

Bartales

Best of

N. 9 | APRIL 2017

SUPPLEMENT OF BARTALES



COCKTAIL STORY 1
HANKY-PANKY
ICONIC "COLEY"



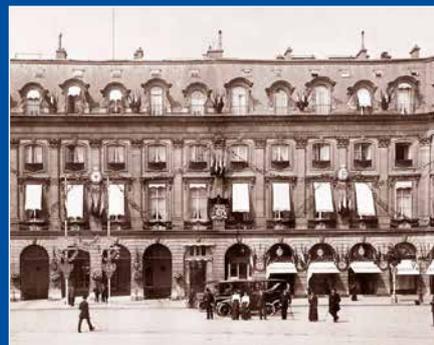
COCKTAIL STORY 2 / OJEN
**THE ANISEED THAT HAS
GONE DOWN IN HISTORY**



HOT SPIRIT / HYBRID WHISKIES
FRANKENWHISKIES: THE BEST MIX



TREND / AKVAVIT
NORDIC SPIRIT



BAR STORY / FRANK MEIER
THE SPIRIT OF THE RITZ

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BarTales
Best of

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DRINK RESPONSIBLY



ICONIC “COLEY”

The life and courage of Ada Coleman, the undisputed queen of bartending history

BY **DARIO D'AVINO** IN COLLABORATION WITH **FABIO BACCHI**

When we think of an iconic woman in bartending history, the name Ada “Coley” Coleman immediately comes to mind. Unfortunately, little is known about her origins and background; this information was lost in the chaos and uncertainty of the “great depression”, the massive crisis that took place between 1873 and 1895.

What we do know is that Ada’s father was a steward at the London Golf Club, where he worked for many years. Many of the club’s wealthy members grew to know and like him, in particular Rupert D’Oily Carte, with whom he established a firm rapport.

An eminent business man, Rupert D’Oily Carte took over from his father, Richard D’Oily Carte, as chairman of the Savoy Group at the age of 27, becoming the head of various highly renowned hotels such as the Savoy, Claridge’s and The Berkeley, as well as a number of theatres, and the D’Oily Carte Opera Company. And it is thanks to him that Ada was able to take her first forays into the bartending world.

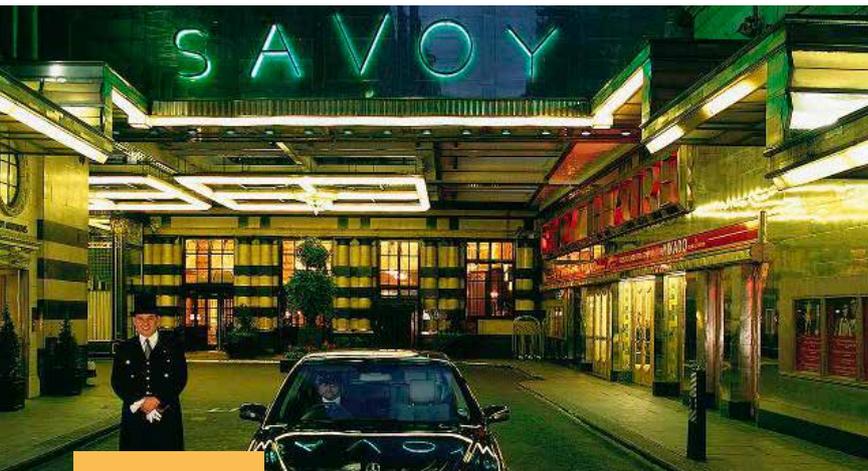
When the Coleman family found themselves in serious financial difficulty following the loss of the head of the household, Mr Carte offered young Ada a job at the Claridge’s bar, to enable her to help support the family. It was 1899, and 24-year-old Ada Coleman was learning to mix her first drinks. She was instantly hooked.

Claridge’s is one of those extraordinary places where only extraordinary things happen. In 1945, the Yugoslavian Royal Family was exiled to London. On 17 July 1945 in Suite 212, Prince Alexander of Yugoslavia was born in ex-



SNAPSHOTS FROM THE PAST
 OPENING PAGE – A FAMOUS PHOTOGRAPH OF ADA COLEMAN. ABOVE AND LEFT – HISTORIC IMAGES OF THE SAVOY.

ile. King George VI of England arranged for Yugoslavian soil to be placed on the hotel room floor, temporarily ceding sovereignty of those few square metres and



It was a very rare sight, in those days, to see a woman working behind the bar of a leading hotel; an 1859 study by the U.S. Commissioner for Labour, Carroll Wright, found that only 147 of the 55,660 bartenders employed in the country were women. Even more surprising and unorthodox was Ada Coleman's transfer to the Savoy Hotel, in 1903, where she was appointed head bartender, officially taking over the running of the renowned American Bar.

Her bubbly, lively personality, combined with a natural tendency towards kindness and courtesy, ensured that she was immediately well-liked; she became extremely popular among the hotel's distinguished guests, who soon began to refer to her affectionately as "Coley". Her position brought her into contact with figures of the calibre of the Prince of Wales, Charlie Chaplin, Marlene Dietrich, WC Fields and Mark Twain. London's Daily Graphic referred to her as "one of the best known women in the world, the greatest female cocktail maker in the world and the person with whom everyone who visits the Savoy bar falls in love".

As well as her important work at the Savoy, Ada also nurtured a passion for



declaring it Yugoslavian territory, so that the prince could be born on his native soil. King George VI and Princess Elizabeth (now Queen Elizabeth), became godfather and godmother to Peter II and Queen Alexandra's only son. Many years later, in an interview with the Daily Express, Ada Coleman would recall that her first cocktail was a Manhattan, made under the instruction of Mr Fisher, Claridge's sommelier at the time.

COCKTAIL BAR

ABOVE - THE ENTRANCE TO CLARIDGE'S AND TWO RECENT IMAGES OF THE SAVOY. TOP RIGHT - THE MANHATTAN. OPPOSITE PAGE - THE HANKY PANKY.



the world of theatre.

She knew all of the most successful actors of the period; they loved to frequent the American Bar at the Savoy, and were often hosted by Ada at the meticulously planned parties that she threw at her house each month. Indeed, it was a Victorian and Edwardian theatre actor of the period – Sir Charles Hawtrey, mentor and teacher to the great Noel Coward – that inspired Ada Coleman to develop the recipe for a drink that would go down in history: the Hanky Panky.

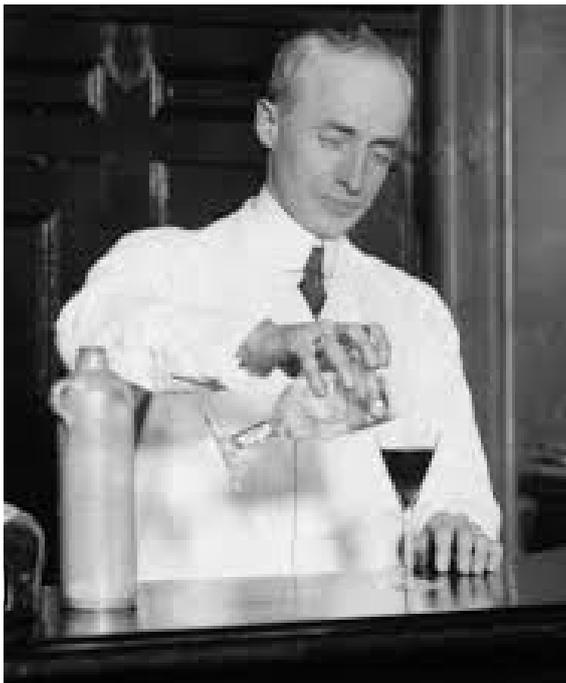
Coley – together with Debroy Somers, director of the Savoy orchestra – became a very well-known figure on the fun-loving West End theatre scene of the time; members of that world flocked to her bar, and she served as a discreet custodian of gossip and tales, which she never revealed to the persistent tabloids of the day. In an interview with *The People in*

1925, Ada Coleman explained the origins of this cocktail: “The late lamented Charles Hawtrey ... was one of the greatest cocktail connoisseurs that I ever met. Some years ago, when he was extremely busy, he would come to the bar and say “Coley, I’m tired. Give me something that will give me a bit of a boost!”. I spent hours and hours experimenting with new recipes for him, and finally invented a new cocktail. When he returned, I offered him the new drink. He tasted it and, upon finishing it, exclaimed “By Jove! This is a real hanky panky. And it’s been called the Hanky Panky ever since.”

