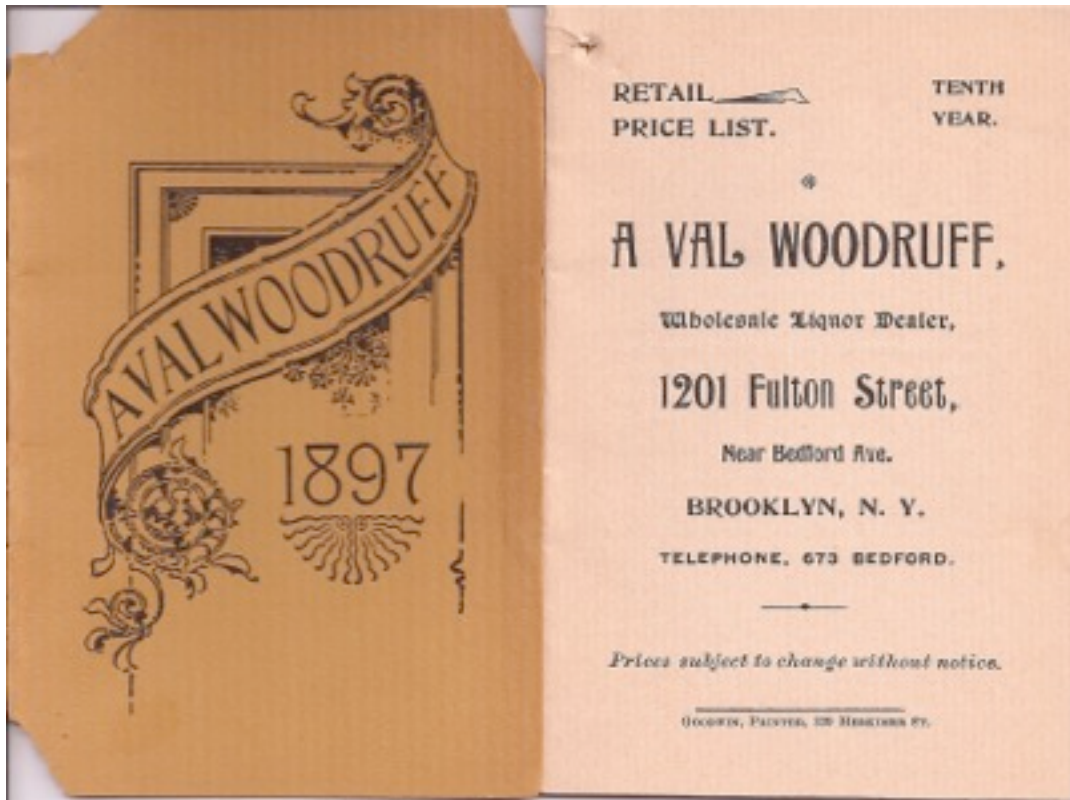


# TheBarkeeper.com

A new website dedicated to the On Premise Drink Industry

April 2009

Volume I, Issue III



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

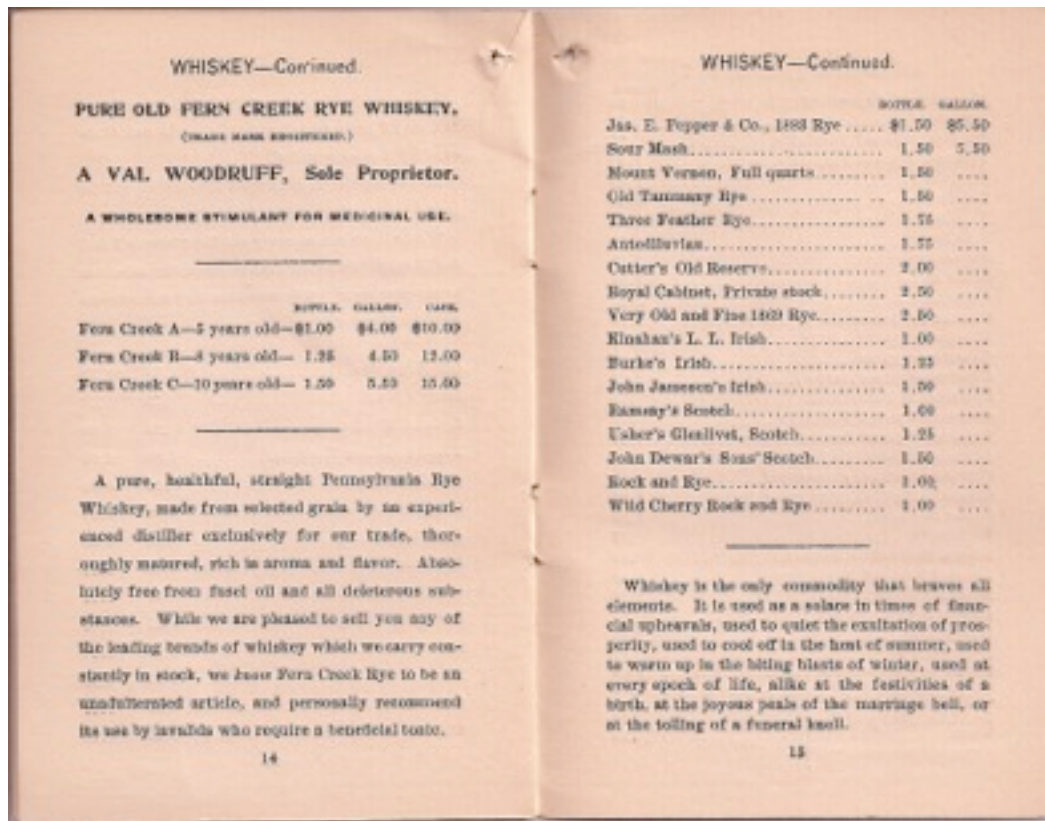
Any and all information published in this website are the opinions of the author, who is in no way responsible for the actions of the readers.

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

# Introduction

## Our Cover Page Artwork

The A Val Woodruff company, as the title page states, was a Wholesale Liquor Dealer located in Brooklyn, New York, and was of moderate size. They did import some quite famous wines such as Piper Heidsick, Perrier Jouet, G.H. Mumm, Veuve Clicquot, Pommery & Greno, Barton & Guestier Claret (read Bordeaux), Pedro Domecq sherries, as well as Hennessy and Martell Cognacs, Bitters, Benedictine, Chartreuse, Wynand Fockink's liqueurs, and numerous beers and mineral waters. And.....as many distillers, importers and distributors did in those days, they highlighted the medical benefits of the adult beverages they represented (see photo below).



This catalog also listed North Carolina Scuppernong wine in bottles and gallons as well as California Zinfandels, a quite unusual wine at this time. Both of these wines are still in production, the Scuppernong (made from muscadine grapes) in blush and white, usually at 12% alcohol, and is sweet, similar to a dessert wine.

