

The image shows a sophisticated interior space, likely a hotel bar or lounge. The room is characterized by its bright, airy atmosphere, achieved through large, multi-paned windows on the right side that offer a view of a snowy mountain landscape. The ceiling is white with recessed rectangular lighting fixtures. The walls are a neutral, light gray, and the floor appears to be a light-colored wood or laminate. In the center of the room, there are several round tables covered with crisp white tablecloths, each set with white dishes, glassware, and small floral centerpieces. Modern, light-colored chairs are arranged around these tables. To the left, there are more tables and a long, low, upholstered bench or bar area. The lighting is a mix of natural light from the windows and artificial light from the ceiling and some floor lamps. The overall design is clean, minimalist, and elegant.

BAR & LOUNGE

Overview

Bar & Lounge

- Origin and Background
- Mixology
- Gin
- Vodka
- Rum
- Tequila
- Sweet & Acidity
- Modifiers & Accents
- Non- Alcoholic Spirits



BAR & LOUNGE

MIXOLOGY

Origin and Background

Brief History of Bars

Throughout history, there have been many names for establishments where people gather to drink alcoholic beverages. Bars or pubs, bierkellers, brewpubs (formally known as public houses or alehouses) are drinking establishments all of which have been the focal point and communications hub of the community.

The evolution of the bar is closely linked with the evolution of alcoholic drinks and the emergence of hospitality.

Alcohol has provided a variety of functions for people throughout history.

From the earliest times to the present, alcohol has played an important role in religion and worship. Historically, alcoholic beverages have also served as sources of needed nutrients.

They have been widely used for their medicinal, antiseptic, and analgesic properties.



Origin and Background

What is a Bar?

A bar is a licensed retail business establishment that serves alcoholic beverages, such as beer, wine, liquor, cocktails, and other non-alcoholic beverages, along with snacks or a full restaurant menu for consumption on the premises.

A bar can be of various types depending upon the type of operation or factors such as bar styles, owner, designer preference, climate, and customer type. With the advancement of new technologies and continuous change in the demand of consumers in terms of the aesthetics and quality of the environment, various new designs are being introduced in the segment to satisfy consumer needs.

The atmosphere, design, and level of service provided by an establishment can contribute to a positive psychological experience for guests, resulting in higher levels of satisfaction.



Cocktail bars

- Cocktail bars focus on mixology, serving a range of mixed alcoholic drinks. Cocktail bars can take many forms and often offer a fantastical sort of atmosphere.



Sports bar

- Sports bars tend to be very casual and focused more on providing entertainment than serving unique drinks.



Dive bar

- Think karaoke, darts, your favorite college bars. Dive bars are small, hole-in-the-wall spots, designed to provide alcoholic beverages to locals with minimal frills.



Wine bar

- Wine bars focus on wine. And with so many varieties from regions across the globe, it makes sense that wine would need a standalone category.



Pub or tavern

- Pub is short for “public house,” a term that originated in Great Britain and Ireland (Irish pubs do, in fact, have historical roots in Ireland). When public houses became popular in America, they were referred to as “taverns.”



Live music bar

- Bars that regularly feature live music usually have a stage or designated area for a band or DJ to perform, and a dance floor for guests to get caught up in the music.



Hotel bar

- Many hotels also include a bar as part of the same establishment. These bars are available to guests staying at the hotel, who have the benefit of being able to charge a tab to their hotel room.



Specialty bars

- Like cocktail bars and wine bars, specialty bars have a specific focus: gin bars, whiskey bars, vodka bars, or even cigar bars. They intentionally focus on specific, high-quality selections.



BAR & LOUNGE

MIXOLOGY

Mixology

Mixologist or Bartender?

Bartender short definition:

- Person who serves or mixes alcoholic and non-alcoholic drinks, to create well balanced experiences.

Mixologist short definition:

- Person who adapts and applies the culinary arts to drink making and expands the concept of what cocktails can be.

Skills to be a successful bartender:

Soft Skills

- Communication skills
- Work well in a team
- Delegation
- Assertiveness
- Put others at ease
- Make guests feel welcome
- Work well under pressure



Hard Skills

- Knowledge of cocktails
- Technical skills
- Wine knowledge
- Knowledge of spirits
- Knowledge of beers
- Food knowledge
- Basic mathematics

Duties of a bartender include

Setting up the Bar

Assuring the bar is ready for opening, prepare the juices, the fruits, the ice, set-up the syrup station, prepare the fresh eggs and garnishes, check your bottle inventory and assure everything is stocked.

Pre-Service

Many bars and restaurants hold a "pre-service" meeting where the front and back-office staff come together to discuss the evening's objectives, menu features, and items that are out of stock.

Service

Enhancing the experience for customers by warmly greeting them, attentively taking their drink and snack orders, effectively delegating tasks and collaborating with the team, engaging in conversations with the guests, and confidently taking charge of the bar.

After Service

Clean tools and mats, refrigerate perishable items, sweep and mop floors, clean bar surfaces thoroughly, cash out, turn lights off and close the bar.