The Hanky Panky, which consists of a careful balance between Gin and Sweet Vermouth, with a few drops of Fernet Branca and a twist of orange, is currently on the menu at the Savoy, and is the only one of Ada Coleman’s cocktails includ-

MEN

CLOCKWISE FROM LEFT: RUPERT D'OYLY CARTE; CHARLES HAWTREY; JIM DIAMOND BRADY AND HARRY CRADDOCK. OPPOSITE PAGE ERIK LORINCZ PREPARING THE HANKY PANKY.



ed in Harry Craddock's 1930 book "The Savoy Cocktail Book".

It seems that Ada had a turbulent professional relationship with Harry Craddock, who joined the staff at the American Bar in 1920. Craddock had somewhat rigid ideas regarding the impropriety of women in the workplace. This situation is likely what led Ada

"Coley" to make the difficult decision, in December 1925, at the age of 51, to leave her job as head of the American Bar. Coley saw out her working life as an employee in the Savoy flower shop, where she continued to be well-regarded and liked by all. She left the Savoy at the end of 1926 and moved to Surrey, where she ran a tearoom with her ex-assistant



Miss Burgess.

Less is known about certain areas of her private life, however, and it is a topic that she never liked to discuss. It seems that she moved to America at some stage with the billionaire Jim “Diamond” Brady (so-called because his clothing was embellished with real diamonds), and was subsequently linked to the steel magnate Rossiter Hoyle. Both were customers of hers. Unsubstantiated rumours suggest that she may have given birth to a son, Rossiter Coley, in 1911, but the pair certainly did not marry. This circumstance made it possible for her to continue to work and maintain a busy social life. She died in 1961, at the venerable age of 91.

Ada Coleman remains the only female head bartender in the history of the Savoy. Thanks to her skill and firm

work ethic, she leaves behind a legacy of female professionalism in a world, and at a time, that was decidedly hostile to such things, without ever allowing the challenges she faced to undermine the cheerfulness and dynamism that set her apart throughout her life.

Dario D’Avino

THE RECIPE

HANKY PANKY COCKTAIL source **Savoy Cocktail Book**

INGREDIENTS

- ½ Dry Gin
- ½ Italian Vermouth
- 2 dash Fernet Branca

Method: Shake well and filter into a cocktail glass. Serve with an orange twist.

THE ANISEED THAT HAS GONE DOWN IN HISTORY

The Spanish aniseed liquor from the Costa del Sol that became famous in New Orleans

BY FABIO BACCHI



Ojén is a small town in Andalusia (approximately 2,000 inhabitants), not far from Marbella and Malaga. Its name is derived from an Arabic term meaning a “rough, coarse place”. A peculiar name for a quintessentially peaceful mountain town.

The town was subject to Arabic domination in the past, as well as bloody historical battles between Catholics and Arab-Berbers who, between 711 and 718, conquered a significant portion of the Iberian peninsula. No trace remains of the Moorish castle that once dominated the area.

The narrow streets of the oldest part of the town are adorned with welcome fountains, but the history of this village is linked to a stronger liquid than water, which played a very important role in the local economy in the past: Anis de Ojen, a typical aniseed liquor that has since become known simply as Ojen (pronounced Oh-hen).

It is Spain’s most famous aniseed liquor (which uses liquorice and is sweeter than most Anisettes); it became very common to hear people there order “Una copita de Ojen”.



PINK SHIMMY Cocktail

Pink Shimmy is a cocktail originated in New Orleans, the birthplace of civilized drinking. Even during prohibition Pink Shimmy was imitated throughout the world. It is owned exclusively by Solari's and is sold by stores handling Peychaud Bitters.

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OJEN

PEDRO MORALES

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Nevertheless, the history and success of this liquor are also linked to an American city beloved of the bartending community: New Orleans. The ban on consuming Absinthe in the Louisiana capital, which was overturned in 2007, was particular-



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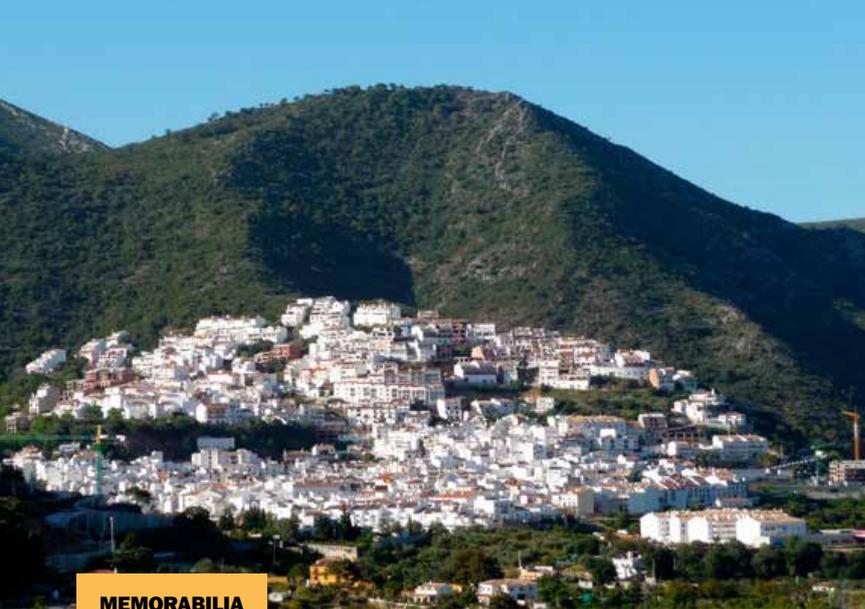
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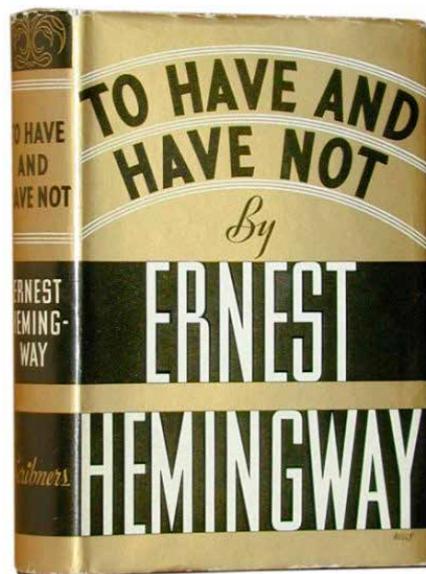
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MEMORABILIA
 ABOVE, THE TOWN OF OJEN. A SELECTION OF LABELS AND THE RECIPE FOR THE COCKTAIL OF THE SAME NAME. RIGHT, THE BOOK "HISTORIA AGUARDIENTE DE OJEN". BELOW, PICASSO'S PAINTING "SPANISH STILL LIFE" AND ERNEST HEMINGWAY'S BOOK.



Ojen Cocktail

1 jigger ojen
 2-3 dashes Peychaud bitters
 seltzer water.

Stir the mixture in a barglass with ice, add a little seltzer or other charged water, and strain into a frappé cocktail glass.

The bitters give this Ojen a delicate rose-colored tinge. Therefore it masquerades under the name of "Pink Shimmy," or *pinque chemise*, if you prefer the language of the fifty million who can't be wrong.

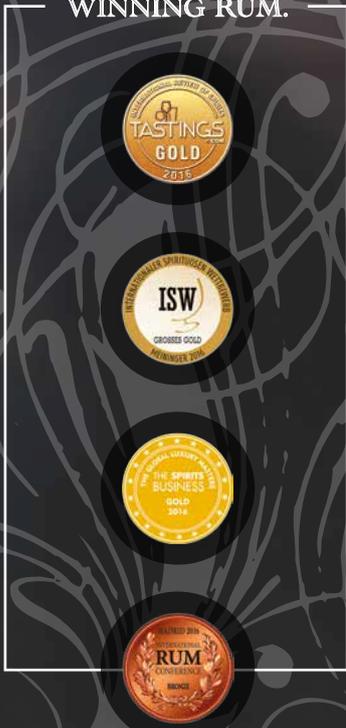
Forty

ly strongly felt during the town's famous carnival season. The production of Ojen began in the first half of 1800, and it soon gained a loyal following and a good reputation, being exported to Paris, London, Cuba and even the Philippines.