# *Barchives*

## "Haney's Steward & Barkeeper's Manual"

I selected this book to be one of the first tomes to be reviewed because it encompassed the "Barkeeper" title, and the added "Steward". But unfortunately it does not really detail much of those official duties, so it appears it was just another publishing gimmick to sell books.

"Haney's Steward & Barkeeper's Manual", was published in 1879. The book had no listed author, just the publishers name, "Jesse Haney & Co., Publishers, 119 Nassau Street, New York". And as is the usual case in recipe books from this period, an all encompassing subtitle stated:

"A Complete and Practical Guide For Preparing All Kinds of Plain And Fancy Mixed Drinks and Popular Beverages Being The Most Approved Formulas Known In the Profession Designed For Hotels, Steamers, Club Houses, &c., &c., Which Is Appended Recipes For Liqueurs, Cordials, Bitters, etc., etc." Amen.

The Jesse Haney Company was a medium size publishing house in Manhattan, and ads in this book listed other titles such as : "Watchmakers' and Jewelers' Manual, Painters Manual, Horse Shoer's Manual, and Soap Maker's Manual". It would appear that the Haney Company noted the quite successful Jerry Thomas' 1862 "How To Mix Drinks or The Bon-Vivant's Companion" publishing history. the three or more printings, and each one with an increase in the selling price, so why not attempt to enter this growing publishing segment.

