapefruit juice, champagne, and rose water. It was the first drink Neil Armstrong and his Apollo 11 crew enjoyed on their return from space, and it appropriately accompanies the nostalgia of that momentous day. With each taste, its ethereal texture and aroma illustrate the effortless steps taken by Neil on the moon.

These drinks are just a few of many created to honor an event worth remembering. It really is all about remembering the past through the present, sitting down at a bar and having a drink carefully prepared by a person who possesses not only a recipe but also an understanding of their craft. A great bartender should be able to serve you a story with your cocktail ... a reason for its existence.



MOONWALK  
Champagne Flute

- 1 oz Grapefruit Juice
- 1 oz Grand Marnier
- 2 drops Rose Water
- 3.5 oz Champagne

Shake grapefruit juice and Grand Marnier. Strain into glass. Top with Champagne and rose water.



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