

Bartales

Best of

N. 28 | OCTOBER 2020

SUPPLEMENT OF BARTALES



HOT SPIRIT / AMERICAN WHISKEY
RYE – ANOTHER YOUTH



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A STRANGE EFFECT

There is a strange nostalgia in the air, in the elusive and listless glances, in the fragile smiles hidden behind masks. There is a strange nostalgia in this autumn of uncertain colours, suspended between the gloom behind us and the difficult times that seem to lie ahead. So it is that memories emerge, and perhaps some regrets, eager for a less melancholy past. They call it adaptation: when we can't go back, our desire ferries us to emotions that bring joy. In our journey back in time "Sambuca with fly" is in the limelight. Synonymous with Italian excellence across the world, Molinari Extra is made from a jealously guarded recipe passed down from generation to generation and that seduced Hollywood divas by adding a couple coffee beans. This was a certainty that, like an attentive watchman, accompanied the rebirth of Italy after the Second World War. A timeless classic, perfect for such uncertain times. Rye too, that American whiskey, takes us back to another time on a thread of desire, introducing its second youth. Considered 'cool' during the eighties, now they are trendy, driven by the charm of classic drinks and the Old Fashioned. That's the effect of nostalgia: the lockpick needed to push inertia, dilute immobility and bring about the change we are waiting for. In the end, it is always a resource to be guided in the best way in order to leave no room for regret.

Follow us



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DRINK RESPONSIBLY

RYE – ANOTHER YOUTH

Rediscovered in the eighties they come back in fashion thanks to the charm of the most classic drinks

BY FABIO BACCHI

Alcoholic beverages were first produced in the USA by European immigrants who often landed there to escape religious persecution. Pennsylvania, Maryland and Virginia, part of which would later become Kentucky, were the most populated colonies at the start of the 1700s. Scots, the Irish and Germans poured their energy and experience into producing the first American whiskeys. Certain documents show that as early as the late 1600s Mennonite settlers had started distilling cereals in those areas.

Rye was already known in Europe, but maize was more popularly used for whiskey production, rum was produced using cheap Caribbean molasses and peach-

es were turned into brandy. Towards the end of the 1700s, the first documents appeared that defined the percentages of cereals to be used in mash. Today, bourbon or rye must contain at least 51% maize or rye and be aged for at least two years in casks that have previously been charred internally.

Ryes cannot be distilled at more than 80%. They are placed in barrels at a maximum ABV of 62% and bottled at a minimum of 40%. The states that have produced whiskey historically are Pennsylvania, Maryland, Virginia, Kentucky and Tennessee, although other states also contributed: Indiana, Illinois, Utah, Kansas, Georgia, North Carolina and Missouri. The reasons for this are the



HISTORY
 LEAVING FOR
 THE AMERICAN
 COLONIES.
 BELOW, THE 13
 HISTORICAL
 COLONIES. ON
 THE TITLE PAGE,
 A FIELD OF RYE.

calcareous soil, which is suitable for growing cereals, and the light and uncontaminated waters in the region. In the past, the best rye whiskeys came from the city of Baltimore, in Maryland. Spirits that were defined by styles such as Baltimore Rye, Pennsylvania Rye and Maryland Rye seemed to be eternal but later even they faded. Although they are no longer produced in their areas of origin, some of these historical brands are still produced today.



Historically, there were many factors that contributed to the decline of the thriving rye whiskey industry. Among the most significant was the attraction of the then new state, Kentucky, which incentivised maize farming. This was followed by the Prohibition and the Canadians who produced whiskeys that were flavoured with rye. Nevertheless, until the first half of the 1800s rye whiskeys were still consumed the most. This was followed by a decline, with the 1950s bringing in the final days

of rye whiskey. In the 1980s Jim Bean gave rye whiskey a new dawn. The well-known producer envisioned the rebirth of rye whiskey and from that moment it reignited the attention of many producers.

Today rye whiskeys are experiencing a new youth, thanks to the attention they are receiving from the bartending scene, their versatility in mixing and the charm of classic drinks such as the Manhattan



and Old Fashioned. In Italy, there is finally a rich selection of rye whiskeys, such as the range we present here.

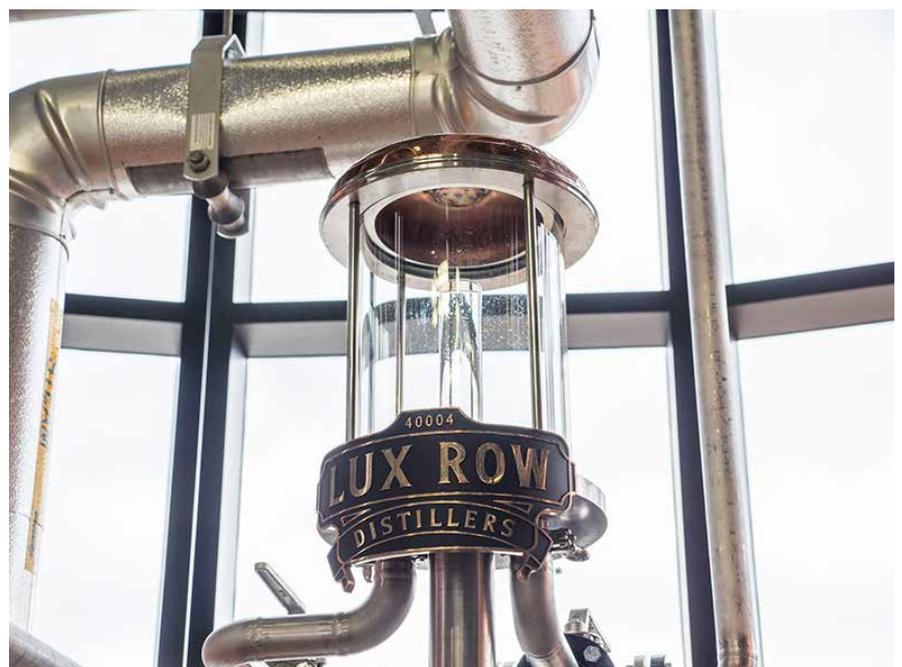
REBEL YELL

In 1958 Paul A. Lux and his father, David Sherman, founded the David Sherman Corporation, an independent company of selectors and bottlers which was later renamed Luxco after the Paul's death. Located in Bardtown, Kentucky, considered the world capital of bourbon, Lux Row Distillers (owned by Luxco) is a factory that spreads over 5,500m², has 6 aging

warehouses and a 12-metre high copper still. Lux Row Distillers produce 3 million gallons of spirit per year.

Owned by Lux Row Distillers, Rebel Yell whiskey was created in 1849 for the Stitzel-Weller Distillery by Charles R. Farnsley (ex-mayor of Louisville), around the 100th anniversary of the Weller Company.

Stitzel and Weller are two big names in the history of US distillation. The idea was to produce small lots for distribution exclusively in the southern United States. This Kentucky distillery produces artisanal rye and bourbon with a soft and delicate flavour. This is thanks to its refined aging



1890



GAMONDI

*Vermouth
of the year 2020*

DRINK RESPONSIBLY



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LIMESTONE BRANCH IS ALL ABOUT FAMILY
AND WE'D LOVE TO MEET YOURS.



process and use of the famous limestone water, which is particularly neutral since its acidity is naturally filtered out of it. Today, Rebel Yell is closing the gap between its proud heritage and modern tastes. The cereal mixture of Rebel Yell Rye Whiskey is made up of rye (51%), maize (45%) and malted barley (4%). Rebel Yell is distributed in Italy by Meregalli Spirits.

REBEL YELL STRAIGHT RYE WHISKEY

Appearance: amber

Nose: spicy with hints of chocolate and vanilla

Palate: delicate woody hints with a sweet and surprisingly spicy note. The finish is warm and spicy.

ABV: 45%

MINOR CASE

We move to Lebanon, Kentucky, at the Limestone Branch Distillery founded in 2010 by brothers Steve and Paul Beam, whose roots are planted in the whiskey industry dating back seven generations. This rye whiskey is named after the founders' ancestors, Minor Case Beam, who in turn was related to the famous Beam family. In 1871 he started off his career as a distiller under the instruction of his uncle, Jack Beam, and in 1883 he brought his son, Guy, into the business, grandfather to Steve and Paul Beam.