And as was the custom, the publishers Prefatory states: 'Numerous and varied as is the list of our mixed or fancy drinks, as they are sometimes called, we do not despair of incorporating in these pages all, and even more than those common to the United States, so as to enable any person, with a little practice and strict attention to our recipes, to become in a short time, thoroughly au fait in their production.'

*-Instant bartender ?*

Haney's Steward & Barkeeper's Manual contained 152 cocktail and drink recipes, fourteen wine recipes, eighteen cordials formulas as well as forty nine liqueurs, followed by bitters, aerated waters, concentrated fruit syrups, etc. The wine recipes were for Black Current Wine, Cherry Wine, Current (red) Wine, Elder Wine, Ginger Wine, Gooseberry Wine, Grape Wine, Lemon Wine, Mixed Fruit Wine, Metheglin, Orange Wine, Parsnip Wine, and Raisin Wine. None of these recipes contained wine, not even as a starter. The ingredients were primarily the fruit or herbs, brown sugar, rain water, and French brandy. The book also contained recipes for Acidulated Summer Beverages. Could this formula cause Aciduria ?

*-Break out the dictionaries.*

It is interesting to note the number of cocktail and drink recipes that contain wines such as Catawba, champagne, sauterne, port, Rhine wine, Isabella, claret, sherry, hock, burgundy, and Bordeaux, whereas today's contemporary cocktails hardly ever contain wine. Occasionally there is vermouth added, but usually in a minute quantity.

In a later aside of the Prefatory, they state; "In addition to the benefit to be derived from a perusal of our work by those who propose making bar tending a business, the author has borne in mind those whose tastes incline them to conviviality, and for this purpose have incorporated a number of recipes derived from a multiplicity of sources for the concoction of many delicious beverages in quantities suited for the occasion. They are each reliable recipes, and will be found, on trial, to be in every particular what they appear in print".

*-How comforting.*

Note that during this period in the trade (about 1850 through 1910), bar staff were filling, refilling, blending, and just about rectifying on every shift. In those days spirits and blending products were delivered in barrels, demijohns, jugs, gallons, and sometimes amphoras (Pisco). Also in this book's Prefatory is a paragraph that reads: "The most unpleasant duties of the bartender are in the morning, when the bottles and decanters, reduced by the draughts of the day and night previous have to be refilled; the tumblers, used just previous to closing, washed; and everything put in order for the day's operations. Behind all regulated bars, however, those of our larger hotels for instance, a servant is usually detailed for this duty; but in bars where receipts are more limited it devolves upon the bartender whose duty it is to make his appearance first in the morning." Be assured it was either the owner, manager or bartender who followed the formulas to measure, reduce, and blend the establishments spirits. Labeled single bottles of spirit brands did not really become popular in the market until the late 1800's.

In Haney's book, punches account for almost one third of all the Cocktail/ Mixed Drink recipes, which is observed in other drink books of this period. Portions are erratic, sometimes not even listed, and are for both single and bulk, or multiple servings. Some of the more interesting recipe entries are:

### **10. Claret Punch**

Large bar glass of chopped or shaved ice; two tablespoonfuls of sugar, 1 slice of lemon; 1 slice of orange. This is to be shaken and garnished with berries.

*-The question is, where is the claret?*

### **96. Apple Toddy**

Two wine glasses of "Apple Jack"; one tablespoonful of white sugar; half of a baked apple. Add boiling water and nutmeg. This drink ought never be made with a suspicion of weakness. It is only drunk in cold weather, and need to be a little strong to be satisfactory to an epicurean.

*-I'll drink to that.*

### **106. The Cocktail**

The “Cocktail” is of recent origin, but has rapidly risen in favor. It is most frequently called for in the morning and about a half hour before dinner. It is sometimes taken as an appetizer. It is a welcome companion on fishing excursions and travelers often go provided with it on railroad journeys.

*- and so the civilized trends begin. All aboard!*

### **138. Burnt Brandy**

This drink is sometimes called for at bars during the warm weather to correct a tendency to diarrhea. The brandy is poured into a saucer, a lump of sugar placed in the center and the spirit set fire to.

