

Bartales

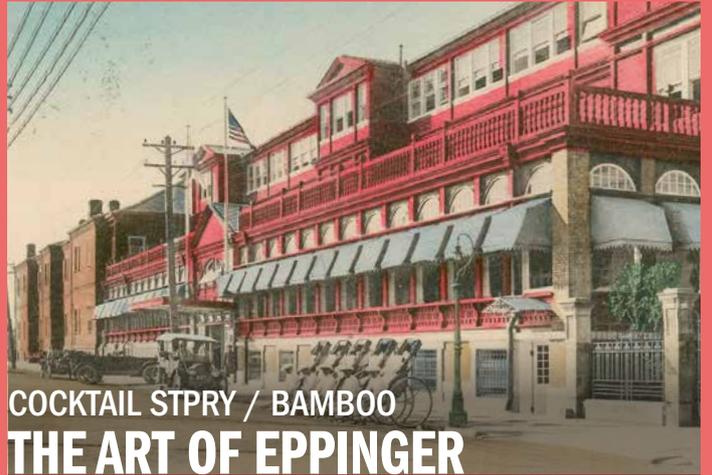
Best of

N. 21 | JUNE 2019

SUPPLEMENT OF BARTALES



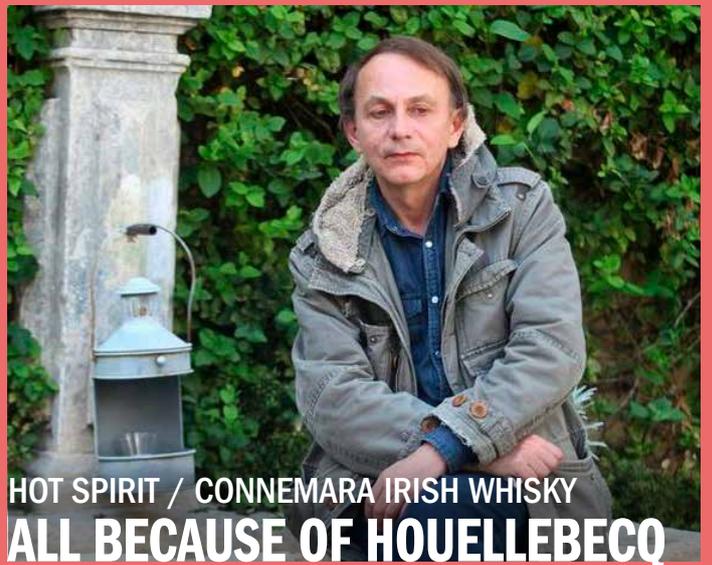
LIQUID STORY 1 / COPPI&RICCARDI
CHEERS FOR CHINA



COCKTAIL STPRY / BAMBOO
THE ART OF EPPINGER



REPORT / RWF
**THE FANTASTIC WORLD
OF WHISKY**



HOT SPIRIT / CONNEMARA IRISH WHISKY
ALL BECAUSE OF HOUELLEBECQ



LIQUID STORY 2 / APEROL & SELECT
100 YEARS AS YOUNGSTERS



BARTALES PROMOTION
SINGAPORE ON FIRE

150 VARNELLI

1868-2018



SHALL WE MIX?

www.varnelli.it



DRINK RESPONSIBLY

FRESH AND LIGHT

Simplicity, aesthetics and sustainability: these are the three key words of summer, embodied by World Cocktail Day, which was celebrated all over the world on 13 May. What are the ‘coolest’ trends this season? Since this is the year of Negroni (on page ...), whether classic or in an infinite number of variations, let’s get ready for a season of mojitos, Moscow Mules and spritzes – fresh, colourful (which is essential for being posted on Instagram) and light. It will be a summer of sparkling cocktails, effervescent drinks based on Prosecco, sparkling wines or Champagne. “Green” drinks take pole position, that is, drinks with low environmental impact and made with organic or healthy products, and low ABV beverages also get the green light, a trend that sees lower alcohol content in drinks. Agave-based liqueurs are becoming increasingly widespread in the aperitif segment and pink cocktails (Pink Gin) are enjoying a real boom. Speaking of pink, you will read (on page) about the great Fausto Coppi, the youngest winner of the Giro d’Italia and who was brand ambassador of an invigorating tonic, China Riccardi; with its formula intact, it has survived from 1918 until today. It is perfect for another seasonal trend: vintage cocktails or blends focusing on reviving tradition and revisiting original recipes – the latest summer trend.

Follow us



BarTales
Best of

N. 21 | JUNE 2019

EXECUTIVE EDITOR

Melania Guida

(melaniaguida@bartales.it)

STAFF EDITOR

Fabio Bacchi

(fabiobacchi@bartales.it)

ART DIRECTOR

Cinzia Marotta

(grafica@bartales.it)

CONTRIBUTOR

**Giulia Arseli, Alessandro Palanca, Pino Perrone,
Luca Rapetti, Theodora Sutcliffe**

TRANSLATION BY

LMP International - Lonato (BS) Italy

DIGITAL EDITION BY

SKILL LAB srl

(assistenza@s-lab.it)

Registrazione. n. 35 del 8/7/2013 Tribunale di Napoli

www.bartales.it

© copyright

BARTALES - All rights reserved. No part of this publication may be reproduced in any form or by any means. Any violation will be persecuted according to law.

Anyone with a claim on the copyright of unidentified pictures please contact Bartales

DRINK RESPONSIBLY



ROMA BAR SHOW **International Bar & Beverage Trade Show** **first edition**

On **Monday 23 and Tuesday 24 September 2019**, at the Palazzo dei Congressi in Rome's EUR district (no. 1 Piazza John Kennedy), from 10:00 until 21:00, the first edition of "**ROMA BAR SHOW**" will be held, an international event exclusively dedicated to the beverage sector. The **ROMA BAR SHOW** project was born out of a need for the industry, its businesses and those working within it to meet and engage at an Italian event with international exposure, with the aim of raising the profile of the spirit industry and mixology in Italy.

The event aims to becoming the leading bar, beverage and hospitality sector exhibition in Italy. The **RO-MA BAR SHOW** will be a reference point for professionals, a high-profile marketplace for doing quality business and discovering the latest industry innovations in terms of products, cocktails, trends, raw materials, equipment and semi-finished products.

Starting from this, its first edition, the **ROMA BAR SHOW** will boast a packed programme that will engage Rome in an intense line-up of master classes, talks and conferences, side-line and out-of-expo events dedicated to the trade and the consumer that will involve visitors and the city for the duration of the event.

Speakers will include industry professionals and international guests, who will share their experiences and knowledge on trends and industry innovations. The **ROMA BAR SHOW** will not only be an exhibition space, but rather a stage where new experiences can be tried first-hand through the stories of the participating brands.

Among the dedicated spaces are the evocative Le Terrazze of the Palazzo dei Congressi with its splendid views that embrace the entire city of Rome, the prestigious open-air theatre and the hanging gardens that complete the outdoor spaces where the exhibiting companies will recreate new spaces with a different feel. The event as a whole will be enriched by the participation of a prestigious pool of international bar-tenders.

Every year the **ROMA BAR SHOW COCKTAIL BAR** will pay tribute to a classic of Italian mixing. In its first edition RBS will celebrate the centenary of Negroni represented in the interpretations of Italy's foremost bartenders.

Special attention will be paid to the world of food, pairings, and the use of coffee in mixing through tastings and performances with highly innovative and artistic content.

The artistic management of the **ROMA BAR SHOW** will release further news in due course.

For more information:

info@romabarshow.com

ROMA BAR SHOW

PALAZZO DEI CONGRESSI | ROMA2019

INTERNATIONAL BAR & BEVERAGE TRADE SHOW

23 - 24 SEPTEMBER 2019

DRINK RESPONSIBLY

PALAZZO DEI CONGRESSI



ROMA BAR SHOW
PALAZZO DEI CONGRESSI | ROMA2019

MORE INFO: INFO@ROMABARSHOW.COM



CHEERS FOR CHINA

The “Campionissimo” and the sponsor of an invigorating tonic

BY FABIO BACCHI

Fausto Coppi was born in Castellania, in the province of Alessandria, on 15 September 1919, the fourth of five children to Domenico Coppi and Angiolina Boveri. At thirteen, young

Fausto worked as an apprentice in a delicatessen in Novi Ligure and one of his duties was making the store’s deliveries on his bicycle, thus clocking up kilometres in the saddle.



il Campione del Mondo **FAUSTO COPPI** dice:

“Solo con la **CHINA RICCARDI** si possono raggiungere vittoriosi tutti i traguardi.,,

La Leggenda di Fausto C

Coppi had a delicate physique but with features that made him suitable for endurance races: remarkable muscular agility, long, thin legs, an extraordinary cardiorespiratory system thanks to his wide chest, great lung capacity and a very low resting heart rate.

Fausto Coppi started racing in 1937. In 1940, under the management of Legnano, Gino Bartali's team, he won his first *Giro d'Italia*, and he is still the youngest winner of a Giro today. From that moment on, his legendary story would feed on unprecedented successes: re-



cord times, Milano-Sanremo, Road World Champion, the Tour de France and again the *Giro d'Italia* in the same year. He came to be known by all as “il Campionissimo”, that is the Champion of champions.

In December 1959, Coppi went on a trip to Africa with some friends to take part in a competition in Ouagadougou (the capital of Burkina Faso), followed by a hunting expedition. Back in Italy, the *Campionissimo* became ill with a very high fever; it was malaria. Doctors incorrectly diagnosed and treated him for bad influenza. Fausto Coppi

FINISH LINE

ABOVE, WORLD CHAMPION FAUSTO COPPI WITH A GLASS OF CHINA RICCARDI; BELOW, A BOTTLE OF CHINA RICCARDI.

Vermouth & Spirits
DEL PROFESSORE



ITALIAN HERITAGE



Bitter Del Professore

A bitter liqueur with a natural ruby-red hue and aromas of orange, juniper and gentian. It is born out of our rigorous search for the finest fruit and spices, crafted using traditional methods.

Tradition, terroir, people
delprofessore.it



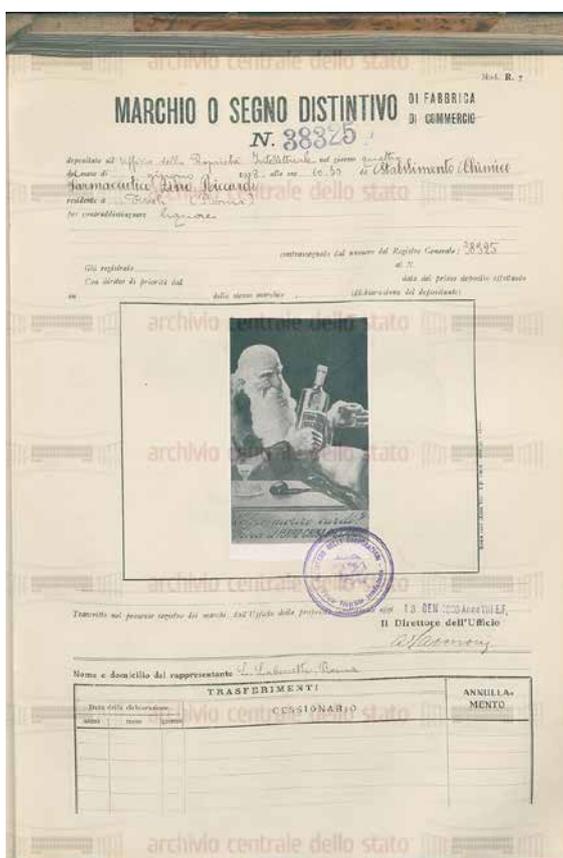
CYCLING
 ABOVE FAUSTO COPPI AND GINO BARTALI AT THE TOUR DE FRANCE. ALONGSIDE, THE TRADEMARK REGISTRATION DOCUMENT.