The liquor was to guarantee the small

town an enduring place in history. Its enthusiasts included Pablo Picasso, who featured a bottle in one of his famous paintings, Spanish Still Life in 1912, and Ernest Hemingway, who mentioned it in his 1937 novel "To Have and Have Not". The book features a character called Richard Gordon. "Standing at the bar, Richard Gordon drank three ojen specials but he felt no better; the opaque, sweetish, cold liquorice-tasting drink did not make him feel any different". In a 1933 letter to his wife Pauline, Hemingway refers to his preferred

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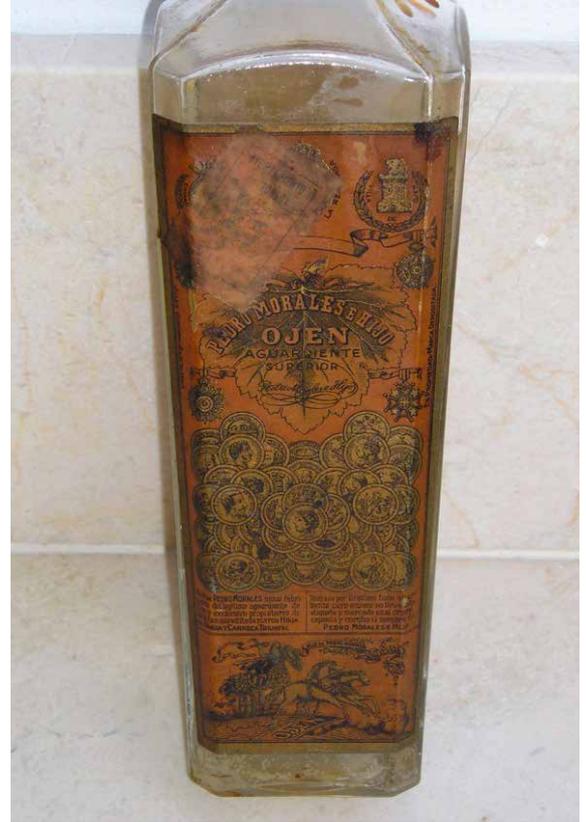
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chists between 1931 and 1937, before becoming a cinema and then a nightclub in 1976. It wasn't until 1997, following significant renovations, that its historical significance and beauty were restored. It is now one of the most beautiful buildings in Costa del Sol, and receives visits from thousands of tourists every year.

For three generations, the Morales were the most influential Spanish producers. Many tried, in vain, to imitate their liquor. The phylloxera crisis resulted in a sudden decline in production of the vine-based aguardiente on which it is based, and production of Ojen dropped significantly towards the end of 1800. Despite the decline, Ojen continued to be produced until 1920, but the lack of a male heir capable of running the distillery led it to close, before being sold. The original recipe for the liquor, which was never revealed, was lost with the last of the Morales, and would forever remain a secret. But Ojen was destined to have a second life.

In 1930, another distiller, Manuel Fernandez SA di Jerez developed a recipe that is believed to be very similar to the original.

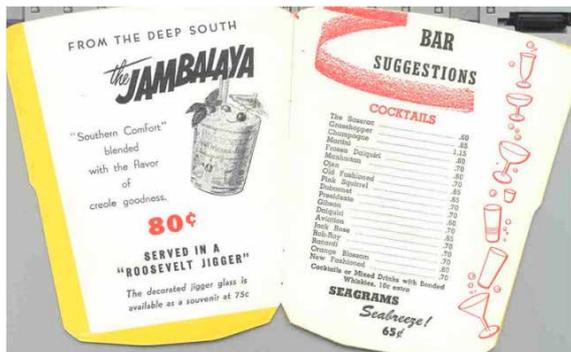
style of drinking Ojen with soda and wine.

Pedro Morales was the original producer of Ojen. His distillery, founded in 1830, is credited with being the oldest in Andalusia and one of the oldest in Spain.

The building where the old distillery was located is now a historical structure, home to the Museo de Vino de Malaga e de Aguardiente. The museum features hundreds of historical bottles from the area and abroad, including Sherry,

Whisky and Brandy, industry memorabilia and prints and adverts from the period. Ojen was produced in this distillery until the 1920s. The building was then home to the headquarters of the Spanish anar-

The Ojen Cocktail with Peychaud Bitter and soda water became a typical New Orleans Absinthe-style Cocktail



COCKTAIL
ABOVE.
PREPARING THE
OJEN COCKTAIL.
LEFT. CEDRIC
MARTIN.



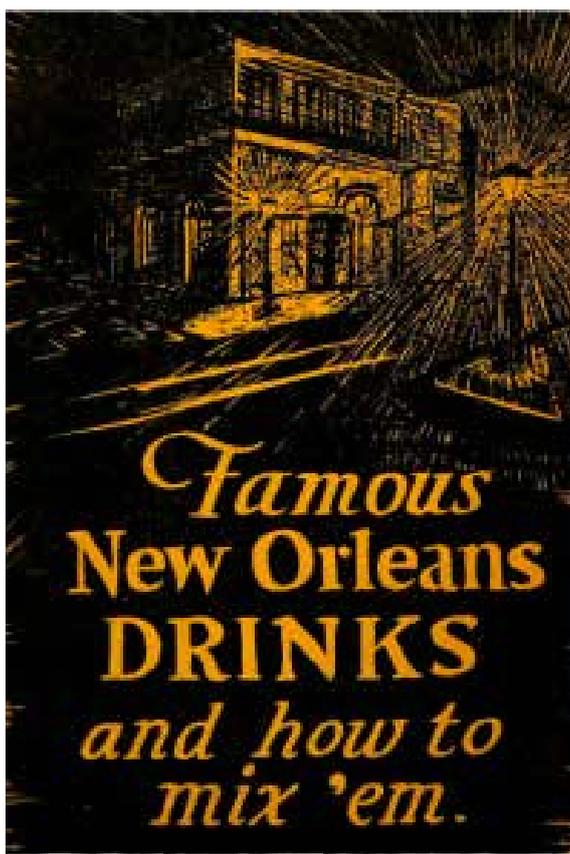
Fernandez's Ojen White Label was recognisable by its white label and different style of bottle.

It was a real heyday for Spanish and Mediterranean aniseed liquors in general, and Ojen was exported to New Orleans. There, it was immediately associated with Mardi Gras, which was missing the drier Absinthe, and became popular in a drink referred to as the Ojen Cocktail or Ojen Special. This drink, consumed as part of a good luck ritual before the carnival parade, was included on the menus of many bars. These included the famous Sazerac Bar in the Roosevelt Hotel, which sold it for 70 cent in the 1950s.

The Ojen Cocktail with Peychaud Bitter and a dash of soda water became part of the Absinthe Cocktail family characteristic of New Orleans. It was also called

"Pink Schimmy" or "Pinque Chemise", on account of its colour, and was often ordered as a brunch cocktail. The drink subsequently evolved to also include an optional measure of orgeat syrup or simple syrup, for a richer texture. No city in the world consumed more Ojen than New Orleans.

When the consumption of aniseed liquors went into decline, Fernandez decided to cease production. It was the late 1980s. A NOLA (New Orleans, Louisiana) retailer, Cedric Martin Wine Cellar, obtained the last batch produced, 500 cases totalling 6,000 bottles, ensuring that the product was available in New Orleans for approximately another 20 years. It seems that the last bottle from that stock was sold just a few years ago (2009), but it's still possible that a few bottles may reap-



pear on a shelf somewhere. Chris Hannah, head bartender of the famous Arnaud's French 75 Bar apparently declared that he still has some bottles, including one from 1930.

Anis del Mono, a Spanish aniseed liquor produced by Vincente Bosch and often substituted for Ojen (perhaps even being confused with it), was also used in New Orleans, as mentioned in the 1937 book "Famous New Orleans Drinks and How to Mix 'Em" by Stanley Clisby Arthur, published in the same year as Hemingway's book featuring Ojen.

Ojen owes its third life to the Sazerac Company, with historic roots in New Orleans and the owner of Peychaud Bitter. The company had a few old bottles of Ojen Fernandez, on which it based its attempts to create a similar product that it called "Legendre Ojen". After two years of experiments, the new Ojen, Legendre, was launched on 19 February 2016, to coincide with that year's Mardi Gras, just in time for the good luck ritual. Initially highly popular, and then fallen into decline, aniseed liquors are now ready to be revived in the mixing world. They boast a glorious, fascinating past that imbues them with an ever-changing story.