*- Now do you drink it, or pray to it? And be sure to use a very large saucer.*

### **273. Daniel Webster’s Recipe For Punch**

If the god-like Daniel cared nothing for riches he did love a good punch, and he knew how to concoct a drink for the gods. Some time before his death he gave his old life long friend Major Brooks, of Boston, his benefaction and blessing, and left him as the last earthly good he could bestow, the following recipe for what is now known here among the elect, as the Webster punch. It is composed of “one bottle of pure old French brandy (smuggled direct preferred), one bottle sherry, one ditto old Jamaica rum, two ditto claret, one ditto champagne, one dozen lemons, one pint strong tea, sugar, strawberries and pineapple to suit the taste, plenty of ice, no water.”

*-It is to be observed that no water enters this composition.*

I have come across very few Webster Punch recipes over the years, and the few that surfaced often had arrack or maraschino in their formulas. The above recipe is somewhat well balanced, and could make one consider concocting one, though for just one or two servings, unless.....

### **276. Rob Roy Cocktail**

Dash of gum syrup; double dash (two teaspoonfuls) Angostura Bitters; five drops aniseed cordial; tumbler of fine ice. Shake up and strain into a hock glass.

*- Now try to figure out the transition of this recipe to the scotch and sweet vermouth we know of today.*

Note should be taken that in all probability, most of the recipes in this book are derived from Jerry Thomas’ “How To Mix Drinks or The Bon-Vivants Companion” book, published seven years earlier (1862).

*-and last, but not least*

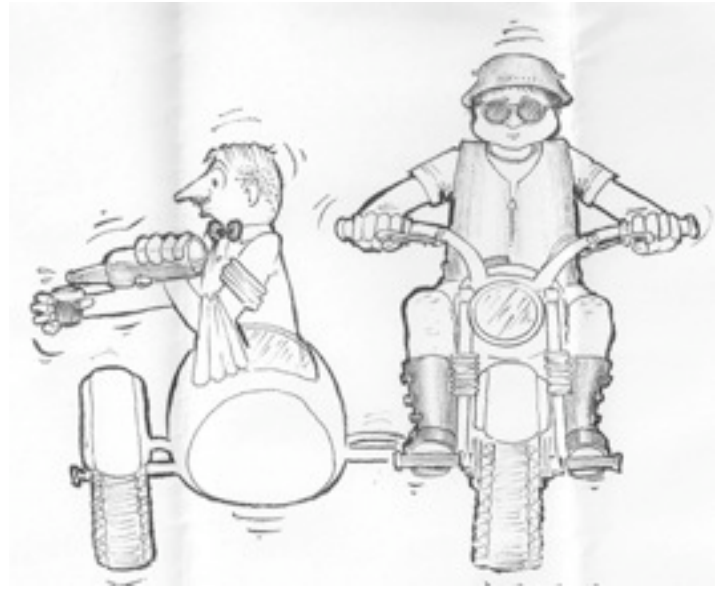
## **269. Artificial Champagne**

Boil together over a slow fire fourteen pounds of each, best lump and moist sugar, in fifteen gallons of distilled or rain water; skim this, and while yet warm pour into a cask, to which add two hundred and fifty grains of citric acid dissolved in half pint water and a sufficient quantity of yeast. Having placed the cask in a moderately cool situation, leave it to ferment. Now add, good well boiled sherry, not to dry, one gallon; genuine French brandy; one gallon; essence of strawberry juice; half gallon; tincture of cochineal, one pint; previously mixed together and filtered.

*-be sure to paste the vintage date on the bottles*

## *Sidebar*

### *Hardin White Lightning*



This was a particular style of whiskey made at Hardin Creek, Loret, Kentucky, around 1900 by a moonshiner named Gar White. There has been considerable debate about Gar's full name. His friends said "Gar" was short for Garfield, but his customers said it was short for garbage on account of what he put in his whiskey.