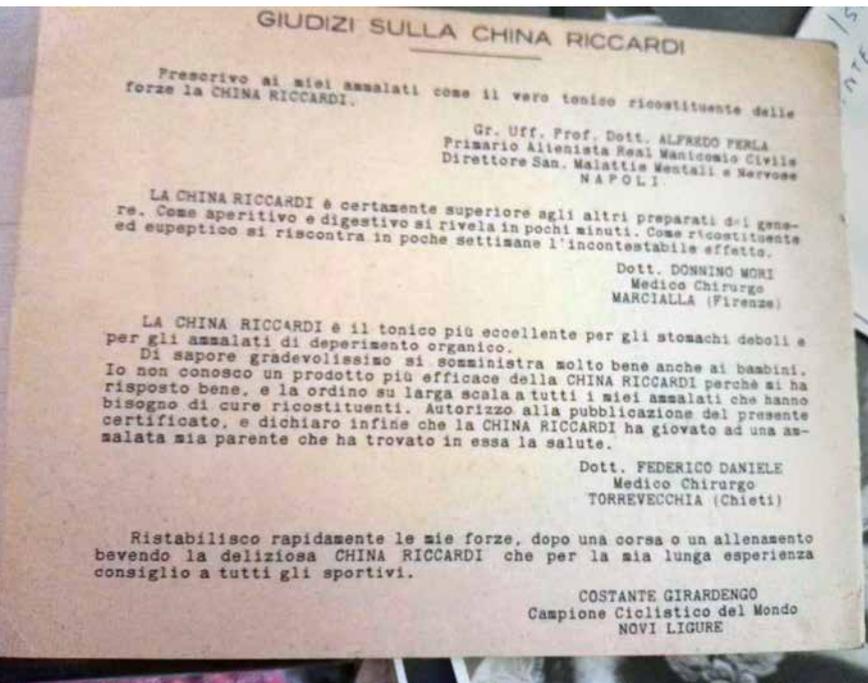
Zino Riccardi

died at 8:45am on 2 January 1960, at the age of forty. He was buried in Castellania.

Due to the fame of the Campionissimo and with cycling at the height of its popularity, advertisers of the time did not miss such a sponsorship opportunity; and so the name and face of Fausto Coppi were used to advertise different products, from Bianchi bicycles and anything to do with cycling, as well as other products.

In Tivoli in 1880, pharmacist Zino Riccardi started the Zino Riccardi





Chemical Pharmaceutical Factory. He produced medicinal preparations aimed at promoting well-being. The young pharmacist born in Riofreddo in 1858, founded his pharmacy by taking over the apothecary of Rosati di Tivoli, not without a series of complicated bureaucratic challenges due to his young age. He officially became the owner on 26 October 1880, graduated from the University of Rome on 2 July 1881, but only on 7 November 1882 was Riccardi authorised “to run the pharmacy in his property as owner.”

The Riccardi pharmacy served a population of 4,000 people covering an area of 12,000 square meters and made an

income of 1,400 lire. The pharmacist was supported by a salesman, a porter and his son Riccardo, a pharmacy student.

In 1891 Riccardi was appointed military pharmacist of the IX Health Company.

In 1918, working with a cinchona extract enriched with a mixture of spices, he created a tonic aperitif, China Riccardi, which would become a family tradition up to this day.

Among the brand ambassadors of China Riccardi were two legends of Italian cycling, Costante Girardengo and, of course, the “Campionissimo” Fausto Coppi, who featured in some postcards in the 40s.

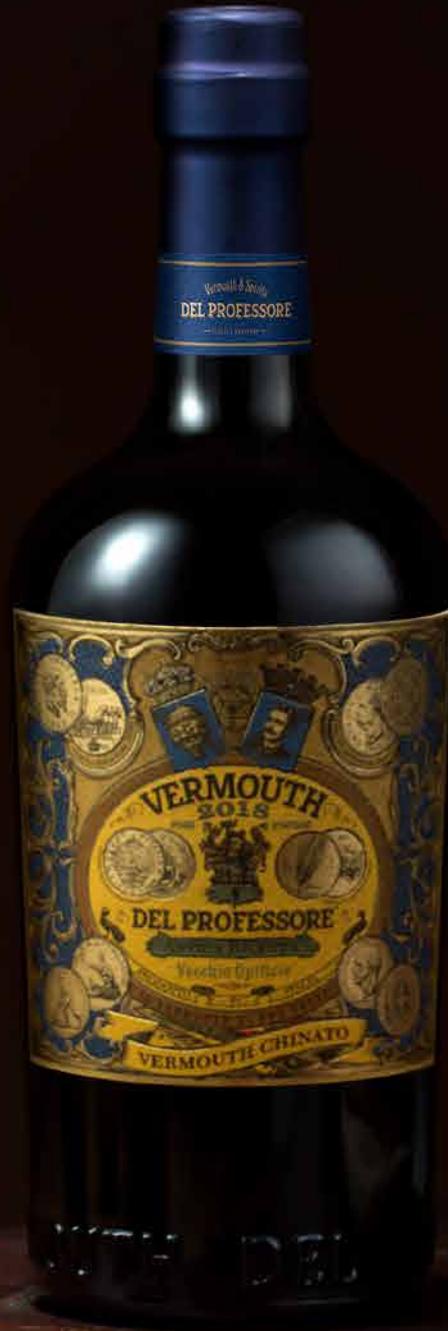
Cinchona is a plant with natural aperitif and digestive properties provided by its active ingredients that increase gastric secretions, favouring digestion, and at the same time protecting of the gastric mucosa, with the noticeably invigorating properties of a tonic.

Due to the esteem that Italian bitters are enjoying all over the world, and thanks to the experience of their great-grandfather before them, the Riccardi generation represented by Enzo, Luigi and Federico, today uses the same ingredients of the original recipe with unchanged passion and dedication; with that desire to bring back to consumers those flavours and benefits that made China Riccardi a must of the past.

Fabio Bacchi



Vermouth & Spirits
DEL PROFESSORE
— ITALIAN HERITAGE —



Vermouth Chinato Del Professore

Respecting ancient Piedmontese tradition,
Del Professore Chinato is the marriage of a sweet aromatic base
with a hint of bitterness.

delprofessore.it

DRINK RESPONSIBLY





THE ART OF EPPINGER

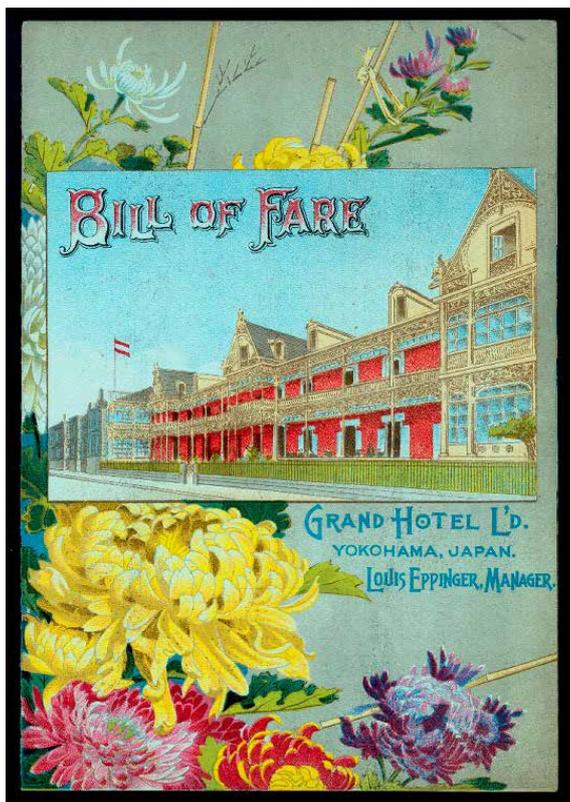
A master of hospitality and one of the fathers of Japanese bartending

BY LUCA RAPETTI

During the first half of the nineteenth century tens of thousands of people migrated from Europe to the United States in search of fortune and better social status. In 1848, at the age of only seventeen, a young Jewish boy of German origin, Louis Eppinger, arrived in America, and it didn't take long for his talents in the art of

hospitality to show. In fact, as early as 1855 the "Indianapolis City Directory" recorded Eppinger as owner of the Wright House Hotel on Washington Street in Indianapolis.

The hotel was one of the most significant and renowned buildings in the city. After only two years, Eppinger decided to completely restructure the building



PEOPLE
 IN THE PHOTO
 ALONGSIDE,
 LOUIS
 EPPINGER.
 BELOW,
 EXTRACTS
 FROM THE
 INDIANAPOLIS
 CITY
 DIRECTORY.

PROMINENT HOTEL MAN DIES IN YOKOHAMA

Louis Eppinger, Manager of House at
 Which Most Europeans and Amer-
 icans Stopped, Expires in
 Adopted Country

SAN FRANCISCO, June 16.—A private cablegram has been received here announcing the death at Yokohama of Louis Eppinger, manager of the Grand hotel in that city, and one of the best known hotel men on the Pacific coast and in the orient. Mr. Eppinger was 77 years of age.

Formerly in business in San Francisco and Portland in the 70s Mr. Eppinger has for the past eighteen years been manager of the Grand hotel in Yokohama, the hostelry at which nearly all Europeans and Americans stopped when in that city. He was one of the best known Americans in the orient, had a wide acquaintance not only on the Pacific coast but in Japan, China and in the Philippines. Mr. Eppinger enjoyed the confidence of the Japanese government, was decorated by the mikado for having sent all his employes to the army in the Japanese-Russian war on full pay, and for other assistance rendered to the government.

Mr. Eppinger came to San Francisco in March on a visit and had but recently returned to Yokohama.

But Monte only smiled, grew slightly red in the face, coughed and gracefully refused an invitation to dine with Treat. At the entrance to the Waldorf hotel he removed his hat, bowed and hastened away.