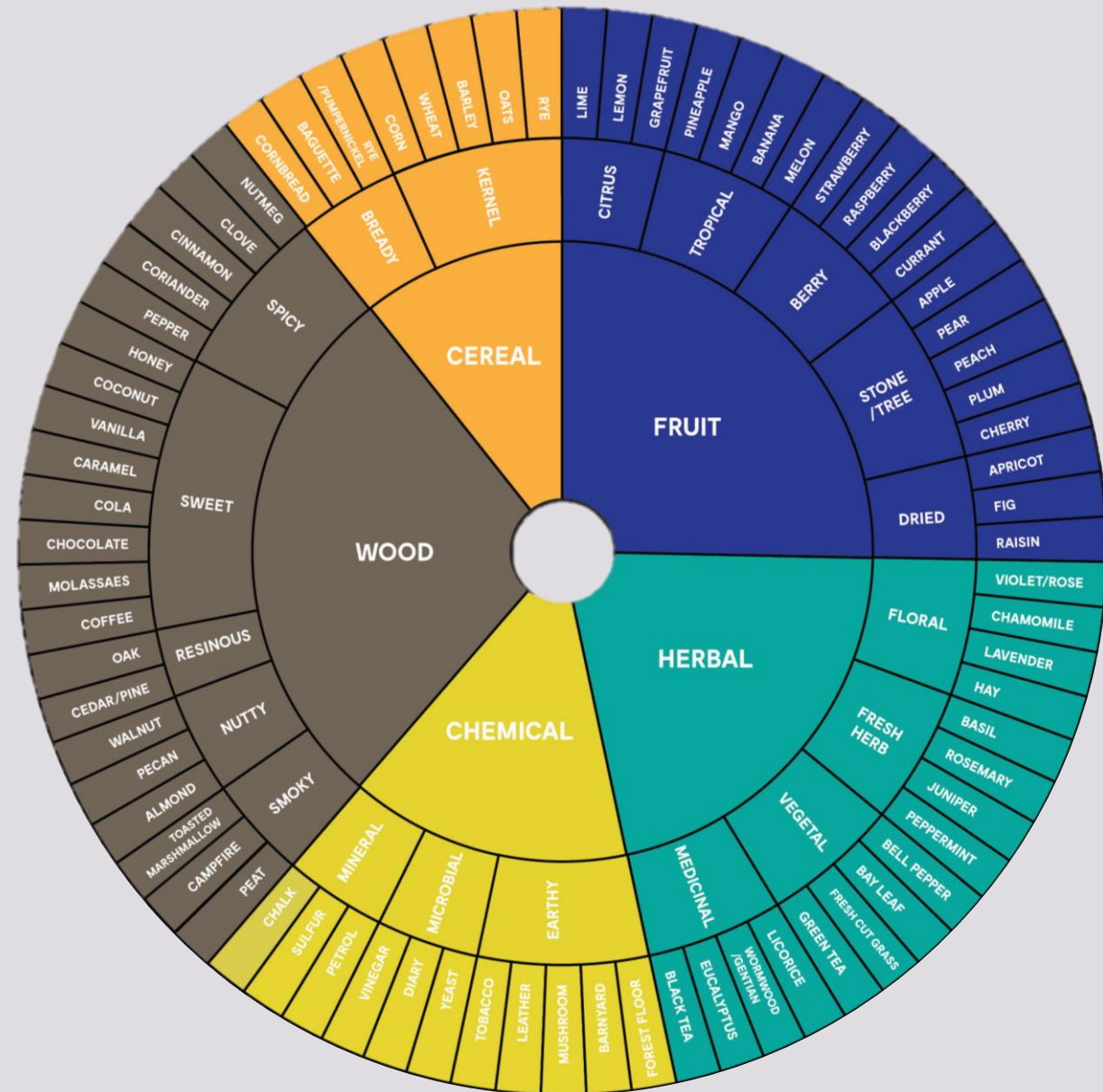


Mixology

How to Build a Cocktail

The components of a cocktail are similar to the parts of an engine: Each element plays a vital role, and if one ingredient is not working correctly, the entire drink can fall apart. The fundamental elements of a cocktail are:

1. **The Spirit:** This is the main attraction of a cocktail and what draws consumers in.
2. **Balancing Sweetness & Acidity:** A well-crafted cocktail balances the base spirit with high-concentrated ingredients like sugar syrups or citrus juices. When used in the right amounts, sugar and acid can mellow the intensity of the base spirit while enhancing its flavor, without overpowering the drink.
3. **Modifiers:** These ingredients contribute a wide range of tastes and flavors, introducing floral, herbaceous, and umami notes. Worcestershire sauce, for example, gives Bloody Mary's their savory kick, while cranberry juice adds a bitter, fruity hint to a cosmopolitan. Liqueurs, citrus juices, fortified wines (like vermouth), and bitters are all common modifiers.
4. **Dilution:** Unlike modifiers, water dilutes flavors and takes the edge off high-proof alcohol. Typically, water is added to cocktails through shaking or stirring with ice.



Mixology

How to Create a Cocktail ? – 4S Method

SPIRITS



Vodka

Gin

Bourbon Lillet

Aperol

Campari

Tequila

Mescal

Rosé or
sparkling wine



SWEET



Simple syrup

*(boil equal parts sugar
and water and let cool)*

Infused syrup

*(simple syrup with herbs,
spices, or tea steeped in)*

Sugar cube

*(crushed during
muddling)*

Agave

Honey

Maple syrup

Pomegranate syrup

Date syrup

Grenadine



SOUR



Lemon

Lime

Grapefruit

Shrubs

*(vinegar-based
syrops)*



SENSE – garnish

Rosemary

Basil

Tarragon

Sage

Nut or hemp oil

Jalapeños

Chile peppers

Rainbow
peppercorns



Mixology

Dilution

Best Mixed With	Cocktail Examples	Avoid	Best Techniques	Avoid
Soda Water or Club Soda: Club Soda contains more additives - Flavoured syrup - Mixers	John Collins, Tom Collins, vodka Collins Smith & Kearns, Singapore sling, and wine spritzer.	- Sodas that do not share the same flavour profile as the cocktail. - Only use sodas that you would be willing to drink straight.	Stirring: Using a bar spoon, stir the ingredients of your cocktail. Ensure you do not break the condiments that block the straw while drinking your cocktail. Make sure not to over-stir, as this will cause the gas in the soda to dissipate. Top-up the glass with crushed ice. The crushed ice mixed with the soda will lengthen the cocktail naturally. The balance of this cocktail comes from the mastery of working your crushed ice to achieve the proper dilution.	Over-stirring will cause the CO2 from the drink to dissipate. The drink will be less fizzy and too sweet. Incorrect shaking technique may cause the shaker to explode.
Tonic Water: - Gin - Citrus and spices	Gin & Tonic		Building: Pour the ingredients into the chosen glass, starting with low-alcohol ingredients first. This way, you will minimize waste.	
Ginger Ale: - Ginger - Lemon - Sugar For tall, refreshing drinks. Because of its sweet spiciness, it pairs well with many different spirits and flavors.	Whiskey highball, the gin buck, and the more innocent Shirley Temple.		Bar Soda Siphon: Place the measuring tube inside the siphon and fill it with chilled water. Then, insert the gas tube into the measuring tube and ensure that it lays flat against the top. Screw the head tightly onto the siphon. Place one CO2 charger into the charger holder and screw the charger holder into the head until you hear the gas dispensed into the bottle. Wait until the gas has been fully dispensed, and then shake the siphon vigorously for a few seconds. Unscrew the charger holder and remove the charger. Cover the holder with a dust cap. Finally, press the lever to release the carbonated water.	
Ginger Beer (spicier version of ginger ale): - Ginger - Lemon	Dark and stormy and the Moscow mule.			
Citrus Soda: (Includes popular lemon-lime sodas, grapefruit soda, and orange or lime sodas) pairs well with almost anything.	Lynchburg lemonade and Seven & Seven.			
Cola: Often paired with whiskey or rum.	Colorado Bulldog and Long Island iced tea.			

The background image shows a sophisticated bar and lounge area. It features large, arched windows on the right side, offering a view of a snowy mountain landscape. The interior is furnished with several round tables covered in white cloths, each set with glassware and plates. Modern, light-colored chairs are arranged around the tables. The walls are a neutral tone, and the ceiling is equipped with recessed lighting and several clusters of small, spherical pendant lights. A long, low, upholstered bench runs along the back wall. The overall atmosphere is clean, bright, and elegant.

BAR & LOUNGE

GIN

Gin

Definition

Gin is an alcoholic beverage obtained by distillation from a grain base (wheat or barley). In a further procedure, botanicals and water are added until the desired flavors are achieved. To be called a gin, the spirit must have a predominant flavor of juniper berries. Juniper is a type of aromatic “fruit” that grows on the branches of juniper trees.

