

Bartales

Best of

N. 22 | SEPTEMBER 2019

SUPPLEMENT OF BARTALES



FACE TO FACE / COCKTAIL MASTER
ELEGANT AND ESSENTIAL



REPORT / SIGARI&RUM
SLOW SMOKING AND CUBAN RUM



COCKTAIL STORY / CLOVER CLUB
A DRINK FOR LADY



HOT SPIRIT / NUOVE STRATEGIE
VODKA, , THE COMEBACK



LIQUID STORY / ISLAY MIST
THE BALANCE IN COMBINATIONS

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THE POWER OF SIMPLICITY

If gin is now running at breakneck speed, producing labels on land and at sea (there is even a brand in Istria, a limited edition that ages underwater in oak barrels between oysters and molluscs), Vermouth has nothing to envy and is not far behind. Proud of a respectable tradition, aromatized wine (one of the most enjoyed glories of the Bel Paese) advances unperturbed, the undisputed leader in a trend so versatile that it takes over not only aperitif hour, but also various times of the day and night. Among the special features, the first Vermouth flavored with IGP balsamic vinegar. The power of local. A trend that according to Jared Brown, father of Sipsmith Gin and one of the most famous craft distillers, is key (*on page 4*) in understanding what we will drink over the next few years and how. Thus gin is the distillate destined to take back the place it once held and Vermouth that step on the podium that made it famous across the world. Any other tips? One above all: "simplicity". That is the right course for the future. Take away in order to add. In other words, less is more. Just like the Clover Club (*on page 16*): a great classic. Together with the Manhattan, one of the most popular American drinks at the start of its century. Exotic and feminine, a cocktail that made its mark on the history of the twentieth century. Simplement.

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BarTales
Best of

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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

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ELEGANT AND ESSENTIAL

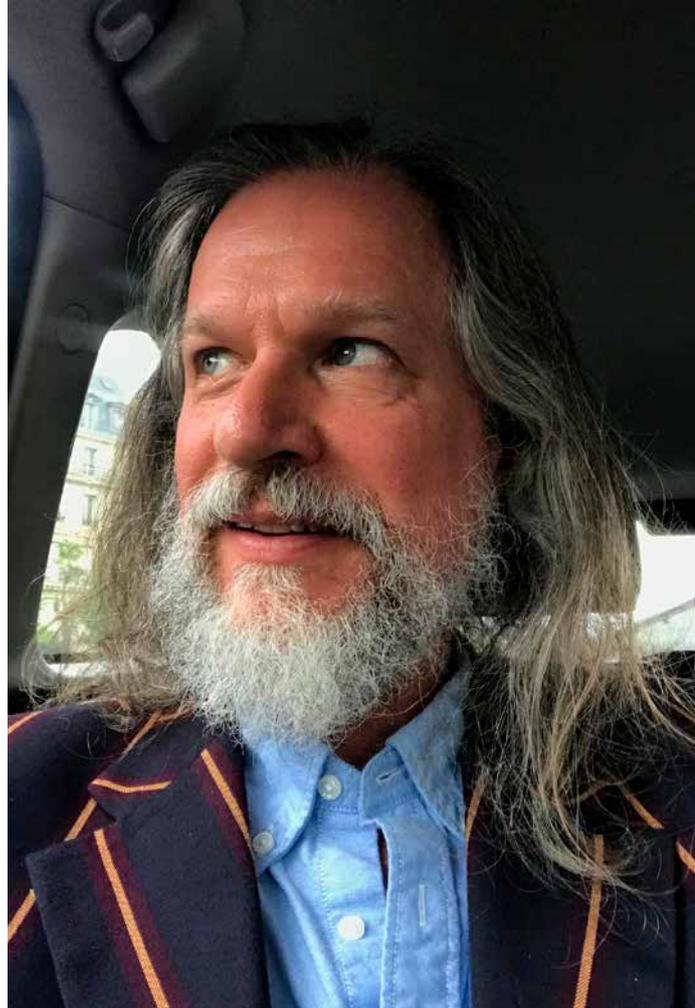
A focus on simplicity:
the only true trend
of the future, according
to Jared Brown

BY MELANIA GUIDA

It feels strange picturing him immersed among the plants of his enormous garden at home, an hour and a half's drive from London, crossing two large rhubarb leaves or watching how his dill grows, just one of the 2,000 plants that he cares for with such loving dedication.

It feels strange picturing him wearing boots and a hat, his fingers in the soil, that New Yorker, who is as thin as a reed and as elegant and refined as a model. Because Jared Brown, mixing guru, (together with his wife Anistatia Miller he is the founder of the "Mixellany" project) expert master distiller and founding partner of "Sipsmith Gin" (a Gin born in London in 2009, almost 200 years after the last "Copper Distillery" closed), really has been a model.