Minor Case worked as a distiller until 1920. The subsequent Prohibition forced



MINOR CASE
IN THE MIDDLE,
BROTHER
STEVE AND
PAUL BEAM.
TOP RIGHT,
MINOR CASE
BEAM.

him to stop production, which was already considered illegal, and he died less than a year after the ban on his life's mission was lifted. This rye whiskey is aged for two years in American oak casks and is then finished in sherry casks for six months. The mixture is made of rye, maize and barley. Limestone Branch Distillery has a partnership with Lux Row. Minor Case is distributed in Italy by Meregalli Spirits.



MINOR CASE STRAIGHT RYE WHISKEY

Appearance: dark amber

Nose: impact is bodied and full, with strong hints of butter and milk caramel

Palate: full body accentuated by smoked caramel, sweet fruit notes, warm spices and oak. The finish is smooth and not aggressive. Hints from its finish in sherry casks come through strongly.

ABV: 45%

BALCONES

It was 2008 when the winds of craft distilling also found their home in Waco, Texas, in a small mechanical welding workshop where a pot still from Portugal was placed. The idea of setting up a distillery was taking shape and so the Bal-

cones Distillery was born. The first drops of spirit were distilled in 2009, drops that would become known as Baby Blue whiskey, named after the blue corn used and farmed in New Mexico. It was the first Texas whiskey produced since the Prohibition and it immediately received awards at the San Francisco Spirit Competition. From that moment its rise in popularity was continuous. Balcones Distillery was named US Craft Whiskey Distiller of the Year in 2014. Just two years later, following an investment of US \$ 25 million, a new distillery was built with a Forsyth's alembic and large aging warehouses that today house 1 million litres in barrels. Although it has grown significantly, Balcones maintains its artisanal identity.

Texas is a very hot region with sudden



changes in temperature. This feature flavours the interaction between the liquid and the wood. The result is an angel share that is greater than Scottish whisky, but this is another unique feature of the whiskey. Balcones Texas Rye is made from 100% rye of the Elbon variety that grows in the North West of Texas. Balcones is distributed in Italy by Ghilardi Selezioni.

BALCONES TEXAS RYE

Appearance: dark amber

Nose: charred oak, black tea and pepper open onto fruit and chocolate

Palate: creamy caramel, slightly buttery, spicy and peppery notes with hints of coffee and nuts. The finish is of peanut butter and dark chocolate

ABV: 50%

KOVAL

An image of Chicago combined with the production of alcohol during the dry age is the quintessential symbol of the Prohibition. If we add that as early as 1840s the city was the main world port for the cereal trade and that the famous poet and writer



KOVAL
ROBERT
BIRNECKER
AND HIS WIFE
SONAT.

Carl Sandburg defined it as a “Stacker of Wheat”, we easily see how the story of a small but excellent distillery such as Koval is founded on very solid roots.

As often is the case in history, the story starts from a great passion and special people. Husband and wife team, Robert and Sonat Birnecker – Robert, the Deputy Press Officer of the Austrian Embassy in Washington and Sonat, a university lecturer – decided to leave their careers to pursue their dream of simplifying their work and lifestyles. Both Robert and Sonat are of Austrian decent. Robert’s grand-



father, Robert Schmid, was a relatively well-known distiller in Austria, who passed his passion for that ancient art on to his grandson. Sonat's great grandfather, Emanuel Loewner, at just 17 years of age decided to leave his home city of Vienna to seek fortune in Chicago. Among the expats he earned the nickname of Koval, which in Yiddish means someone who is able to do something complete unexpected and out of the ordinary. Inspired by these family roots and pushed by a firm desire, the Birneckers founded Koval Distillery in 2008, which immediately made its mark by producing distillates from raw materials that are completely organic and kosher certified.

All Koval whiskeys are aged in new 30-gallon casks of American oak, produced and toasted according to the Barrel Mill's requirements for single distillates, a very well-known specialist company.

All Koval distillates come from a single barrel and on the label is a number for

tracing the production chain down to the individual lot of cereals used. Distillation takes place in a special 5,000 litre copper discontinuous alembic still specifically built for Koval by German company Kothe Destillations Technik. Special mention must be made of Koval's interpretation of a classic within US distillation; Koval Single Barrel Rye Whiskey, a product of extreme quality, which uses 100% organic rye. Koval is distributed in Italy by Pellegrini SpA.

KOVAL SINGLE BARREL RYE WHISKEY

Appearance: light copper

Nose: on the nose it is extremely fascinating, revealing aromas of sweet fruit, honey and vanilla.

Palate: consistent with its colour, it returns a light, almost delicate body, with sweet notes of vanilla and coconut, but at the same time a pleasant spiciness with hints of pepper, cinnamon, ginger and wood.

ABV: 40%



HIGH WEST
DAVID PERKINS.

HIGH WEST

While visiting a distillery in Kentucky, husband and wife, David and Jane Perkins, were struck by an aroma of vanilla and caramel that emerged from the barrels. It was the classic spark that persuaded them to enter the world of whiskey. David was a biochemist with a passion for gastronomy, while Jane came from a fam-

ily of distillers. Her father, in fact, owned the famous Rochester Distilling company, known for its Duffy's Pure Malt Whiskey.

Inspired by the parallels between his work and the distillation process, and by his passion for the Old West and the misunderstood history of whiskey in Utah, in 2006 David Perkins opened the High West Distillery. Historical references are



important in this story.

In 1861 Mark Twain mentioned Whiskey Valley Tan, a type of whiskey distilled by the first Mormon pioneers who arrived in Utah. There were at least 37 smoking stills in Utah between 1862 and 1869. In 1870 the last distillery in Utah was born and finally, in 2006, High West was the first legal distillery since 1870.

Located in the Wasatch-Uinta Mountains, the new High West Distillery opened in 2015 allowed production capacity to increase, and in a few years David and Jane have managed to take their rye all over the world.

High West has two ryes. Rendez Vous Rye is High West Distillery's flagship product. It takes its name from the Mountain Man Rendezvous, a trappers' meeting held in the Utah mountains, which was a sort of forerunner of whiskey festivals. This whiskey is a blend of spirits between 5 and 18 years of age. Double Rye is dedicated to the cowboy in each of us. It is an unusual blend of two rye whiskeys from

two different distilleries, aged between 2 and 7 years and matured in American white oak. High West whiskey is distributed in Italy by Compagnia dei Caraibi.

HIGH WEST RENDEZ VOUS RYE WHISKEY

Appearance: amber

Nose: sweet hints of vanilla and caramel, cloves

Palate: a surprisingly spicy note is accompanied by hints of cinnamon, mint and fennel; candied fruit, vanilla and a hint of orange linger in the finish

ABV: 46%

HIGH WEST DOUBLE RYE WHISKEY

Appearance: golden amber

Nose: on the nose we find hints of cinnamon, mint, liquorice, pine nuts and bitter chocolate

Palate: there are hints of menthol and eucalyptus. On the finish it is sweet, with a hint of anise

ABV: 46%

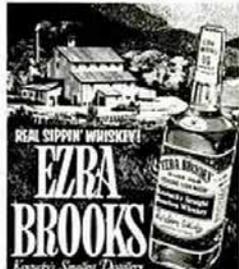


EZRA BROOKS

The Ezra Brooks brand was created in 1957 by Frank Silverman and bottled by Hoffman of Lawrenceburg. This distillery was already well known for the success of its bourbon. In 1966 Ezra Brooks Distilling Co. was hailed by the United States government as “Kentucky’s Finest Little Distillery”. The 70s were among the brand’s finest years, which at the time was distributed in the States by Medley Distilling Co. Ezra Brooks Rye Whiskey came to be in 2017 and has a mash made up of 51% rye, 37% maize and 12% malted barley. After distillation, the product is aged for two years in new oak barriques.

The name Ezra Brooks comes from the pioneer of the same name who played a very important role in the evolution of whiskey in Kentucky. Together with Colonel Edmund H. Taylor, Ezra Brooks helped pass the Bottled In Bond Act, helping to protect and regulate the quality of direct whiskey production. The Bottled In Bond Act was passed into law by the US government in 1897. In the past, Ezra Brooks was sued by Jack Daniel’s on charges of plagiarising its product and packaging. The lawsuit was ruled in favour of Ezra

SUDDENLY WE'RE A STATUS SYMBOL!



There we were, quietly minding our own business, (tending to our little distillery) when suddenly the whole country discovers our rare old Sippin' Whiskey.

OVERNIGHT, WE'RE A HIT!
So who's complaining?
You are!

Why? Because Ezra Brooks is so sippin' good, you buy it faster than we can deliver it.