Fabio Bacchi



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FRANKENWHISKIES: THE BEST MIX

A growing trend, an innovation within the spirits' industry

BY **DARIO D'AVINO**

This is a period of great change within the spirits' industry around the world. The sharp-eyed observer will have noticed how a series of customs, production methods and product traditions, which for decades had become consolidated within the sector, are slowly giving way to a range of innovations.

There are a number of changes that are deeply altering the product landscape we have been used to: the modern "Gin Craze", with its hundreds of variations provided by new and old producers, the "new Vermouth era" where mugwort is used in every way and form, the rediscovery of "national liqueurs", with hundreds or perhaps thousands of small local producers, the invasion of agave derivatives, micro-breweries, the focus on organic produce, the historical research that is going into bringing back to life recipes that were lost in time, wine production from abroad, bitters and their infinite varieties. All this, and much more, available to a market that in our opinion, is still battling to retune its ideas and internal-

ise all these innovations in a meaningful way.

And so too, whiskies and whiskeys, a sector that for decades has been closely tied to tradition and the iconic nature of its brands, and with customs that are able to supersede trends, is showing signs of this modern 'contamination' and experiencing a period of great change.

Globalisation and the entry into the world market of new business opportunities, such as the enormous potential within the Chinese / Asian markets (the pro capita consumption of liquor in China has by far exceeded that of the USA, but also England and Ireland) has led to a dramatic reduction in the availability of superaged products. This is the reason for that phenomenon which is causing much debate, known by the acronym NAS (No Age Statement). What is more, in the world of whisky, there is that enormous question mark following the referendum which saw Great Britain opting for a "Brexit", and the resulting uncertain future of the term "scotch", which use

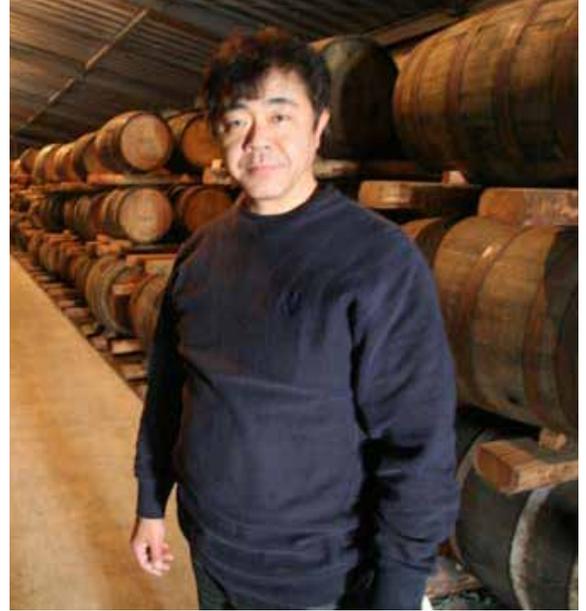


until now has been explicitly regulated by European legislation, and that we do not know if and how it might change.

Then if we consider too the problem of the growing scarcity of barrels, the ever-increasing relocation of cereal crops, the more frequent use of genetically modified seeds and low quality products hailing from developing countries, we have an outlook with unpredictable results. On the other hand though, we have to acknowledge that taking place alongside the above are worthy trends that are giving new life to a segment of the market that is cultured and well-informed and that is looking to whiskies and whiskeys for sustainable innovation and a certain type of modernism that does not conflict with a journey that is centuries old. And so there is growing room for independent bottlers and their selection of barrels that are specifically chosen and developed.

Room for micro-distilleries that foster and guarantee high standards of quality resulting from hard work. Room for 'The Land of the Rising Sun', which is showing that it knows how to pursue excellence with dedication and renunciation. Room for research on raw materials when its aim is to perfect, improve or restore that which has been lost along the way. Room also for innovation and globalisation if they are aimed at raising quality standards, letting us explore frontiers that have not yet having crossed: frontiers of the sublime, not marketing.

In this quest for innovation, the rising phenomenon of "hybrid" whiskies and whiskeys (known by some as "Frankenwhiskies") falls into this category, in other words, fruit of the contamination and fusion of different styles, techniques and products, with the aim of creating something new that draws out the best, condensing it into a unique result.



ICHIRO'S MALT & GRAIN CHICHIBU DISTILLERY – JAPAN

Located in the Prefecture of Saitama about 100km from Tokyo, the Chichibu Distillery is the outcome of the incessant and meticulous work of Ichiro Akuto, the worthy heir of a tradition that has seen his family producing Sake and Shochu since 1626. Ichiro is also the grandson of Isouji Akuto, who in 1941 founded the Hanyu Distillery (and which unfortunately no longer exists), one of the Japanese distilleries which reached the apex of the highest kinds of quality, through its immortal and iconic products, that were also rare, and as a result, costly.

With a weighty heritage on his shoulders, and the last Hanyu barrels still in the cellar, Ichiro Akuto founded the Chichibu Distillery in 2008; and success did not take long to follow. With a clever mix of investments aimed at innovation and calling on the family's tradition and experience, Chichibu introduced a range of products that literally split the market right open; Hanyu Ichiro's Full Cards Series, a range of 54 bottles that are named after playing cards. In the last auction that we know of, the series of bottles was sold at a record price of HK\$ 3.797.500,00 (equal to €435.223,00). But Ichiro's intuition moved fast and it was in this way that he saw the potential of the ever-changing face of the market. He moved towards new frontiers and started producing something entirely unusual. And so Ichiro's Malt & Grain was born, a blend between malt and grain whisky, which cereals come from both Japan as well as other parts of the world. This project was so strongly sought after by Ichiro that it even bears his name. The result is a whisky that



the label itself defines as “world-wide blended whisky”. Although the entire selection of countries represented in the blend is not listed, we have learned that it includes English, Canadian and Scottish products, aged separately and then blended to obtain the final result, without the use of chill filtering and colourants. Its ABV is 46%.

HIGH WEST CAMPFIRE HIGH WEST DISTILLERY - UTAH

The story, which like so many stories always leave room for a certain element of romance, officially tells of how David Perkins and his wife took a trip to Scotland to visit its major distilleries. When at dinner, in the vicinity of Bruichladdich Distillery, for dessert he was served melon together with a syrup that had a strong, smoked flavour. It would seem that for David and his wife, that combination of the sweet, fresh melon and the thick, pungent syrup led them to a sort of epiphany, taking the two towards that idea that would much later become known as High West Campfire. It is basically a blend (which proportions are kept strictly secret) between the sweetness of a bourbon, the smoky notes of a scotch and the sharp spiciness of a rye.

In order to add the right balance to the High West Distillery, they looked to a bourbon aged for six years, produced at the facilities of Midwest Grain Products (then known as Lawrenceburg Distillers Indiana) and that is made up of 75% maize, 21% rye and 4% malted barley; a rye, also produced by MGP/LDI made up of 95% rye and 5% malted barley; and a scotch, made entirely of peated malted barley, which those in the know maintain is not from Islay. The result is a convinc-



ing product, with notes of caramel, vanilla and significant spiciness that finds an intriguing complexity in the noticeable and marked smoky scents. The single components combine well, although their characteristics remaining identifiable, thus providing a product that is warm, rich and satisfying, with a long and pleasant finish. Its ABV is 46%.



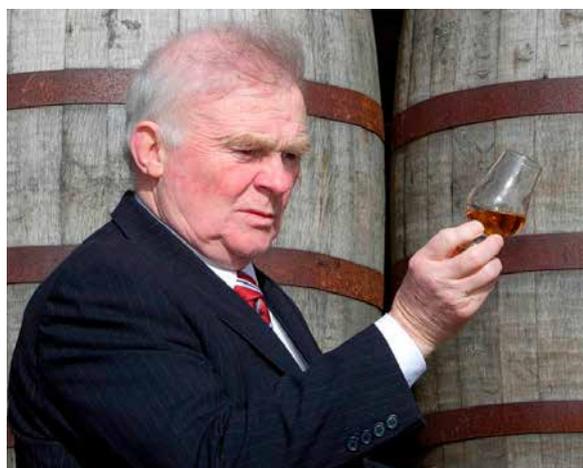
THE GLOVER 22 YO ADELPHI - ARDNAMURCHAN DISTILLERY - UK

Created to honour and pay homage to one of the men who most left his mark on Japanese economic and industrial development, The Glover is inspired, named after and finds reason for its uniqueness in the person of Thomas Blake Glover: known by all as the “Scottish Samurai”.