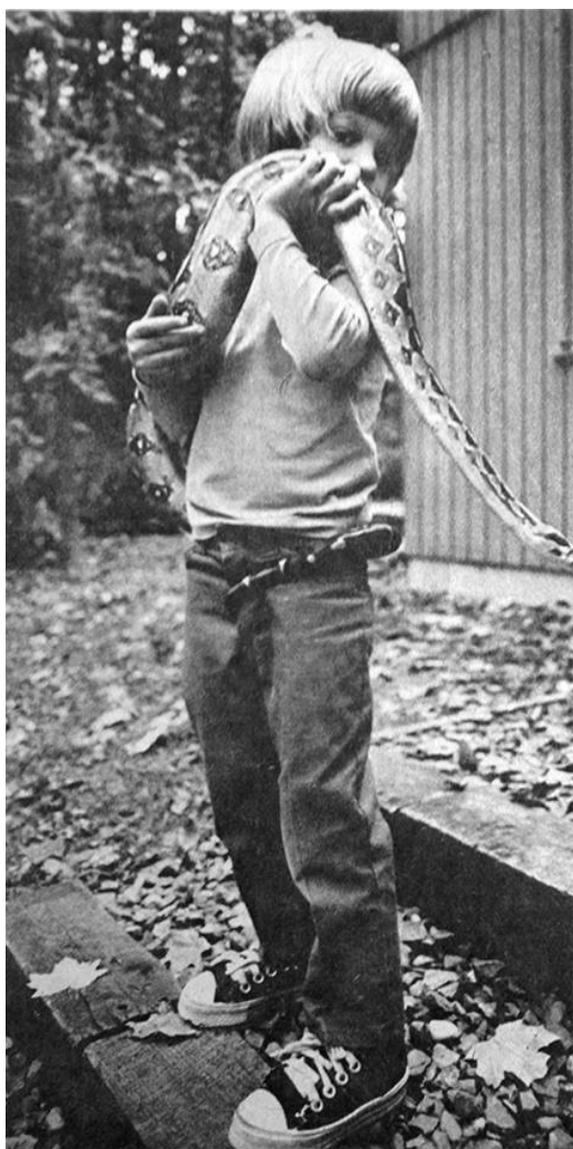
While chatting about botanicals and mixology in the lounge of Tyler in Ponte Milvio (before the start of a packed mas-



terclass which he is holding), I take a peek at beautiful black and white photos. Proof of another time, another life – that life in the Big Apple, of Studio 54, of "Double Seven", the cocktail bar he managed together with Sasha Petraske. One of the many lives of the eccentric Brown, who at six years of age was playing with a boa constrictor wrapped around his body, and who while his friends talked about chocolate, he debated flavour and texture. "One of my mother's friends introduced me to mixology," recalls Jared, "I don't think he ever thought of me as a child, but rather as a real peer, only short. We talked about how to freeze octopus, for example, and how animals should be treated before they were slaughtered."

Fashion first, kitchen later; Jared was also a cook. "A fundamental experience that was an essential driver towards mixology."

Let's get to the point: where is bar-



tending going? “Local remains a strong concept but simplicity is the way of the future. I’m thinking of drinks made with just two or three ingredients, and without any garnish. This isn’t about setting limits for bartenders, but rather working towards a result that is worth achieving. I think perfection can only be achieved by subtraction: when there is nothing left to remove, to eliminate. Antoine de Saint-Exupéry explained it perfectly. I’m all the more convinced that mixing should be straight forward and simple.”

Let’s talk about gin. “Sipsmith” (the official gin of the British Parliament, with an exclusive dedicated version) is a distillate produced by hand in small quantities according to the traditional methods of London gin. A success (the formula is

inspired by old original recipes dating prior to the Thirty Years’ War), which Brown is evidently proud of and has paved the way for a true revival of the distillate.

How did the adventure start? “In an organic herbal store near home. We went there many afternoons to buy lots of botanicals. Then we started distilling, exploring the differences between anise, fennel and liquorice. We tested at least 50 different ingredients. The rest was done by a copper still and a spirit made from sugar beet.” The result was a gin that has reached rewarding goals.

Do you think that the distillate’s revival will grow even further? “I think so. There are 900 labels of gin in Britain and 100 in Scotland. It is a distillate destined to take back the place it once had.”



And what about aged gin? “Well, aging is not part of the gin tradition. Perhaps a rested Gin, yes.”

Future plans? “I will continue working on London Dry, always trying to bring out its best, focusing more and more on quality. Then there is “Gin & Tonic” in a can, made to sip on-the-go with the aim of offering a quality mix on the run – even beyond the bar or at home. I hope it will reach Italy soon.”

Speaking of which, what does Jared drink? “What time is it? It depends on the time,” he says with a smile. He looks at his watch and firmly makes up his mind. It’s time for a mix of gin and Martini.

Melania Guida



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SLOW SMOKING AND CUBAN RUM

The art of “compartir” during the Encuentro de Amigos in Matelica

BY FABIO BACCHI

Considered the biggest European event for fans of the Cuban cigar and Cuban traditions, the fourteenth edition of the Encuentro de Amigos de Partagas took place in Matelica, at the foot of the Marche Apennines in Italy.