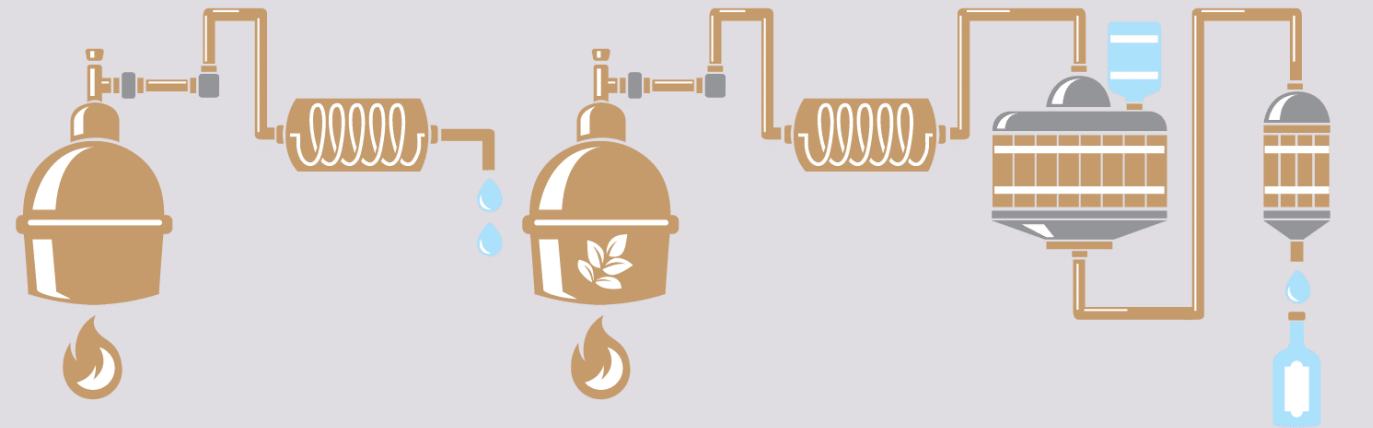
Key Ingredients:

- Juniper berries
- Grain
- Other ingredients for infusing. Gins come in different styles and flavors. Accordingly, the spirit can be infused with a variety of herbs, botanicals, and spices. Common botanicals in gin are citrus, seeds, and rosemary.

Legal definition of Gin

Legal definitions of gin are very similar in the US, EU, and other countries. The United States defines gin as an alcoholic beverage of no less than 40% ABV (bottled at not less than 80° proof) that possesses a predominant flavor of juniper berries.

Moreover, gin produced exclusively by original distillation or redistillation gets termed “distilled.”



1. HEATING

Gradually heat the copper still until it is brought up to about 78°C

2. EVAPORATION

The alcohol evaporates and the alcohol steam is forced into the copper steam

3. CONDENSING

The hot alcohol condenses through the worm and runs out at the end

4. BOTANICALS

Move all the alcohol back to the still and add the botanicals and water

5. RE-DISTILL

Re-heat the copper still repeating steps 1, 2 and 3

6. PROOFING

Move all the alcohol to the proofing barrel where it will be cut with water

7. BOTTLING

The bottles are filled with our gin, labeled, capped and wax-dipped



Gin

Styles of Gin



London Dry Gin

Minimum of 37,5 % ABV

Made only by pure grain Spirit and natural botanicals

This is the highest-quality gin you can produce. London Gin is a type of distilled gin. Still, it has a maximum methanol content of 5 grams per hectoliter of 100 % vol. alcohol. Flavoring, like distilled gin, is introduced through re-distillation.

"London Gin" can often be accompanied by the term "dry." (EX: Bombay Sapphire, Sipsmith London Dry Gin, Beefeater, Tanqueray, Heyman's London Dry).

Flavor: Juniper, coriander, citrus, pine (angelica, cassia root), and sweet licorice. It is unsweet and clear, which adds to the warmth on the palate.

Application: Often blended into cocktails or simply with a good quality tonic water.



Distilled Gin

Minimum of 37.5% ABV.

Distilled Gin is simply redistilling the traditional Gin with other natural botanicals, provided that the juniper taste is dominant. It is made the same way as London Gin, except that it can have flavorings, essences, and sugar. (EX: Hendricks Gin, Warner Edwards Rhubarb Gin, Pinkster Raspberry Gin, Whitley Neill Baobab & Cape Gooseberries Dry Gin). Adding artificial flavorings to gin is not considered "Distilled Gin".

Flavor: Juniper berry, citrus, cinnamon.

Application: Often served with a good quality tonic and fresh fruits. It can also be blended into cocktails to add fruitiness and freshness.



Genever

Minimum of 30% ABV.

Genever is a juniper-flavored spirit originally from Holland. It's made of multiple distilled cereal malt-wine and botanical-infused neutral spirits. Juniper berries are the critical botanical in Genever, although quantities vary tremendously between distillers.

Genever is also known by other names, such as Wacholder or Juniper-flavored spirit drinks.

Flavors: Spicy, earthy, and malty-like whisky.

Application: Traditionally served in a flower-shaped glass filled to the brim with a beer bottle. Otherwise, it is blended into cocktails.



Old Tom Gin

Old Tom Gin is a gin recipe popular in 18th-century England. In modern times, it has become rare although it has experienced a resurgence in the "Craft Cocktail" movement. It is slightly sweeter than London Dry but drier than the Dutch Genever. The bitter taste in Gin circa the 18th century was masked by a flavoring agent or a liqueur.

Flavors: flavored with juniper like their London Dry counterparts, they are typically less juniper-heavy. Old Tom gins are actually more akin to Dutch genever in taste and are lighter, maltier, softer, and more approachable.

Application: Old Tom Gin is specified for Jerry Thomas' cocktail, the Martinez, or the Tom Collins cocktail.



Gin or Compound Gin

Minimum of 37.5 % ABV.

Gin is made from natural or nature-identical juniper berries and flavored with organoleptically suitable ethyl alcohol of agricultural origin, producing juniper-flavored spirit drinks. Compound gins are flavored with extracts or infusion without distillation. They are simply a mixture of juniper oils, chosen botanical oils, and neutral spirit. Compound gins are considered the lower category of gin, also known as "bathtub gin." Examples of compound gin include Gordon's, Carnaby's, New Amsterdam Gin, Seagram's Extra Dry, and Gilbey's.

• **Flavors:** Juniper, cinnamon, and notes of citrus.
• **Application:** Often blended into cocktails or simply with a good quality tonic water.

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BAR & LOUNGE

VODKA

Vodka

Definition

Vodka is a distilled spirit made most commonly from grains or potatoes. Traditionally, the clear liquor is famously from Russia and Poland, but today it is made worldwide. The United States and all parts of Europe contribute to the global vodka market, and it is drunk worldwide, too. Russia and Eastern European countries drink the most, followed closely by the U.S. Vodka is also the most popular liquor in cocktails, mixed drinks, and shots, making it essential in every bar.

Key Facts:

- Ingredients: Grains, potato
- Proof: 80–100
- ABV: 37.5%–50%
- Calories in a shot: 64
- Origin: Russia, Poland, Europe, U.S.
- Taste: Grainy, silky, oily
- Serve: Straight, chilled, on the rocks, cocktails, shots

There are thousands of vodka cocktails to explore. It is key to many of the drinks that adorn the modern martini menu and essential for some of today's most famous bar cocktails, such as Bloody Mary, Cosmopolitan, Screwdriver, Vodka Martini, and Vodka Tonic.