A distillery chemist once performed an autopsy on a run of Gar's whiskey, and found it to be three days old, 160 proof (by choice), and to contain corn, weevils, wild yeast, sassafras, poke berries, coal, oil, prune juice, wagon grease, slake lime, cow chips and hair.

Gar never apologized for his whiskey though. He said those ingredients gave his whiskey what no other whiskey had, versatility. It was good for drinking, dipping sheep, removing warts, burning off tobacco beds, spraying privies (outhouses), and curing the incurable.

*-it sure gets my attention.*

# *Management and the Bar*

## "Bartender Job Titles...Basic Duties"

This section will be scheduled for Issue IV, as we have run out of space in the present issue.

# *Improving Bar and Beverage Sales*

## Part I

Some basic, informal ideas to consider:

- Review all the latest trends and data to determine growth opportunities
- Develop a beer consciousness. Consider expanding craft & local beer selections
- Review your portions and pricing policy, to attract more customers. Develop a “you bank sales dollars, not percentage points mentality”
- Develop seasonal, or quarterly drink menus
- Improve bar/beverage customer service levels
- Consider dual portions of all adult beverages (beer, spirits, wines, specialty drinks, etc.) with appropriate pricing. Have regular and large size portions, or even sampler size
- Have more attractive, realistic pricing for wines by the glass, and by the bottle
- Change 25% of your glassware selection every six months. Repackage drinks
- Consider adult beverage and appetizer combinations with attractive pricing
- Serve Bloody Mary’s with a miniature Tabasco bottle
- Serve Old Fashioned’s with a miniature Angostura bottle
- Consider serving Martinis/Manhattans/Rob Roys with miniature vermouth bottles (where legal). Customers love to play bartender, and mix their own drinks.
- Consider unique stirrer and straw programs, glow items, loop the loops, etc.
- Specialty and Exotic Drinks pint pitchers (service for two)
- Serve various Specialty Drinks with matching flavored Jelly Bellys or Gummi Bears
- Serve glasses of wine with a few grapes as garnish (with appropriate color)

All the above are old and simple promotions, and do not apply to all styles of operations, but many could still be successful in today’s market, and, if you want to be a little different from other bar/lounges, take a chance.

We shall expand this grouping as we progress.

# *Industry Trends*

## *2008 & 2009 Adult Beverage Trends*

With the present state of the economy, and it's negative impact on eating and drinking establishment sales, we will probably experience some dramatic changes in the frequency of consumer drink spending, as well as choice of brands consumed. Be that as it may, let's review some of the preliminary data and information from the various reporting sources.



## *Beer*

I believe the big news in this adult beverage category, is the continuing growth of Craft Beers. Major brewery sales increased approximately +0.4%, while craft brewing increased +5.8%, a very substantial gain. In addition, in the year 2008, about 61 brewpubs, 53 microbreweries, and 1 regional brewery came on line. It is also estimated that in the next few years, another 100 new brew operations will open doors, though this growth may be negatively impacted by economic conditions.

One of the reasons for this growth pattern could be caused by the price of spirit drinks in on premise establishments. Paying cocktail prices in the range of \$10 to \$15.00 in this economy would surely get my attention. Hell, at \$4.00 to \$6.00 for a craft beer (depending on size), I could purchase two, or possibly three craft beers for the price of a cocktail, and, it would appear, numerous consumers are thinking the same thing.

At this time it seems that the top ten craft brewers at this time are: Samuel Adams, Sierra Nevada, Spoutzel/Shiner, Pyramid, Red Hook, Matt, Deschutes, Boulevard, Full Sail, and Harpoon. These rankings could change when the final 2008 year end depletions are tabulated.

The mainstream brands are the usual players: Bud Light, Budweiser, Miller Lite, Coors Light, Natural Light, Michelob Ultra Light, Busch Light, Miller High Life, etc. Hmmmm.....maybe the dominance of light beers could be causing the trend to real, craft beers?

Imported brands sales declined -3.4% last year. Top selling brands were: Corona Extra, Heineken, Modelo Especial, Tecate, Guinness, Corona Light, Labatt Blue, Stella Artois, Dos Equis, and Heineken Premium Light. Trending to Craft?