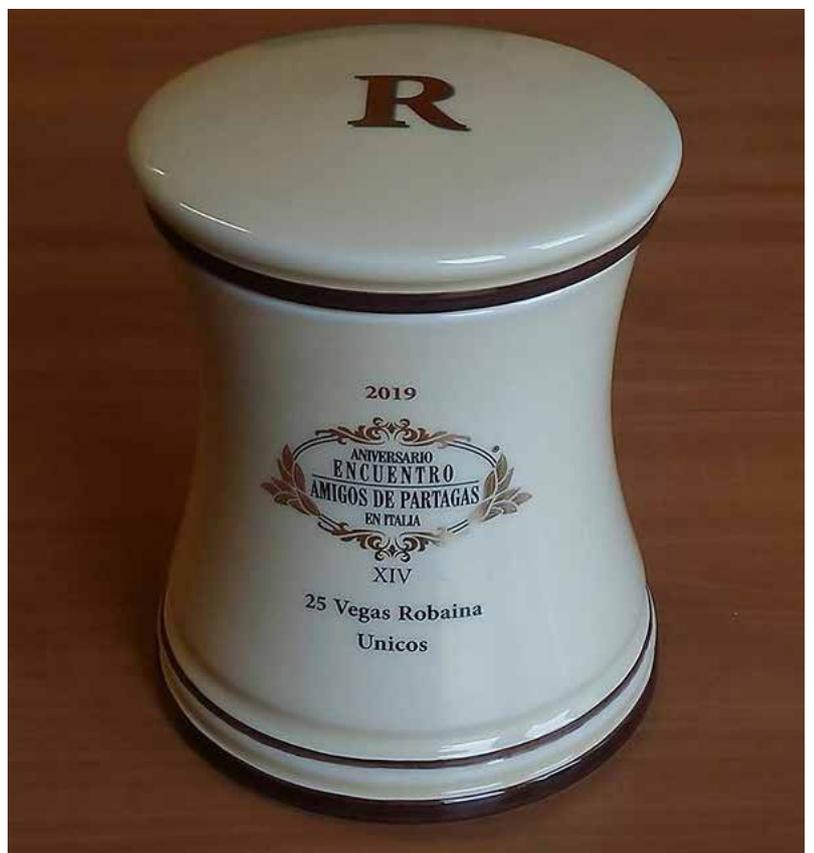
The Encuentro, held at the delightful Borgo Lanciano relais, attracts many from the international cigar scene, and sees its highest expression in the Amigos de Partagas International Club. The organisation has been managed by the Matelica Cigar Club, led by Francesco Minetti, with sponsorship from the Municipality of Matelica, the Cuban Embassy in Italy and a pool of major sponsors including Diadema Spa through Habanos Point, S.T. Dupont, Santiago Ron, Champagne A. Bergère, Cantine Ferrari, Montecristo, Cuervo Y Sobrinos and De Art. Born in conjunction with the Club’s anniversary, the Encuentro is an all-Italian festival, which prominent individuals have joined from all over the world through the years,

especially from the Caribbean. Its intention is to pay tribute to the famous Encuentro which has been held in Havana since 1998.

The gatherings represent a cultural and tasting melting pot, with the intention of offering professional training and sensory tools for understanding smoking, but above all, to create that sense of “compartir”, in other words, the sharing of knowledge. Everything the festival offers is culture: art, music, the history of the cigar, seminars and historical/tasting panels, local tourism, entertainment and thematic stands.

It also offers due recognition, with annual awards presented to prominent figures in the cigar world. The four accredited Cuban Torcedores were eagerly awaited. These are men and women gifted with an extraordinary manual skill, who pass down the art of producing ‘puros’, the correct term for Cuban cigars. In Matelica José Castelar Cairo “Cueto”, Leopoldina Gutierrez Espinosa “La China”, Juana Ra-





mos Guerra “Juanita” and Petra Yolanda Medina Gonzales “Yolanda” were in attendance, the four most famous Cuban Torcedores, whose names are well-known among cigar enthusiasts.

Many tasting events took place at the Encuentro. The biggest one was “Fight of the Titans – La China vs Cueto”. During the seminar the two Torcedores pitted against each other. A large audience of



PROTAGONISTS

AMONG THE IMPORTANT NAMES IN THE CIGAR WORLD, ABOVE IS "CUETO", ON THE RIGHT "LA CHINA".



participants tasted two cigars: La Flor by Leopoldina and Uevo by Cueto, with the two Torcedores speaking of their creations. The two cigars were paired with two Cuban rums, Santiago Ron 11yo and Santiago Ron 25yo respectively.

The rums were introduced by the master ronero of the house of Santiago, Julio Enrique Rial, and by Gigi Bozzoni, who represented the European importer. There are only eight Cuban master roneros – seven men and one woman.

This is an art where selected apprentices spend a lot of time in close contact with their teachers. They learn the Cuban art of rum; they assimilate the culture with passion and dedication, to the point of internalising its value, which is part of the soul of Cuba.

It is a tradition that is passed down from generation to generation. Another thrilling event was the class held for fans by the four puro Cuban artisans. Participants were asked to make a cigar under the guidance of Cueto, La China, Yolanda and Juanita. Another very exciting moment was a special sensorial tasting. Thanks to the Samsung Oculus Gear vir-

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Tradition

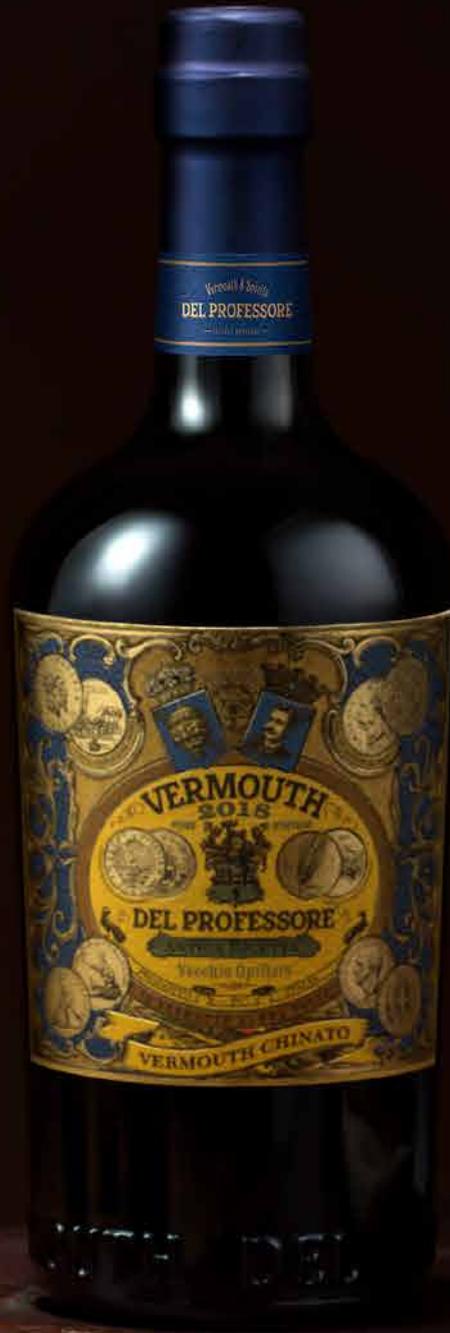
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8:30 P.M.
ITALIAN-CUBAN DINNER
WELCOME CONCERT

