

TheBarkeeper.com

A new website dedicated to the On Premise Drink Industry

July 2009

Volume I, Issue VI



This issues libations

Editor's Note

Please excuse this tardy and abbreviated version of the July issue of thebarkeeper.com. After experiencing a week at the Tales of the Cocktail Drinkorama in New Orleans, it seems that I am still at the recovery stage, especially after coming home via air freight, or so it seemed. I now realize I am fragile and delicate, and subject to undue influences by members of the trade, who have no standards whatsoever, and I thank them for that. Unfortunately, I have been asked to return next year, so let the word go out, Mayday, Mayday!

Issue VI will go online Saturday, July 18, 2009

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Reader's of this site should be of "Legal Drinking Age" (LDA) in the State or Country where they reside.

Any and all information published at 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

1850 (?) Lithograph of a Colonial Saloon Bar

I acquired this print about thirty five years ago, but cannot remember from where I obtained. It is a great period scene with the bartender pouring a drink from glass to glass. Behind the bar are ads for Tom & Jerry, and Hot Punch. On the bar is an Ice Water pitcher, and two gentlemen standing, but notice, no bar foot rail, or spittoon. There is a spittoon at the table where the gentlemen are playing cards. The slatted door appears to be a billboard for baseball and theatre events. A very realistic scene of the times.

Barchives

The following “Complete List Of Utensils, etc., Used in a Bar Room”, was derived from the 1882 edition of “Harry Johnson’s New And Improved Bartenders’ Manual”. Perusing this rather lengthy list makes you realize the complexities of tending bar in the late 1800’s, and early 1900’s, something of which many practitioner's of today’s trade are not aware.

“Complete List Of Utensils, etc., Used in a Bar Room”



Cash Registers, Liquor Measures, Gallon, Half Gallon, Quart, Pint, Half Pint, Gill, Half Gill (all bottles), Liquor Pump, Mallet, Filtering Bag or Paper, Beer and Ale Faucets, Brace and Bit, Liquor Gauge, Gimlet, Beer and Ale Measures, Bung Starter, Rubber Hose for Drawing Liquor, Liquor Thieves, Thermometer, Funnels, Corkscrews, Hot Water Kettle, Bar Pitchers, Lemon Squeezers, Beer and Ale Vent, Ice Pick, Ice Cooler, Ice Shaver, Ice Scoop, Liquor Gigger, Shaker, Long Twisted and short Bar Spoons, Julep and Milk Punch Strainers, Spice Dish or Castor, Ale Mugs, Cork Pullers, Glass and Scrubbing Brush, Corks and Stoppers (different sizes), Cork Press, Champagne Faucets for drawing Wine out of bottles, Molasses Mugs or Pitchers, Honey or

Syrup Pitchers, Lemon Knives, Sugar Spoons, Sugar Tongues, Wrapping Paper for Bottled Goods, Toothpicks, Twine, Writing Paper, Envelopes, Postal Cards, Stamps, Ink, Mucilage, Rattan, Business Cards, Business Directory, City Directory, Newspapers, Set of Books, Wash Soap, Washing Soda, Demijohns (large and small), Bar Bottles, Mixture Bottles, Quart Flasks, Pint Flasks, Half-Pint Flasks, Segar Bags, Julep Straws, Sponge, Window Brush, Egg Beaters, Sugar Pails, Nutmeg Box, Nutmeg Grater, Cracker Bowls, Punch or Tom and Jerry Bowls, Tom and Jerry Cups, Pepper Boxes, Fruit Dishes, Punch Ladles, Duster and Broom, Silver Brush, Segar Cutter, Mop Handle and Wringer, Glass Towels, Rollers, Bar Towels, Spittoons, Fancy Fruit Forks, Fancy Sugar Plate or Basket, Liquor Labels,

Pails for Waste, Match Boxes and Matches, Comb and Brush, Toilet Paper, Whiting for cleaning Silverware, Dust Pan, Shot for cleaning Bottles, Step-Ladder, Waiters or Trays, Oil for oiling the Fixtures, Table Salt and Celery Salt Boxes, Railroad Guide, Ruler (for skimming off Beer Froth), Hammer, Screws and Nails.