And I imagine most beer aficionados are aware of this product, but for the rest of us, it's nice to know there is now available, Insta-Brew. A packet of this product will produce a 12 ounce serving of beer, and it is obtainable in Lager, Bock, Stout, and Ale styles. Just think, you can travel anywhere with your packet, and when necessary, empty the ingredients into a 12 ounce glass of ice cold water, and poof, you have a brew. It's a miracle, praise the Lord!



## *Wine (basic trends)*

The first thing that comes to my attention, is the announcement that there are now more than 7,000 wine brands in the marketplace. That is real scary! The second announcement that catches my attention, is that wine sales in eating and drinking establishments are down 12 to 15%. Another scare. Be that as it may, it seems the growth in the wine categories has changed a little, ie:

- American wines up +5.0%, imported wines down -4.5%

- Imports from Australia, France, Italy, and South Africa were all down, while wines from Argentina, Portugal, Spain, Chile, Germany, and New Zealand increased
- Red wine sales up 2.6%, white wines up +2.1%
- Growth wines were chardonnay, pinot grigio, cabernet sauvignon, pinot noir, fume blanc, zinfandel, sauvignon blanc, reislings, and red blends/meritages
- Declining wine categories were merlot, syrah, white zinfandel, and generics
- Oregon wines increased +9.3%, Washington +7.9%, and California +5.3%

Attempting to list the most popular brands is a bit too much for the loungasaurus to attempt, but I will recommend an excellent resource as a reference. That would be the Wine&Spirits Magazine, 20th Annual Restaurant Poll, April 2009, which is now on newsstands, and at bookstores. This publication lists the top selling 50 wine brands in 290 nationwide, popular restaurants listed by Zagat Survey's.

In addition, this issue of Wine&Spirits also provides the following information

- Restaurant wine sales. Did they increase, stayed the same, decreased?
- Red wine market share by style of restaurant
- Wine style changes
- Wine list price changes
- Average wine prices by category
- Popular bargain wines
- Wines by the glass popularity, and their average prices
- Wine popularity by category, and their average prices

Plus numerous, incisive comments by restaurateurs nationwide. This publication is a valuable resource for all eating and drinking establishments, though not necessarily the answer to all of your wine questions.

In a future issue we shall list customer comments regarding wine, wine pricing, programs, lists, and other pertinent concerns.



## *Spirits (some preliminary trends)*

- Total Spirits in 2008, plus +1.6% in volume
- Ultra premium brands, flat to down
- Super premium brands, down
- Premium brands, flat
- Call name brands, up
- Value brands, up

Consumers appear to be staying with name brands, though there are numerous occasions of their trading down from ultra premium to super premium, from super premium to premium, and from premium to call, and from call to value brands (pour or well brands). With concerns about the economy, and job security, this trend could continue. The first quarter depletion statistics should provide us with a more accurate view of consumer drinking patterns.

Top selling spirit categories in the on premise segment indicate the following:

- Vodka, rum, tequila, bourbon, scotch, gin, flavored vodkas, and other whiskies.
- Growth categories appear to be vodka (American & Imported), bourbon, rum, tequila, ryes, and craft/micro distillery brands.
- The expansion of flavored vodkas (over 70), flavored tequilas (now there is even chocolate, banana colada, jalepeno, etc.), gins, etc., plus line extensions of spirits, and cordial/liqueurs (Kahlua in four flavors, Bailey's in three, etc.).

Where the hell are we supposed to store all these brands/bottles? Today's bars were not designed with real, or extra storage capabilities, and the constant introduction of new and extended product lines is absolutely mind boggling! I think if there is a distiller or importer with a new

product they want us to stock, they must be required to go behind the bar, and then locate an appropriate place to store that bottle. If they cannot accomplish this, then the product should be discontinued! Don't these companies realize that we can create practically any flavor with the fruits, berries, bitters, seeds, herbs, spices, etc., that we use in creating cocktails? Jeez Lueez!

Products with growth are reported to be: Absinthe, Pisco, Cachaca, Chartreuse, Aperitifs, Sake, Pomegranate, St. Germain, etc., and even Sangria, though with a more contemporary recipe.