THURSDAY 4TH JULY
CIGAR TASTINGS
"CLASH OF THE TITANS"
8:30 P.M.
FIESTA CAMPESINA

FRIDAY 5TH JULY
CIGAR TASTINGS
TORCEDORES SCHOOL
PARTY IN THE CITY
8:30 P.M.
LA GOZADERA DINNER
CUBAN CONCERT

SATURDAY 6TH JULY
TORCEDORES SCHOOL
RON AND PURO TASTINGS

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tual reality viewer, participants were able to take a virtual journey through the cult places of Cuba; streets, historical sites, famous bars, the plazas.

It was a full immersion into the experience for the “virtual travellers”, who looked around and experienced a real view. The experiment was conducted with a no-name cigar, without its band indicating the brand. The intention was to show how irrelevant the charm of a brand can

be when we are raptured by other emotions. And then another rum tasting, this time with Cubay. An impeccably organised event that ran like clockwork.

This was also the case during the fiesta campesina, the dinner in Piazza Enrico Mattei in Matelica and the gala evening at the Lanciano Forum.

During the latter, Diadema SpA presented the new limited edition cigars by Montecristo Supremos as a world pre-



view. This cigar follows the legendary history of the brand and represents an absolute innovation for Montecristo. Generous in size, very aromatic, complex and refined, Montecristo Supremos is made with the best tobacco from Vuelta Abajo and is aged for two years.

Cuban music aspires to become a Unesco intangible cultural heritage. Music is life in Cuba. During the Encuentro the evenings were brought to life with the voice of Haila Mompìè, accompanied by her orchestra. Haila is one of the most famous promoters of contemporary Caribbean sound. Cuban, and already a receiver of a Latin Grammy, she kicked off her Italian tour at Matelica. Almost as if to seal the bond of friendship between Italy and Cuba that is renewed at each Encuentro to the delight of its participants.

Fabio Bacchi



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A DRINK FOR LADY

The return of a great classic. Exotic and feminine. So fresh in summer

BY LUCA RAPETTI

There is a cocktail that made history in the 20th century and that in the last ten years has fortunately been rediscovered and revived: the Clover Club Cocktail. This drink was

very popular during the early 1900s, survived the American Prohibition and then underwent a drastic drop in popularity which meant it became almost completely forgotten. Its birth is linked to two factors:



Philadelphia, one of the oldest and major American cities, and a man who at the beginning of the 20th century contributed greatly to the development of the hotel industry in New York.

Born on 25 April 1851 in Germany on the island of Rügen in the Baltic Sea, George Charles Boldt immigrated to the United States at the age of only thirteen and initially worked as a kitchen aid in a hotel in New York. Boldt had a natural inclination and a great desire to work in hospitality. At twenty-five he was hired as a personal assistant to one William Kehrer, who managed the services of the famous Philadelphia Club known for its high-level events.

Boldt met Kehrer's daughter, Louisa Augusta (1860-1904), who was employed as a hostess at the club. The two started dating and soon, with Kehrer's approval, they married and had two children: George Charles Jr. and Louise Clover.

Founded in 1834 by illustrious individuals in American society of the time, the Philadelphia Club is the oldest gen-



FOUNDERS
 ABOVE, LOUISA
 KEHRER AND
 GEROGE C.
 BOLDT.

tlemen's club in the United States. Over time and thanks to the reputation they had created and with the help of the club's major customers, Boldt and Louisa decided to open a hotel of their own. Their dream came true on 1 March 1881, on the corner of Broad and Walnut Streets in Philadelphia, when the Bellevue was inaugurated, a small boutique hotel that was later known as "The Little Bellevue".

Their ties with the high society of the city ensured a certain status for Boldt. Louisa sensed that the wives of their customers, who were often confined to their

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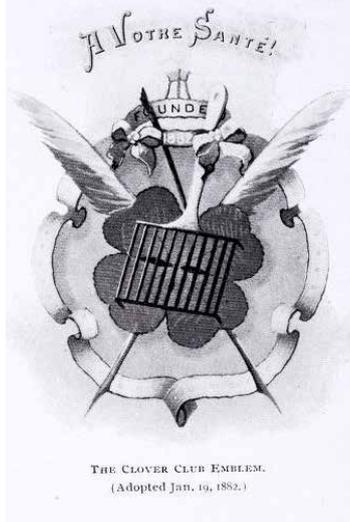


SHALL WE MIX?

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HISTORY
 IN THE PHOTO ON THE LEFT, THE POSTERS AND THE LOGO OF THE EVENTS OF THE CLOVER CLUB. BELOW, DINING ROOM OF THE STRATFORD HOTEL.

homes, also needed a place where they could meet and feel at ease; she thus gave the Bellevue a more feminine touch by introducing fresh flowers and candles on the restaurant tables.

A year before Bellevue opened, in January 1880, a group of about fifteen gentlemen had begun to meet on Thursday at 5.00pm, every four weeks, to discuss business, politics and everything related to their local activities. It was initially called the “Thursday Club” and lasted about two years, when it lost some of its members and risked coming to an end.

