

# TheBarkeeper.com

A new website dedicated to the On Premise Drink Industry

August 2009

Volume I, Issue VII



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"Men's Only" Bar with latrine front

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Readers of this site should be of “Legal Drinking Age” in the State or Country where they reside.

Any and all information published in this website are the opinions of the author, who is in no way responsible for the actions of the readers.

Members of the eating and drinking establishment industry are expected to follow the practice of RESPONSIBLE BEVERAGE SERVICE!!!!

## *Introduction Artwork*

In the late 1870’s, a Barkeeper in Colorado Springs, determined that he was losing business every time a customer left the bar to use the “Outhouse/Latrine”, located behind his saloon. Most of these *facilities* were located about 25 to 50 feet behind the building, and quite often there would be young boys milling around those latrines, giving away tokens for a drink at a neighboring saloon, for which they would receive a commission. Our Barkeeper then decided he was not going to lose any more paying/peeing customers, by making it convenient to hold your drink, and relieve yourself without leaving the bar. Thus the “Latrine Bar” evolved.

Our owner had a pitched tile floor installed, with a trough, so that the customers could hold onto their drink and their irrigation hose, while not having to brave the elements outside. Why they left the foot rail confuses me, as there had to be a spatter effect when they used the facility. The method of cleaning this trough, or canal, must have been interesting, no less the method of eliminating the odors that were arising, though by the faces in the photo, no one was seemingly affected. Scary.

I would imagine the front of the bar had some major damage, as well as a limited life, and the bartender uniforms, walls, floors, furnishings must of all had a distinct, unique aroma. It would seem that this saloon did not become a major chain. How about a name for this *concept*?

# Management and the Bar

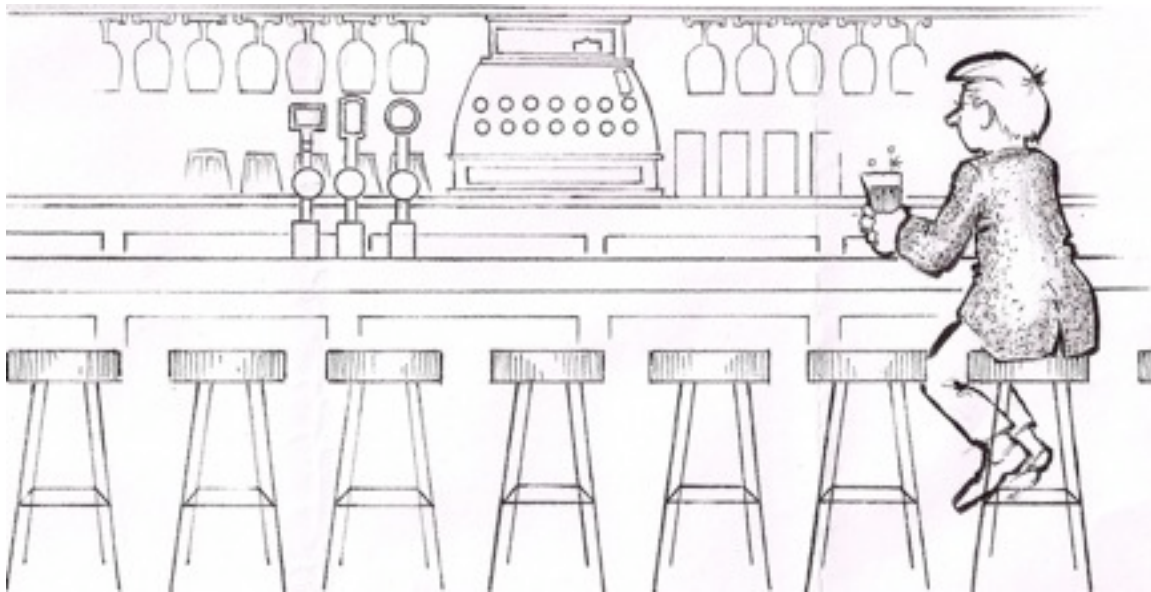
## More trends data

From various sources such as: *Nightclub & Bar*, *Gallup Poll*, *Technomic*, *National Restaurant Association*, *Zagat*, *Euromonitor*, *University of Michigan*, *Nations Restaurant News*, *Chicago Tribune*, *Wall St. Journal*, etc.

These trends are not in any sequential order, and there are footnotes added to some by our editor.