So if your liquor store is temporarily out of Ezra Brooks, take heart. More is on the way. Keep asking for it. Or play it safe and leave your order. Today. It's worth waiting for.

KENTUCKY STRAIGHT BOURBON WHISKEY - 90 PROOF - EZRA BROOKS CO., INC., LAWRENCEBURG, KY.

Brooks, in the first hearing and on appeal, because the brand proved to be produced in Kentucky, not Tennessee, and had a completely different name. The brand is owned by Lux Row Distillers and is distributed in Italy by Pallini SpA.

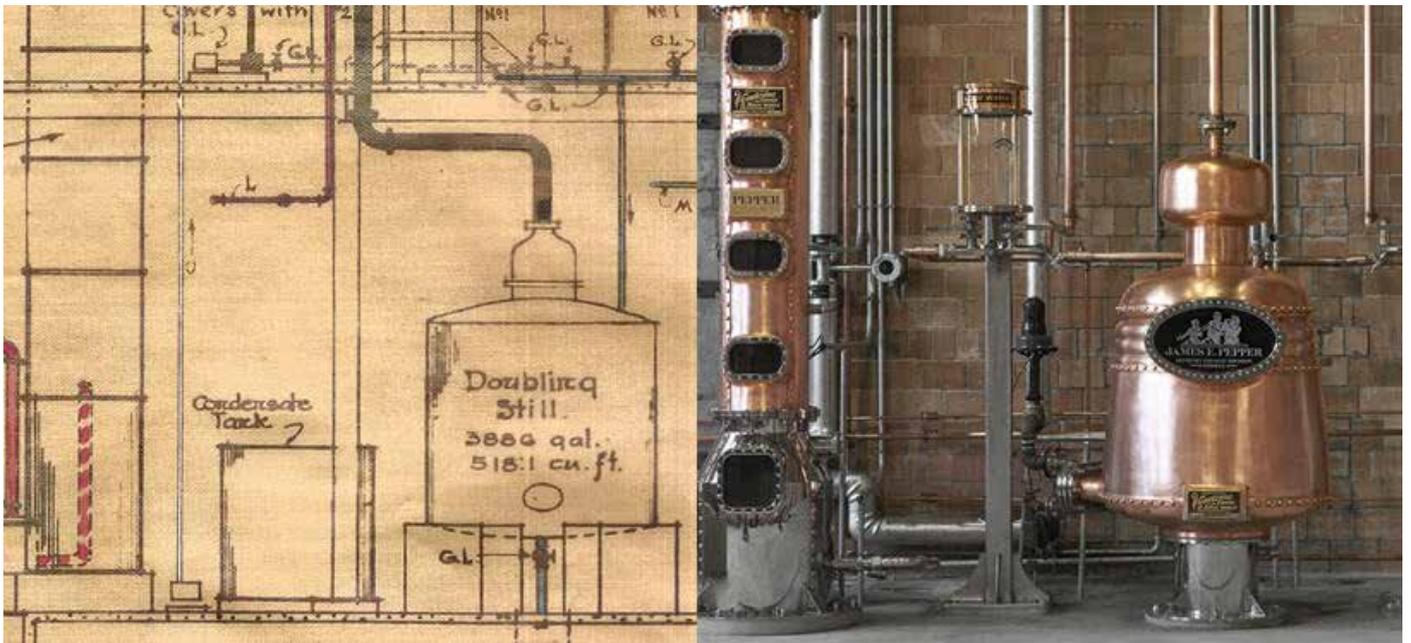
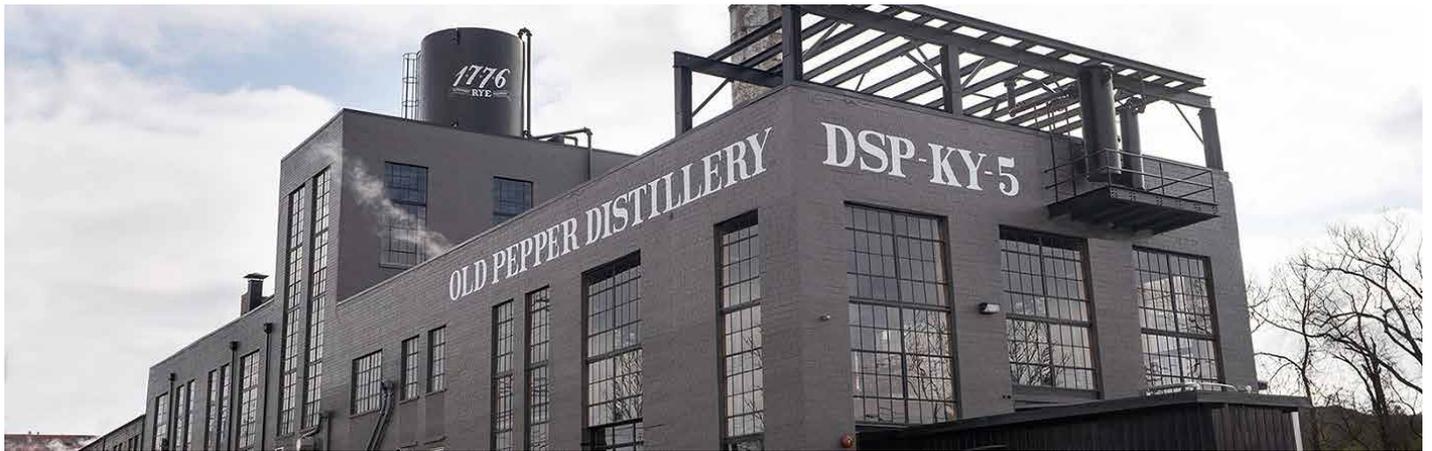
EZRA BROOKS STRAIGHT RYE WHISKEY

Appearance: light amber

Nose: enhanced sensations of mint, leather, chocolate, vanilla, spices and citrus

Palate: slightly sweet with a distinctive note of oak and caramel, a warm and spicy finish

ABV: 45%



JAMES E. PEPPER

The Pepper family began selling whiskey as early as 1780. They owned two distilleries at the time – one now known as Woodford Reserve, and the other named James E. Pepper in Lexington, Kentucky, which at one time was the largest in the US. James E. Pepper (1850-1906), army colonel and distiller during the second half of the 1800s, contributed greatly to the success of the family brand. Established in New York as the third-generation representative of the “best and oldest Kentucky brand of whiskey”, he introduced his whiskey to the most distinguished personalities of the time, in-

cluding Rockefeller, Theodore Roosevelt, Charles L. Tiffany and many others. Also fond of horses, Colonel Pepper ran one of the most beautiful stables in Kentucky. His thoroughbreds competed in the Kentucky Derby and raced throughout America and Europe. James E. Pepper travelled in an elegant private train carriage called “The Old Pepper”, painted with images of his famous whiskey label. The advent of the Prohibition brought about the closure of the distillery, which remained closed for about 50 years. A decade of studying papers found in the distillery has enabled us to define both the production details and the products made at the time. The



distillery produces the James E. Pepper Straight Rye, its Cask Strength version and a Straight Rye that is finished in Sherry PX casks. The mash is made up of 95% rye and 5% malted barley. Unfiltered, these ryes age for over four years. Distributed in Italy by Rinaldi 1957.

JAMES E. PEPPER 1776 STRAIGHT RYE

Appearance: dark amber

Nose: rye, with hints of cloves and cinnamon

Palate: elegant and balanced, orange peel, rye bread, subtle influence of oak. Long and spicy finish

ABV: 50%

Note: this rye also has a cask strength version with ABV 57.3%



COL. JAMES E. PEPPER,
A Horseman of International Fame.

JAMES E. PEPPER 1776 STRAIGHT RYE PX SHERRY CASK

Appearance: dark mahogany

Nose: rye, cinnamon, oak, cocoa, citrus, tobacco, ripe fruit

Palate: the flavour of the rye meets the

sweetness of Sherry PX. Rye, cane sugar, dark fruit, candied citrus, herbaceous and leathery scents. Long finish: rye, oak, citrus, leather and fruit.

ABV: 46%



RITTENHOUSE

Heaven Hill Distillery was founded by Ed Shapira in 1935, and today it is run by the family's third generation. Many iconic whiskey brands were born in this Kentucky distillery, including Rittenhouse which, despite being produced in Kentucky, is of the Pennsylvania Rye style, also called "Monongahela" from the name of the river that flows between Virginia and Pennsylvania. The whiskeys of these areas have always been characterised by their spicy and fruity profile. Its name derives from the famous square of the same name in Philadelphia, "Rittenhouse Square". Like many others, Rittenhouse Straight Rye is also a Bottled in Bond (BiB). All whiskeys bearing this specification must be the product of

one distillation season, from a single distillery and aged in a warehouse under the supervision of the United States government for at least four years. The BiB label must clearly identify the distillery where the whiskey was produced and where it was bottled, if it differs. Rittenhouse Straight Rye is one of the most fruity on the market and is aged four years. Rittenhouse is distributed in Italy by Onesti Group.