The first official meeting of what would become the Clover Club took place on 29 December 1881 at 5.00pm. The name was suggested by William Ralston Balch, one of the founding members, who also designed the emblem. The first three dinners of the club were organised respectively at Girard House (19 January and 16 February 1882) and at Augustin’s (16 March). The one on 13 April took place right at Boldt’s Bellevue. The Clover Club then chose Boldt’s welcoming venue as its meeting place for the next fourteen years.

Given the growing success of the Bellevue, in 1888 Boldt decided to purchase another property on the other side of the street, to be used as a secondary location when the Bellevue had no rooms available. Thus on 17 November, Boldt inaugurated the Stratford Hotel, named in honour



of the birthplace of the most read English writer at the time, William Shakespeare.

The influx of influential characters at Boldt’s properties included members of the Vanderbilt family and William Waldorf Astor, a lawyer, politician, publisher and prominent New Yorker. It was Waldorf who, through his lawyer Abner Bartlett, met Boldt and offered him management of a new hotel he wanted to open in New York on the corner of 33rd Street. Boldt accepted the offer and focused fully on the new project.

It all started in the spring of 1890 and it took about three years to complete this majestic 13-storey-high structure, with 530 rooms, of which 450 were bedrooms, and 350 private bathrooms. It was an absolutely unique engineering feat for those times. The Waldorf was officially inaugurated on 14 March 1893 with a large reception attended by about 1,500 people representing the elite of New York and the United States.

The idea of creating an international

THE OLD Waldorf-Astoria BAR BOOK

WALDORF-ASTORIA

ON THIS PAGE, TWO PHOTOS OF THE COVERS OF THE HOTEL BAR BOOK AND THE ARTICLE WRITTEN BY VAN WERT FOR THE TIMES BULLETIN IN 1964.

had a powerful grip. The head bar man of the old Waldorf (Ed. Note: where the Empire State Building has staunchly stood for many a year) was Michael J. Killackey. The Clover Club cocktail had just been imported from Philadelphia.

"Yeats took one from the tray. At first he eyed it warily. Then he tasted it. Another taste. After one cocktail had gone down his gullet, he called for another, and then another. For Killackey, it was a proud day."

Mr. Crockett leaves us hanging there, with Yeats perhaps singing "Mother Machree," to report the sad passing of Mr. Killackey:

hotel was also possible thanks to Oscar Tschirky, maitre d'hotel, who later became famous as "Oscar of the Waldorf", and to Tom Hilliard, the general manager who was promoted after many years of honourable service at the Bellevue.

Later Boldt managed to convince magnate John Jacob Astor to demolish his property between 33rd and 34th streets and build a luxury hotel that would be combined with the Waldorf. Boldt succeeded in the enterprise and the Astoria Hotel opened its doors on 1 November 1897. Over the years to come, the Waldorf-Astoria became the meeting place for the city's businessmen, so much so that it was nicknamed "the club of all clubs". Its café and square-shaped bar where one

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THE OLD Waldorf-Astoria BAR BOOK

ALBERT STEVENS CROCKETT

could only stand became crowded at five in the afternoon.

On 19 October 1896 Boldt organised a dinner for some members of the Clover Club at his Waldorf in New York.

The connection between the Clover Club and the Waldorf-Astoria was possibly even deeper than we think. An article that appeared in the "Van Wert Times Bulletin" in 1964, written by journalist Bob Considine, reinforced this idea. Considine spoke of a meeting with his friend Albert Stevens Crockett, a journalist who wrote for a number of major newspapers such as the "Philadelphia Inquirer" and the "Daily Telegraph", where he showed him a bar recipe book dating back about seventy years prior and which had long been used at the Waldorf Astoria. Crockett told an anecdote about Michael J. Killackey, head bartender at the Waldorf Astoria for many years.

One of Killackey's memorable days at the majestic and famous New York hotel was when Irish poet William Butler Yeats took a cocktail prepared by Killackey from



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CLOVER CLUB COCKTAIL.

Into a mixing glass of cracked ice, place two barspoonfuls of imported Grenadine syrup (raspberry syrup will answer the purpose), just enough fresh squeezed lemon juice to overcome the sweetness of the syrup, half of the white of an egg, and a jigger of Coates Plymouth gin; shake thoroughly, strain into a small claret glass, and serve.

Clover Club Cocktail

jigger gin
juice ½ lemon
tsp. Grenadine
White of 1 egg
Shake well with cracked ice and strain into cocktail glass.

A CLOVER LEAF.

In genuine old fashioned American hot weather nothing seems to tickle the palate like a good American drink, and the kind selected generally indicates the characteristics of the person drinking. In winter a man will take almost anything that happens to be the fad for the moment, whether highly flavored or not, but in summer the demand is for something that will quench the thirst, whether beer, lemonade or gin rickey or some other beverage. The Clover Leaf is said to be popular in the city of brotherly love. Certainly it is decorative, for it has a soft orchid color, with a rim of white.

Drink is made of:
½ teaspoonful of sugar
100% dry gin
10% raspberry syrup
White of an egg
1 sprig of mint.

Fill glass with cracked ice, shake well, strain in champagne glass and serve.

RECIPES

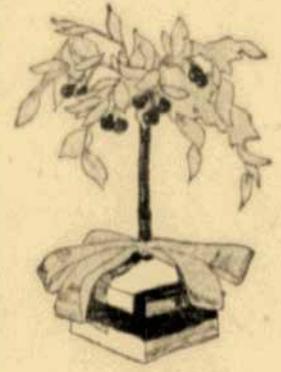
ABOVE THE DESCRIPTION OF THE CLOVER LEAF IN JACK'S MANUAL OF 1908. ABOVE, THE CLOVER CLUB RECIPE IN THE WORLD'S DRINKS BY BOOTHBY OF 1908.

a tray. After the first dubious sip, Yeats enjoyed the drink. The cocktail was the Clover Club Cocktail which, as stated by Crockett, was imported from Philadelphia by Killackey himself.