1. Numerous eating and drinking establishments are in the process of light remodeling of their facilities, or what I refer to as cosmetizing. No structural or major equipment changes, but areas that are viewed by the customer are being improved with new paint, wall coverings, lighting, furniture, uniforms, back bars, draft beer systems, flooring, etc. Many operators believe this is a worthwhile investment, that will better position them for taking market share from the competition when the economy begins its slow improvement in sales, which should commence in late 2010, or early 2011.
2. Customer satisfaction indexes are improving, with more and more establishments focusing on improved service, friendliness, and flexibility in prices and products, to expand their customer base.. Obviously this should be the goal for all operators, if they are determined to positively impact today's more discerning and demanding clientele. Poor service, product, pricing and performance, will most certainly result in declining sales, at a time that most establishments cannot afford to experience.
3. Surveys indicate about 55% of customers are going out less often, 27% are ordering fewer drinks, and 38% are frequenting less expensive operations.





4. Adult beverage (alcohol) consumption remains fairly steady, with 64% of the population still consuming same. Sixty five percent of consumers have one or more drinks a week, and fourteen percent consume eight drinks or more per week. The average consumer has 4.8 drinks per week, though this varies by geographical region. Beer is the leading seller at forty percent market share, wine is at thirty four percent, and spirits at twenty one percent. Men prefer beer fifty eight percent, to women at twenty one percent. Wine preferences for men is at nineteen percent, versus fifty percent for the ladies. Spirits are preferred by the ladies twenty four percent to the men's 18%, which is interesting. These findings do not separate on premise from off premise. But obviously the state of the economy has not had any serious, negative effect on adult beverage consumption, though it appears that consumers in many cases, are purchasing lower priced products.
5. Cocktails, both classic and new wave, continue to show strong sales, with fresh juices, produce, spices, bitters, infusions, etc., expanding the market. More and more artisan, small craft spirits are entering the mainstream market, with very good acceptance by bartender's and the customers.
6. Seventy percent of consumers say the present economy has affected them, and almost sixty percent state that they do not expect any real recovery for the next two to three years. More and more these consumers are expecting higher levels of service, competitive pricing, consistent food and beverage quality and preparation, and appreciation that they are spending their hard earned dollars at your establishment.

There are thousands and thousands of other beverage and food operations seeking your customers, and they are all offering the same products, pricing, and personal service that you are, so then the question becomes, "Why should the customer visit your establishment, rather than any other?" And the answer is?

.....to be continued

# Sidebar I

## Employee Notice

Dear Employee,

As a result of the reduction of money budgeted for all department areas, we are forced to reduce the number of personnel employed.

Under this revised plan, older employees will be asked to take early retirement, thus permitting the retention of younger people, who represent our future.

Therefore a program a program to phase out our older personnel by the end of the next fiscal year, via retirement, will be placed in effect immediately. This program will be known as SLAP (Severance of Late-Aged Personnel).

Employees who are SLAPPED will be given the option to seek positions outside of the company. SLAPPED employees can request a review of their employment records before actual retirement takes place. This review phase will be titled SCREW (Survey of Capabilities of Retired Elderly Workers). All employees who are SLAPPED or SCREWED may file an appeal with upper management. This appeal process is called SHAFT (Study by Higher Authority Following Termination). Under the terms of this new policy, an employee may be SLAPPED once, SCREWED twice, but may be SHAFTED as many times as the company deems appropriate.

If an employee follows the above procedure, he or she will be entitled to receive HERPES (Half Earnings for Retired Personnel Early Severance), or CLAP (Combined Lump Sum Assistance Payment). As HERPES and CLAP are considered benefit plans, any employee who has received HERPES or CLAP, will no longer be SLAPPED or SCREWED by the company.

Management wishes to assure the younger employees who remain employed, that the company will continue it's policy of training employees through SHIT (Special High Intensity Training) We take pride in the amount of SHIT our employees receive, and be assured that they receive more SHIT than any other company in our area.

If the employee feels they do not receive enough SHIT on the job, they have the option to apply for PISS (Professional Internal Selected Supervision). Your supervisor is specially trained to make sure you



receive all the SHIT and PISS you can stand. Thank you for your support of our advanced management practices.