Monte was a benefactor to Indianapolis in only one thing and that one thing was his far-famed bamboo cocktail. He introduced it and it is a wonderful drink, according to those who know about such things. Monte pronounced it the greatest gastric juice producer in the world and this is it:

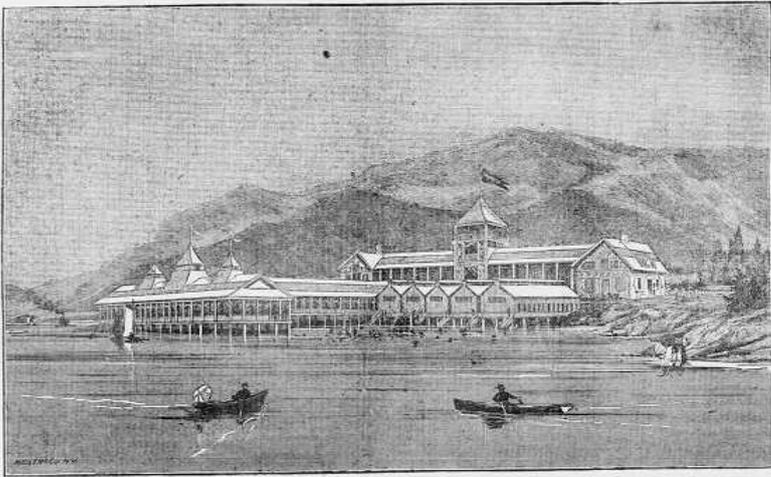
Two-thirds sherry, one-third French Vermouth with a dash of orange bitters. Stir and strain, but do not shake.

and reopened it on 31 December 1857. Although barely 26 years old, Eppinger had already largely earned the respect of his fellow citizens and the esteem of those he worked with, becoming one of the most notable entrepreneurs of the time. But this was only the beginning of a long and dynamic career that Eppinger would undertake during his 77 years of life.

Following the Indianapolis experience, Louis moved to San Francisco. This city was experiencing an economic boom

GRAND OPENING OF GARFIELD BEACH!

Under the Management of the Pacific Hotel Company.
Louis Eppinger, General Manager.



thanks mostly to the mining sector in the western United States and along the coast of California. The “San Francisco Directory” of 1858 registered Louis Eppinger’s business as “Wines and Liquors” at 113 and 115 Halleck Street and his residence at 114 Ellis Street.

Eppinger’s saloon was on a very small property in Halleck Street which, however, being at the intersection of Leidesdorff Street, was a meeting place for mine magnates and those who worked in the city’s stock exchange. Delighted by the simple dishes personally served by Eppinger, businessmen dealt in sales of thousands of dollars, major economic agreements and bets on a daily basis. Eppinger himself became involved in the betting industry: the “San Francisco Stock and Exchange Board” of 1910 reported an anecdote concerning the German barkeeper in the year 1873.

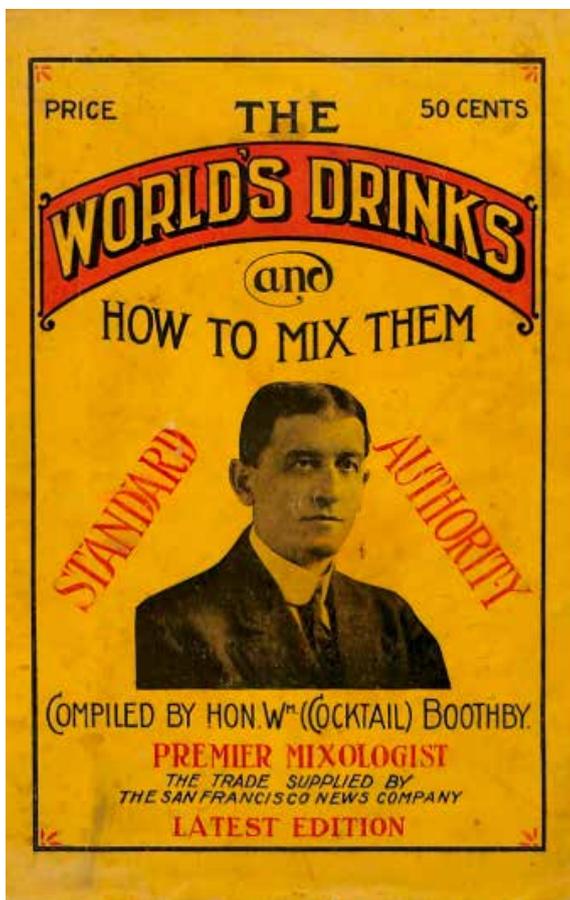
Eppinger invested a certain amount of money on the shares of a mineral deposit discovered at Ophir, a town in the San Francisco hinterland. Thanks to this operation, Louis earned a considerable sum that made up for funds lost in previous years’ dealings. Eppinger maintained ownership of the Halleck Street saloon until 1874 and a year later, according to an article in the “Indianapolis News” of 1875, officially declared bankruptcy with total debt amounting to \$103,000.00.

It is not clear if this was the reason that led Eppinger to leave the city, however in the years that followed he held managerial roles in other places, especially in Portland, Oregon. Here he opened the Bureau Saloon in 1879, now known as Huber’s Cafè, one of the oldest restaurants in the city, which was later bought by bartender and former actor Frank Huber in 1895, who gave the restaurant its current name.

In 1884, also in Portland, he was appointed manager of the new and prestigious Gilman House hotel.

High standards of services and richly furnished and comfortable rooms were the strengths of this hotel, which, according to an advertisement in the “Daily Alta California”, invited all the residents of San Francisco to visit Portland and choose the Gilman as their residence.

In 1886 the “Astoria Daily Morning Astorian” reported two pieces of news about the new, albeit short-lived, professional adventures of Eppinger. The first was the purchase of a saloon in San Francisco on Montgomery Street for the sum of \$5,000.00, but after a few months he left California to head to Omaha, Nebraska, to run a large hotel on behalf of the Union Pacific Railroad Company.



HISTORY
 ABOVE, THE GRAND HOTEL IN 1895; ALONGSIDE, THE GRAND HOTEL IN 1910. IN THE PHOTO ON THE RIGHT, W. BOOTHBY'S BOOK.

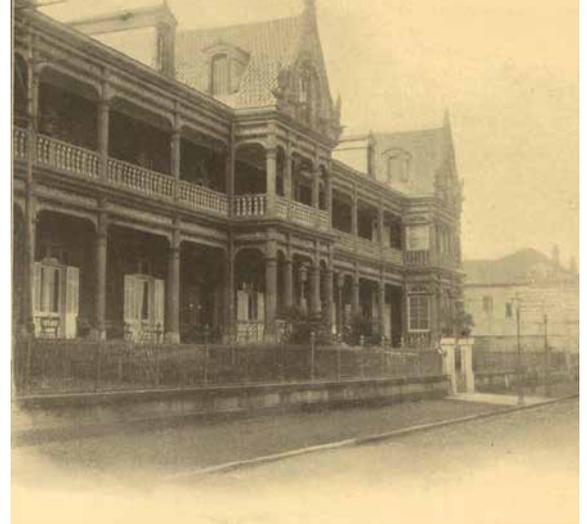
In 1887 the “Salt Lake City Herald” reported the arrival of Eppinger in Garfield Beach to fill the role of general manager at the new resort owned by the Pacific Hotel Company, for which Eppinger had already successfully managed the Green River establishment. The Garfield Beach resort was a large hotel overlooking the lake, with various dining rooms, a main restaurant, a private beach and its own orchestra, which performed every afternoon.

These were just some of the services that Eppinger provided in an impeccable manner and always to a high standard. His expertise in the hotel industry and excellent qualities and knowledge in hospitality made him one of the most famous professionals on the American scene at the end of the 1800s. And right towards the end of the century, in 1889, he was appointed to manage one of the most prestigious and luxurious hotels on the Asian continent: the Grand Hotel in Yokohama, Japan, where he became

manager in 1891.

The Grand Hotel was inaugurated on 16 August 1873 and soon became the port of call for all those who visited the Japanese city. The importance and the subsequent popularity of Yokohama were due to its strategic position on the east coast of Japan, facing the Pacific Ocean, making it the main port of arrival for all those who came by sea both from the United States and Europe. During his years of service at the Grand Hotel, Eppinger maintained the reputation of this hotel as “the place to stay” for those who could afford it. Although the prices of this hotel were far from affordable for the Japanese, they were fairly reasonable for new foreign customers, who had greater financial means.

Thanks to his experience at home and to the popularity he had gained over the years, Eppinger focused mainly on



GRAND HOTEL
SOME IMAGES
OF THE GRAND
HOTEL. BELOW,
THE BAR OF
THE GRAND
HOTEL IN
YOKOHAMA
TODAY.



attracting American customers and because of this he concentrated on the service and quality of the restaurant, where a live band performed during lunch and dinner. The restaurant's menus were true works of art for their beauty and style and were printed daily on large and richly decorated paper.

During his stay at the Grand Hotel, even English writer Rudyard Kipling was fascinated by how these menus were presented. The variety of wines and spirits available was noteworthy. On paper there were more than one hundred references to cognac and whiskey and also a good selection of liqueur wines, including sherry, port and madeira. Interestingly, no gin and rum were listed.

After a little over ten years, in 1902,

Eppinger took a five-month vacation to visit Europe and returned briefly to the United States. On 4 February, he met with many of his former clients from Halleck Street who had come to greet him at the Palace Hotel in San Francisco. He spoke to them about life in Japan and the very friendly Japanese way. His affection and the profound respect he showed towards Japan and its culture were especially evident during the war between Russia and Japan in 1905. Eppinger decided that all those who served in the military would be guaranteed a full salary by the hotel. This gesture was hugely appreciated by the locals and the news reached the attention of the Japanese Emperor, who awarded Eppinger with a high honour, which the Mikado personally delivered.

Vermouth & Spirits
DEL PROFESSORE
— ITALIAN HERITAGE —



Vermouth di Torino Superiore

· THE WINEHUNTER AWARD 2018 ·

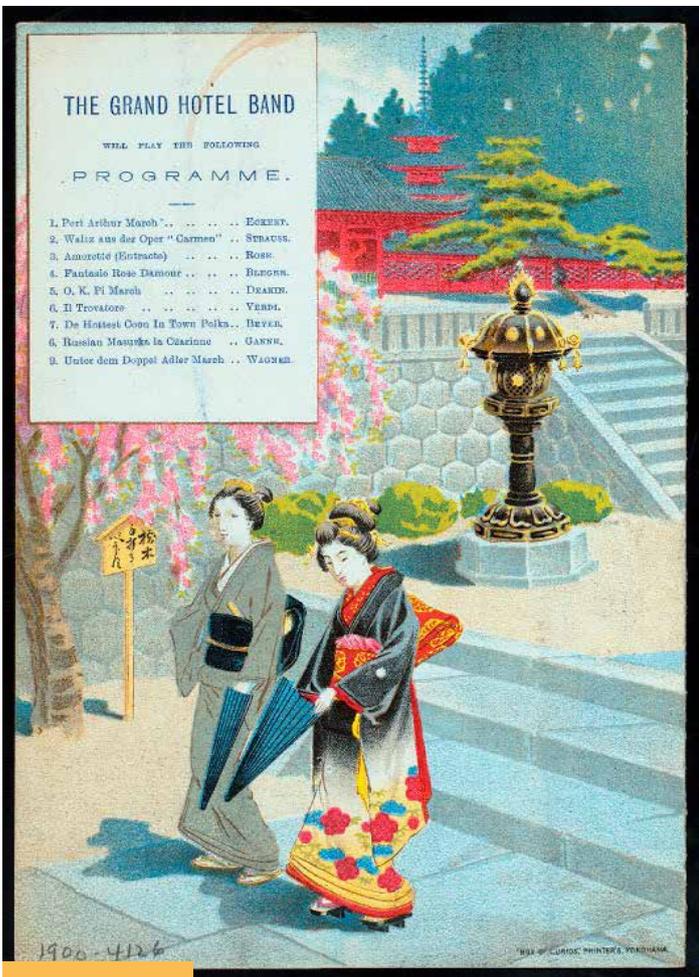
“..for the outstanding quality of the artisanal production,
born from passion and devotion”

The Tasting commission of the Merano Wine Festival



DRINK RESPONSIBLY

delprofessore.it



THE GRAND HOTEL BAND
 WILL PLAY THE FOLLOWING
PROGRAMME.