VODKA - HOW IT'S MADE

RAW INGREDIENTS

Cereal grains are the most common, but potatoes and grapes are also used

GRAPES



POTATOES



STEP 1 FERMENTATION

The base material (starch is converted into sugar if necessary) is fermented



STEP 2 DISTILLATION

Neutral style, classic vodkas are made using a continuous still with very little character of base material remaining

Some premium vodkas use pot-still distillation which tends to retain light characteristics of base material



STEP 3 ADAPTATION

Most vodkas are filtered through activated charcoal to remove impurities

The spirit is then reduced to bottling strength (a minimum of 37.5% ABV)



Vodka

Classification of Vodka



Unflavored Vodka:

These account for most of the vodkas available on the European market. No classification has been established, although it is possible to separate and categorize them by their raw materials.



For Traditional Vodkas:

- **Rye** This is the preferred grain for producing Polish vodkas and some Russian vodkas. The influence of rye is reflected by notes of rye bread and a mildly spicy sensation on the palate.
- **Wheat** The most popular grain and the first choice for Russian vodkas. Wheat-based vodkas stand out for their slightly aniseedy aromatic freshness and thick, luxurious palate.
- **Corn** This grain is famous for its high alcohol yield and its aromas of butter and cooked corn.
- **Barley** The least-used grain in vodka production, initially introduced by the Finnish, it is increasingly used in the production of English vodka.
- **Potato** Having lost their popularity, potato vodkas are gradually returning to the Polish market. They present a different, more creamy aromatic range than grain-based vodkas.



Flavoured Vodkas:

These vodkas were initially produced by distillations carried out at home for recreational use or in a medical setting for their healing properties. With a long tradition of flavored vodka production, Russia and Poland have several hundred recipes (Krupnik, Jarzebiak, Wisniowka, Okhotnichaya...), the most well-known still being Zubrowska, made from bison grass.

The most common aromatic flavorings for these vodkas are vanilla, ginger, chocolate, honey, cinnamon, and fruit flavors. These flavored vodkas can be produced in three different ways:

- **by maceration**
- **by adding natural essences**
- **by re-distillation**

This tradition is not exclusive to Poland, Russia, and Ukraine. It is also alive and well in the Scandinavian countries, where flavored vodkas are very popular in the summer.



For Modern Vodkas:

Sugar beet molasses are used primarily in industrial vodka production

Other base alcohols: Some vodkas are made from quinoa and grape alcohol.

Vodka

Famous Brands of Vodka

Absolut Vodka

40.00% by Volume



Botanicals: Absolut is as clean as vodka can be. It has a rich, full-bodied and complex, taste yet smooth and mellow with a distinct character of grain, followed by a hint of dried fruit.

Taste: Mouthfeel is smooth, tastes like caramel and vanilla with a fresh and fruity finish.

Application: Mix with many or keep it neat. Add soda water, lime juice and a couple of lime slices to serve yourself the perfect Absolut Vodka Soda.

25 CHF/ \$ 28

Group: PERNOD RICARD

Grey Goose

40.00% by Volume



Botanicals: This extraordinary vodka is made from the best ingredients from France, soft winter wheat and Gensac spring water.

Taste: sweet and round, with delicate and floral smell. The finishing is bold and toffee.

Application: Grey Goose is a go to vodka for many drinkers, as it's the most mixable vodkas.

50 CHF/ \$ 53

Group: BACARDI LIMITED

Belvedere

40.00% by Volume



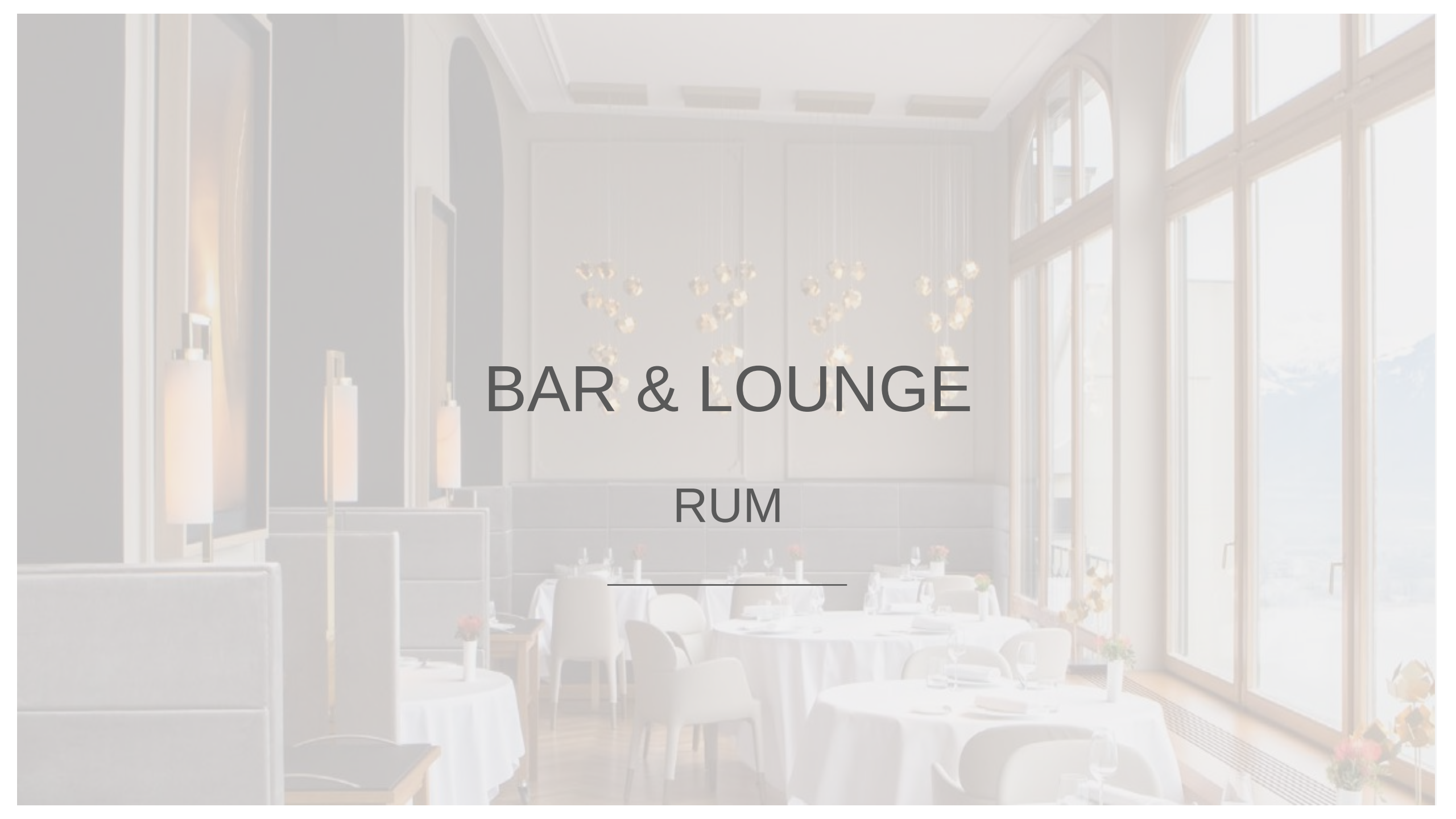
Botanicals: Made from only Polska rye, purified water and a distillation process by fire, Belvedere contains zero additives.

Taste: Soft and inviting, vanilla notes and cream. Full and round, smooth, rich and velvety texture, with a hint of black pepper and spice. Notes of almond and faint brazil nut.

Application: Belvedere vodka can be drank neat or mixed with various juices to create unlimited cocktails.