## The Management

*I have no idea where I acquired this document, but may I offer my sincere thanks to the author (s) of this very clever and timely piece. A bountiful future to you.*



## *Drink Books*

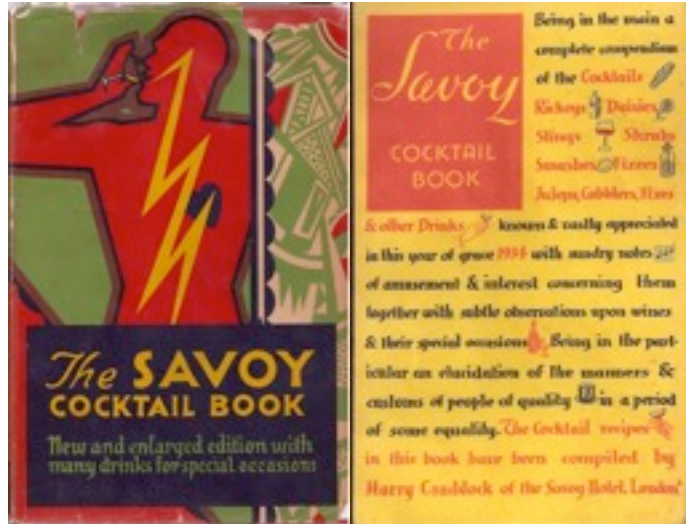
### *The Savoy Cocktail Book- a few observations and recipes*

Recently I was perusing Harry Craddock's "The Savoy Cocktail Book" looking for a recipe, that I did not find, but, a couple of recipes did pique my interest, such as:

1. "The Allen Special", which is similar to the recipe for the "Aviation" Cocktail (gin, lemon juice, maraschino liqueur).

In Hugo Ensslin's book "*Recipes for Mixed Drinks*", his Aviation recipe also called for a small amount of Crème de Violette. I am not sure whether that product was for the light blue color it gives the drink, or was it as an added flavor component? Your mission, if you accept it, is to make both versions of the drink, and then report what your impressions are, and those findings will be reported in a future issue of thebarkeeper.com

2. The “Bacardi Special Cocktail”, which is a “Bacardi Cocktail” plus Beefeater Gin. So this barkeeper made the concoction as directed, and obviously will not be repeating that experiment again.
3. The “Barbara Cocktail”, which is a Vodka Alexander. A little ahead of it’s time?
4. Followed by “The Barbary Coast Cocktail” which is a Gin Alexander plus a small amount of Scotch. And no.....I did not attempt to try and taste this recipe.



Mr. Craddock was obviously a creative bartender, who tried to tweak many basic cocktails to expand the book’s selections. One of his most famous creations was the “White Lady”, which was a ” Gin Sour” with Cointreau added. Many of today’s creative *Bartists*, are divided as to whether the cocktail should contain egg white. Mr. Craddock did not specify same in his recipe, though many later published books did. “Harry’s A B C of Mixing Cocktails” has a “White Lady” made with Brandy, Crème de Menthe, and Cointreau, or a Stinger plus Cointreau. Then the question becomes, who, and when, first developed the “White Lady” recipe, and is it worth trying to determine same? Nah! But you have to admit the Craddock White Lady recipe provides a base for making numerous great cocktails.

One of my favorite drinks, though I have had difficulty obtaining same in the last few years is the “Brandy Crusta Cocktail”. In New Orleans recently, I ordered a “Brandy Crusta”, and the bartender informed me that they did not have any Galliano to make the drink. Although I informed that person of the correct recipe, he insisted it should be made with Galliano. I ordered a Cognac.

## The “Brandy Crusta Cocktail”

Moisten the rim of the glass with a lemon wedge, and dip into a sugar plate. Cut the rind of a half a lemon in spiral fashion, and place in glass. Fill glass with cracked or cube ice. Into a mixing glass put:

3 Dashes of Maraschino  
1 Dash of Angostura Bitters  
4 Dashes Lemon Juice  
¼ Curacao (1/2 ounce)  
¾ Brandy (1 & ½ ounces)

The recipe calls for stirring and straining the drink, but I definitely recommend shaking the drink, and then strain into the prepared glass.

Unfortunately Mr. Craddock’s book does not define exact portions, but uses parts, fractions and glasses as a guideline, so it becomes necessary to define the portions you believe makes it a *balanced* cocktail. And in retrospect, it appears that the above recipe is an offshoot of a Sidecar. There is also another interesting recipe titled “The White Cargo Cocktail”, which consists of half Vanilla Ice Cream, and half Gin. No ice is necessary; just shake until thoroughly mixed, and add water or white wine if the concoction is too thick.