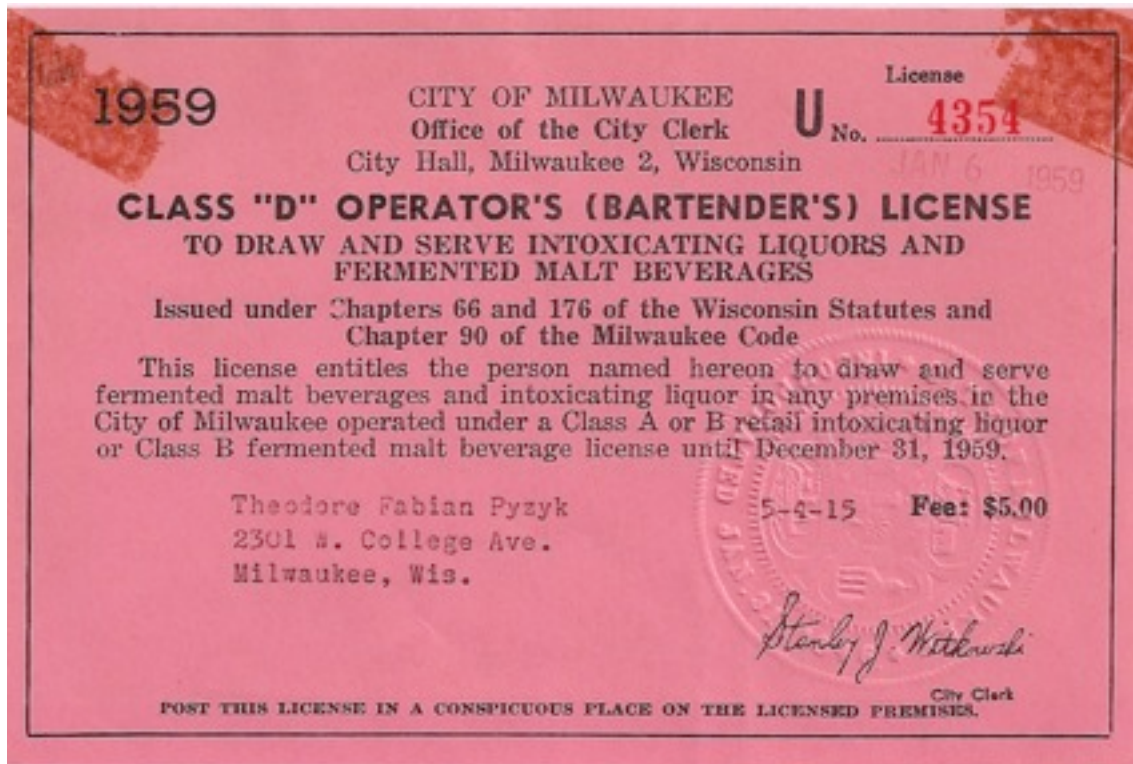
The only utensil I believe is missing is a Plumbers Helper.

The above list is then followed by a “List of Glassware Required in a Bar Room or Café”, ie: Burgundy Wine, Bordeaux Wine, Champagne Cocktail, Champagne, John and Tom Collins, Julep or Cobbler, Claret Wine, Rhine Wine, Port Wine, Sherry Wine, Mineral Water, Hot Water, Fancy Glass Pitchers for different kinds of Cups etc., Tom and Jerry Mugs, Finger Bowls (for placing your Bar Spoons and Strainers), Absinthe Strainer, Cocktail and Sour, Whiskey, Pony Brandy, Cordial, Water, Hot Apple Toddy, Ale Porter and Beer, Pony Beer, Stanga (shell) Beer Glass, Stine Mugs, Ale Mugs, Fizz Glass, Glass Jars for Julep Straws.

Where the hell did they store all this glassware?

Sidebar I-

Operator's (Bartender's) License



This is a license from sixty years ago that bartenders were required to have in the City of Milwaukee, to become employed. I do not know if a test was required for this certificate, but I do like bartenders being described as an operator, which in many cases they were. I may call the city of Milwaukee to determine if this licensing is still in effect, but only after a Margarita or two. The terms “fermented malt beverages”, and “intoxicating liquor” also get my attention, as they make you sound a bit dangerous.