1. Peri Arthur March ... ECKERT.
2. Waltz aus der Oper "Carmen" ... STRAUSS.
3. Amorotie (Entrache) ... BOSS.
4. Fantasia Rose D'Amour ... BLONN.
5. O. K. Pi March ... DEARIN.
6. Il Trovatore ... VERDI.
7. De Huisest Coon In Town Polka ... DEVER.
8. Russian Masque la Czarine ... GARRA.
9. Union dem Doppel Adler March ... WAGNER.

MENU
 TOP LEFT, A PROGRAMME OF THE GRAND HOTEL; RIGHT, THE DRINKS' MENU.



WINE LIST

BOURGOGNE, BLANC.		HUNGARIAN WINE.	
1/2	1/2	1/2	1/2
1 Chablis	1.25 2.00	41 Tokaj	1.00 1.50
2 Macon	1.00 1.50	42 Tokaj	1.00 1.50
3 Beaune	1.00 1.50	43 Tokaj	1.00 1.50
4 Beaune	1.00 1.50	44 Tokaj	1.00 1.50
5 Beaune	1.00 1.50	45 Tokaj	1.00 1.50
6 Beaune	1.00 1.50	46 Tokaj	1.00 1.50
7 Beaune	1.00 1.50	47 Tokaj	1.00 1.50
8 Beaune	1.00 1.50	48 Tokaj	1.00 1.50
9 Beaune	1.00 1.50	49 Tokaj	1.00 1.50
10 Beaune	1.00 1.50	50 Tokaj	1.00 1.50
11 Beaune	1.00 1.50	51 Tokaj	1.00 1.50
12 Beaune	1.00 1.50	52 Tokaj	1.00 1.50
13 Beaune	1.00 1.50	53 Tokaj	1.00 1.50
14 Beaune	1.00 1.50	54 Tokaj	1.00 1.50
15 Beaune	1.00 1.50	55 Tokaj	1.00 1.50
16 Beaune	1.00 1.50	56 Tokaj	1.00 1.50
17 Beaune	1.00 1.50	57 Tokaj	1.00 1.50
18 Beaune	1.00 1.50	58 Tokaj	1.00 1.50
19 Beaune	1.00 1.50	59 Tokaj	1.00 1.50
20 Beaune	1.00 1.50	60 Tokaj	1.00 1.50
21 Beaune	1.00 1.50	61 Tokaj	1.00 1.50
22 Beaune	1.00 1.50	62 Tokaj	1.00 1.50
23 Beaune	1.00 1.50	63 Tokaj	1.00 1.50
24 Beaune	1.00 1.50	64 Tokaj	1.00 1.50
25 Beaune	1.00 1.50	65 Tokaj	1.00 1.50
26 Beaune	1.00 1.50	66 Tokaj	1.00 1.50
27 Beaune	1.00 1.50	67 Tokaj	1.00 1.50
28 Beaune	1.00 1.50	68 Tokaj	1.00 1.50
29 Beaune	1.00 1.50	69 Tokaj	1.00 1.50
30 Beaune	1.00 1.50	70 Tokaj	1.00 1.50
31 Beaune	1.00 1.50	71 Tokaj	1.00 1.50
32 Beaune	1.00 1.50	72 Tokaj	1.00 1.50
33 Beaune	1.00 1.50	73 Tokaj	1.00 1.50
34 Beaune	1.00 1.50	74 Tokaj	1.00 1.50
35 Beaune	1.00 1.50	75 Tokaj	1.00 1.50
36 Beaune	1.00 1.50	76 Tokaj	1.00 1.50
37 Beaune	1.00 1.50	77 Tokaj	1.00 1.50
38 Beaune	1.00 1.50	78 Tokaj	1.00 1.50
39 Beaune	1.00 1.50	79 Tokaj	1.00 1.50
40 Beaune	1.00 1.50	80 Tokaj	1.00 1.50

Eppinger was manager of the Grand Hotel from 1891 to 1905, before becoming its director in 1906 and 1907.

Eppinger made his last appearance in the hotel in March 1908, marked by the increasing age of the hotelier. On 16 June of the same year Louis Eppinger died at the age of 77 in Yokohama, and the following day many Californian newspapers reported the sad announcement.

As if to pay tribute to this bartender who had conquered the Far East, in the same year as Eppinger's death, William Boothby's manual "The World's Drinks and How To Mix Them" was published. In it appeared a recipe for the Bamboo Cocktail that read "Created and named by Mr Louis Eppinger, Yokohama, Japan". The recipe consisted of a jigger of French vermouth, half a jigger of sherry, two dashes of orange bitters and two drops of Angostura bitters, served by squeezing a lemon peel on the surface and deco-

rated with a pimola (an olive stuffed with a piece of sweet red pepper) or an olive.

As can be seen in the initial pages of the manual, in 1890 Boothby wrote a recipe book entitled "Cocktail Boothby's American Bartender". The author stated that around 50,000 copies were sold in three editions, making it the reference book for professionals in San Francisco and surrounding areas for fifteen years. It is therefore possible that in that manual, of which no copy seems to have survived the great fire of San Francisco, some references to Eppinger and his cocktail were already made.

Leafing through the book there is another very similar recipe, with the name of "Bamboo" and the following description: "a well-known Japanese drink, very popular among steamboat workers and tourists who have visited the East". The recipe indicates only equal parts of sherry and French vermouth, without any deco-

Boston Bamboo.

Take ½ Vermouth.

½ sherry.

Bitters and syrup

Stir and strain

A new drink, which is something in the line of a cocktail, and which has become quite popular around the downtown Broadway hotels and cafes, known as the Boston Bamboo. It is served in a cocktail glass, with or without cracked ice. Its composition is simple, half sherry and half vermouth. Both these are supposed to stimulate the appetite, and when they are mixed the effect is said to be even more pronounced than that of a Manhattan or Martini cocktail.



COCKTAIL
TOP LEFT, THE
BAMBOO
COCKTAIL
RECIPE.

oration, and specifies that the Bamboo Cocktail is also a version based on the sherry-vermouth combination, with added flavours like any other cocktail. At this point it is clear that Eppinger's drink is nothing more than a twist on an existing cocktail.

According to what was reported in the weekly "To-day" published in 1893, there was a drink called "Boston Bamboo" in the United States, which was suitable as an aperitif. It was made up of equal parts of sherry and vermouth, this time specifying "Italian" instead of "French" as in that attributed to Eppinger. There was also no indication of any decoration or other ingredient, such as bitters. This turns out to be the oldest mention of this cocktail, which in the following years made its appearance in newspapers and dailies with the name Boston Bamboo. Among these, "The Mixicologist or How to Mix All Kinds of Fancy Drinks", published

in 1895, included the following Boston Bamboo recipe: equal parts of sherry and vermouth, addition of bitters and syrup, mix and filter.

In 1903, a chapter of the periodical "Out West" edited by the Archaeological Institute of America on the Lorenz Hotel in Redding, California, described the Lorenz Hotel Café as under the management of a "veteran mixer of Boston Bamboo". It was most likely referring to Mr. Parker, grandson of the founder of Parker House in Boston, who may have brought this drink with him to the Pacific coast.

The Lorenz Hotel was a destination for the Californian bourgeoisie and one of

*An expert in
the rules of
hospitality, he
was one of the
most famous
professionals of
the 1800s*

RECIPES

TOP DOWN:
BAMBOO
COCKTAIL IN
BOOTHBY'S
BOOK;
BAMBOO IN
BOOTHBY'S
BOOK; TO DAY
FROM 1893;
OUT WEST
FROM 1903.

31

BAMBOO COCKTAIL.

ORIGINATED AND NAMED BY MR. LOUIS EPPINGER, YOKOHAMA, JAPAN.

Into a mixing-glass of cracked ice place half a jiggerful of French vermouth, half a jiggerful of sherry, two dashes of Orange bitters and two drops of Angostura bitters; stir thoroughly and strain into a stem cocktail-glass; squeeze and twist a piece of lemon peel over the top and serve with a pimola or an olive.

194.

BAMBOO.

A WELL-KNOWN JAPANESE MIXTURE, VERY POPULAR WITH STEAMSHIP MEN AND TOURISTS WHO HAVE VISITED THE ORIENT.

Half sherry and half French vermouth in any quantity is called a Bamboo. A Bamboo Cocktail is also popular and is made and flavored just like any ordinary cocktail, only that a mixture of equal parts of sherry and vermouth is used instead of the usual American decoctions. (See Recipe No. 32.)

From an American source we take the following description of a new drink called the "Boston bamboo" said to a desirable before-dinner appetiser. It is a certain stomachic, unquestionable in its tonic effects, and so far as can be discovered harmless as a beverage. The "Boston bamboo" is an equal mixture of sherry and Italian vermouth. The vermouth detracts from the softness of the wine, while the sherry counteracts the acridness of the bitters. It might be claimed that vermouth itself is but a

Parker took charge of the Ashland hotel; subsequently, he sold out and engaged in business in San Francisco, but met with reverses and returned to Redding. The café of the Lorenz Hotel is now under the management of the veteran mixer of Boston bamboo. Mr. Parker is the nephew of the founder of the Parker House in Boston, which has a world-wide reputation, and the same excellent standard will be maintained here.

the two owners of the hotel, J.H. Hoyle, was from San Francisco. The hotel was opened in 1901, however, by which time Eppinger had already been in Yokohama for more than ten years. Parker House was inaugurated in 1855 by Harvey D. Parker and having been the most luxurious and avant-garde structure in Boston at that time, it is also likely that the drink originated at this hotel.

Boston, one of the oldest and most historic cities in the United States of America, had for decades been one of

the main ports for boats and ships arriving from the old continent. And it was precisely from Europe, in particular from England, that the Bamboo cocktail would arrive, as claimed by some researchers. It would seem that two articles in the newspapers "Western Kansas World" of 11 September and the "St. Paul Daily Globe" of 19 September 1886 (unverified source), reported that this drink had been introduced by an Englishman, who had popularised it in the main saloons, especially those in New York: it consisted

ALPESTRE

A symphony of 34 herbs.