Well, the first question that comes to mind is this combination palatable, especially with white wine? And is this the forerunner of all the TGIF Restaurants Ice Cream drinks? Be that as it may, I am sure some of our readers will have the fortitude, dedication and desire to concoct this recipe, and report to all, the unique effects of this concoction on their mental and physical being. I salute you!

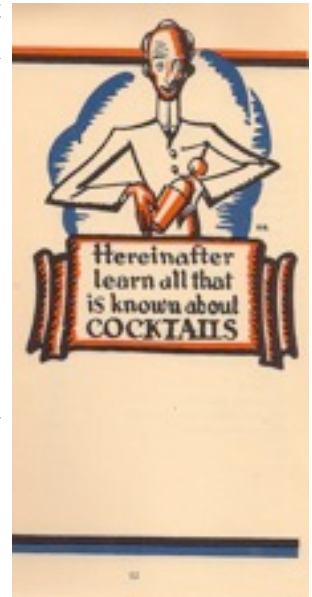
We shall review other “The Savoy Cocktail Book” recipes in future issues of thebarkeeper.com.

## *Barchives I*

### *Origin of the “French 75”*

In 1956 while employed at “21” in New York City, David Embury, author of “The Fine Art of Mixing Drinks”, told me a story about how the *French 75* evolved.

In 1916, a Captain in the Royal Air Force was having his usual Tom Collins at the Officers Club, when he was informed they had run out of soda (carbonated beverage). The Captain instructed the barman to put something fizzy into it, so the barman replaced the soda with champagne (makes sense). The next morning the Captain experienced a severe, splitting headache, as well as other afflictions, and stated it



reminded him of the time he had observed a French 75 cannon in action (which had a high rate of fire, and a very sharp explosive noise), and it felt almost the same as that experience. Thus the name “French 75” evolved.

Supposedly a pilot with the French Air Force was visiting this Officers Club, and wanted to try the newly named French 75. He did not like the gin flavor to much, and requested the barman replace the gin with Cognac. The tastes were different, but the next morning’s effects were the same.

In time Cognac became the preferred spirit in the French 75 (we were in France, my dear), and Gin became dominant in the USA during Prohibition, because Cognac was in short supply, and gin was plentiful, and cheap. In “Harry’s ABC of Mixing Cocktails” book, by Harry McElhone, he lists a “75” Cocktail, that contains Grenadine, Absinthe or Anis del Oso, Calvados and Gin. It also states: “This cocktail was very popular in France during the war, and named after the French light field gun”.

**REQUISITES FOR AMERICAN AND ICED DRINKS.**



**PATENT ROTARY ICE SHAVER.**

It is easily operated, simple in construction, durable, and clean in use.

The opening in this Machine is five inches in diameter, and will take a piece of ice of any shape.

The knives can be adjusted to cut coarse or fine, as desired.

The entire Machine is galvanized, and will not rust or discolor the ice.

PRICE ... \$1 25 0



**ICE CRUSHING MACHINE.**

Fig. 5.

3-gallon  
11" x 8 1/2"  
Flanged,  
12" x 8 1/2"

Use the top of this Machine large or small quantities of ice can be broken in the most expeditious manner. It is neat in appearance, and has no complicated parts to get out of order. Made in two sizes.

**ICE SHAVES.**



Fig. 6.

Galvanized Top, fitted on Hard Wood Base, 10 1/2"



Fig. 7.

A simple and efficient tool for shaving ice from blocks, fitted with adjustable knife and finger covers.

Galvanized - - - 5"

# *PITA... or not?*

## *Professional Bar Service*

After recent travel to drinking establishments in three major cities, and observing various levels of bartender capabilities and service, have come to the conclusion that in far too many operations, we need to focus on some good old fashioned *Professional Bar/Beverage Service*. I am aware of all the recent *advances* in creative and molecular mixology, etc., but it is important to remember that *customer service* should be the primary function of all eating and drinking establishments, if they intend to stay in business!