His is a unique story: born in Fraserburgh, in north-east Scotland, he moved to Japan when he was very young, straight after his studies. He undertook a long series of occupations and business affairs that over the years led him to become more and more recognised as a lynchpin of Japanese development and the flywheel of the country’s modern industrialisation. He was in fact responsible for introducing and running the first steam locomotive in Japan and forming that company which today is known as Mitsubishi. The work and effort of Thomas Blake Glover was hugely appreciated in Japan, so much so that he became the first foreigner in history to be awarded the “Order of the Rising Sun”. To celebrate this important and noteworthy man, who united and built a friendship between the two countries, Adelphi decided to create The Glover, combining a rare batch of whisky produced by the Hanyu Distillery and aged in ex-sherry barrels, with the scotch produced by Longmorn and aged in ex-sherry barrels made of American oak, and the scotch produced by Glen Garioch, and also aged in ex-sherry barrels, but this time made of Spanish oak. The result is an

incredible whisky. Only 390 bottles were produced and each were numbered by hand, bottles representing and embodying the uniqueness that was so sought after. Within The Glover range, there are types made with other aging processes that are slightly easier to come across. Its ABV is 53,1%.





TEELING HYBRID TEELING WHISKEY COMPANY - IRELAND

There was once a father named John, and his two sons, Stephen and Jack, who owned a distillery called The Cooley Whiskey Company, and all was good. One day, a large multinational knocked at their door and offered them \$95 million for their distillery. A quick family meeting, followed by some time to take care of the bureaucracy, and the Teeling family found themselves with a considerable fortune that would allow them to live out their lives and enjoy all the glories and luxuries they could have expected.

But the Teelings were not that type of family; they were part of that backbone of Ireland who took pride in their work and considered whiskey a matter of life and death. And so, with the collected money, they decided to open another distillery to give a voice to the most exemplary products of their land, but without forgetting innovation and modernity in whiskey, as in many other areas, which acts as the flag bearer of Ireland to the world. Jack Teeling has on more than one occasion expressly stated that his family wishes to establish itself as a reference point for enthusiasts and connoisseurs of whiskey, removing themselves entirely from those purely market-related tactics that drive multinationals.

In the wake of this approach comes Teeling Hybrid, a fusion of styles and flavours specially refined to achieve this new goal. It is a blend of single malt whiskey produced in Ireland (according to their style) by Cooley Distillery and a single malt produced and aged for 10 years in Scotland by Bruichladdich. The blend is aged in durmast oak for eight years before being bottled, has a cask strength of 44,1%, without the addition of any type of colourant or chill filtering.

Only about 1200 bottles were produced for the first edition of Teeling Hybrid and were distributed in select markets. We await the second edition! Its ABV is 44,1%.



BOWMORE MIZUNARA CASK FINISH BOWMORE DISTILLERY - ISLAY

As many already know, the story of Bowmore is one of the longest and most glorious in the history of whisky. Following 237 years of production and with its aging cellars that have been officially recognised as the oldest in the world, this is one of the brands that is most representative of the image and production of Islay.

Only the most careful observers of the market will know that the historic brand has changed ownership several times over the decades, until it became owned by Beam Suntory Inc, an extensive Japanese-American multinational that owns some of the most prestigious brands of spirits. Obviously when a historic brand of Scottish whisky meets up with consolidated enterprises in the production of Japanese whisky and American whiskey, even under the strict patronage of a corporation, a certain degree of contamination and crossing over of knowledge can be considered an almost natural process. It is thanks to the availability of knowledge and materials coming from The Land of the Rising Sun, that Bowman had an idea: to try to age some of its best malts in the famous barrels of Mizunara (Japanese oak).

Known for being very rare plants that grow in limited areas of Asia, Mizunaras are bigger than their cousins, Konara oak trees. They also grow slowly, reaching maturity at around 300 years of age (an American oak tree reaches maturity after about 100 years). Mizunara wood is very difficult to work with due to its softness and porous nature, which means that it must be treated with extreme care in order to prevent cracks and breaking it; Suntory itself which has the most number of barrels, is only able to produce about 100 a year. But as is so often the case, the reward for difficulty is often magnificent quality, which makes Mizunara barrels one of the secrets of excellence of certain Japanese products. And so a blend of whiskies distilled in 1990 by Bowmore and aged for a period of between 15 to 25 years in ex-bourbon and ex-sherry barrels was placed into Mizunara barrels for refining for a period of three years, before being bottled into only 2,000 bottles. Its ABV is 53,9%.

Dario D'Avino



Ian Burrell, World Rum Ambassador



- Crisp Apple Reàl**
Made with premium Red, Golden and Granny Smith Apples grown in the United States
- Piña Reàl**
Infused with premium pineapples from Costa Rica
- Black Cherry Reàl**
Infused with premium Chilean Black Cherries
- Blueberry Reàl**
Infused with premium Goldtraube Blueberries from the Pacific Northwest
- Peach Reàl**
Infused with Elegant, Summer & Rich Lady Peaches
- Mango Reàl**
Infused with Alfonso Mangos from India
- Raspberry Reàl**
Infused with Willamette and Glen Clova Raspberries from the Pacific Northwest
- Coco Reàl**
Contains real coconut meat from hand-picked tropical Coconuts
- Strawberry Reàl**
Infused with hand-picked Camorosa, Ventana and Albion Strawberries from California
- Pumpkin Reàl**
Infused with premium pureed Pumpkin and hints of cinnamon, ginger, nutmeg and clove
- Agave Reàl**
100% organic blue Agave Nectar from the Jalisco region of Mexico
- Ginger Reàl**
Infused with premium Laitvu Ginger puree
- Passion Reàl**
Infused with premium Purple Passion Fruit from Vietnam
- Kiwi Reàl**
Infused with premium Kiwi from New Zealand



NORDIC SPIRIT

Redistilled grains and fragrant botanicals providing a sweet and spicy flavour

BY FABIO BACCHI

The history of spirits in Scandinavia traces back to the 1500s, when alcohols were considered medicinal and used as such. Whether in Norway, Denmark or Sweden the local spirit was commonly called Akvavit, aquavit, and this term has carried through to the modern day.

Akvavits are redistillates made from grains or potatoes in the presence of scented botanical elements such as anise, citrus peels, cardamom, fennel and, in particular, dill or cumin, herbs and spices. Their colour ranges from pale to golden, alcohol content is normally between 40% and 45%, and according to EU standards they cannot have an ABV content of less than 37.5%. Cumin or dill must also be present. They can be aged or not, but some types even undergo aging for ten years.

Sweden is one of the major producers. Swedish and Norwegian spirits have a more spicy and sweet taste and are more golden in colour. The Danish products are usually clear and not aged; Norwegian Akvavit is produced with potato alcohol, and the Finnish spirits are usually more spicy.

The first mention of a Scandinavian spirit is found in a letter dated 13 April 1531, which was sent by Danish noble, Eske Bille, from the Bergenshus fortress to Olav Engelbrektsson, the archbishop of Trondheim.

In Northern Europe, spirits were common especially around the coastal areas where they came from the northern borders of the Netherlands and France. Local production of spirits from grain was often alternating and contrasted. In countries such as Norway, where harvests were often poor with dire consequences on food requirements, strict rules were adopted to regulate the use of grain for the production of alcohol. Taxes on importing and production were high and there was a ban on producing alcohol when crops were scarce. It was sort of prohibition that would continue on and off until 1900, and which exempted certain activities.