RITTENHOUSE STRAIGHT RYE WHISKEY

Appearance: mahogany

Nose: quite light, rye, vanilla, dried fruit, caramel and sweet peppers

Palate: clean, fruit, rich, cocoa, citrus, cinnamon, nutmeg and vanilla. Its finish has persistent spiciness and notes of maple.

ABV: 50%

PIKESVILLE

Pikesville Straight Rye Whiskey was first produced in Maryland in 1895 by the L. Winand & Brother Distillery. One of the most significant representatives of the Maryland Rye style, it was blocked by the Prohibition at height of its expansion. It resurfaced after the Prohibition and is a worthy representative of the Maryland Rye style. Pikesville today is also produced in Kentucky by Heaven Hill. This rye ages for six years and is one of the most awarded in recent years. Its mash is made up of 51% rye, 39% maize and 10% malted barley.

PIKESVILLE STRAIGHT RYE WHISKEY

Appearance: light copper.

Nose: inviting and warm, notes of cocoa and oak smoke.

Palate: dry and spicy, with rye and cloves. Vanilla and spice finish.

Palate: 55%

TEMPLETON

According to legend, this brand was born in the height of the Prohibition in the tiny American town of Templeton, Iowa, when some smugglers began to produce a rye whiskey renamed “The Good Stuff”.

The popularity of this whiskey drew attention to the town which at the time had only 350 inhabitants. Today it is produced in a brand-new distillery in the town of the same name, equipped with copper Forsyths pot stills and column stills that distil a Straight Rye Whiskey with 95% rye. It is equipped with aging warehouses that hold over 50,000 barrels.

The distillery produces 4 types of rye whiskey. The brand did not survive the Prohibition and only on 25 October 2006 was the first legal bottle of Templeton Rye bottled once again. Templeton’s rebirth is owed to Young’s Market Company, a 125-year-old family-owned wine and spirits distribution company led by Vern and Chris Underwood, who joined Meryl Kerkhoff and her son Keith to bring Templeton Rye to market. By 2013, Templeton Rye reached the coveted milestone of 1 million bottles sold in the United States.

Expansion of the plants between 2017 and 2018 today allow for a production capacity of 500,000 gallons per year. The distillery has Forsyth’s column and pot stills and 50,000 barrels. It produces several rye whiskeys including Templeton Rye 4yo and Templeton Rye 6yo, whose mashes are composed of 95% rye and 5% barley. Templeton is distributed in Italy by Distillerie Branca.

TEMPLETON RYE 4YO THE GOOD STUFF

Appearance: amber

Nose: rich and woody aromas and herba-ceous notes of cereals



Palate: exceptionally soft with rich butter-scotch, caramel, vanilla and pepper. Long finish, oak, spices and ginger

ABV: 40%

TEMPLETON RYE 6YO THE GOOD STUFF

Appearance: amber

Nose: elegant aromas of fruit and ginger

Palate: honey, floral tones with spices, deep rye and oak. Final enriched with notes of dark chocolate

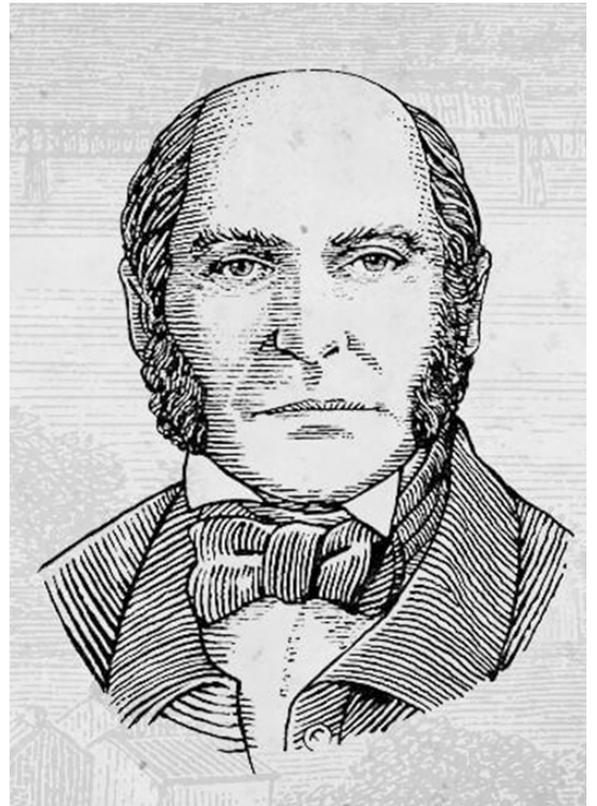
ABV: 45.75%



PEOPLE
ON THE RIGHT,
JACOB BEAM.

JIM BEAM

We come to our feet when we talk about Jim Beam. For more than 200 years, the seven generations that have followed one another in complete management of the brand have maintained its world leadership among the best-selling bourbon whiskeys. When the United States was still the Thirteen Colonies in 1740, the Boehm family arrived for the first time in America, determined to live the colonial dream. Forty-eight years later they moved to what was then still a region of Virginia, Kentucky, and Americanised their German surname to “Beam”. The US government offered incentives to move west and grow corn. Among the farmers was Jacob Beam who, like others, used his father’s whiskey recipe to





distil his excess corn and produce a new whiskey which was sweeter than that of rye. And so, bourbon was born. The best decision Jacob Beam ever made was probably to sell his bourbon. He sold his first cask of Old Jake Beam Sour Mash in 1795, three years after Kentucky was proclaimed a state. His bourbon quickly became a favourite, no mean feat considering that in the early 1800s Kentucky was home to around 2,000 distillers. Today Jim Beam is the best-selling bourbon in the world.

Rye whiskey has always been in Jim Beam's DNA. The Beams, in fact, began to produce their whiskeys with rye and, as already mentioned, the rebirth of rye whiskey in the 1980s is thanks to this great brand. Jim Beam Rye is a pre-Prohibition-style rye whiskey that pays homage to one of the family's oldest recipes and is distilled to the same rigorous standards that have ruled Jim Beam for over 200 years. Today it has become a reference point for bartenders. In Italy Jim Beam Rye is distributed by Stock Spirits Group.



JIM BEAM RYE PRE-PROHIBITION

Appearance: bright antique gold

Nose: warm and spicy, the rye opens with notes of wood and vanilla

Palate: sweet and spicy, in perfect balance with the nose: caramel, smoked wood, rye. The finish is dry with wood and rye always coming through strongly

ABV: 40%

Fabio Bacchi



THE FLAVOUR OF A CLASSIC

Bold and unmistakable
Like the extra
of “Sambuca with fly”