Leafing through the "Old Waldorf Astoria Bar Book" of 1935 written by Crockett, we find the Clover Club Cocktail recipe, composed of gin, lemon, egg white, raspberry and sugar syrup, and which states: "A Philadelphia importation, originated in the bar of Bellevue-Stratford, where the Clover Club, composed of literary, legal, financial and business lights of the Quaker City, often dined and wined, and wined again."

The Bellevue-Stratford was the result of the merger between the two Boldt hotels, through the construction of an architectur-

If you plan a little cocktail party for Washington's Birthday—most everyone does, you know—you might want to give the hors d'oeuvres dish a slightly patriotic look. The drawing above shows the way. Cut a round of stiff paper or thin cardboard to fit the dish. Cover this stiff paper with a patriotic paper, or plain crepe paper in red, white and blue and paste on the crest. Use red cord to carry out the drum cord idea.



The cherry tree ornament will look gay and festive in the center of a dinner table. It is quite easy to make and you can buy the familiar hatchets in any stationery store. Dress them up with some red, white and blue ribbon.

For the beverage, you might use a Clover Club cocktail because, its color being red, it may awaken patriotic thoughts. For each serving, mix together juice of ½ lemon, white of an egg, a jigger of gin and 2 teaspoons of grenadine syrup. A jigger equals 1½ ounces.

al structure in French Renaissance style that took two years to build: the new hotel was officially inaugurated on 20 September 1904.

Although there is no trace of Killackey's name in the records of the Bellevue or the Clover Club, it is possible that he initially worked for Boldt at the Bellevue and then moved to New York to work at the Waldorf-Astoria. Or Killackey may have come into contact with a client of the Clover Club of Philadelphia, who had reached New York at Boldt's court, and then found out about the cocktail recipe.

Among the first known recipes found in two cocktail manuals of 1908, two versions of the Clover Club can be found. In "The World's Drinks and How to Mix Them" by Boothby the recipe mentions the same ingredients as Crockett's recipe, except for "grenadine syrup", although raspberry syrup was recommended for a better result. The "Jack's Manual" by J. A. Grohusko refers to the cocktail as "Clover

Extraordinary spirits since 1779.



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DRINK RESPONSIBLY

WHAT IS A COCKTAIL?

Not a Food Product, but a Beverage and Barroom Exotic.

From the New York World.
Does our neighbor, the Press, really believe with the Westminster Gazette that eggs are a proper ingredient of cocktails? Rebuking the World for some flippant comment on the London newspaper's verse—

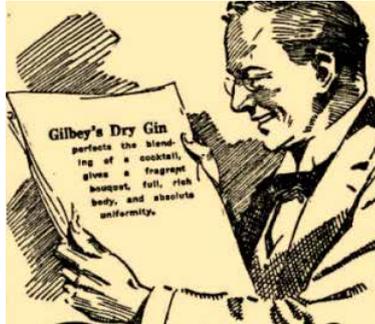
As an egg is socked and sized
In the shaping of a cocktail—

the Press remarks:

"The Westminster Gazette is right. The New York World's official bartender ought to go up the line and 'get hep' to the Clover Club cocktail, one of whose grateful ingredients is the white of an egg. It is more in pity than in contempt that we refer our neighbor to a decoction which has so far escaped its comprehensive ken of things worth while."

Even our restricted ken had embraced both the white of egg in the Clover Club compound and the grenadine sirup which imparts to it its pastel pink hue. But at least the egg is not sizzled, and when, anyway, did this concoction deserve the name of cocktail? It is a barroom exotic merely, one of the hybrid l'art nouveau products of the modern hotel cafe which accord with the gilt furniture and French cuisine, but are foreign to the true principles of "American drinks." The Clover Club "cocktail" bears as little resemblance to a real cocktail as the New York mint julep, with its macedoine of assorted fruits, does to the julep of Virginian ancestry.

No doubt there are men who will continue to take eggs in their "appetizers" as they do in their Welsh rarebits. But a cocktail is not a food product. It is a beverage, and true connoisseurs will always regard it as such even at the risk of being called reactionaries.



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How to make a GIBSON COCKTAIL:
¼ drink GILBEY'S DRY GIN
¼ drink French Vermouth

No lemon peel or decoration of any kind are ever used in serving this delightful appetizer

— or —

CLOVER CLUB COCKTAIL
¾ tablespoons Grenadine or Raspberry Syrup.
2 tablespoons fresh lemon juice,
¼ white of one egg.

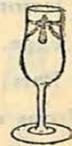
HOTEL LOBBY GOSSIP

Richard Verzoni, maitre d'hotel of the Copley-Plaza, has invented a drink that he has named "Camouflage Cocktail." The big idea is, according to Richard, that a man can drink this concoction on dry Monday and keep in condition to walk the proverbial chalk line. It resembles a Clover Club cocktail in everything but the "stick." It is pink as the complexion of a girl of

There are probably as many bars in Buenos Aires in proportion to population as there were in New York in pre-prohibition days. In these bars, thirsty Americans arriving from the United States find familiar drinks. The "Manhattan," "Bronx" and "Clover Club" cocktails are as well known by same names as in New York. The "Martini" however is here called a "San Martin" which is the name of one of the patriots of Argentine history.