50 CHF/ \$ 53

Group: BACARDI LIMITED

The image shows a bright, modern bar and lounge. Large arched windows on the right side offer a view of a snowy mountain landscape. The interior features several round tables with white tablecloths, each set with white dishes, glassware, and small floral centerpieces. Contemporary light fixtures, including clusters of small spherical pendant lights and tall, thin floor lamps with cylindrical shades, are scattered throughout the space. The walls are a neutral tone, and the overall atmosphere is clean and sophisticated.

BAR & LOUNGE

RUM

Rum

Definition

Rum is a liquor distilled from sugar, which may be either pure cane sugar, syrup, or molasses. No matter the base, the underlying flavor profile of rum is sweet, toasted sugar.

Rum is associated with the Caribbean, but the origin of rum dates back to antiquity, with similar varieties of the product consumed in ancient India and China around the 7th century BC.

Key Facts:

- Ingredients: Sugarcane molasses or sugarcane juice
- Proof: 80–150
- ABV: 40–80%
- Calories in a shot: 97
- Taste: Sweet, toasted sugar
- Aged: 0–250 years
- Serve: Shots, straight-up, on the rocks, cocktails

The use of sugar cane distinguishes rum from all other liquors. Many early Caribbean rums were produced with molasses and "skimmings" from sugar production.

How to Drink Rum

Rum is one of the most popular liquors, and it is used to create many cocktails, including daiquiri and mojito. The sweet taste of rum makes it a versatile mixer, and it can be used in anything from the tiki to warm drinks in the winter.

What is Rum? Science,
History, Alchemy, and Tasting



Rum

Classification of Rum



Light Rum

Also referred to as white or silver rum, it is the most common style of rum and the most popular and affordable rum on the market.

It is aged in a stainless-steel tank for a year before bottling, which gives a clean and light flavor.

Flavors: Light and clean; it is often compared to a sweet vodka.

Application: Most often used in cocktails and mixed drinks (Cuba Libre).



Gold Rum

This is a medium-bodied rum, often under the name of gold or amber rum. It is rich and smooth in taste due to the production of congeners (an organic compound produced during production) or the addition of caramel. It is often aged in oak casks, which leads to its golden color and character.

Flavors: Rich and smooth. Hints of semi-sweet vanilla, caramel and almond flavors.

Application: Can be served neat or replace light rum in cocktails.



Aged Rum

Aged rum is similar in body and color to gold rum, the difference being that it doesn't contain any additives but obtains its color and flavor from the barrels, since it's aged for a longer time. Most "Dark Rums" also fall into this category.

Flavors: Earthy with slight vanilla flavor as well as a smoky oak tone depending on the age of the spirit.

Application: Any aged rum can be mixed into drinks and many can stand on their own and enjoyed straight.



Dark Rum

Heavy-bodied or dark rum is the richest since it receives its flavor from aging in charred oak casks, which adds to its richness and sweetness.

Blackstrap is a subcategory, made from the darkest molasses produced during the third boil when refining sugar.

Flavors: Juniper, cinnamon and notes of citrus.

Application: Typically used in rum punches, tikki cocktails and hurricane. Dark rums are the preferred sipper of the rum family, especially fine rums like Angostura 1824.



Overproof Rum

High-proofed or overproof rum is usually used in float cocktails or to create flamed drinks since it has a high alcohol content, 75% to 75.5% alc./vol.

Flavors: Fruity and spiritic with notes of molasses and spice. There are hints of sweet fruits and oak.

Application: Used for float cocktails to create flamed drinks.



Cachaça

Cachaça is Brazilian rum. Its particularity is that it skips molasses and uses pure sugar cane juice in its distillation process. To be considered Cachaca, it must be produced in Brazil. It's one of the sweetest rums on the market and is often thought to be its own category due to its unique distillation.

Flavors: Depending on how it's manufactured and aged it can be chemical-tasting or grassy or funky.

Application: The most famous cachaca cocktail is the Caipirinha, Brazil's national drink.



Rhum Agricole

Rhum Agricole is also distilled from sugar cane juice. Any bottle with the name Rhum Agricole must be produced in French territories, often Martinique, and governed by AOC (Appellation d'Origine Contrôlée). It is distilled using the column still.

Flavors: Rhum Agricole is noted for its grassy, sweet taste - as sugar cane is a grass. The purity of the juice imparts a special flavor to this style of rum.

Application: It can be mixed into almost any cocktail.



Spiced or Flavored Rum

Rum is flavored by adding spices and aromatics during the distillation process. It started becoming popular at the end of the 20th century, with coconut and spiced rum being the most popular. Many producers will use artificial and natural ingredients to flavor a white rum base. On rare occasions, a natural infusion of fruits or herbs is used.

Flavors: You can find almost any type of flavored or spiced rum on the market.

Application: It is usually blended into a cocktail to add a particular flavoring.



BAR & LOUNGE

TEQUILA

Tequila

Definition

The origins of tequila can be traced back to around 250-300 A.D. when the Aztecs fermented the juice of the agave plant to produce a ceremonial wine called "pulque."

Tequila is a distilled spirit made from the agave plant that can only be produced in some areas of Mexico. There are several styles of tequila and specific regulations that distillers must follow. Tequila is enjoyed globally and is most often consumed in Mexico and the U.S. While it is an essential ingredient in margaritas and a variety of tequila shots, there are many other tequila cocktail recipes to explore.

Key Facts:

- Ingredient: Blue agave
- Proof: 76–100
- ABV: 38–50%
- Calories in a 1 1/2-ounce shot: 97
- Origin: Mexico
- Taste: Earthy
- Aged: 0 months (blanco) up to 3 years (extra-añejo)
- Serve: Shots, straight, on the rocks, cocktails

A Guide To The Different Types Of Tequila.



TEQUILA - HOW IT'S MADE

RAW INGREDIENTS

Weber blue agave



STEP 1 CULTIVATION

Jimadors remove the leaves and cut the pineapple-like bulb of the plant known as a piña

The piña is then slowly baked in an oven to convert the starches from the sap into fermentable sugars

The process in the oven takes between 1 and 2 days



STEP 2 FERMENTATION

The baked agave is crushed using an ancient mill, or Tahona, to extract the sugary juices

The juices are then converted into alcohol using yeast



STEP 3 DISTILLATION

Often a combination of column and pot stills are used

To be considered tequila the spirit must be distilled at least twice

Triple distillation in tequila is rare but does exist



STEP 4 MATURATION

Reposado or añejo tequila must be aged in oak (typically, American whiskey casks)

Blanco tequilas may be aged for up to 60 days but this is optional

Before bottling, distillers will cut their spirit with water to lower the ABV to around 40%



Tequila

Classification of Tequila



Blanco

Blanco tequilas, also known as “silver,” are usually un-aged but often rest in stainless-steel tanks to allow oxidation. Tequila enthusiasts consider blanco to be the true expression of tequila. Blanco tequilas offer the purest taste, with an earthy, semi-sweet flavor that is distinctly agave. It also has grassy herbal notes, various types of citrus, black pepper, other spices, and even some natural sweetness from the agave itself (think agave nectar). This strong profile makes blanco tequila great in cocktails (particularly the Margarita) and works best with fresh, tropical, and citrus flavors such as orange and lemon.