BY ALESSANDRO PALANCA

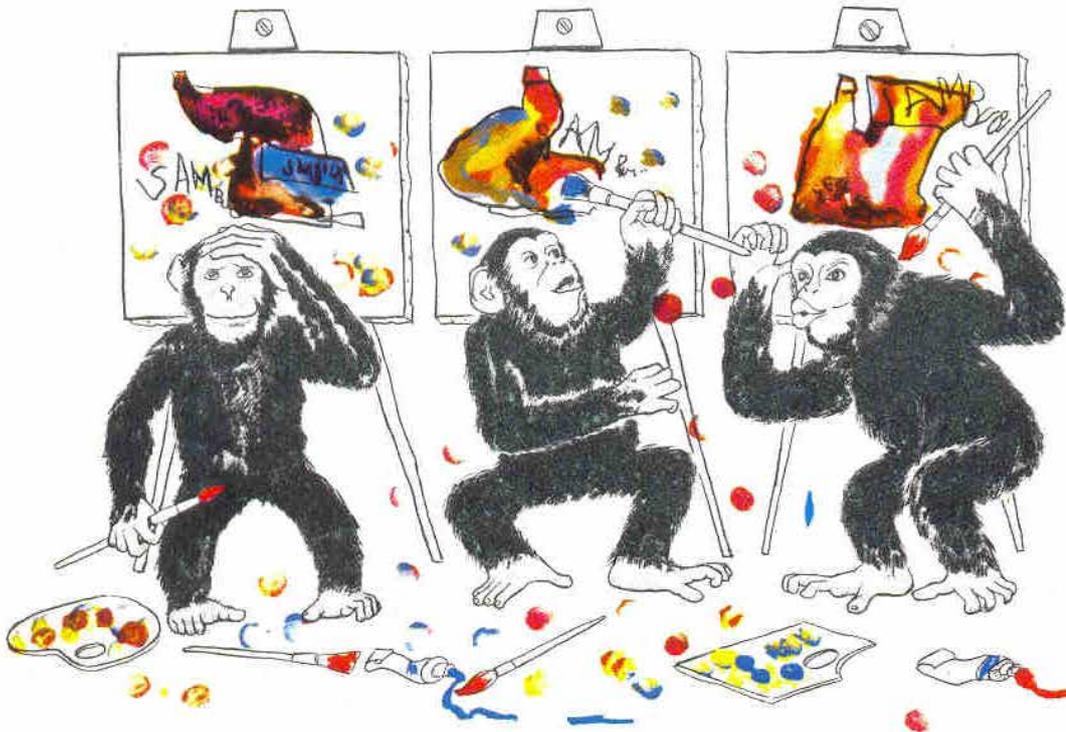
This story begins during the rebirth of Italy after the Second World War. It was a time when the entire country had to roll up its sleeves to rebuild and find itself once again. There were few certainties, but many dreams driven by a hope and determination never seen before.

Angelo Molinari, an expert liquor producer, started working on a product which, together with his name, would become synonymous with the Made in Italy concept around the world. It was Sambuca Extra Molinari, a product of the highest quality with a bold and unmistakable flavour. The term “extra” highlights a very fine and valued product.

The business was founded in Civitavecchia in the province of Rome. During its first 14 years Sambuca Extra was produced in an artisan workshop. With great skill, and the help of his children, Mafalda and Marcello, Angelo Molinari took on the role as main customer liaison, especially in the restaurant sector.

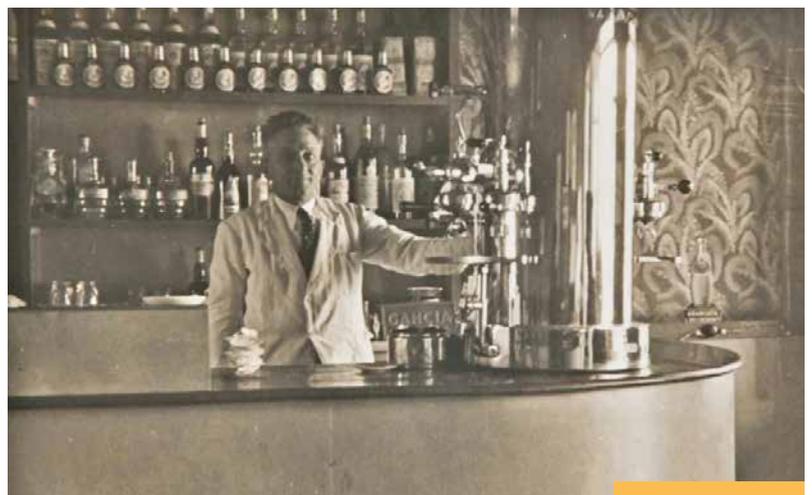
Family tradition tells how at the height of “La Dolce Vita” Angelo Molinari suggested to the best barmen in Rome’s via

Le cose più grandi di loro



Veneto to allure Hollywood stars with a small glass of sambuca served with coffee beans; and so the legendary ritual of the “Sambuca with fly” was born. The charming idea won over the stars of the big screen who frequented Rome at the time. It was not just people of the calibre of Anita Ekberg, Marcello Mastroianni or Walter Chiari who made this custom their own, but so did the whole of Italy; a custom that paparazzi and gossip reporters helped grow in popularity, suddenly increasing the fame of sambuca.

As a result of the liqueur’s huge success, in 1959 the first industrial plant was opened, followed by a second in 1964. The company’s business approach was fit for a textbook in management and marketing, a model for the time. It built



itself on an increasingly extensive and skilled sales network, sharp and effective advertising campaigns and deliberate and powerful public relations, acquiring an ever-wider market share.

Sambuca Molinari’s famous adver-

PEOPLE
ANGELO
MOLINARI AT
ADDIS ABABA
DURING THE
1930S. AT THE
TOP, AN ADVERT
FROM 1960.



Vermouth & Spirits

DEL PROFESSORE



ITALIAN HERITAGE



Bitter e Aperitivo Del Professore

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ANGELO MOLINARI
SOME IMAGES OF ANGELO MOLINARI AND SAMBUCA PRODUCTION. BELOW, MARIO ANDRETTI.

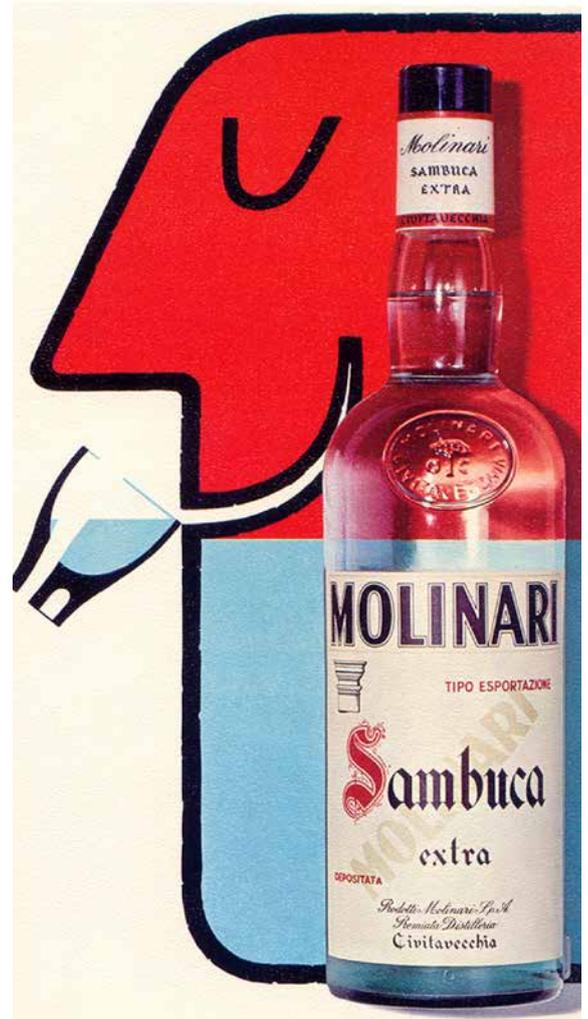


tising has by now entered the collective imagination. Since the 1960s famous personalities have been its brand ambassadors: actors such as Carlo Giuffr , Paolo Stoppa, Sidney Rome and Walter Chiari, sportsmen like Adriano Panatta and Mario Andretti, writers and supermodels.

In 1967 Marcello and Mafalda Molinari's brother, Antonio, joined the business. In response to constant developments in the Italian and foreign markets, in 1974 Molinari Sud S.p.A was opened in Colfelice (Frosinone), a new, highly automated plant. It was an industrial gem with a production capacity of 60,000 bottles

ADVERTISING

TWO ADVERTISING POSTERS: THE FIRST ON THE LEFT FROM 1963, THE SECOND FROM 1971.



per day.

When Angelo Molinari passed away in 1975, his business legacy was promoted by his children. It was during the 1980s that Sambuca Molinari was hallowed as one of the most famous Italian products in the world.

Sambuca Molinari's strong international propensity translates into a presence in over 70 countries around the world. The biggest importer is Germany, but Molinari is also popular in Eastern Europe, such as in Russia, the Ukraine and Romania. It is also prevalent in Northern Europe, in the Netherlands, Sweden and Denmark.

Today the business is run by the third Molinari generation. Currently it produces

over 9,5 million bottles per year, around 25% of which are exported overseas, and has a turnover of approximately €65 million. In Italy, Molinari is the leader in the sambuca sector and is considered the market's benchmark in terms of excellence, quality and tradition.

The origin and meaning of the term "sambuca" remain uncertain. It has nothing to do with the sambucus plant (or elderberry), even though this etymology is accepted by many dictionaries. Elderberry, in fact, is not one of the herbs contained in sambuca. Among the various hypotheses, which are difficult to confirm, is that it possibly derives from the Arabic word "zammūt", conjugated with the concept of "pleasant fragrance".