PRESS

FROM THE LEFT, THE ARTICLE IN THE WASHINGTON HERALD OF 1912 AND THE GILBEY'S GIN ADVERT. ABOVE, THE ARTICLE FROM THE SALEM CAPITAL JOURNAL OF 1920 REPORTED THAT THE CLOVER CLUB COCKTAIL WAS AMONG THE MOST POPULAR DRINKS IN BUENOS AIRES.

<p>CLOVER LEAF</p> <p>½ The juice of a lemon. White of an Egg. Part of Gin. rops of grenadine. rops of curacao.</p>  <p>Shake with ice, put in a leaf of Mint, and serve in a tall glass.</p>	<p>SINGAPORE</p> <p>1 Peel of a Lemon. 1/3 of Cherry Brandy. 1/3 of Benedictine. 1/3 of Gordon Gin.</p>  <p>Serve in a ten ounces glass, with cracked ice, and a bottle mineral water.</p>
<p>CLOVER CLUB</p> <p>½ The juice of a lemon. 1 Part of Gin. 1 White of an Egg. Drops of grenadine. Drops of Curacao.</p>  <p>hake with ice, and serve in a tall glass.</p>	<p>ALEXANDER</p> <p>¼ Cream of Milk. ¼ Cream of Cocoa. ½ Gordon Gin.</p>  <p>Shake with ice, and serve in a tall glass.</p>

Leaf", with a sprig of mint instead of lemon juice. It was also explained how this recipe was popular in the "city of brotherly love" (Philadelphia) and an excellent option for hot summer days.

The same name of the Clover Leaf recipe and the use of lemon and mint was added to Jacques Straub's recipe book in 1913.

From 1910 onwards, the Clover Club Cocktail was continuously cited in the newspapers of the time. Over the years the drink increasingly took on an identity as being a ladies' cocktail. In a snippet dating back to 22 July 1911, the "New York Times" read "A Drink for Ladies – Clover Club Cocktail". The pastel pink colour and the soft white foam produced by the



egg white gave it a velvety texture, which identified the drink.

The use of egg white was also the main topic of an article published in 1912 in “The Washington Herald”, in which the identity of the Clover Club Cocktail was compared to classic American cocktails. Fingers were pointed at the raw egg white, which some thought was an ingredient for use in the kitchen rather than in cocktails. In addition, the author of the article argued that “the Clover Club Cocktail was an exotic invention, conceived in one of those modern hotels of that period, those where the Art Nouveau style goes well with this kind of drink”.

The drink became known abroad. The “Sidney Daily Telegraph” of 1921 advertised the famous Gilbey’s Gin with two cocktail recipes, one of which was the Clover Club Cocktail. The “Salem Capital Journal” of 1920 stated that in Buenos Aires the Clover Club Cocktail was consid-

ered the most popular drink among American customers, along with the Bronx and the Manhattan.

In the mid-1930s the Clover Club Cocktail reappeared in many bar manuals around the world, but with different versions of the recipe: some added the mint found in the Clover Leaf, others added some Curacao or Cointreau to accentuate the freshness and give it more sweetness and body. In “Mille Mixture” of 1936 Elvezio Grassi inserted a recipe that included gin, grenadine syrup, lemon juice, Cointreau and even dry Vermouth.

The Clover Club Cocktail almost disappeared towards the end of the 20th century. In 2008, a Brooklyn cocktail bar chose this iconic cocktail and the Philadelphia club as its main source of inspiration. Thus was born the Clover Club of Julie Reiner, resurrected from the past.

Luca Rapetti

In collaboration with Fabio Bacchi

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— RARE PROOF 18 YEARS OLD —



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VODKA, , THE COMEBACK

The idea of terroir in a distillate searching for new appeal
The “Belvedere” revolution

BY ALESSANDRO PALANCA



There is a certain excitement in the Vodka world. After lying dormant in recent years and not considered much by the bartending craft, Vodka is attracting attention once again and frontline commerciality.

Vodka-based drinks are drawing attention and manufacturers are developing new business strategies. More and more focus is being given to the concept of terroir that other spirits have already made, or are attempting to make their own. Some rums have already started on this path, many gin producers are considering the matter and some whisky producers have already started a heated and interesting debate, like in Islay.

In addition to the better known ones, more and more spirits are trying to identify themselves in an imaginary frame of reference that belongs to wine, but the

road is certainly not so straight forward. Some time ago, vodka also began to query the subject.

The question then arises: can such change occur in the world of vodka? Can the concept of a spirit that has remained unchanged over the centuries be turned on its head? According to Belvedere, our understanding of vodka can be radically changed. The project that Belvedere presented in 2018 is a strategic-commercial operation that applies the concept of terroir to a spirit that has always ridden the wave of purity without complexity or special characteristics. There are vodkas that have attributed to themselves a territorial identity, however these contravene the idea of an absolutely pure product as they have no colour, flavour, aroma or contaminants that can affect their taste and they are ideal for mixing. Or rather,



this is what has been said for years. The classic concept of purity is still exalted as the result of “dozens of distillations” and filtrations using the most unusual

materials, and the purest waters that are the most remote. Production methods, raw materials and cultural traditions have always tried to influence and outline the



LANDSCAPES

IN THESE PAGES SOME PHOTOS OF LAKE BARTEZEK AND THE SMOGORY FOREST.

distinctive features of a distillate. Based on this idea, Belvedere Vodka intends to open up a view that, according to the company's intentions, should set vodka on a new path.