Professional Bartenders are beverage sales people who have the capability to develop a multi task mind level in areas such as:

- Always a warm and friendly greeting
- Can easily communicate with the customer
- Are familiar with every aspect of drink preparation and service
- Have knowledge of every product served at the bar (beer, wine, spirits, garnishes, mixes, etc.)
- Basic knowledge of all items on the food menu
- Understands customer needs and wants
- Can discuss to a degree, most current and local events
- Is familiar with the latest sport news
- Has some understanding of the outside business world
- Is aware of what is happening in the local area
- Knows how to create an atmosphere of friendliness, comfort and security
- Constantly strives to improve performance at all levels
- Maintains high standards of personal appearance
- Is always enthusiastic, and enjoys the work
- Realizes that they are in more contact with the customer than anyone else
- Knows how to create relationships

Obviously the above indicates that the bartender position is more complex if they are attempting to become a professional. It takes dedication, comprehension, and constant application to achieve this level, but once you have, you would be surprised at how confident that makes you feel, and how that positively impacts your performance behind the bar. And that feeling transposes to the customers, and then, the entire establishment.

I have always thought of bartenders as Cruise Directors, in charge of all the elements to make the ships cruise, a resounding success.

And as I have stated before, restaurants must turn tables, bar/lounges must develop relationships.

## Cocktail Time!

At the mind boggling Tales of the Cocktail last month, I did wake up one morning needing to medicate my body and mind, after the prior evening's adult beverages and bad ice.

It took some time before the drink I desired came into focus (finally), and it was an old recipe that the famous, young, vibrant Gary Regan had come up with in the San Francisco Chronicle, and his infamous website, *ArdentSpirits.com*. It was a variation of the Red Snapper, quite tasty, and did provide relief for the afflicted.

The recipe is:

2 ounces Tomato Vodka (this proved to be a slight problem in New Orleans, as I had to visit five bars before I could find same, which is another story).  
2 ounces Tomato Juice (I prefer either the Sacramento or Glorietta brands) pinch of salt, and of pepper  
dash of Worcestershire Sauce  
tsp. fresh lemon juice

Shake with ice for a 15 count, and strain into a prechilled 7 or 8 ounce tumbler. Add twist as garnish. A simply constructed, refreshing drink for the old guy.

This is a damn good drink, and with the smaller amount of tomato juice, it's more of a cocktail, instead of that boring, watery Bloody Mary. It's the way we used to make Bloody Mary's back in the late 1940's and early 1950's, shaken and strained, .....before all of you were born.

*GARY.....thank you, and ArdentSpirits.com*

Over the last five years, the city of Sacramento has become a very active and successful restaurant town, from gourmet restaurants to speakeasies. Being in close proximity to the city, and visiting same at least once a month, I believe it's time to commence listing some of the great eating and drinking establishments, and their specialty drinks. To start it off, I will mention *Zocalo*, a roaring, Mexican themed restaurant with serious drinks and food. Among the extensive tequila brands, flights, and cocktails, they have a rather extraordinary concoction titled "El Poblano", which contains:

1 ½ oz. North Shore Distillery Mole Pablano Limited Release  
¼ oz. Hangar One Chipotle Vodka  
¾ oz. Cynar  
¼ oz. Rothman & Winter Orchard Apricot Liqueur



Pour ingredients in a mixing glass and stir with ice, strain into cocktail glass with a lemon twist.

\*Mole Pablano contains seven different types of chili peppers, ground cacao beans, various herbs and spices, which is then infused into a spirits base, and then distilled with additional herbs. *You have to smell and taste this great product to really experience a very unique spirit.* There are many recipes which this product can be used in. Go to [northshoredistillery.com](http://northshoredistillery.com).

## *Weird Cocktail*

### **Auf Wiedersehen (shooter)**

¾ oz. each of Goldschlager, Jagermeister, and Rumpelminz.

.....and less I forget, some of our readers have forwarded me other titles for the vodka and prune juice concoctions we had in our last issue, such as:

- “Backfield in Motion”
- “Go with the Flow”
- “Tight End, Not”

.....and last but not least, the “Pootini”, vodka, prune juice, and 7 Up. Yikes!

## *Next Issues Libations*

- Introduction artwork  
“Scientific Bar-Keeping”
- Bartender Job Titles- continued
- Management and the bar  
Changing, or still changing, consumer tastes
- Tales of the Cocktail  
Our Barkeeper’s cocktail recipes served at his Tales seminar
- Improving Bar/Beverage Sales  
Drink and Event Promotions
- Barchives I  
Were toddies the first mixed drink?
- Sidebar I  
Strange cocktail recipes from old drink books
- Baravatar  
“Duff’s”, part III
- Cocktail Time  
.....expanded
- Weird Cocktails

- Next Issues Libations