NEW- PITA (Pain In The Ass) Moments at the Bar

I have to get this stuff out of my head, otherwise I will begin to reduce my adult beverage intake, which will then make me even more goofy, though most people say that’s impossible.

The following are some experiences recently observed at bars in Sacramento and New Orleans:

- Greetings- what the hell is the reason for this stupid greeting I get from the bartender when I walk in and take a seat at the bar. “Would you care for a drink?” To which I now reply, “No, I’m here for a lobotomy”. Jeez lueez, can’t you say “Good evening, may I serve you an adult beverage”, or “Hi. Nice to see you in our establishment. May I offer you a beverage?” Or “Greetings. Welcome to the Do Drop Inn”, or even, “Hello, you look much better since the cosmetic surgery”. When the customer has entered your establishment, the decision to purchase a beverage has already been made, so why ask “Would you care for a drink?”. That’s dumb, and it’s a turn off.

- Bar Utensils- I order a straight up Hendrick’s Martini, and the bartender stirs it in a shaker tin. When I ask why, I am informed they broke the last mixing glass last night, and they have to wait a day or two for a new one. What? We only have one mixing glass in the whole bar? That is stupid. First, every one who claims to be a *real* bartender, should have their own bar utensils, and in duplicate, and in a nice carrying case. They are not that expensive, and are the sign of a professional. And you never depend on management to purchase them for you, otherwise you would be working with stone tools.



And what is it with the bartenders stirring the drink with reverse end of the spoon crap? Don’t they know that the bowl of the spoon is to be used in the mixing glass, not the handle?

- Bar Supplies- Two of the more established, well known restaurants, in both New Orleans and Sacramento, let me enjoy the following PITA moments. In the first instance, I ordered an Americano Cocktail, and in most places received the coffee version. In the famous fish place, I then ordered a Rye Manhattan, and was informed they were out of sweet vermouth. How the hell can you be out of sweet vermouth? The bartender said they used more than usual, because they

were a very busy restaurant. So why not go across the street and borrow a bottle from another restaurant? He explained, we couldn't let them know we were out of vermouth, what would they think? GO TO THE LIQUOR STORE? Was told that may be against the law. IN NEW ORLEANS? Impossible.

The Sacramento experience, was in a rather nice establishment, and I requested a Bonded Bourbon Old Fashioned. Obviously this request caused the initial confusion. Unfortunately, the bartender was not familiar with what constitutes a Bonded Bourbon, when I explained same to him, he said, so it's similar to 151 proof rum. I decided to lessen the issue, and ordered a Stinger. Big mistake. Received what I would assume is that establishment's signature Stinger: Calvados and green Crème de Menthe. Was thinking by now I should order Hemlock, but was not sure what the hell I would receive. BUT, the key thing to remember here is that it is not the bartender's fault. It is the fault of management, for they should insure that bartenders should have all the tools necessary to be competent, and that includes product knowledge, cocktail recipe standards, and customer service skills.

- Empty Display Shelves- Nothing looks shabbier than empty display shelves, where they have not been refilled. The first thought that comes to my mind is I wonder if tonight is the grand closing? Or maybe are we going out of business. Or is tonight the successful fire? Customers like to look at bottles on the back bar, as well as themselves, if it is mirrored. Fill up those empty spaces!



This PITA series will become a continuing drama in our newsletter.

Baravatar-
“Duff’s” Part II



The owner F.U. Duff had instructed me to begin decorating this fine establishment, so...had a few Margarita's with a couple of Grand Marnier shooters, went scavenger hunting for some *fabulous* décor items. Visited a Gay/Lesbian Alliance auction, two dumpsters, and a local fleabag hotel. As you can see from the photos, acquired a trove of treasures, though our bartender Dale, preferred to face the wall, than look at my bounty. Will start arranging (if you can call it that) this crapola over the next few days, and see what our tyrant owner thinks.



Our owner came by to see how the delightful decorating effort was progressing, and offered a bit of advice. “Well Brian, this looks like shit! Different height bar stools for the vertically challenged, crap brown flooring, stupid palm tree, no back bar, strange bar wines, no wall décor, no nothing! Where’s the last place you closed?” So after he left, decided it was adult beverage time (a couple of cognac sidecars), and departed on my next décor expedition.