According to the business, Luigi Manzi's version is unlikely: as the first person to produce sambuca in Civitavecchia (Antica Sambuca Manzi 1851), in a letter dated June 1851, he wrote that he chose that name as a tribute to the "sambuchelli" or "acquaioli" (sellers of water and anise) from the native isle of Ischia.

Today the original formula of the liqueur is jealously guarded by the Molinaris and is passed down from generation to generation. The recipe includes alcohol, spring water, sugars and a mixture of herbs and spices. Star anise, which should not be confused with green anise, is the distinguishing element of sambuca. It is an exotic evergreen of the magnolia family, originally from Southern China and Indochina. It is grown in Java, the Philippines, Japan and Vietnam. It is a shrub with bark that is light in colour, like the magnolia, and it gives off a strong aromatic fragrance. The flowers, made up of 8 to 12 carpals for each ovary, together form a fruit that is star shaped and its points open to release a seed. The fragrance is similar to common anise

(green anise), but it is sweeter, with a fragrant and sugary flavour. Production of Sambuca Molinari Extra takes place in four phases.

Distillation of the seeds

The star anise seeds are vapour distilled to obtain the essential oils making up the base of the sambuca. It is these oils that give the liqueur its strong anise fragrance.

Infusion

The oils obtained are macerated and infused in pure alcohol.

Natural aromas

A mixture of natural aromas is added to a solution of sugar syrup.

Decantation

After a period of decantation, the product is finally filtered and bottled.

The end result is a completely crystal-clear liqueur. To the nose it is sweet and persistent, with the unmistakable hint of star anise. On the palate its entry is pleasant, warm and full. It is enveloping, with a lingering flavour of anise, and it has an ABV of 42%.



Sambuca Molinari Extra is an extremely versatile product and the ways in which it is consumed allow it to cut across all latitudes and to be enjoyed at any time of the day. It can be had neat, as a digestif, thanks to the properties of the star anise that make it pleasant after a meal; iced or on ice, to best appreciate its unmistakable flavour, making it a refreshing liqueur; as correction for coffee or enriched with the traditional three coffee beans. In cocktails, sambuca comes through strongly as the distinguishing element and a flavour enhancer.

Ever observant of evolving flavours, in 2003 the Molinari heirs presented Sambuca Molinari al Caffè to the market (36%), which marked another important milestone in the company's history. Very

different from classical sambuca, the coffee variant features a marriage of the liqueur with a mixture of different coffee varieties, making this product unique in terms of Molinari Extra and any other coffee liqueur.

Today the company has other successful products in its portfolio, such as the Limoncello di Capri, acquired in 2017 but which has been distributed since 1999, and the invigorating historic liqueur VOV, acquired in 2012. Since 2018 it has imported and distributed famous international brands including those of the Remy-Cointreau group.

In 2017, Molinari decided to refresh the design of its historical bottle for the first time. The new concept focused on transparency, softer lines and a new



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shape that nevertheless does not alter its essence. This reinterpretation by the Robilant & Associati studio has allowed the brand to appeal to a more contemporary world. The label is printed on special sealed paper that can withstand the low temperatures of a freezer and contact with water. The new aluminium cap comes with an internal dispenser that improves pouring of the liqueur at -20°C. To protect the quality of the product, a new capsule with a freshness valve has been included which allows to immediately verify if the bottle has been opened – an added guarantee for customers and consumers.

Entrenchment of business in a country is an indicator of the values which permeate the social and economic fabric of the society. In 2006, Angelo's daughter,

Mafalda, dedicated the Fondazione Angelo Molinari to her father, with the aim of organising and sponsoring scientific programmes. Numerous initiatives have been carried out by the NPO: Donations of medical equipment to hospitals, as well as organising medical conventions and workshops in Italy and throughout the world.

Since 2015, the foundation has changed its focus, choosing to promote initiatives aimed at helping and supporting minors facing hardships or who are in need, as well as their families.

Sambuca Molinari Extra was born from its founder's dream to be an example and Molinari's heirs continue to promote the founder's mission. An all-Italian example that is admired throughout the world.

Alessandro Palanca

Vermouth & Spirits
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ITALIAN HERITAGE



*Refined hand crafted products based on a strong tie to the land,
natural ingredients and traditional classic recipes.*

Tradition, terroir, people

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“LIQUORI DELLE SIRENE”

Owes its name to one of the most beautiful bays of Lake Garda and its fascinating history

The entire product range is produced according to the same philosophy: handcrafted and completely natural, with no added chemicals or colourants. They are authentic products linked to their territory.

The company was founded in 2014 in Garda and Liquori delle Sirene products are distributed in Italy and abroad with growing success.

Canto Amaro (27% ABV) is the new creation of Elisa Carta, a passionate herbalist and exponent of the new generation who has pointed the spotlight on the Italian liqueur tradition once again. The Italian bartending industry has already been won over by Elisa Carta's previous creations, Liquore delle Sirene and the range of cocktail bitters, Sirene. Canto Amaro enters the great family of Italian amari and celebrates the link with Lake Garda and its botanicals. The lemons of the lake come through as the distinctive note of this vibrant and intense product that expresses all the energy nature releases in the summer. Canto Amaro reveals a Mediterranean flavour married with the bitter notes of thistle, gentian and cinchona, balanced by the sweetness of vanilla. The project stems from the recovery of an old

recipe contained in an ancient book on pruning which belonged to Elisa's paternal grandfather. The harmonious balance of the recipe is composed of a symphony of other botanicals such as bitter and sweet orange, Timut pepper, cinnamon, roasted cocoa beans and coffee. The aromas of the botanicals are extracted through individual alcohol infusions. The botanicals have different maceration times and hydroalcoholic grades and the aromas are extracted from single dried botanicals to maximise extraction. The roots – gentian, cinchona, rhubarb and ginger – macerate at a higher alcohol content, while the flowers – orange, linden and jasmine – are extracted at a lower alcohol content. The fruit and berries, on the other hand – orange, dog rose, pink pepper – require longer times than the other components. The herbs and spices – chamomile, absinthe and Bourbon vanilla – differ yet again in terms of time and alcohol content. Pure water and sugar complete the product.

Liquore delle Sirene Bitter is an invigorating, artisanal, Italian bitter, a journey that from tradition takes you to a far-off place. Sirene is handcrafted from single infusions of 23 botanicals, love and that vibe of Lake Garda. It is a unique recipe

that mixes different influences. The local herbs grown in the Lake Garda area, such as olives and lemon tree leaves, linden and acacia flowers, and wild rose berries, complement the more traditional Bitter components selected from the best sources in the world. The name of the liqueur is a tribute to one of the most spectacular places on Lake Garda where the liqueur is produced: a magic place called Sirene (Mermaid) Bay. The Liquore delle Sirene Bitter is perfect on its own with lemon zest as an aperitif and it is excellent in mixing. Bartenders love it because of its flexibility and magic touch. It is superb for using as a twist to classic cocktails or to create new recipes: an ideal match for gin, vodka, rum, tequila, mezcal and more. One of its best matches is a gold Negroni – Negroni delle Sirene: Liquore delle Sirene Bitter, gin and white vermouth.

THE ALCHEMY

Liquori delle Sirene is the outcome of lengthy, passionate research conducted by Elisa Carta, its creator, into homemade Italian liqueurs and a revisitation of old liqueur recipes. Elisa Carta inherited a passion for herbs and botanicals from her grandmother who created the first liqueur recipe long ago. Elisa completed the recipe by adding herbs from Lake Garda and the magic was there. Liquori delle Sirene is produced in small batches and is inspired by tradition. Herbs, flowers, fruit and roots are all carefully selected from some of the world's best estates for their aroma and characteristics, some of which are hand-picked in Lake Garda area.

The botanical aromas are extracted by way of lengthy individual infusions in water and alcohol.

The magic of Liquore delle Sirene Bit-



PEOPLE
ELISA CARTA.

ter is the result of a cuvée created by its expert master distiller. Pure water and sugar complete the recipe. There are no artificial colourants, flavours or additives. After a long resting period in small barrels, Liquore delle Sirene Bitter is ready to be bottled.

MERMAIDS AND THE ELIXIR OF LOVE

The story goes that one hot summer's night, some fishermen were resting in a small bay, protected from the waves on Lake Garda. Suddenly beautiful mermaids appeared. They offered the sailors a drink that would give them the energy and de-



sire to go straight back home to their wives. From that day on, the mermaids returned with the magic liqueur to that very same bay. The sailors called it the the Liquore delle Sirene (Mermaid's Liqueur). Their wives, smiling, remembered it as *l'Elisir d'Amore* (The Elixir of Love).