But I believe the real sleeper here is the small craft distillers producing artisan whiskies, brandies, rums, gins, vodkas, absinthes, grappas, armagnac, calvados, fruit brandies, liqueurs, etc., and all of them with distinctive flavor profiles. There are now over 50 of these entrepreneurs in the market place, and it does make for some exciting possibilities.

Top selling cocktails seem to be determined by geographical location, but the trend seems to be: Mojito's, Margaritas, Martini's and Manhattan's, Cosmos, etc., and individual, specialty cocktails developed by Bar Chefs at local bar/lounges.

Popular flavors are lime, cranberry, raspberry, lemon, peach, sour apple, chocolate, mango, vanilla, and coconut. So Tutti Frutti appears to rule!

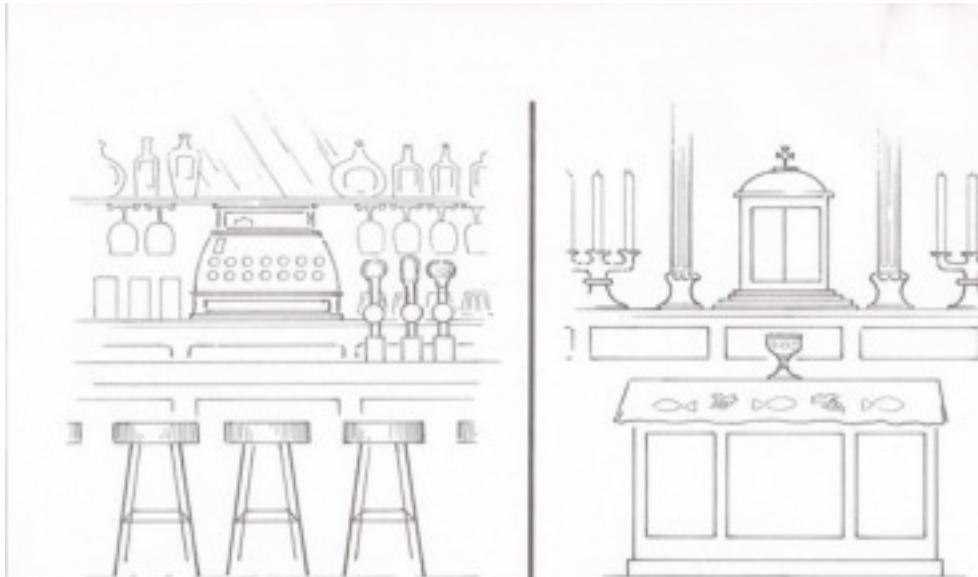
Again as prefaced earlier in this segment, all of the foregoing is just basic, preliminary data and reporting, and we shall attempt to update this subject matter as we progress through the year.

## *Sidebar*

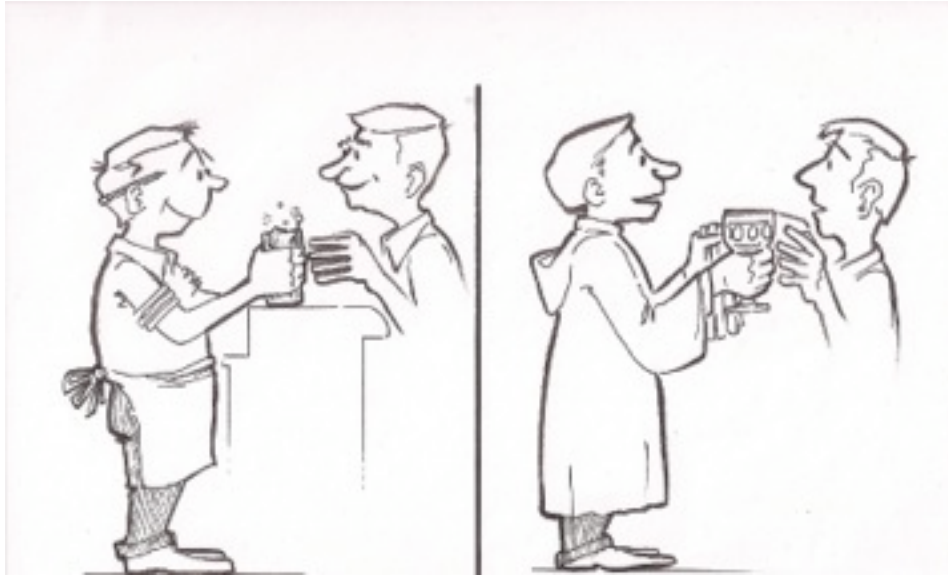
### *Similarity of the Church and Bar/Tavern*