Joven

Joven tequilas, also known as “gold” due to their color. The term “joven” signifies “young.” They are produced the same way as blancos, but they have a broad definition of what they can comprise. A Joven Tequila’s fundamental definition is a blanco tequila blended with aged tequilas. In contrast, Gold Tequila is often a mixto tequila that has not been rested in wood but has a caramel color, natural oak extract, glycerine, and/or sugar syrup added to make it appear as though it has. Joven tequilas work well in cocktails as they provide the bright citrus of blanco and the vibrant character of rested tequila, all in one neat package.



Reposado

Also known as “aged,” the term means rested. A reposado tequila must be matured in oak, Holm oak casks, or vats. Some are close to being añejo tequilas in both aging and character. Reposado mellows as it ages and adds notes of oak and vanilla to the agave palate. The oak and vanilla notes come from the time it has spent in barrels, so it is better used in heavier cocktails. However, it will perform very well in a Margarita as well. Reposado tequilas can also be enjoyed sipped!



Añejo

Añejo means old. These tequilas are called “extra aged” and mature in sealed oak or Holm oak casks. Añejos have a robust flavor profile with strong notes of caramel, oak, and toffee that still allow the sweet, peppery agave that is the backbone of tequila to shine through. Añejo tequilas are often employed as a whiskey substitute in drinks like a Tequila Old Fashioned or Tequila Manhattan but are also sipped.



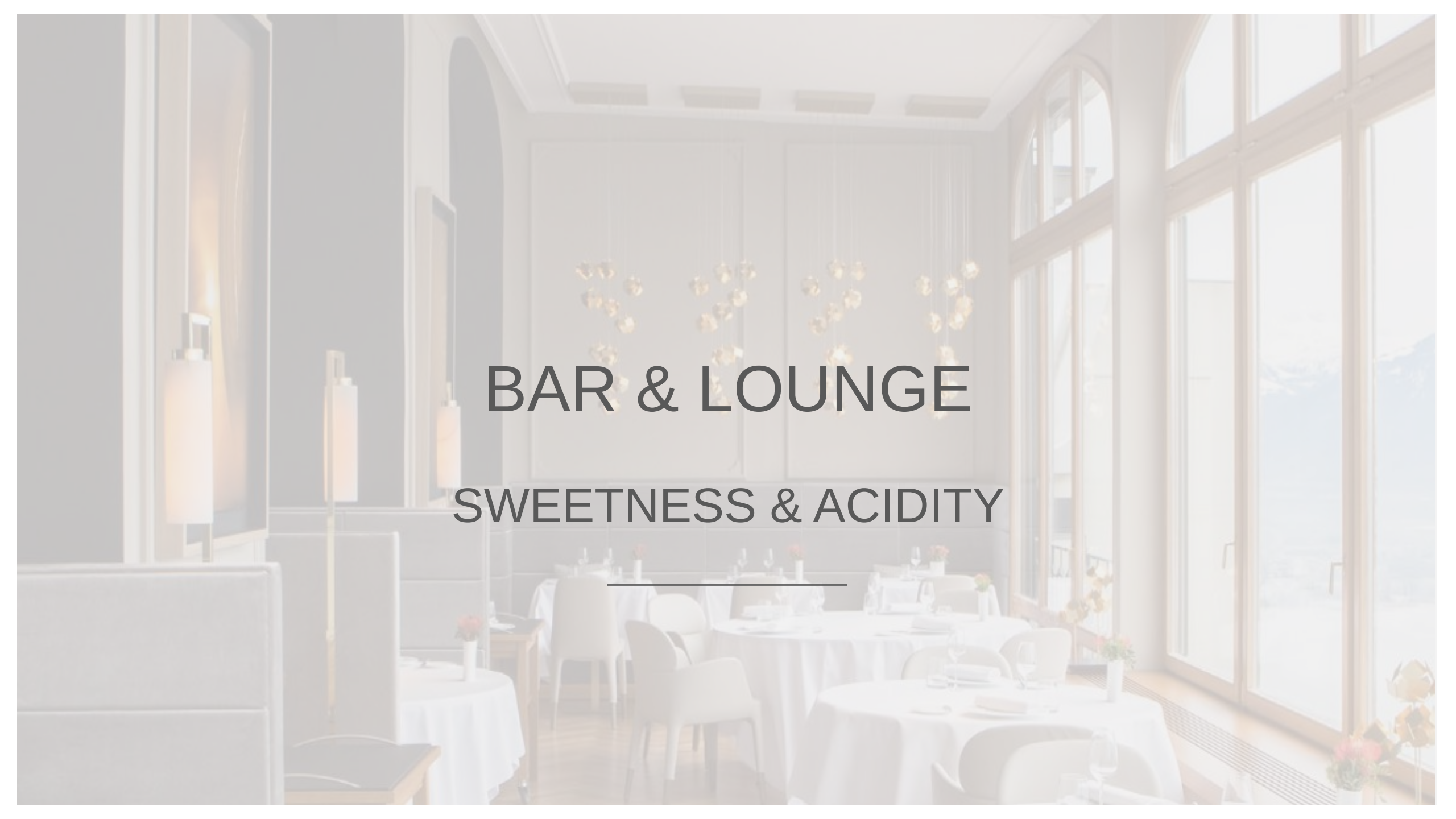
Extra Añejo

Extra añejo means extra old, and these tequilas may also be labeled “ultra-aged.” The maturing process is the same as añejo but for more time. You will experience similar vanilla, caramel, toffee, and chocolate notes in extra añejos that you would find in any aged spirit, but also with a certain creaminess. You will also find a minerality and herbaceousness that can range from black and white pepper to baking spices to even mint and eucalyptus. Extra añejo tequilas can be used in cocktails such as The Oldest Fashioned but are best enjoyed sipped.

Tequila

Flavor Mixtures

Blanco Tequilas	Joven Tequilas	Reposado Tequilas	Añejo Tequilas	Extra Añejo Tequilas
Flavor: Earthy, semi-sweet flavor, grassy herbal notes, various types of citrus, black pepper, and other spices, and even some natural sweetness from the agave. Application: Perfect for cocktails (particularly the Margarita) as the bold, crisp, and refreshing flavors work best with fresh, tropical, and citrus flavors such as orange and lemon.	It is made using a base of silver mixed with an aged reposado or añejo. Flavor: Subtle sweetness, smooth flavor, creamy vanillas, and piquant spices that develop once a spirit has aged in oak barrels. Application: Works well in the Mexican Mule as it provides the bright citrus of blanco and the vibrant character of rested tequila all in one package.	Flavor: Notes of oak and vanilla in the agave palate. Oak and vanilla notes come from the time spent in barrels, Application: It is better used in heavier cocktails, although it will perform very well in a Margarita, Reposado Old-Fashioned, Tequila Sour, or neat.	Flavor: Powerful profile with solid caramel, oak, and toffee notes. Subtle notes of sweet and peppery agave. Application: Used as a whiskey substitute in drinks like Tequila Old Fashioned, Tequila Manhattan, or neat.	Flavor: Vanilla, caramel, toffee, and chocolate notes. You will also find a minerality and herbaceousness that can range from black and white pepper to baking spices to even mint and eucalyptus. Application: Extra añejo tequilas can be used in cocktails but are best enjoyed sipped neat.