ART NOUVEAU LABEL

The label is inspired by a glorious period: the start of the 1900s. It was a time when bitters, the descendants of medieval elixirs, were being used by bartenders and confectioners, and became a trend in high society. Art Nouveau influenced artistic expression, a movement that has its roots in the Anglo-Saxon aesthetic ideology of arts and crafts, which emphasised free creation of the craftsman as the only alternative to mechanisation and mass production. Craftsmanship that becomes art inspired the label of Liquore delle Sirene, paying tribute to one of the greatest artists of the period, Polish Alphonse Mucha, who defined Art Nouveau painting

in Paris.

Profile

Colour: bright coppery gold with a hint of saffron.

Aroma: intense and complex, with a slightly sharp note. It has a prevailing aroma of rhubarb, followed by hints of Mediterranean fruit and sweet oriental spices, with undertones of tamarind and oak. A herbaceous finish enhances the complexity.

Flavour: a soft and warm entry on the palate, then alternating between the harmonious flavours of botanicals, in which perfumed fruit and flowers, rosehip and orange blossom, are the backdrop to the aromatic notes of cinchona and gentian. The finish is long and stretched, oscillating between the tingle of ginger and the sweetness of Bourbon vanilla. It has a deep and lingering flavour that evolves into salted caramel. Its well-rounded flavour and silky structure come together in harmony.

ABV: 23%



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AN AMARO MOMENT

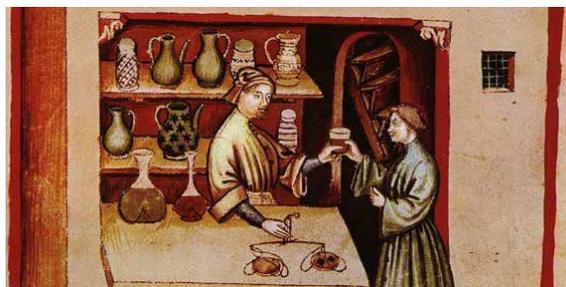
Versatile and terroir is the protagonist of a growing trend. Made in Italy

BY DAVIDE STAFFA

The production of amari is an all-Italian heritage that the whole world envies us for. Amari have by now earned a place of honour that can be compared to the great spirits. They represent and express the culture and tradition of every little part of Italy that is identified by products often only distributed locally, but that fully summarise that concept of *terroir*.

Amari are part of an extended family where giants wink at their smaller cousins. Paradoxically, it can be said that there is no competition between them. All so different from each other and proud of their unique identity, which is always valued, together they all contribute to this special time of favour that Italian bartending is experiencing throughout the world. They are versatile, hold one of the four primary flavours; the only one that evolves over time and that balances sweetness to give the drink a pleasant balance. The bitter-sweet result obtained with Fernet in the Hanky Panky cocktail is one of its best examples of perfect mixing.

Italian amari are numerous and varied, serious and lively, just like Italy's many expressions. Only in Italy is it possible to have a product with such rich differenc-



es. As already done once before, here we present a new selection of those we particularly enjoy. Some have just come onto the market, others are not so well-known, but they all have a great story to tell. They can be served neat, perhaps at a cool temperature of between 10 and 12°C, or used in mixing in ounces, dashes, drops and sprays. They can be diluted with tonic water or other sodas, as an aperitif or after a meal. They will never disappoint by always playing their fundamental role of characterising the flavour of the drink, lengthening it by adding complexity and body. And remember: cocktails became such when someone added a drop of amaro, giving birth to the “bittered sling”.

Cocktails were born with amari and whatever your choice, it will always be a winning one. Fortunately for us, Italy boasts the biggest amaro heritage in the world.

AMARO ABANO – LUXARDO 1821

The company was founded by Girolamo Luxardo in 1821 in Zadar on the coast of Dalmatia. The recipe of Luxardo Amaro Abano dates to 1952. It is named after Abano, an old Roman thermal spa in the Veneto region that has been active for the last 500 years. The label depicts the spa around the year 1600. The herbs in this amaro grow wild and are infused together. Among the botanicals are: condurango, cardamom, cinnamon, bitter orange peel and cinchona. Luxardo Amaro Abano is a medium amaro and is extremely popular in Italy, especially in the Veneto region. Kosher certified. 30%



AMARO DEL CICLISTA – CASONI 1814

Produced by the historical company Casoni, founded in 1814 in Finale Emilia, the name comes from an ancient tradition in Emilia where a cup of amaro was offered as a tonic after a cycle. Amaro del Ciclista is a product that maintains its traditional identity, moderating the sweetened smoothness that is typical of many of its peers. Bitter by nature, full and rounded where the signature of the company comes through, with a final note of anise. The botanical body is made up of 15 elements that remain infused for approximately 30 days before being filtered and left in decantation for another 30 days. 26%



AMARO DELL'ERBORISTA – VARNELLI

This excellent amaro is obtained from a decoction prepared over a wood fire of herbs, roots and barks, from which the intense aroma of rhubarb stands out. Sweetened with honey from the Sibillini Mountains, another key feature is its characteristic opalescence provided by the honey. Initially destined for herb- alists, it has won over the best in the restaurant sector and among bartenders thanks to its delicious flavour and originality. Aromas filled with ripe fruit, sultanas, fragrances of gentian, rhubarb, sandalwood



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est.
1821
Girolamo Luxardo

and honey. Dry, bitter and warm, the tannins come through strongly. The tonic aspect is very intense and digestive. Amaro Sibilla is also produced by the same company. It is non-filtered. 21%

AMARO NARDINI – DISTILLERIA BORTOLO NARDINI

Founded in 1779, Nardini is the oldest Italian distillery still in business. When considering productive excellence, the “princely” product within the Italian liqueur sector cannot be left out, that is the amaro. Thus in 1950 Amaro Nardini was born, the result of a recipe that adopts “essentiality” as its strength. By using few and carefully selected botanicals, Amaro Nardini achieves an excellent balance between its botanical components. Scents of liquorice from the gentian root, with its characteristic bitter note, are accompanied by the freshness of bitter orange, peppermint and balanced by the pleasant roundness of toasted sugar. 31%



AMARO VIRGILIO – PALLINI LIQUORI

The Pallini Liquori company was founded in 1875 by Nicola Pallini in Antrodoco (Abruzzo) and later moved to Rome in the early 1920s, where it is currently the only distillery in operation. Amaro Virgilio is dedicated to Virgilio Pallini, Nicola’s heir, who is currently company president. The label with a ‘tree man’ represents this gentleman from another era, who bears ideas rather than fruit. The formula of herbs and spices, including cinchona, rhubarb and bitter orange, dates back to an old family recipe that was re-presented in 2016. The back label also refers to Virgilio, the poet of Ancient Rome who guided Dante, with the quote “The poetic flavour of the past tunes in to the dynamic taste of contemporaneity”, and the Latin quote “Trahit sua quemque voluptas”, Virgilio Pallini’s motto meaning “Each man is led by his own taste”. 32%





ARIMINUM – LEARDINI LIQUORI

A great digestif. Although it has a relatively high alcohol content, it is easy to drink and leaves behind nostalgic memories of other times on the palate. It undergoes slight aging that shapes its aromatic body. The name Ariminum is the Latin version of modern-day Rimini, the birthplace of founder Domenico Leardini to whose city the great amaro is dedicated. For the Leardini family it is an historic liqueur; it represents a strong link with the past since it is the second liqueur that Leonardo put on the market in 1958. The selected botanicals are of Mediterranean origin. Among the many herbs, marjoram, thyme and lime are clearly recognisable on the palate. 43%



BILIQ – FIUME

Effective packaging winner of the Premio Agorà in 2009. The infusion of medicinal herbs, including gentian, wormwood, mint, orange, cinchona, bitter-wood, rhubarb, liquorice, aloe, lemon, ginger, cloves, artichoke and sage, gives rise to a bold but balanced flavour. A low dose of sugar softens it and attenuates the bitterness without taking anything away from the personality of the product. The final recipe is the result of tests conducted on focus groups mainly including people who do not drink amari, specifically to define a product that would extend the usual target market. 32%