Drink responsibly

*Just relax and enjoy the extraordinary symphony of flavour
in a glass of Alpestre, brought to you by an orchestra of 34 medicinal herbs,
blended and aged in oak casks from an ancient recipe.
A small sip of this distilled spirit will delight both your heart and mind.*

alpestre.it

Distributed by: OnestiGroup S.p.A.



PARKER HOUSE, Boston.
 This new and elegant establishment situated on School street, is now completed, and will be open for guests on MONDAY, Oct. 8th.
 It will be conducted on the European plan, having Chambers and Parlors for the accommodation of about one hundred gentlemen; with a public Restaurant, where meals will be served at all hours of the day.— The arrangements of numerous private Dinner and Supper Rooms for the accommodation of Clubs, Societies, &c., is unsurpassable. There is also a Restaurant with private entrance on School street, for the special accommodation of ladies, or ladies accompanied by gentlemen. The proprietors have spared no expense in fitting this house with all the arrangements and appliances necessary for the comfort of its guests, and they assure them no efforts shall be wanting on their part to meet the approbation of the public.
 H. D. PARKER,
 JOHN F. MILLS.
 Jan 7

THE MIXICOLOGIST

OR
 HOW TO MIX ALL KINDS
 OF FANCY DRINKS

1897

CONTAINING CLEAR AND RELIABLE DIRECTIONS FOR MIXING ALL THE DIFFERENT BEVERAGES USED IN THE UNITED STATES, EMBRACING JULEPS, COBBLERS, COCKTAILS, PUNCHES, BURKEES, "RICKETS," ETC., ETC., IN ENDESS VARIETY, WITH SOME RECIPES ON COOKING, AND OTHER GENERAL INFORMATION

FANCY MIXED CONCOCTIONS.		
.....10c	Bamboo Cocktail.....	15c Silver A
.....10c	Mint Julep.....	10c Pineapp
.....10c	Snow Flake.....	10c Louisvil
.....10c	Julep Peach.....	10c Pineapp
.....10c	Royal Cabinet.....	10c Trilby C
.....10c	Razzle-Dazzle.....	10c
.....10c	Lime Juice Flip.....	10c New Or

PARKER HOUSE

ABOVE, THE PARKER HOUSE SCHOOL IN BOSTON.

of sherry and vermouth and was in fact called Bamboo.

A curious story was reported in "The Indianapolis Sun" in 1910, which told of a gentleman of French origin, a certain Ervin de Montpellier, who had been invited to Indianapolis to talk about his recent trip to South America and the economic potential that the continent had to offer. Having turned out to be a scammer who left some debt in the town that had so warmly welcomed him, the author of the article underlined that

"Monte (Montpellier) was a benefactor of the city of Indianapolis for one thing and that thing was his famous Bamboo cocktail. He introduced this drink and it is very delicious, according to what has been said by those in the know" and went on to mention the recipe: 2/3 of Sherry, 1/3 of French vermouth and a dash of orange bitters.

It is therefore possible that Eppinger brought a drink to the Far East that he had probably known when he was still in the United States and was able to enhance it and adapt it to the Japanese context. It remains certain that he was, and still is considered, one of the fathers of Japanese bartending, the one who knew how to exploit his knowledge as a bartender and his skills as a manager in building the foundations of a profession that today in Japan is considered a real art form.

Luca Rapetti

Simply Squeeze

REAL

COCKTAIL INGREDIENTS®



- Banana Real**
Infused with premium Cavendish Bananas from Costa Rica
- Crisp Apple Real**
Infused with premium pineapples from Costa Rica
- Piña Real**
Infused with premium pineapples from Costa Rica
- Black Cherry Real**
Infused with premium Chilean Black Cherries
- Blueberry Real**
Infused with premium Goldraube Blueberries from the Pacific Northwest
- Peach Real**
Infused with Elegant, Summer & Rich Lady Peaches
- Mango Real**
Infused with Alfonso Mangoes from India
- Raspberry Real**
Infused with Willamette and Glen Clova Raspberries from the Pacific Northwest
- Coco Real**
Contains real coconut meat from hand-picked tropical Coconuts
- Strawberry Real**
Infused with hand-picked Camorosa, Ventana and Albion Strawberries from California
- Pumpkin Real**
Infused with premium pureed Pumpkin and hints of cumin, ginger, nutmeg and clove
- Agave Real**
100% organic blue Agave Nectar from the Jalisco region of Mexico
- Ginger Real**
Infused with premium Lairds Ginger puree
- Passion Real**
Infused with premium Purple Passion Fruit from Vietnam
- Kiwi Real**
Infused with premium Kiwi from New Zealand
- Blackberry Real**
Infused with premium Marion Blackberries from Oregon

 **Flavorful**

 **Mixable**

 **Squeezable**

FOLLOW ALONG!

 @RealCocktailIngredients |  @RealCocktailIngredients • www.realingredients.com

ALL BECAUSE OF HOUELLEBECQ

And that unmistakable,
persistent aroma of creosote

BY PINO PERRONE

Michel Houellebecq is undoubtedly a writer who gets people talking. He's spoken of by many, even those who have read little or none of his works. His cynical, highly critical, outrageous, irreverent, non-conformist writing, free of inhibitions and censorship of any kind, and which sometimes is considered excessive, is

what so many love about him, including myself. If the author also has psychic powers and the ability to see into the future, that is of little concern to me.

I stumbled upon the French writer quite late, while following a project about writers who had mentioned a specific single malt whisky in literature – “Lagavulin” to be exact. Houellebecq does so and in

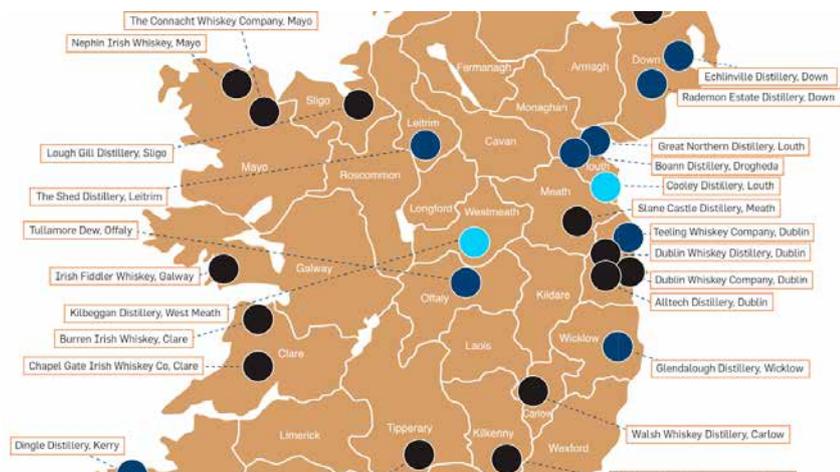


his own way, which is disruptive to say the least, in his 2010 novel “The Map and the Territory”, winner of the greatest French literary prize, the Prix Goncourt.

I have read all novels published in Italian by Michel Thomas (his real name), and with great pleasure and enjoyment. While reading “Submission”, the main character intrigued me. Houellebecq’s books do not differ much from each other; they have those so-called “stylistic elements” that differentiate one artist from the other and which make writers uniquely recognisable.

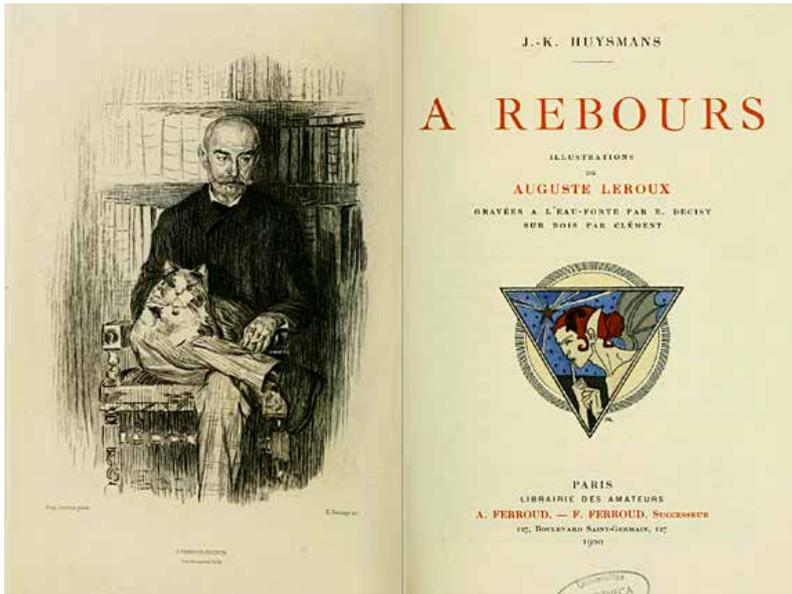
François is a forty-year-old nihilist, a university professor at the Sorbonne and an expert on French writer Joris-Karl Huysmans, to the point that he is commissioned to curate a volume of his complete works for the Bibliothèque de la Pléiade, which, in fact, is still missing from this French editorial collection. Such devotion and passion for the writer is expressed in the novel that is clearly exactly what Houellebecq himself feels. It is clear from the beginning of the novel, which starts like this: “Through all the years of my sad youth, Huysmans remained a companion, a faithful friend; never once did I doubt him, never once was I tempted to drop him or take up another subject.”

Leafing through the book I felt as imperfect as the Pléiade, since I had not yet read anything by the author, and the knowledge of being in such inadequate company made me feel less guilty. I quickly made up for it by buying his most celebrated novel, “A Rebus”, translated with the title “Against the Grain” or “Against Nature”, and published for the first time in France in May 1884. It tells the story of a man, Jean Des Esseintes,



LITERATURE
TOP, WRITER MICHEL HOUELLEBECQ. BELOW, A MAP OF IRISH DISTILLERIES.

a young aristocrat, who disappointed by the frivolous and worldly life of his peers, decides to leave Paris and lose all contact with society. He takes refuge in the countryside and there, avoiding contact even with his servants, spends a life of solitude that he so longed for,



like a hermit or a Carthusian monk, devoting himself to his passions and his growing neuroses. And how much better, after reading it, do we understand Houellebecq's narrative. It is, of course, a process that normally happens to those who read books, to be inspired to go and look for another book by a different author, as a result of what you are reading at the time.

But let's change the topic completely to creosote, and those who are patient will understand what ties the two together. Who among us has no memory of the smell of creosote? You just have to have waited for a train on a bench to know it. It is less used nowadays because of its toxicity, but it was used for a long time to saturate the wooden railway sleepers that divide train tracks, making them weather resistant. It is a product derived from the distillation of beech wood. This colourless liquid, which is slightly soluble in water, is composed by more than half of phenols called guaiacols and creosols. It is still used in dentistry as a disinfectant for temporary fillings; a smell that those who love peated whiskey should certainly be familiar with. In describing the aromas of spirits with high phenol content, we use terms such as: medicinal, pharmaceutical, disinfectant, or that dentist smell. Therefore, the medicinal aroma of peated whiskeys and creosote, with its guaiacols, are closely linked.