The background image shows a sophisticated bar and lounge area. On the right, large floor-to-ceiling windows with wooden frames offer a view of a snowy mountain landscape. The interior features several round tables covered with white cloths, each set with white dishes, glassware, and small floral centerpieces. Modern, light-colored chairs are arranged around the tables. The ceiling is white with recessed lighting and several clusters of small, spherical pendant lights. The walls are a neutral tone, and a long, low grey sofa is visible in the background. The overall atmosphere is clean, bright, and elegant.

BAR & LOUNGE

SWEETNESS & ACIDITY

Sweetness & Acidity

Balance in Cocktails

Balance in cocktails is fundamentally the balance between sweet and sour.

Acidity or Sourness

The category of 'sours' is enormous. It includes every drink with citrus juice: Margarita, Cosmopolitan, Pisco Sour, White Lady, Daiquiri...

Acidity can be produced with ingredients such as: lemon, lime, grapefruit, orange, and pomegranate juices.

However, other ingredients, such as vermouths and sherries, are also acidic, due to the grapes that comprise the base wines for them.

Sour substitutes, which are currently trendy, include shrub syrups (with a vinegar base) and acid phosphate, which add a sour sensation to a drink without the citrus flavor.

Sweetness

Sweet ingredients are used to balance against sour ones. These include many liqueurs. Additionally, sweetening agents including sugar, honey, maple syrup, high fructose corn syrup, molasses and certain fresh juices.



Sweetness & Acidity

Fresh Fruits and Juices

Major ingredients in cocktails

Fresh fruits and juices are significant to cocktails, depending on the different fruits or juices used, they contribute the sweetness or the sourness in the drink. Almost all cocktails use at least one juice.

When fresh juices are used such as lemon or orange, it is better to avoid the pulp (using a pulp strainer).

Cocktails can even be made only with fruits. In this case these drinks are called **mocktails** (non - alcoholic).



How to pair your mixers with alcohol?

Mixers	Alcohol
Lemon-lime soda	though a little sweet, it is a good beginner's introduction to whiskey drinks and works well in fruity punches
Orange juice	works with gin , vodka and rum
Grapefruit juice	works with gin as the florals of gin and the sharpness of the juice complement each other nicely. Also, a great match with rum and tequila
Lime juice	is the prime ingredient in sour mix, bottled, sweetened lime juice is perfect with gin
Cranberry juice	works well with vodka and orange liqueur ; it also gives the cosmopolitan its signature red color
Pineapple Juice Other tropical fruit flavors (guava, mango, or coconut)	works with vodka , rum or tequila . For pineapple juice, start with the two-to-one mixer-to-vodka ratio.
Iced Tea	works with vodka , gin , rum , or bourbon .
Lemonade	works with gin , vodka and bourbon

Sweetness & Acidity

Syrups

A syrup is a thick liquid consisting of large amounts of dissolved sugar in water without crystallization. It has a similar consistency to molasses.

Homemade syrups are the best to use. Syrups can be made not only by dissolving sugar in water but also by reducing naturally sweet juices:

- Starch : Glucose Syrup
- Cane Juice : Cane Syrup
- Sorghum Juice
- Maple Sap : Maple Syrup
- Agave : Agave Syrups
- Corn Starch: Corn Syrup
- Sugar: Golden Syrup

Basic rule for balancing a cocktail: the 3 S rule: Sweet, Sour, and Strong. Syrups are used to add sweetness to cocktails.

In the art of Mixology, syrups are necessary to sweeten beverages, mixed drinks and cocktails as granulated sugar does not dissolve easily in cold drinks. The syrup most often used in mixology is **Simple syrup**.

Simple syrup is the combination of sugar and water, usually made by bartenders to sweeten their drinks.

It is made by stirring granulated sugar to hot water in a saucepan until fully dissolved and cooled.

Simple syrups can also be spiced with allspice, cloves and cinnamon sticks.

Light Syrups	250g sugar / 1 L water
Simple Syrups	1 kg sugar / 1 L water
Double Syrups	2 kg sugar / 1 L water
Pure Sucrose	(up to) 5 kg sugar / 1 L water



Sweetness & Acidity

Ingredients and Methods

Best Mixed With	Avoid	Best Techniques	Avoid
For Infusions: • Fruits: Dried fruits will generally have more concentrated flavor to release. • Herbs: Best results from fresh herbs like thyme or rosemary, rather than dried herbs. • Juices: 100% natural without any added sugar. Add the ingredients while the water is heated; this will permit a more intense aroma.	Adding the ingredients after the sugar has diluted or while it is cooling down.	Syrup: Measure equal parts water and white sugar. Add to a mixing bowl or saucepan. Heat the water (adding botanicals to your liking). Stir until the sugar has dissolved. Store in the refrigerator.	Do not over boil, this may cause the syrup to thicken and be hard to manipulate.
Juice mixers for unflavored syrups: • Citrus (lemon, lime, orange, grapefruit) • Pomegranate • Pineapple (Pina colada) Other mixers: • Bitters • Sodas • Tonics	Blending syrups and mixers that do not share the same flavor profile.	Infusion: Infusing the syrup depends on the intensity and desired effect of the syrup. For a more subtle infusion the botanicals can be added while the syrup is cooling down in the fridge. For an intense effect boil the water with botanicals; the flavour will be more present.	
Syrups bring sweetness to a cocktail or mixed drink. They should always be served with a mixer. Can be alcoholic or non-alcoholic depending on customer demand.			

BAR & LOUNGE

MODIFIERS & ACCENTS

Modifiers & Accents

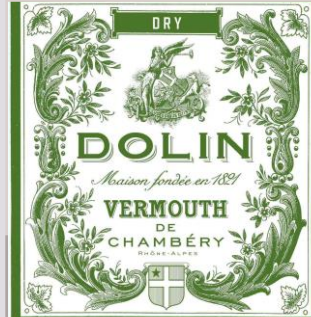
Definition

A modifier is a cocktail ingredient, usually alcoholic and typically a fortified wine or a liqueur, that both softens the base spirit and adds flavor to the drink.

Modifiers are made up of various aromatic wines- for example, vermouth and Lillet- and a long list of liqueurs, such as Cointreau, maraschino, and creme de cassis. Accents include different varieties of bitters - like orange, Peychaud's , and Angostura - and non-alcoholic syrups- including Rose's lime juice, orgeat, grenadine, and falernum.

Classic modifiers include absinthe, maraschino, Chartreuse, Benedictine, and orange curacao.

Modern modifiers include St. Germain, Domaine de Canton, Hum Botanical Spirit, Rothman & Winter Creme de Violette, and PAMA.