In 1756 a ban on distillation was promulgated. It was the first law to regulate the industry in a major way and would last for decades. Nevertheless, this did nothing to prevent illegal distilling that took place in rural areas and was entrusted to



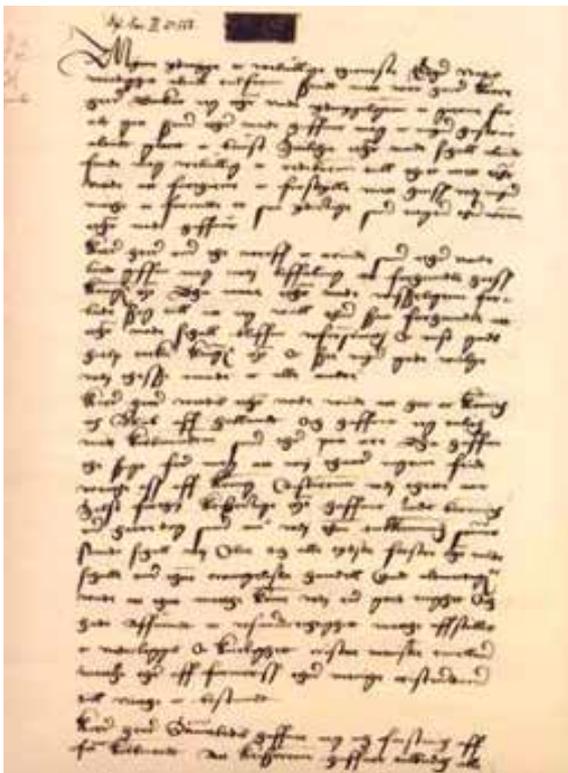
SVANHOLM. 1549. Eske Billes Gaardtvæie

1:20



DISTILLATES

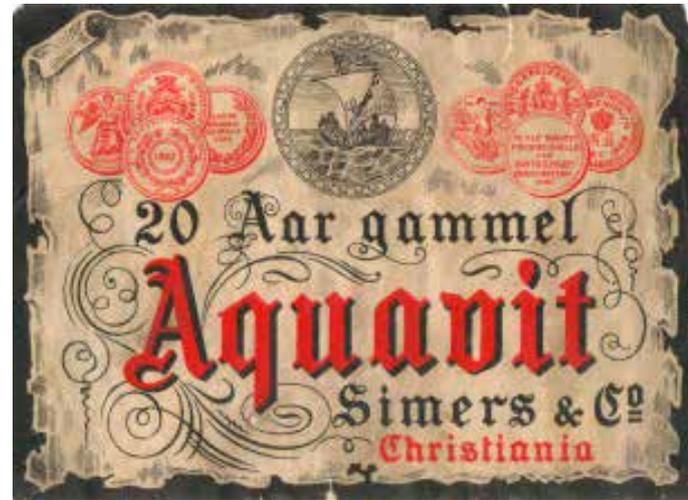
ABOVE, AN OLD DISTILLERY. BELOW, EVA EKLEBAD AND CRISTOPHER HAMMER.



the women. These were crude spirits, distilled in a rudimentary fashion and often flavoured to adjust the flavour. In 1776 Cristopher Hammer, known as the father of Norwegian spirits, wrote a manual on distilling and the flavouring of spirits and their uses and medicinal remedies.

In the 1700s, potato was a common food in Scandinavia. In 1746, Swedish Countess Eva Ekeblad, an agronomist, discovered how to extract the starch and alcohol from potatoes and it would not be long until the first potato alcohol appeared. The potatoes were boiled to dissolve the starch, then converted by enzymes of malted barley and fermented. This discovery allowed Eva Ekeblad to become the first female member of the Royal Swedish Academy of Sciences. Potato alcohol replaced that made from grains in Norway and potatoes started to be regarded as the grapes of Scandinavia. In 1833 a per capita consumption of 16 litres of alcohol was calculated; an extremely high amount which caused serious social problems related to wide-





spread alcoholism.

The areas of Mjøsa and Trøndelag became the major centres of potato and alcohol production. Of the approximately 10,000 local manufacturers found in 1833, which were often just rudimentary homemade stills, only 40 remained in 1850. This was due to legislation that placed small producers at a disadvantage and an industrial revolution that in 1821 introduced new technology granted only to big manufacturers, which produced better spirits.

In 1919 a new referendum banned the sale of alcohol in Norway and once again illegal trade flourished. Licenses for consumption of alcohol for medicinal purposes were introduced and only if pre-



scribed by doctors. In 1923 there were 1.8 million of these permits and the practitioners were known as “spirit doctors”. This prohibition lasted until 1927.

The best-known Norwegian Akvavit is no doubt Linie. In 1798, businessman Heinrich Meincke, together with his sister

Catharina commissioned the construction of a brig, the Trondhjem Prove. In 1805 the ship was stowed with stockfish, meat, cheese and other products that were thought could be of commercial interest in Indonesia. Among many other things there were also five barrels of Norwegian aquavit. In Indonesia, the captain managed to sell everything except the Akvavit, which was too different from the rum and arak locally produced and consumed there. In December 1807 the ship returned to Norway with the barrels of unsold Akvavit onboard. An examination of the state of the goods revealed a com-



pletely different product to the one which had left Norway. The different weather and environmental conditions during the voyage and the continuous rolling of the ship had changed the product contained in the oak barrels. It was more rounded, complex and elegant. A new spirit was born, one which was one of a kind.

In 1821 Jorgen Lysholm founded a distillery near Trondheim and in 1830 began to send Akvavit to America. The Lysholm

Linie company became the market leader. The product was called Linie because it crossed the equator twice. Today, every month Linie faces a trip that takes about 19 weeks; from Norway it touches about 35 countries, reaches Australia and then returns. Each bottle of Linie shows on its label the details of the voyage undertaken by the liquid it contains. The 500 litre oak casks previously used to age Oloroso sherry for at least 10/15 years contain

THE RECIPES

AKVAVIT FRAPPÈ by Michele Garofalo Jerry Thomas Speakeasy – Rome

INGREDIENTS

- 30ml Akvavit
- 30ml apple juice
- 15ml lime juice
- 15ml bee pollen syrup*
- 1 teaspoon Kummel liquor
- 4/5 mint leaves

Method: churn on crushed ice.

Glass: vintage coupe.

Garnish: mint leaves and fennel pollen

*bee pollen syrup: infused bee pollen made into a light decoction.
Syrup 2:1 (sugar and decoction)



NORTHERN COLLINS by Michele Garofalo Jerry Thomas Speakeasy – Rome

INGREDIENTS

- 50ml Akvavit
- 30ml lemon juice
- 20ml oakmoss syrup*
- 2 dashes orange flower water
- top with Earl Grey tea

Method: build.

Glass: Collins.

Garnish: lemon peel & borage flowers

* oakmoss syrup: moss that grows on the bark of the white oak, it is very fragrant and balsamic and often used in making perfume. Made into an infusion and light decoction. Syrup 2:1 (sugar and infusion)



PRODUCERS
ON THE PAGE
ALONGSIDE,
TWO PORTRAITS
OF ISIDOR
HENIUS AND
HARALD
JENSEN
(RIGHT).

the 60% Akvavit. During the journey the barrels give Linie its golden colour and a pleasant sweetness with hints of wood and vanilla. Overall, the cumin / aniseed combination prevails in the flavour, but is decidedly far removed from a classic

aniseed spirit, remaining dry and almost neutral. Linie is recommended served at room temperature, is excellent with smoked salmon, marinated fish and typical Scandinavian cuisine.

In Denmark the best-known Akvavit is

ROUND THE WORLD TRIP by Riccardo Semeria **The Fumoir Bar – Claridge's – London**

INGREDIENTS

- 60ml Linie Akvavit
- 10ml Galliano l'Autentico
- 15ml Manzanilla Sherry
- 2 drops Fernet Branca
- 2 drops Absinthe

Method: stir & strain.

Glass: cocktail glass.

Garnish: fresh dill



DANISH AMBER by Riccardo Semeria **The Fumoir Bar – Claridge's – London**

INGREDIENTS

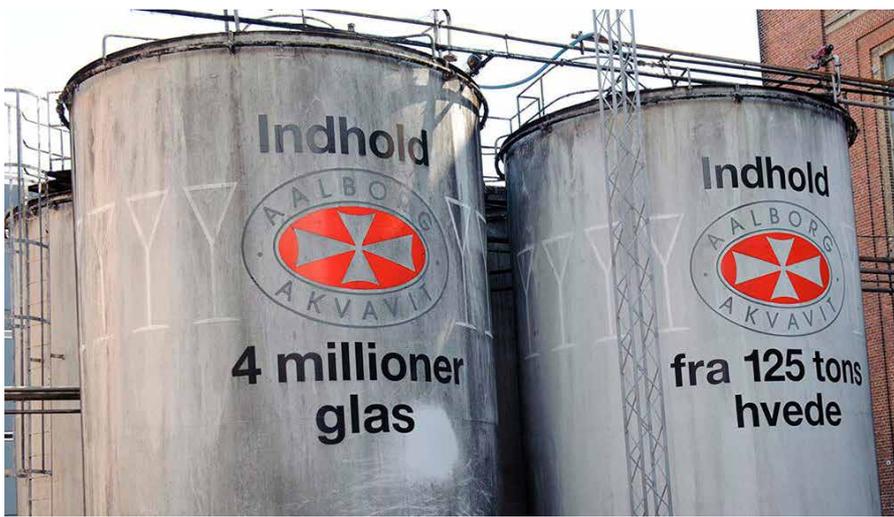
- 50ml Akvavit
- 4 kumquats
- 10ml honey (diluted with water 1:1)
- 25ml lemon juice
- 10ml Aurum
- Top up with lemon verbena soda*

Method: shake & strain on ice. Top up with soda.