This was something I knew, like what I'm about to reveal to you now. I had the suspicion, in truth almost the certainty, of it, and thanks to the proof that I found, this certainty became more concrete. In the book "Against Nature", Huysmans talks about creosote in a very important passage that mentions Irish whiskey.



MATERIALS
TOP,
HUYSMANS'
BOOK, A
REOURS.
ABOVE, BEECH
WOOD. BELOW,
CREOSOTE.





Therefore, Huysmans is proof that at one time Irish whiskeys were also peated. Moving from literature to cinema, a doubt afflicts us and one which Peter O'Toole would take with him to the grave. He himself was not sure whether he was born in Leeds in England or in the region of Connemara, an Irish county in Galway. The inhabitants of this area, once the home of the Connhaicne tribe of the sea from which it derives its name, are well acquainted with the rough landscape distinguished by valleys with low vegetation and rolling hills, but above all, by the pervasive peat bogs found near wetlands.

This is not surprising if we keep in mind that 3% of land and 60% of the wetlands on the surface of the Earth are made up of these low-lying areas. This takes us to the far west of Ireland, in a county overlooking the ocean.

Moving to the interior, right in the heart of Ireland, halfway between Galway and Dublin, we find the Kilbeggan Distillery. It was founded in 1757, Ireland's oldest distillery, and a copy of the license dominates an inner wall of the distillery. Like

almost all Irish distilleries, it suffered the consequences of the severe economic crisis between 1920 and 1930. Production then stopped and it was completely closed in 1957. Today it is a city museum.

In 2007 the Cooley Distillery, which had used the old Kilbeggan warehouses to age its whiskeys, bought the abandoned license. A new distillery was built, which started production using one of the two historical stills, one from the former Tullamore Distillery built in the early 1800s, and one of the oldest in operation in the world. Three years later a mash tun and fermentation vats were inserted, so as to make the new distillery completely self-sufficient. Today it is home to the Kilbeggan Distilling Company, which has incorporated the Cooley Distillery.

*Huysmans,
when talking
of creosote,
proves that
at one time Irish
whiskeys were
also peated*



only peated whiskey is still produced, a survivor of a custom from a bygone era. In the Cooley Distillery, Connemara Whiskey is produced and matured. The Cooley Distillery was founded in 1987 by visionary John Teeling, converted from an old disused alcohol plant. With the birth of Cooley, he intended to counter the large corporation of the Irish Distillery which was in foreign hands. When the same was purchased by Beam-Suntory, his dream vanished.

The peat bogs of the island are not affected in producing Connemara as already peated Scottish malt is purchased. To this, other non-peated malt produced by the distillery is added. This allows tapering of the initial peatedness bringing it to intermediate levels of around 13/14 ppm.

This last acronym means “parts per million” and measures the presence of phenols, which are responsible for the smoky aromas. The whiskey is distilled twice by discontinuous stills, and then aged in ex-bourbon barrels. In the Original version, with no indication of age, whiskeys of various ages are blended together, 4-year to give vitality, 8-year for depth, and 6-year to combine the previous two.

If we scrutinise the flavours of the product carefully, we recognise the all too familiar aromas of chocolate drops, sugar and creosote.

Irish whiskeys historically described as exclusively smooth products and not at all peated are a common myth that must be debunked. We had no doubt about that. Now, thanks to Huysmans, we are sure of it. And all because of Houellebecq.

Pino Perrone

DISTILLERIES

TOP, THE COOLEY DISTILLERY. MIDDLE, KILBEGGAN. ABOVE, JOHN TEELING.

Continuing across Ireland towards the Cooley peninsula of the same name, we arrive at the place where the island's



MIXOLOGY MINDED COLLECTION

ADD A SPLASH OF FRUIT TO YOUR COCKTAIL



FOLLOW ALONG!

 @FinestCallUS

 @FinestCall_US

Visit our new website! www.finestcall.com



THE FANTASTIC WORLD OF WHISKY

The Roman festival takes its place as a major whisky event

BY GIULIA ARSELLI PHOTOS BY SIMONE BALDI

Approximately 5,000 whisky lovers and industry players filled the Salone delle Fontane in Rome's EUR district, which hosted the eighth edition of the "Roma Whisky Festival", a meeting place for enthusiasts, novices and professionals within the whisky industry.

The program of the sector's biggest Italian festival included a range of events divided into tastings, masterclasses and

talks, seminars on mixology and international guests. There were four cocktail bars, a gourmet area in which the magnificent "I Love Ostrica" oyster display stood out, and for the second year a space was dedicated to Cognac & Armagnac. An exhibition on the design and architecture of a Scottish distillery was also featured.

Taking a look at some of the RWF numbers: more than 50 companies participated with whiskies from all over the world



(including Italy), over 500 bottles were sold at the shop, there were 18 masterclasses, 3 mixology seminars with Italian international guest bartenders and 5 Bowmore Room Experience sessions were sold out. RWF artistic director, Andrea Fofi, organised and managed the event, assisted by whisky consultants Pino Perrone, Andrea Franco and Scot, Rachel Rennie.

The mixology masterclasses of the eighth edition counted international names and familiar faces from the world of mixing: Leonardo Leuci of Jerry Thomas Speakeasy, Gabriele Manfredi, formerly from the Oriole Bar in London and Filippo Sisti of Milanese revelation, Talea. The 25-minute mini-courses for beginners, organised by the festival's Whisky Academy on the ABCs of Whisky, were very popular with the public. The academy was represented by brand ambassador, Chiara Marinelli.

The 'Cocktail Bar' area was represented by four well-known Roman establishments – Jerry Thomas Speakeasy, Drink Kong, Argot and Freni e Frizioni. The whisky tastings were the most popular events. "Duncan Taylor: the great tradition of independent bottlers" made for



PEOPLE

RONNIE COX,
FROM BERRY
BROS & RUDD.



RWF 2019 AWARDED WHISKYS

BEST SINGLE MALT

1. ARDBEG CORRIVRECKAN (MOET HENNESSY)
2. BARELEGS (ISLAY BOYS)
3. GLENFARCLAS 17 YO (RINALDI)

BEST BLENDED WHISKY

1. BERRY BROS & RUDD - SHERRY CASK (PALLINI)
2. BERRY BROS & RUDD - ISLAY (PALLINI)
3. BLACK BULL 1° YO (COMPAGNIA DEI CARAIBI)

BEST WORLD WHISKY

1. KOVAL FOUR GRAIN (PELLEGRINI)
2. KAMIKI (RINALDI)
3. TEELING SINGLE MALT (RINALDI)

BEST SINGLE CASK

- GLEN GRANT 25 YO (WILSON & MORGAN)

an exceptional tasting, celebrating over 80 years of whisky making. Penderyn presented the spirits of Wales, Nicola Riske led participants to discover the Macallan world, starting from the 12yo trilogy, while Wilson & Morgan brought some of its selections as an independent. The USA was present with tastings dedicated to Jefferson's and Rebel Yell bourbon whiskeys.

Aberlour, a historical distillery in the heart of Speyside and one of the last distilleries to age most of its whisky in barrels that previously contained Sherry, presented The Sherry Monster Experience. The Bunnahabhain range from Islay was featured once again and then it was left to Diageo to do the lion's share by presenting its latest releases and the Game of Thrones series, eight limited edition whiskies by eight distilleries.



DRINKS
 TOP LEFT
 MONKS &
 PEACHES BY
 PATRICK
 PISTOLESI
 FROM DRINK
 KONG IN ROME.
 RIGHT,
 HUNTER'S
 NECK BY
 GREGORY
 CAMILLÒ FROM
 JERRY THOMAS
 SPEAKEASY IN
 ROME. CENTRE,
 JUMPSUIT
 FROM THE
 FRENCH
 TEAM IN ROME.
 BELOW
 RAGNAR
 LOTHBROK BY
 GIANLUCA
 MELFA AND
 FRANCESCO
 BOLLA,
 OWNERS OF
 ARGOT IN
 ROME. LEFT,
 ANDREA FOFI.

As usual, ample attention was given to vintage and rare bottles, which this year were present thanks to the well-known online auction house Katawiki. As with every year, the new official, limited-edition bottle of the Roma Whisky Festival was presented, the Caol Ila Single Malt from Islay.

The event was born in 2012 thanks to the passion for events of one of its co-founders, Andrea Fofi, and Rachel Renie's passion for whiskey. And the spark that set it in motion? The fact that there was no event in the capital on this spirit. The team then grew with the arrival of Pino Perrone, Emiliano Capobianco and Andrea Franco.

The event has grown dramatically, to





PALLINI
- ITALIA -

DRINK RESPONSIBLY



such an extent that it can be counted as a major international festival. “The eighth edition”, explained Andrea Fofi, “has seen a record number of members of the public and companies participating, a glimpse at future changes that we will bring in years to come to strengthen the RWF brand on the market. The growth of the event is evident, and we are proud and very happy. We have to acknowledge the effort and trust given to us by the participating companies and the public at large that follows us throughout the year in our events and training sessions, trust that year in and year out we try to repay by providing new content. This year, for example, we brought in the Bowmore Room Experience and an exhibition dedicated to architecture and design in the world of whisky, presented by the Threesixty Architecture firm of Glasgow, which has been engaged in designing a new distillery in Edinburgh. We also brought in new international guests, entertainment and increasingly important promotional and communication activities.”

Coming up for the Roman festival: a day-event known as "A tutta torba" on 1 December, dedicated to peated whiskies from around the world, and of course, the ninth edition of the Roma Whisky Festival on 7 and 8 March 2020.

Giulia Arselli

THE RECIPES

JUMPSUIT by Freni e Frizioni – Rome

INGREDIENTS

- 30ml Jack Daniel's Rye
- 30ml Jose Cuervo Tequila infused with corn flakes
- 15ml Freni e Frizioni Cafè de Olla
- 1 tsp blackberry sugar
- 4 dashes mandarin bitters

Method: build. Glass: OK. Garnish: skewer of blackberries and dried orange

MONKS & PEACHES by Patrick Pistolesi Drink Kong – Rome

INGREDIENTS

- 60ml Monkey Shoulder Whiskey
- 10ml Peach
- 10ml Chartreuse Jaune
- 20ml lime acid*

Method: mix & strain. Glass: OF. Garnish: no

* lime acid (water, citric acid and malic acid) add 10% still mineral water, bottle, leave to stand for one day, serve with ice cube.

RAGNAR LOTHBROK by Gianluca Melfa and Francesco Bolla Argot – Rome

INGREDIENTS

- 50ml Whisky Highland Park 10 Viking Scars
- 15ml red wine
- 15ml chestnut liqueur
- Pimento drops
- Angostura bitters

Method: mix & strain. Glass: coupette. Garnish: no

HUNTER'S NECK by Gregory Camillò Jerry Thomas Speakeasy – Rome

INGREDIENTS

- Connemara Irish Whiskey
- Ginger Ale
- Bergamot bitters
- Iris and lemon tincture

Method: build. Glass: Collins. Garnish: lemon peel twist

100 YEARS AS YOUNGSTERS

Two assets within the liqueur heritage As contemporary as ever

BY ALESSANDRO PALANCA

For the Paduan economy, the period between the two wars was filled with transformation, not always positive, but nevertheless changes that competed against each other in shaping the future of the region following the Second World War.