VERMOUTH

- Vermouth is fortified, aromatized wine. This means that a strong neutral grain spirit is added to the wine. It is aromatized with ingredients such as herbs, spices, citrus peels, roots, and wormwood (a bittering agent) to add a complex balance of different flavors.
- Many different styles of vermouths are produced. The two most popular styles of vermouth are sweet (red) or dry (white) vermouth.
- Examples: **Dolin Dry, Carpano Antica, Punt E Mes**



HERBAL/SPICED LIQUEURS

- Herbal and spiced liqueurs are produced by distilling alcoholic extracts from a wide variety of herbs, spices or essential oils. The taste of the resulting liqueur, which can be quite unique, adds new flavors and depth to the base spirit.
- Examples: **Green Chartreuse, Yellow Chartreuse, Benedictine, Absinthe**



AMARO

- Bittersweet in flavor, infused, and aromatized, Amaro liqueur typically has a brandy base. Originating in Italy, Amari (plural for Amaro) were traditionally made by families who produced wine, using the leftovers from the winemaking process to make their Amaro base of Grappa (Italian brandy).
- With many different styles and brands of Amaro, the flavor of each one can vary greatly.
- Examples: **Aperol, Campari, Amaro Nonino**



BITTERS

- Like the elongated version, Amaro, Bitters are only used in small quantities such as a "dash" or "drop" in a cocktail. They are flavored with sharp, pungent flavors, usually very dry and bitter in flavor, and were historically used as a medicine to help aid digestion or to promote appetite. They are the "dash of seasoning" in many cocktails. Most famously, the Old-Fashioned cocktail, which ties together the flavors of a strong spirit like whiskey and sweet sugar.
- Examples: **Angostura Bitters, Peychaud's Bitters, Regan's Orange Bitters**



FRUIT & INFUSED LIQUEURS

- Mixing a great cocktail involves a balance of flavors. Too bitter or too sweet, and the cocktail flavor will be hard to enjoy. Fruit and infused liqueurs are great at softening or enhancing your base spirit. Made from alcohol, fruit and added sugars, there are a wide variety of these typically sweet liqueurs to choose from.
- Examples: **Luxardo Maraschino, Pierre Ferrand Dry Curacao,**

Spices

A Brief History

Herbal Cocktails and Spices in Drinks:

Herbal cocktails have gained widespread popularity, and incorporating spices into drinks has also become a trend.

The inclusion of herbs and spices in the realm of mixology expands the potential for creating unique and exciting flavors.

Flavor Infusion Methods:

- Fresh herbs can be muddled for immediate flavor release.
- Spirits can be infused with herbs/spices over time.
- Sweeteners like simple syrup can be enhanced with these ingredients.

Herbs vs. Spices:

- **Herbs:** Leafy parts of plants used for food and flavor.
- **Spices:** Dried products from various plant parts, offering concentrated flavors.

Mint	Basil	Rosemary	Thyme
Use stems and leaves for garnish. Freeze leaves in ice cubes. Best for: Outdoors (or indoors with sunshine). Tips for growing: Snip basil buds to prevent going to seed, and prune regularly for a plant that yields more leaves. (And make sure mint gets its own pot or plenty of space, it grows like a weed)! Mint Julep Mojito	Use stems and leaves for garnish. Freeze leaves in ice cubes. Best for: Outdoors (or indoors with sunshine). Tips for growing: If there's any hint of frost coming, protect the plants with a covering like sheets or blankets tied loosely around and held in place with rocks, stakes, or bricks. Gin Basil Smash Basil Vodka Gimlet	A woody herb, perfect for infusing liquors, using as a garnish, or employing a sprig as a swizzle stick. Best for: Anyone (even if you are not gifted with a "green thumb"). Rosemary and thyme are hardy plants and can thrive with decent sunlight and semi-regular watering. Rosemary Gin Fizz Rosemary Greyhound	A woody herb as well. Infusions are super simple: you can just wash a few stems of thyme or rosemary, put them in a bottle of vodka, and allow them to sit for at least 24 hours. Tips for growing: If growing in pots, make sure your thyme and rosemary both have good drainage, and don't overwater them! Honey Lemon Thyme Cocktail Bourbon Thyme Cocktail
			
Cinnamon	Vanilla Bean	Cardamom	Coriander Seeds
Cinnamon has a warm, agreeably sweet, woody aroma that is delicate yet intense. The taste is fragrant and warm with hints of clove and citrus. The presence of eugenol in the essential oil distinguishes cinnamon from cassia, giving it the note of clove. Could be used as a Syrup. Combines well with: Almonds, apples, apricots, chocolate, coffee, pears, bananas. Cinnamon Maple Whiskey Sour Cinnamon White Russian	Fresh vanilla pods have no aroma or taste. After fermentation they develop a rich, mellow, intensely perfumed aroma with hints of liquorice or tobacco matched by a delicate, sweetly fruity or creamy flavour. There may also be hints of raisin or prune, or smoky, spicy notes. Could be used as a syrup. Combines well with: Apples, melon, peaches, rhubarb, strawberries. Vanilla Bean and Fig Cocktail Vanilla Old-Fashioned	The aroma is strong but mellow, fruity, and penetrating. The taste is lemony and flowery, with a note of camphor or eucalyptus due to cineole in the essential oil. It is pungent and smoky, with a warm, bittersweet note, yet is also clean and fresh. Could be used as a syrup. Combines well with: Apples, oranges, pears, coffee. Cardamom Cocktail Cardamom Blush	Ripe seeds have a sweet, woody, spicy fragrance with peppery and floral notes; the taste is sweet, mellow, and warm with a clear hint of orange peel. Combines well with: Apples, citrus fruits, plums, cinnamon, ginger. Coriandrum Cocktail Charred Lemon, Rosemary and Coriander Gin & Tonic
			

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BAR & LOUNGE

NON-ALCOHOLIC SPIRITS

Non-Alcoholic Spirits

Definition

The new trend in the beverage industry and especially among craft distillers is called “non-alcoholic distilled spirits”. In other words: alcohol-free distillates.

The term for non-alcoholic beverages was introduced in the United States in 2018. “Sober curious” describes a concept that rethinks and stages sobriety and an alcohol-free life with exciting mocktail ingredients and cool Instagram hashtags. In New York City, sobriety parties and alcohol-free bars celebrate being sober and living without a hangover the next morning. The trend is already noticeable in Switzerland.

Production of non-alcoholic distilled spirits:

The reason is simple: because spirits, by definition, must contain at least fifteen percent alcohol. The term “distillate”, on the other hand, refers only to the condensed steam that drips into a still. In other words: herbal water from the still.

Basically, the production of non-alcohol distilled spirits does not differ much from the production of alcohol-rich distillates. For example, a gin is produced like a normal gin. Some aromas, such as those of citrus fruits, are very water-soluble, while others, such as juniper berries, are not soluble in water. In this case, the aromas are extracted from the juniper berries with oil and sugar as an intermediate step and then added to the water. Then the whole product is distilled and preserved with lemon water.

In order to replace the missing alcohol, strong taste impulses have to be given. This is why strong spices are widely used.



Non-Alcoholic Spirits

Seedlip

Seedlip is the world's first distilled non-alcoholic spirit. It is often compared to a non-alcoholic gin because of the botanicals we can find in its composition.

The distillation process used to make Seedlip meets the requirements of calling the liquid a spirit. A very small amount of Neutral Grain Spirit is used at the very early stages of the process to extract the most flavor possible. This alcohol is then removed using a secret method before the ingredients are expertly blended to make Seedlip.

It takes six weeks to make and involves bespoke maceration, copper pot distillation, blending and filtration for each individual ingredient.

All Seedlip spirits are best served with tonic/soda or as the base for non-alcoholic cocktails. Seedlip is served as a 50ml measure over lots of ice, partnered with a mixer, and never drunk neat.