Glass: Collins.

Garnish: lemongrass leaves and cumin seed powder.

* infusion of 15 lemongrass leaves in 700ml of water at 90-95 °C for 7 minutes.



Aalborg, named after the small city in Jutland. Arcus Sa is the main producer of Nordic spirit. The history of Danish spirits is linked to Isidor Henius and Harald Jensen, considered the most important people in Danish aquavit production. Isidor Henius (1820-1891) was of Polish origin, and at 13 years of age began working as a handyman in a distillery. In 1838 he moved to Denmark, and became a skilled distiller. It is to him that we owe

the creation of Aalborg Taffel Akvavit in 1846, which still today is the best-known Danish Akvavit.

The term taffel when related to Akvavit means clear. Isidor became engaged in the modernisation of the local industry and he would soon be joined by Harald Jensen (1837-1914). Harald had artistic ambitions and attended the Academy of Fine Arts in Copenhagen. In 1861 his father started a small brandy distillery

THE RECIPES

TERMINUS by Claudio Peri Seymour's Parlor/The Zetter Townhouse - Marylebone - London

INGREDIENTS

- 40ml Akvavit
- 20ml Dolin Dry Vermouth
- 10ml Palomino Fino Sherry
- 2 dashes Duplais Absinth
- 1 dash orange bitters
- 5ml fennel syrup (1:1)

Method: mixing glass.

Glass: cocktail glass.

Garnish: lemon twist



CARA-WAY IMPERIAL CABINET by Claudio Peri Seymour's Parlor/The Zetter Townhouse - Marylebone - London

INGREDIENTS

- 50ml Akvavit
- 20ml fresh yuzu juice
- 10ml lime juice
- 30ml simple syrup
- 30ml cream
- 30ml egg white
- 2 basil leaves
- splash of soda water

Method:

Dry shake. Then add ice and shake vigorously for 1 minute. Pour the splash of soda in an iced Collins glass with no ice and filter the drink into it. Garnish with a lemon twist and a sprig of fresh dill.



and wanted Harald to join him in running the business. Harald's father did not look favourably on his son's artistic career and set him a condition: he would pay for his art studies as long as Harald won a major prize. He was unable to do so, and so Harald found himself back at the distillery.

In 1863, the Jensens also introduced their Taffel Akvavit. Harald raised the quality of Jensen Akvavit, adding to the recipe botanical elements such as pimento, ginger and bitter oranges. These new ingredients led some to believe that his artistic flair was being revealed in the recipe of the new Akvavit and was described as "artists' aquavit". Alone at the head of the company, Harald Jensen sold the distillery in 1883 and devoted himself to the artistic life by supporting museums, libraries and foundations that still exist today.

Today the production of all Danish spirits is controlled by a Norwegian company, Arcus Gruppen AS, which at the Aalborg distillery produces 14 different Akvavits. The Jensen brand of wine distillates is still synonymous with high quality and its cognac is considered among the finest examples. Aalborg Akvavit also has amber among its ingredients, has a spicier taste than its peers, and is preferably enjoyed cold.

Akvavita are the national drinks of the



TESTIMONIAL
TOP RIGHT,
ROSALIND
RUSSELL
TASTING
AKVAVIT.

Scandinavian countries. The brand recipes vary by area and for the locals their consumption is often a ritual on special occasions, enjoyed neat or together with typical Nordic cuisine. In America some micro distilleries are working on reinterpretations of the product and mixing them in cocktails is still something that needs to be fully discovered.

Among the biggest fans of Akvavit was Hollywood star Rosalind Russell, to whom the Rosalind Russell Martini was dedicated (Akvavit, red vermouth and lemon twist) found in the *Stork Club Bar Book* by Lucius Beebe of 1946.

Fabio Bacchi



THE SPIRIT OF THE RITZ

Generous and helpful, a perfectionist to the point of obstinacy, Frank was the hotel bar's most brilliant master of ceremonies

BY FABIO BACCHI

The Paris Ritz, which opened on 1 June 1898 – one of the world's most famous and luxurious hotels, and a destination of choice for many illustrious figures – recently

reopened its doors after four years of renovations. The work, which began in 2012, was overseen by interior designer Thierry W. Despont and commissioned by Mohamed al-Fayed, owner of the busi-



ness since 1979.

The Hemingway Bar, named in 1994 after the writer who was a regular visitor, is certainly a top destination for cocktail culture enthusiasts. The person most closely associated with the Paris Ritz bar, however, is Frank Meier, or “Frank of the Ritz”, the head bartender who worked there from 1921 to 1947.

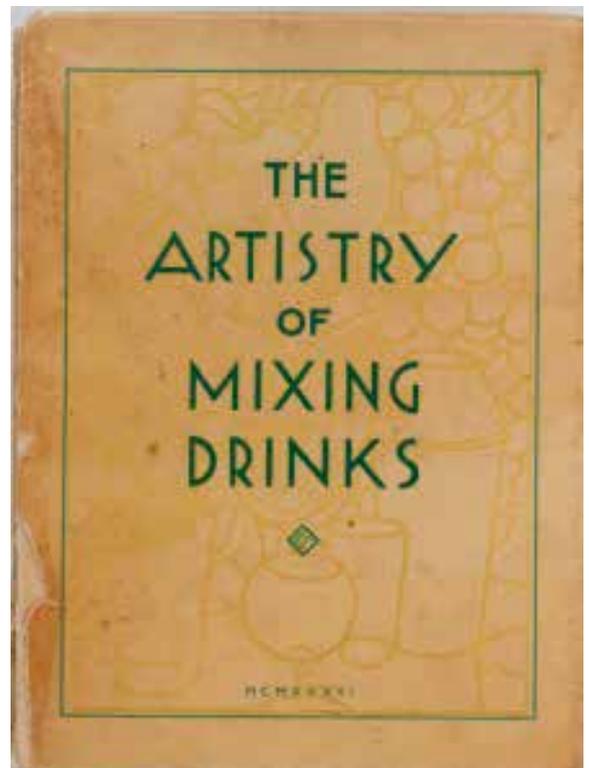
Not much is known for certain about Frank Meier’s life, the details of which are all quite unclear; a somewhat enigmatic and controversial character, he was a brilliant master of ceremonies, an obstinate perfectionist. Born in Austria, or perhaps Germany, possibly of Jewish origins, Meier was the Ritz’s first head bartender. At the beginning of the 20th century, Frank



BAR & BARTENDER
SOME SNAPSHOTS FROM THE PAST AT THE RITZ. ABOVE - TWO PHOTOS OF FRANK MEIER AT WORK.

was at the legendary Hoffman House in Madison Square, New York, where he may also have worked with Harry Johnson.

Meier’s innate sense of hospitality was his most significant trait: a style of hospitality that put the customer first, and an attentiveness that, as we will see



HISTORY

TOP LEFT – AFTER THE WAR LIFE AT THE BAR RETURNED TO NORMAL.