The Trade Fair of 1919 was in some ways a turning point, bringing about slow but decisive change. The event was the starting point of a modernisation project aimed at positioning Padua as a city that kept up with the times, from an economic point of view also. The economic resur-

gence favoured the establishment of the Industrial Union of the province, which was especially promoted by a skilled and fortunate liqueur producer, Silvio Barbieri. In fact, in his home in via Rinaldi, the founding meeting was held on 11 April 1922.

Divided into eighteen product sections, the first Trade Fair was held from 10 – 30 June 1919. Due to its size, it was divided into three distinct venues, which hosted the various product sections. In the central ‘Sala della Ragione’, alongside the Town Hall, “light” products were



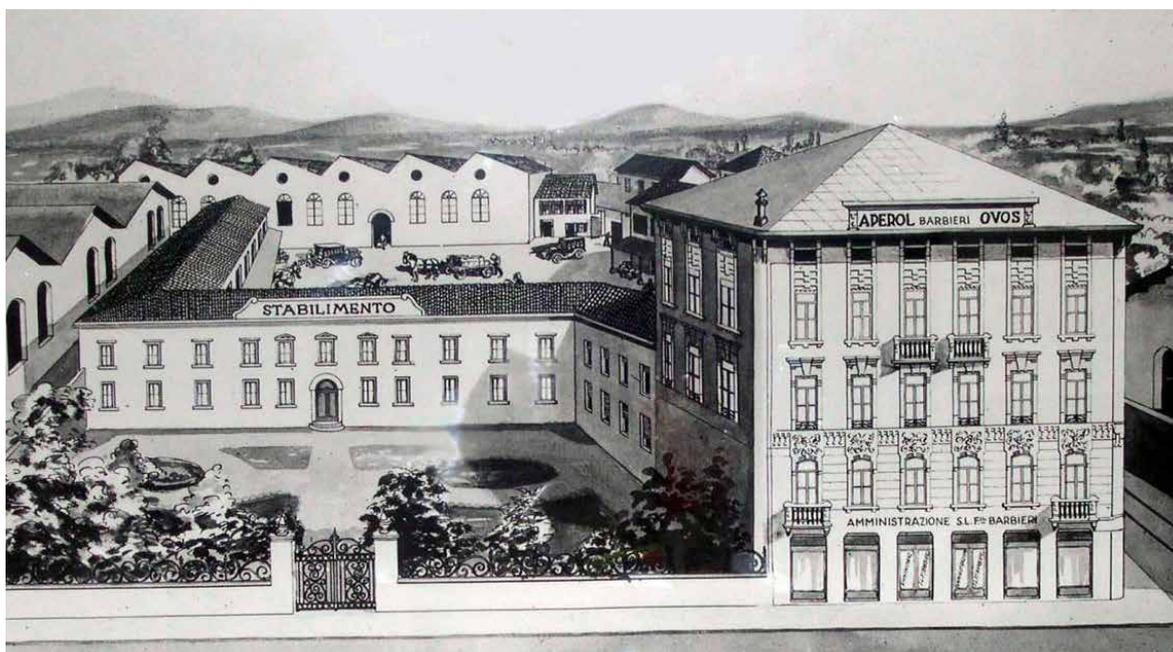


APERITIFS
 ABOVE, AN
 APEROL
 ADVERTISEMENT
 WITH BRIGITTE
 BARDOT.
 BELOW, THE
 APEROL
 FACTORY AND,
 ON THE LEFT,
 AN
 ADVERTISEMENT
 ON A TRAM.

displayed, including food. Success smiled on the fair, which counted 600 exhibiting companies, 21 of which were foreign. It was here that the Barbieri distillery of Padua officially introduced an orange liqueur with a bitter-sweet flavour – Aperol. It had

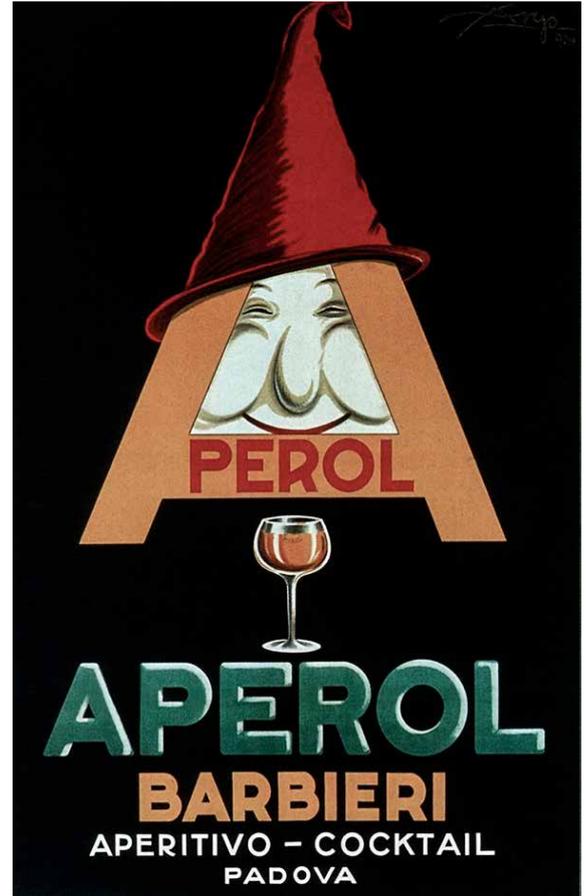
a low ABV of 11% and came in a bottle with curved, Art Nouveau style lines.

The company, Fratelli Barbieri, founded by Silvio (who was president of the Football Association of Padua during the 1928-29 season) and Luigi Barbieri was regis-



ADVERTISING

ALONGSIDE, AN
APEROL
POSTER WITH
TINO
BUAZZELLI;
RIGHT, THE
APEROL
POSTER FROM
1923.



tered on 9 June 1915 at the Chamber of Commerce in Padua. The two brothers deposited working capital of 6000 lire. Their

signatures, however, were placed on a later date: 28 September 1917. Silvio and Luigi were the heirs of Giuseppe Barbieri, founder of the liqueur company. The official papers that the brothers handed in to the Chamber of Commerce stated: “Aperol Barbieri,

special aperitif”, and a little lower, the coat of arms of the Savoy family appeared above a scroll which stated “Patent of the Royal House”. The recipe was developed between 1912 and 1919, although the

company was already well-known for its egg liqueur, OVOS.

During the 1900s, the Paduan liqueur industry would become known thanks to a range of liqueurs destined to be famous throughout the world. The original Aperol was made by an alcohol infusion of orange, gentian, rhubarb and other herbs. It was known as a “regulator of digestion and used against influenza”.

Aperol Barbieri was born in open competition with the similarly named Milanese Aperitivo Aperl, produced by pharmaceutical company Bertelli. The name Aperol was conceived by Silvio Barbieri, who in France had heard the typical slang from across the Alps for aperitif, “apero”, to which he simply added an I. The new aperitif was destined to be the hero of major advertising campaigns. In the twenties, posters which are now sought after by

*Aperol Barbieri
was born
competing with
Aperitivo Aperl,
an aperitif
with almost
the same name*

Extraordinary spirits since 1779.



B.º NARDINI DISTILLERIA A VAPORE

— dal 1779 —



APEROL
THE
ADVERTISEMENT
FROM 2005.

collectors, hung inside bars and the campaign was targeted at sportsmen, focusing on the low alcohol content.

During the 1960s, Aperol was a star of the Carosello program, which helped to spread the drink throughout the country. The many imitations were subject to lawsuits, such as those against products Aper, Aperold and Old Aper. In an advertisement "the forgetful" actor Tino Buazzelli put his hand on his forehead and said "Ah, Aperol!".

Aperol's communication strategy changed in the 1980s. The "Aperol girl"

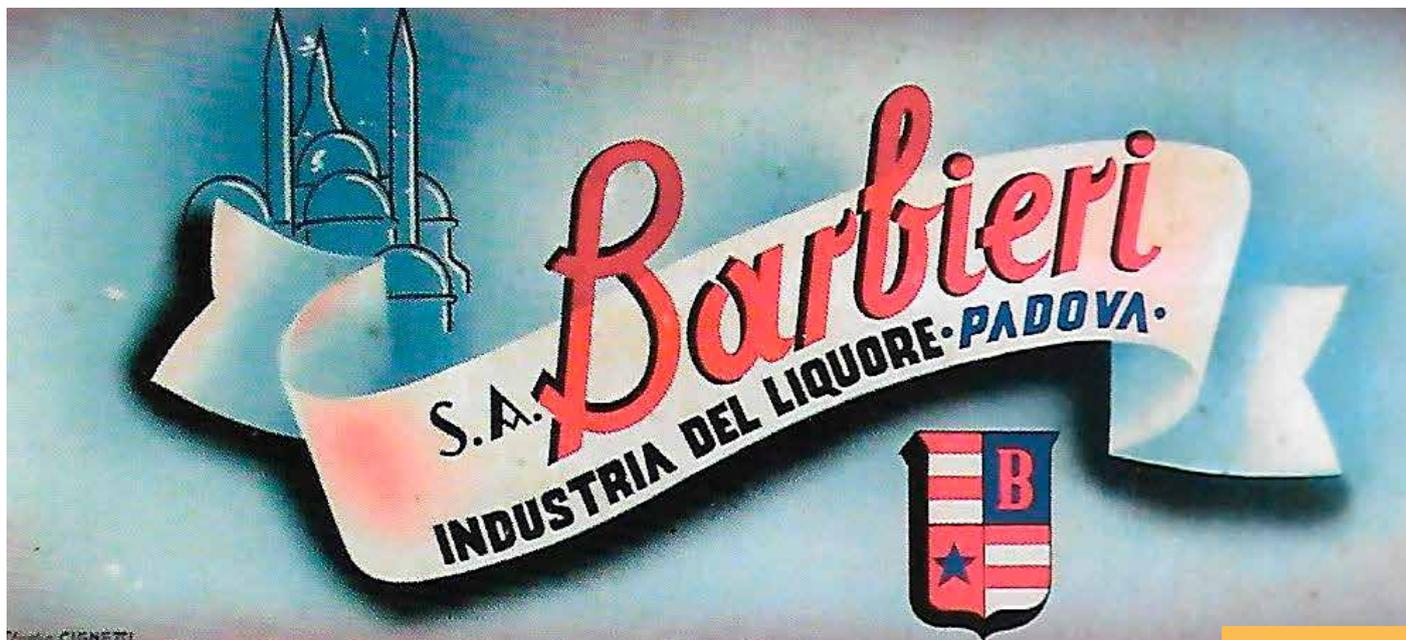
appeared, actress Holly Higgins, who pulled up her miniskirt while riding on a motorbike to join her friends in a bar in Miami, where she said: "I don't know about you, but I drink Aperol."