Went by a closed Bennigan's and acquired some nice laminate flooring, a back bar, wine bucket, more wine, boxes of ½ gallon whiskeys, and other unmentionables.

Had Mister F.U. Duff come by to see how we have progressed, and he was duly impressed. Said he was going to see his ex wife, as his misery couldn't get any worse.

Told him there will be significant changes by next month, and that's what he said he was afraid of.

.....we shall continue in future issues.

Sibebar II- Good News

The U.S. Department of Commerce Advance Monthly Sales For Retail and Food Services for June 2009 indicated the following percentage changes for the six months 2009 versus 2008.

- Retail and Food Services -9.8%
- Motor Vehicle & Parts Dealers -20.8%
- Furniture & Home Furnishing Stores -14.0%
- Electronics & Appliance Stores -8.7%
- Food & Beverage Stores -0.2%
- Health & Personal Care Stores -2.8%
- Gasoline Stations -33.6%
- Clothing Stores -6.5%
- Sporting Goods, Hobby, Book, Music Stores -2.1%
- General Merchandise Stores -0.8%
- *Food Services and Drinking Places* +1.6%



Not too shabby. Today's consumer does not seem to be seriously avoiding eating and drinking establishments, but obviously they are seeking places that are offering better value and better service for the money spent. As we have mentioned in prior issues, opportunities for gaining market share have never been better. And I believe it is necessary to remember the following;

The outside world has become depressing, noisy, crowded, hectic, impersonal, and not a comfortable place. The media reinforces this environment with the constant doom and gloom scenario based upon the adage, bad news sells, and good news is boring.

More and more personal service has become invisible or robotic, with the consumer doing most of the work, so in reality we are now becoming a "Self Service Society". Eating and drinking establishments are becoming one of the last bastions of hands on personal service. Your mission, if you accept it, is to create a refuge, an oasis, a home away from home. That means moderate prices, quality food and beverage products, comfortable environment, caring service, a little humor, and a real *positive* attitude in managing the operation. And in any establishment, I would expect at least a dozen customer intercepts by management every day, asking did they enjoy their visit, was everything ok, how can we make our place more popular.

I mean when the hell was the last time a manager introduced him/her self, and asked how was your visit?

Classic Creative Cocktail

The Barkeeper was fortunate to have *the* JeffreyMorgenthaler.com site share this challenging recipe with our readers. Aquavit is rarely seen in bars, as there is very little call for the product. I, fortunately, at one time, worked at a very fine famous restaurant, where our daily average of Aquavit usage was a case or two.

The product has overtones of caraway, dill, fennel, cumin, bitter orange peel, etc. and each Distiller, and country (usually Scandinavian) produce different styles of the product. Try a Bloody Mary with Aquavit (Danish Mary).



“Norwegian Wood”

Created by Jeffrey Morgenthaler, Head Bartender, Clyde Common, Portland, Oregon

1 oz. Aquavit
1 oz. Applejack
 $\frac{3}{4}$ oz. Sweet Vermouth
 $\frac{1}{4}$ oz. Yellow Chartreuse
1 dash Angostura Bitters
Stir and strain into pre chilled cocktail coupe. Large twist of lemon garnish

At first look, this combination of ingredients didn't really jell in my mind. I saw a few potential conflicts, but being an equal opportunity consumer, proceeded to construct the recipe as instructed. First taste, good. Second taste, getting better.

Third taste, new dimensions. That's what really made me a believer, different flavors slipping in and out of the drink with each sip. And as the temperature of the cocktail gradually increases, different tones become evident. What a fine drink!

THANK YOU, Mr. Morgenthaler.

Classic Weirdo Cocktail

Killer Oreo (shooter)

½ oz. Kahlua
½ oz. Bailey's
½ Jagermeister
Garnish with mini Oreo cookie

and being that it's Discovery Channel's Shark Week, how about a JAWS?

Jaws

In a double old fashioned glass, add a few ice cubes, and pour in:

1 oz. Vodka
½ oz. Blue Curacao
½ oz. Midori
fill ¾ high with Seven Up

Go to a local toy store and purchase some small hollow plastic sharks. When the drink is ordered, pour Grenadine into the mouth of the shark, and place in glass. Add white Life Saver candies as garnish.

Next Issues Libations (VII)

I haven't made up my mind yet!