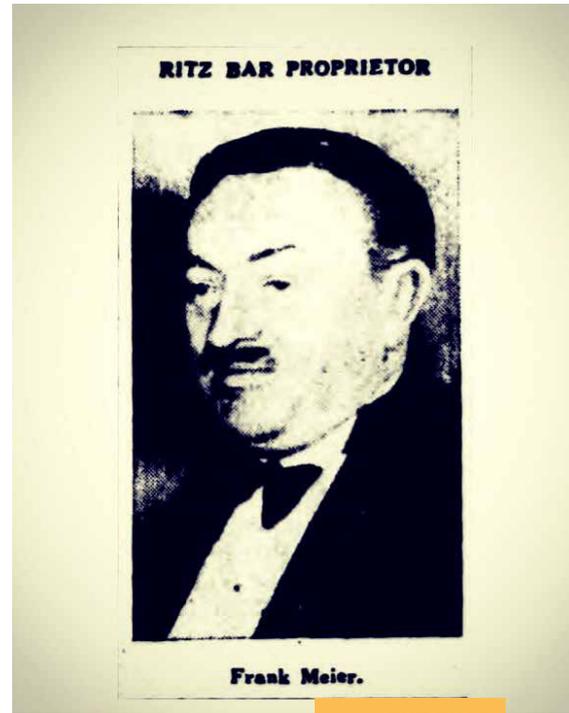
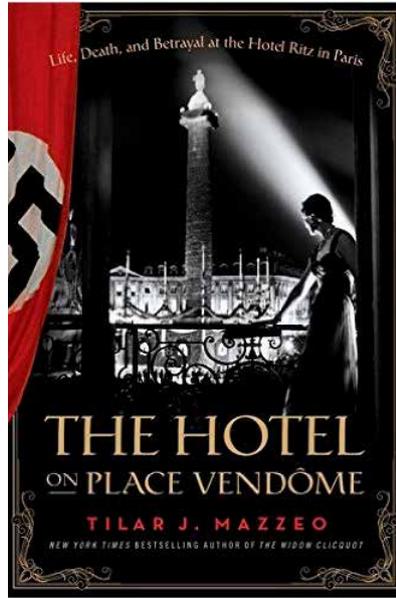
BOTTOM CENTRE – BERTIN (PHOTO BY R. SCHALL). IN THE PHOTO AT THE TOP RIGHT – FROM LEFT BEHIND THE BAR: GEORGE SCHEUER (IN DARK CLOTHES) AND BERTIN (PHOTO R. SCHALL). ABOVE – BRUNCH TIME.

later, would cause him problems.

Frank apparently received his customers when they arrived in the hotel lobby, sporting his characteristic moustache and pince-nez, ready to receive their baggage. Indeed, Meier was convinced that the head bartender’s place was among the customers and not behind the bar; they were definitely not required to prepare cocktails, at least not in those days. His ability to charm the customers led to him playing backgammon with them, and discussing races, horses and bets (Meier loved to bet on horses).

In 1936 he wrote a book, *The Artistry of Mixing Drinks*, which also included sections dedicated to various aspects

of preparing the recipes, which had to be perfect: “A cocktail should always be perfect. There is no reason ever to drink



EVIDENCE
ABOVE – FRANK MEIER.
LEFT – TILAR J. MAZZEO AND HER BOOK.

New Cocktail in Paris Is the Monkey Gland

(Special Cable Dispatch)

Paris, April 28.—Preparing for a busy tourist season, Frank, the noted concocter behind the bar of the Ritz, has devised a new series of powerful cocktails, favorite of which is known as the "monkey gland."

Like Frank's "soixante quinze" gloom raiser, the "monkey gland" requires absinthe to be perfect, but its amateurs have found anise a substitute with a sufficient kick.

For the benefit of friends over in America, who have not exhausted their cellars, here is the recipe: Half and half gin and orange juice, a dash of absinthe, and a dash of raspberry or other sweet juice. Mix well with ice, and serve only with a doctor handy. Inside half an hour the other day Frank purveyed 40 of these, to the exclusion of manhattans and martinis.

a bad one" he wrote. The book contained 500 recipes, 40 of which were attributed to the author. Frank's book also contained advice on the best ways to clean precious materials, a chapter dedicated to wines, tips on how to behave in public, as well as information on horse racing, scientific data such as the circumference of the earth, the height of Everest, in-

formation on calculating diamond carats and first aid tips. This, and other very specific information, made Meier's book completely unlike any other. 1,026 copies were printed, twenty-six of which were reserved for the author.

During the German occupation in the Second World War, Meier was suspected by the Gestapo of being an anti-German spy, and was put under surveillance. It was common and prevalent for bartenders in France to perform a patriotic role in that period. Tilar J. Mazzeo, a writer and scholar who specialises in the period, wrote *The Hotel on Place Vendôme*, in which she discusses certain episodes relating to the famous hotel and its history. She believes Meier helped French patriots and English spies in a material way, procuring fake documents for his Jewish customers. Mazzeo gained access to the profile prepared by the Gestapo on Meier when she examined the police and the English secret service's historical archives while carrying out research for her book. Meier, however, always managed to evade suspicion and cope with the anxiety associated with the fear of



COCKTAIL

ABOVE - THE "BEE'S KNEES". IN THE PHOTO AT THE TOP - COLIN FIELD BEHIND THE BAR.

OPPOSITE PAGE - HEMINGWAY BAR AT THE RITZ.

being deported, perhaps because he was Jewish. He continued to run the bar even after liberation and, when the regime's leaders arrived in Paris and stayed at the Ritz, he counted German Field Marshall Hermann Goring among his customers. In fact, the hotel was divided in two: one part operated as a hotel, while the other served as accommodation for the top German officials.

Mazzeo believes that Meier may have been involved in the failed bomb plot

against Hitler on 20 July 1944. Two of the conspirators, Hans Speidel and Carl Von Stülpnagel, often met at the bar at the Ritz. Mazzeo suggests that the Valkyrie Plan was discussed at the bar, and that Meier served as an agent, connecting the two with other officials, something that was made easier by being a German national. "It was under the guise of placing bets", Mazzeo writes.

Another story relates to a fervent French Nazi opponent, Pierre-André Cha-



vannes, to whom Meier dedicated the drink Happy Honey Annie. But Frank Meier's career was to come to an end for other reasons. Lucius Beebe, author of the 1946 *The Stork Club Bar Book*, who held Frank Meier in great esteem, describes him as a very generous person, well-regarded by all of the Americans in Paris and always helpful. Lucius Beebe: "Frank of the Ritz Bar was a sort of universally recognised king of saloonkeepers and was, in fact, a very pleasant, generous and understanding friend to thousands of Americans".

Lucius Beebe credits Frank Meier with inventing the Sidecar, but on this point, too, there is conflicting information. In fact, no other author attributes this recipe to Meier; instead they report other versions. Meier has been definitively credited with developing the recipes for the Bee's Knees and the Stinger. According to Beebe, the Sidecar was a sort of complement to the Stinger. Frank only prepared it for his best customers, us-

ing the best possible ingredients. These ingredients included Cognac Special Reserves produced exclusively for the Ritz, such as the pre-phylloxera 1865 Vintage Cognac. The Ritz still has a bottle of this rare variety, as well as others dated 1812, 1813, 1830 and 1834.

As we said, Frank Meier was destined to be the architect of his own downfall. Colin Field, the current head bartender at the Ritz, tells us that in a period of currency devaluation, economic crisis and straitened circumstances, Meier would allow his customers to drink on credit, serving as a guarantor for their bar tabs, and then settling them himself in advance, as a kind of loan. He then asked the customers to settle their debts by crediting the amounts to

While the paternity of the Sidecar may be in doubt, the Bee's Knees and the Stinger are attributed to Meier



RITZ
THE
HEMINGWAY
BAR BEFORE
CLOSING IN
2012.

a personal account in England. It is not known whether those amounts were ever returned to the hotel coffers, but as this was a prohibited practice, the hotel

management took action against Meier, letting him go immediately. According to the press at the time, Frank Meier was believed to be a wealthy man, who lived in a luxurious home, perhaps married to a French woman with whom he had a son, Jean Jacques.

Like many of the shadows that linger over Meier, it is not known for certain whether the story about the customer tabs is true. David Wondrich, however, has a theory, based on a news story reported by The New York Sun in 1930. According to that source, Meier received a percentage of the takings of the bar, and perhaps it was the end of that agreement that led Meier to act in a manner that was not entirely orthodox. Little is known of Meier after that, but he died a short time later.

Frank is buried in Paris in a tomb with another name, there is no record of him at the Ritz.

Fabio Bacchi

THE RECIPES

Source: *Artistry of Mixing Drinks*

BEE'S KNEES

- Juice of ¼ lemon
- 1 tsp of honey
- One and a half glasses of Gin

Shake and serve.

POMPADOUR

- Juice of ¼ lemon
- Half St James Rum

Half Pompadour

Shake and serve

Note. Pompadour is a specially prepared wine from the Pinot (Charmentais) Grape and contains at least 18% alcohol.

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