Jesus of Nazareth was crucified in c.33, and his resurrection created the founding of Christianity. Over the years the disciples thought about a business model to promote the faith, as well as generating a revenue stream to support the church. They observed many forms of business structure, and it appears they thought the Tavern (Popinae/Taberna) looked quite promising, especially by this time, because we had been in business over 2,000 years. The Taverns had what could be considered all the basic elements that seem to have an everlasting form of life, and it seems this was format they finally selected.

We had a bar, so they installed an Altar



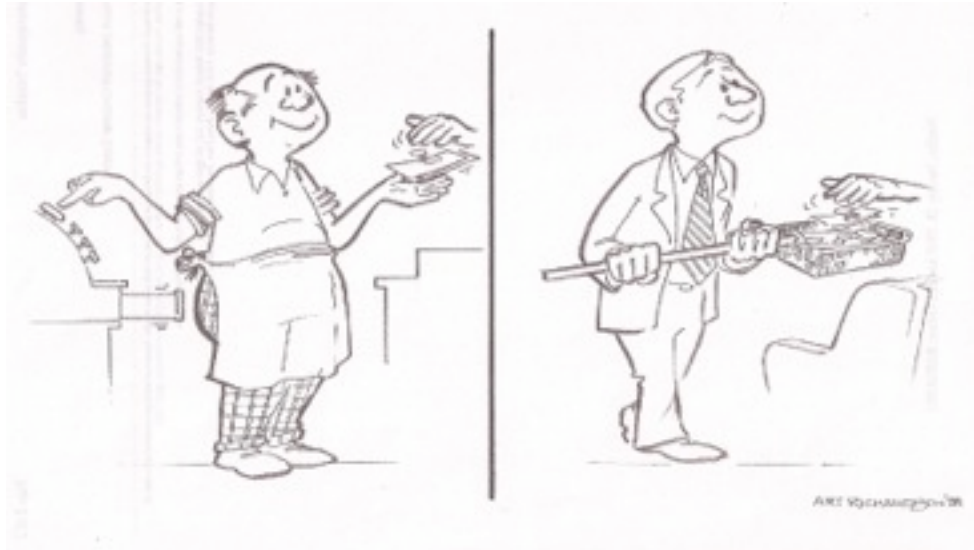
We have a bartender, so they installed a Pastor or Priest



We hear confessions, so they hear confessions.



We collect cash, they collect cash.



And last, but not least, we both deal in Spirits.

## *Last Call*

### *Last Call Cocktail*

**“The Aviation”, a fine, classic concoction!**

Into a mixing glass pour 2 ounces of top quality gin, 1 1/2 ounces of lemon juice, 1 teaspoon of superfine sugar, ½ ounce of imported Maraschino. Shake well with ice cubes, and strain into pre-chilled cocktail glass. Add a few drops of maraschino juice on top of the finished cocktail.

### *Last Call Wierdo Cocktail*

**Sterile Grandfather (shooter)**

¾ oz. Old Grandad Bourbon

¾ oz. Dry Sack Sherry

**Ryes and Shine (on the rocks)**

¾ oz. Jim Beam Rye

¾ oz. White Lightning

**Last Call Note**

Restaurants must turn tables, bars and cocktail lounges must develop relationships.

## *Sidebar III*

### *Sales Trends*

Sales in eating and drinking establishments increased 2.8% in February, and 2.0% in March. Maybe the consumers just appreciate visiting a place that offers food and drink at a reasonable price, really good, caring service, and provides a comfortable experience. Is that your establishment?