Born as the Cinderella of liqueurs, Aperol was to become the king as its performance on the global market testifies today. The combination of Aperol and Spritz, a drink that today many bartenders relate to as conscientious objectors, was born in the 1950s. Towards the end of the 1980s, Aperol focused on promoting Aperol Spritz. In 2005 came the advertisement where a model walks along a path created with bar tables to bring Aperol Spritz to customers. The closing line of "Happy Spritz, Happy Aperol" focuses on the hugely successful aperitif now associated with Aperol. In 2010 Aperol, now the Campari Group's flagship product, became a sponsor of the MotoGP World Championship.

In 1991 the Barbieri distillery was purchased by Barbero 1891, which in turn was purchased by the Campari Group in December 2003.

Initially, Aperol had to compete with Select, an aperitif product launched by the Venetian company Fratelli Pilla. Mario and Vittorio Stauroforo Pilla of Bologna registered the company on 19 July 1919, together with a third partner, Aldo Jesurum, a high-ranking Venetian industrialist of the time. Aldo Jesurum was soon replaced by an even more prominent character, Gian Carlo Stucky, owner of the huge industrial mill on the island of Giudecca, now home to a hotel.

The Select aperitif brand was registered in 1920. It has never been known with certainty whether production of Select began immediately in Pilla's Venetian



ADVERTISING
LEFT, AN
APEROL
ADVERTISEMENT
FROM 1963,
RIGHT, FROM
1951.



establishment, which in its corporate description read “manufacturer and trader of liqueurs, syrups, vermouth, pomace distillation for brandy production, processing

of related by-products” or if it came about later, with the acquisition of Piavel of San Donà di Piave, in the province of Venice, which took place on 23 April 1923. In March 1934 both the administrative headquarters and the plants were transferred to the industrial area of Marghera.

In 1935 the company found itself in the middle of a case with political implications. It was the year when the League of Nations decreed an economic embargo against Mussolini’s Italy which had invaded Ethiopia. In response, the already Duce Benito Mussolini decreed an autarkic program that prohibited the use of anything that was foreign to Italy, including names and terms that were clearly of foreign derivation. A letter dated 25 November 1935 was sent to the Prefect of Venice, in which the manufacturer announced that



APERITIFS
TOP, THE SELECT BOTTLE AND ABOVE, MATTOTTI'S APEROL BOTTLES.

SELECT was not a foreign name, but the acronym for “Stabilimento Enologico Liquori E Cremore Tartaro” which produced this aperitif in San Donà di Piave. It is not known with certainty whether this statement was true, or a clever trick to get around the problem. In any event, with a second letter dated September 1936, the company informed the Prefect of Venice that: “It does not appear that during the period of sanctions S.E.L.E.C.T. products have suffered any decrease in sales due to possible ostracism, caused by the affinity of the product’s name with foreign words”.

The Second World War brought with it an inevitable crisis and in 1944 the Pilla plant was destroyed by bombing. The

company moved to the island of Murano to Fondamenta Mula, and later Fondamenta Serenella. The new plant had a furnace for producing the bottles internally. To these were added the prized glasses for gift sets. In 1953, Bolognese entrepreneur Ferdinando Gazzoni Frascara took over Pilla. Three years later the company left Murano to move to Castel Maggiore, near Bologna. Today Select, whose recipe is the result of 30 selected herbs mixed together, is a brand within the Montenegro group.

This year, Aperol turns 100 years old, Select will follow next year. Two assets within the Italian liqueur heritage, which are as contemporary as ever.

Alessandro Palanca

1821

CHERRY

Unique.

Let this unique liqueur obtained by the marasca cherries sourced from the Luxardo orchards seduce you with its intense aroma. Enjoy its inebriating perfume of marasca neat, in famous cocktails or with pure dark chocolate. Luxardo Cherry Liqueur Sangue Morlacco: taste the inimitable.



LUXARDO

Drink responsibly



SINGAPORE ON FIRE

BY THEODORA SUTCLIFFE

It was a thrilling night of exciting bespoke cocktails, camaraderie and enchantment - the launch of the highly-anticipated Cuban dry spiced rum made its debut at Smoke & Mirrors in Singapore and saw guests flying in from around the world in the spirit of celebration and to have a taste of the new spirit, including mixologists from The World's 50 Best Bars. Special drinks were crafted for the occasion by renowned bartenders across Asia, including Smoke & Mirrors' newly anointed Head Bartender, Jorge Conde.

Creativity was unleashed as special cocktails were released from the bar ev-

ery hour, and guests were invited to slowly delve into the magical, multifaceted world of Black Tears.

The spirit of creation and mystery was also accented with body-painted girls with Black Tears' iconic logo emblazoned on the skin. Black Tears Dry Spiced Rum was the highlight of the bar and inspired guest bartenders with its unique taste notes of coffee, cacao and 'aji dulce', a sweet, smoky pepper from Cuba.

The guest bartenders showcased their creativity through their distinctive cocktails, letting their different styles personalities soar. Just like the brand itself, Black Tears is the spirit of self-ex-



PEOPLE
MARK N. BARNAD, ADELE ROBERSTAD AND CLINTON ANG.

pression, of doing your own thing and of being your true self. The signature twist on a tonic mix, the Tears & Tonic, was served specially from the ice bar and had tongues wagging, cooled down the temperature in tropics and was one of

the shining stars of the night. For those who wanted to get to the point, Black Tears shots were also served straight, delighting the palettes with its unique taste notes. Every mix had its own character and style.



DRINKS

THE SPIRIT OF CREATION AND MYSTERY WAS ALSO ACCENTED WITH BODY-PAINTED GIRLS WITH BLACK TEARS' ICONIC LOGO EMBLAZONED ON THE SKIN. RIGHT, THE BAR TEAM FROM TESS KITCHEN, A BARTENDERS PLACE IN SINGAPORE, WHERE ALL THE NIGHTSCAPS TAKING PLACE DURING SINGAPORE COCKTAIL WEEK. A MUST STOP FOR EVERYBODY WHERE BLACK TEARS WAS SERVED IN THREE DIFFERENT WAYS DURING THE NIGHTS.



Non-believers of dry spiced rum left the night as converts, and enthusiasts reinstated their belief in the drink, and especially in Black Tears. Adèle Robbertad, CEO, The Island Rum Co. "My favou-

rite Black Tears mix...Tears & Tonic any day. Everybody can make it – just Black Tears with tonic, ice and orange zest! It tastes delicious and really refreshing."- Three ways to describe Black Tears- "Like

JUST BORN IN 2016
AND ALREADY MULTI-AWARD
WINNING RUMS.

— RARE PROOF 20 YEARS OLD —



— RARE PROOF 18 YEARS OLD —



— RARE PROOF 13 YEARS OLD —



Rum Malecon

RARE PROOF

MALECON RARE PROOF RUM...

AS STRONG AS A GENTLEMAN!

*A brand-new family at the right high proof,
with a strong but balanced alcoholic volume
that enhances the rum taste.
Dedicated to the true lovers of the full proof!*



DRINK RESPONSIBLY!

— OUR COMPLETE RANGE: —

- 20 years old - 48.4% alc. vol.
- 18 years old - 51.7% alc. vol.
- 13 years old - 50.5% alc. vol.

SAVIO s.r.l. - Châtillon (AO) - Italy - Tel. + 39 0166 56 03 11 - info@saviotrading.it - www.saviotrading.it

SAVIO

CHOOSE. TASTE. ENJOY.



BARTENDING

TOP, ON OUR FIRST GUEST SHIFT MR MICHAEL CALLAHAN, THE COMPOUND COLLECTIVE, SAN FRANCISCO TOGETHER WITH THE HEAD BARTENDER FROM SMOKE & MIRRORS THAT ARE WORKING ON BECOMING ON THE WORLDS 50 BEST ASIAN BAR LIST FOR 2020. RIGHT, ONE OF THE TOP BARTENDERS IN JAPAN, OUR GUEST BARTENDER- MR KEISUKE YAMAMOTO FROM JEREMIAH TOKYO, BEE'S KNEES KYOTO AND NEWJACK YOKOHAMA.



a coffee and chocolate rum - very smooth with a dry finish.”- A few words-”I would like to thank all our partners and the amazing bartender community. I’m always impressed how these amazing bartenders can create with almost nothing and give Black Tears completely different

taste profiles and invent something for everybody. They have been so supportive for the launch and the brand overall. I’ve never met a better gang than this one and their support has been super integral for us moving forward! Cheers!”.

Theodora Sutcliffe



WHAT THE GUESTS HAD TO SAY ABOUT BLACK TEARS

“What Black Tears does is that it allows itself to be a wonderful rum on its own but it also has a little bit of complexity to it, some underlying flavour notes that allow it to be pushed into a different category. It really does foster creativity. It [also] has a cleaner finish. If you want to create a cocktail that finishes cleaner, it allows you that flexibility. You don’t need to mix it with a lot of ingredients, you don’t have to hide anything. There’s nothing to hide.”

Michael Callahan, The Compound Collective

“Black Tears definitely shines in its flavour. The spices in Black Tears are not like the spices you get in other spiced rums. The three ingredients - cacao, coffee and the pepper - are what make the spirit great. I [also] love the design, it looks kind of hipster, a kind of design which is really cool. I love it. I’ve never seen a rum with this style before.”

Jorge Conde, Smoke & Mirrors (SG)

“I’m more of a tea guy but this rum has so much earthy characteristics, like the coffee and the dark chocolate tastes. It’s a fun brand. It’s a party in the mouth.”

Shavinraj, FICO Group, The Iron Fairies (BK)

“Black Tears has a very rich taste. It’s one of the best rums in the world!”

Keisuke Yamamoto, Jeremiah Tokyo, Bee’s Knees Kyoto, Newjack Yokohama (JP)

“It’s nice because after working in the industry for a while, most of the things feel similar. When I tasted Black Tears, I recognised that it was spiced rum, but it’s not like other brands. And I really liked the Black Tears and Tonic.”

Jose Luis Leon, Licoreria Limantour (MX)

“I am so amazed with the product. It’s the perfect balance of flavour and taste. It’s good enough to be drunk on its own, or to be mixed it with something else. In terms of the palette, it’s so refreshing. It doesn’t taste artificial. I think it’s super nice.”

Agung Prabowo, The Old Man (HK & SG)

“I was quite impressed with the taste of Black Tears because at first sip, I knew this rum will be a very good sipping rum. The body is sweet, yet it comes with the bitterness of chocolate and I found that very interesting. You don’t have a lot of that in the market. One of my favourite dark spiced rums is definitely this one.”

David Hans, Three X CO (KL)



SEVEN
HILLS
ITALIAN DRY GIN

ORIGINI, TRADIZIONI,
SPIRITO ITALIANO.



SEVEN
HILLS

ITALIAN DRY
GIN

distributed by



BOUTIQUE
BRANDS

#VIIHILLSGIN #ITALIANDRYGIN
WWW.VIIHILLS.CO.UK

DRINK RESPONSIBLY