The "Single Estate Rye Series" project is the result of much research conducted by Belvedere's master distillers. The program looks at the concept of terroir

applied to vodka. The aim is to obtain two completely different products starting from the same type of rye, that, however, are grown in two regions with different climates – two different harvests of the same raw material and the same production method to create two different Vodkas. The rye used is Diamond Dankowskie, grown by two producers selected from the seven partner cereal suppliers, and that is normally used to make bread. Belvedere Vodka Lake Bartezek is made from rye from the great lakes region of northern Poland. It is an area with a wide temperature range – in winter temperatures drop to -30°C , while in summer they reach more than $+30^{\circ}\text{C}$. The sedimentary soil is of glacial, clayey and rocky origin, and the environment is essentially pure since it's very far from any industrial areas. In the winter months the rye from Lake Bartezek remains bur-



ied in the snow for about 80 days. The rye grown on the shores of this lake is thus placed under considerable stress, influencing the characteristics of the distillate. The second spirit is Belvedere Vodka Smogory Forest. It is identified by the Polish area of the same name bordering on Germany. The climate here is completely different to the former – milder, dry, a region covered in lush forests. In conclusion, the distinctive element of the two vodkas is found exactly in their microenvironments, and nothing else. No other ingredient is added to enhance the rye flavour alone. Is this enough to define the concept of vodka terroir?

Certainly the path that Belvedere Vodka has undertaken is an interesting and brave one, but we must remember that in the past other vodka producers

had already identified their own distillate with the harvest year of the same cereal. In our opinion, it still seems reductive to apply the concept of terroir in these terms, even more so when combined with large production. The two vodkas are described with the following taste features:

Belvedere Vodka Smogory Forest is full, earthy and full-bodied, while Belvedere Vodka Lake Bartezek is delicate and fresh, with notes of officinal herbs, persuasive, easy to drink and smooth. Two products, therefore, with a different, marked character, also underlined by the different packaging. The brand recommends using the two vodkas as surprising alternatives in rye whiskey-based drinks. Both variants have an ABV of 40%.

Alessandro Palanca

THE BALANCE IN COMBINATIONS

Created for the youth, it's a hybrid that makes history. Since 1922

BY VITTORIO BRAMBILLA

Islay – a rock measuring 600 square kilometres, with just over 3,000 inhabitants and a key player in the history of Scotch whisky. Its fascinating history is linked to those of the distilleries that made it famous and which it cradles.

There's always something to say about Islay, because Islay hides other little trea-

tures. Like Islay Mist Scotch Whisky, a “hybrid” born as the father's tribute, one Margadale, owner of Islay House, for his son's twenty-first birthday in 1922. With the same care and attention that a father has towards his own child, the recipe was created according to precise criteria.

The background surrounding the birth of Islay Mist is both curious and unique. The guests at the young Margadale's birthday party were mostly youngsters. One of the best known local single malts, Laphroaig, was too strong and unlikely to meet the tastes of these young guests in attendance. So Margadale set out to mix the peated Laphroaig with a variety of highland malts which he had at that time. He wanted to soften the Laphroaig and so chose the highlander Glenlivet and some lowland whiskies. The resulting balance was well received and from that moment began the story of Islay Mist, which holds its DNA in its name.

Today, Islay Mist is found in over 50 markets around the world, produced by MacDuff International Ltd, one of the few Scotch whisky manufacturers that have





remained independent and is based in Glasgow.

Islay Mist comes in a number of varieties. Islay Mist Peated Reserve is a peated blended Scotch whisky. Its blend continues to be a base of peated island single malt with a blend of highland and Speyside malts. Its aromas are very intense and balanced, light and pungent. It has a full golden colour with amber reflections. To the taste it is extraordinarily soft with citrus notes and a spicy finish that swings between cinnamon and vanilla, giving it a sweet, enveloping and velvety note and which is probably the reason why Islay Mist is so enjoyed by young people.

Islay Mist 8 yo is softened by aging in fino Manzanilla sherry barrels. More penetrating on the nose, on the palate it is smoothly relaxed, releasing the typical



ISLAY MIST & SMOKY GINGER

50ml Islay Mist
Fever Tree Smoky Ginger Ale

Build in a highball glass over cubed ice, stir.
Garnish with orange wedge.

savoury notes of Manzanilla that blend with the smoky nuance of peated whisky.

Finally, Islay Mist The Original Peated Blend (40%) is probably the best expres-



AND I SOLEMNLY SWEAR THAT, WHILE THE EXTERIOR MIGHT HAVE RECEIVED A SMOKING MAKE-OVER, THERE HAS BEEN NO CHANGE TO THE GOLD-MEDAL WINNING WHISKY. HONEST.



sion of Islay Mist, the best of the best for the brand's fans. In this case we have a premium blend of aged Scottish whiskies, the most distinctive of which is Laphroaig. The whisky clearly retains its peaty character, which is faithful to the original 1922 recipe of the first Islay Mist mixed by Lord Margadale. Its pleasant softness brings it closer to the tastes of contemporary consumers.

A high-quality product, its blend highlights the complexity of Islay's peated malts. The taste is a subtle and seductive blend of peat and algae, strong hints of wheat, supported by a salty base and an engaging aroma of sweet malt.

Despite its blend, Islay Mist represents

a perfect combination of the unmistakable notes of rain, smoke, air and sea found in Islay's malts, softened by the gentle and seductive tone of the highlands. Finally, the range includes a 10 yo and 12yo.

Islay Mist knows how to be as eclectic in mixing as it is classic when had alone, straight or on ice. Whisky writer Dave Broom called it "a gem", his colleague Jim Murray, one of the most authoritative voices in the whisky world, calls Islay Mist "charming and brash".

Islay Mist continues to collect prizes and awards in competitions around the world, and new variations are maturing. We await eagerly.

Vittorio Brambilla



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