BOTANICAL BITTER – FARMILY

Family is an innovative project born from the minds of Flavio Angiolillo and Marco Russo, founder barmen of successful bars such as MAG and 1930 in Milan. The newest addition to the family is Family Amaro, born in 2018. The botanical base includes rhubarb, gentian, roasted coffee beans, cocoa beans, bitter orange peel and peppermint. Its soft and enveloping flavour is characterised by

notes of coffee beans and roasted coffee. The mint gives it a pleasant freshness and balsamic twist. Family Botanical Bitter develops a full and complex palate with a long finish. 28%

DORAGROSSA AMARO DI TORINO

With the birth of modern pharmacopeia, the amaro moved away from its original curative function becoming a “medicine for healthy men”. Doragrossa Amaro di Torino and Doragrossa Elixir Menta e Rabarbaro are the new entries for the Jerry Thomas Project group that have just recently been presented at the Bar Convent Brooklyn. Doragrossa Amaro di Torino is a complex and select blend of herbs and spices where rhubarb and gentian pleasantly emerge first to taste. It is well balanced between the nose and palate. Among the other botanicals used are juniper with its strength, wild fennel, which gives a note of freshness, and liquorice to round it off. 23%



IL CARLINA

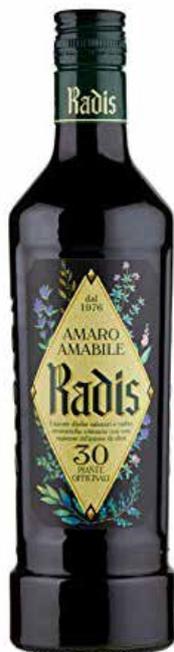
Let us imagine being at a time around 1700 in Turin in a small apothecary near Piazza Carlo Emanuele II, which the Turinese have always called Piazza Carlina – a nickname playfully attributed to Carlo Emanuele of Savoy. From a skilful mix of herbs and medicinal plants that are strictly cold infused as per tradition, an atypical amaro with an unforgettable taste is born: Amaro Il Carlina. Much of the recipe is made up of herbs, flowers or roots typical of the Piedmontese mountains and embellished with some oriental notes of cinnamon, saffron and tonka beans. The bitter component is pleasantly noticed with milk thistle, cinchona, gentian and rhubarb making up the flavour of this bold amaro. 26%





MANDRAGOLA RISERVA CARLO ALBERTO

A traditional amaro distributed by Compagnia dei Caraibi. Low sugar content, balsamic and refreshing taste thanks to mint and rosemary to which are added bay leaves, bitter orange, lemon balm, cloves, sage and cinnamon. The liqueur is produced from 15 botanicals of which we can mention only 8 to respect an ancient ritual tied to the vital powers of the “setmin”. In Piedmontese history, these were the “healers” of the past. Its formulation dates to an ancient recipe handed down in 1978 by a pharmacist from Valchiusella, the heir of a setmin. The alcohol content is noteworthy: 45%



RADIS – STOCK SPA

An Italian icon of the sector, Radis is a historical Stock brand dating to 1976, a company with great experience in fruit and herb infusions. This amaro is unique thanks to its singular harmony of taste perfectly balanced between bitter and the sweet, characterised by a moderate alcohol content. Very well balanced between the nose and palate, Radis is a pleasant amaro that highlights the aromas of the 30 botanicals it is made from. These are obtained from plants, herbs, roots, flowers and spices, by means of infusion, whisking and distillation. Its process includes 3 distillations and two filtrations. 32%



SATYRO 35 – DISTILLERIA BROWN SPIRITS

An amaro with a base of wine brandy that has been aged 20 years in Slavonian oak. Satyro 35 is the brainchild of Nicoletta Marrone, founder of Brown Spirits. The aromatic body includes infusions of Mediterranean and non-Mediterranean herbs. Among these cinchona and nutmeg are infused separately to enhance their bitter properties; anise, laurel and mountain fennel enhance the aromas and the balsamic aspect. But above

all savory or santoreggia comes through, known by the Romans as the herb of satyrs, hence the name. All the herbs are infused in brandy for over 90 days. 35%

TOCCASANA NEGRO – TOSO

From the in-depth knowledge of herbalist Teodoro Negro from Cessole, in the Langa area of Asti, an amaro was born in 1970 with a unique story that made headlines. 37 plant species are cold macerated – herbs, flowers, berries, farmed and wild roots – which characterise the great harmony of this product. It is an effective combination that makes the drink pleasant and captivating at the same time and that can contribute to the well-being of those who drink it. In addition to the elegance of its aromas and flavours, Toccasana Negro benefits from another factor adding to its balance, a contained alcoholic structure. The range includes the Riserva del Fondatore, a version aged for one year in oak barrels. 21%



VACA MORA AMARO VENETO – POLI

Poli, a distillery in the Veneto region, has been running since 1898. In 1885 GioBatta Poli ran the “Al Cappello” osteria in Schiavon, so named because its activities also included the manufacture and sale of hats. A steam train, the Vaca Mora, stopped near the osteria, which passengers waited for while sipping an amaro prepared by infusing herbs, fruit peels and roots. The amaro would later take on the charming name as its own. A few drops later, in 1898, the Distillerie Poli was built on the premises of the osteria. Vaca Mora is an infusion of herbs in grappa and alcohol. Its taste is spicy and slightly balsamic given the presence of mint in the recipe. Its style is medicinal and digestive. 32%

Davide Staffa





LONDON CALLING

Co-owner of London's Kwānt, Erik Lorincz came to fame as head bartender of the Savoy's iconic American Bar. He shares his insights into his adoptive home, and a Black Tears cocktail

DI THEODORA SUTCLIFFE

Born and raised in the little city of Nitra, in what is now Slovakia, Erik Lorincz fell in love with the idea of cocktails while working in a pub. He worked at London's Sanderson and Connaught hotels before taking up one of bartending's most coveted roles as head

bartender of the Savoy's American Bar. Now running his own place, Kwānt, he shares how to enjoy his adoptive home, now beginning to reopen after a lengthy lockdown.

Where is the best place to drink rum in London?



BARTENDING
ERIK LORINCZ.

There's a very good rum collection at Artesian at the Langham; Laki Kane in Islington is a tropical rum bar that has great cocktails, great bartenders, and a good rum collection; you can't forget Trailer Happiness, a great classic rum bar; and the Donovan Bar by Salvatore has an amazing collection of very old rare rums as well.

What is the top hotel bar in London and why?

That's a hard one because I've worked in two of them and they are both still great and unique: the American Bar at the Savoy and the bar at the Connaught Hotel. London is the capital of hotel bars, and Fumoir at Claridge's is a great addition to the hotel, with amazing food and very skilled bartenders.

What independent bars should we not

miss in London, and why?

The list is pretty big here! I really like Tayēr/Elementary, which is very progressive, very creative, with an amazing team; Scout is another bar that's really focused on local ingredients, on techniques, almost like a chef's way of thinking; Little Mercies in Crouch End is a nice neighbourhood bar but has an amazing creative bar programme with very, very tasty drinks.

Where's the best place to buy cocktail ingredients in London?

Online, The Whisky Exchange has an amazing range of liquors, with everything you'd use at the bar. Or you can walk into Gerry's in Old Compton Street, an off-license and liquor store that has everything from Czech absinthe to pisco and rare spirits, liqueurs, bitters, vermouths...

Where's the best place to find cool



glassware in London?

I designed the glassware for Kwant and all the glasses are bespoke. But John Jenkins has very nice glassware for cocktails. They specialise in glassware for bars.

Where's the best place to get bespoke tailoring in London?

It's Savile Row for sure. I had one of my tuxedos made by Henry Poole on Savile Row. I did about three or four fittings but when it was ready, I put it on, it was like a glove. It's so well made. I still have it, from nine years ago, and even though I put on a few pounds, it still fits.

THE RECIPE

RUM 'N' IT

- 45ml Black Tears dry spiced
- 25ml Cocchi Torino vermouth
- 10ml Maraschino liqueur
- 10ml Roasted buckwheat cordial

Stir all ingredients well with ice and pour into a rocks glass over ice. Garnish with orange peel.

What's the best barber shop in London?

I really like Murdock London, on Regent Street at the Hackett store. The guys are really, really into their field, they know exactly how to greet you and get the right cut. What I like about Murdock is the whole experience—how they treat you, the products they have, the way they communicate with you...

Where should we go for a drink with a view?

Nest at the Treehouse Hotel has a 360° view so you can see London from almost every angle. It's a very hipster place but very centrally located, with a fantastic terrace.

Where should we go for coffee in London?

I really like the one down the road from us on Swallow Street: Hagen.

Tell us a secret place in London that we shouldn't miss.

Pickering Place is the smallest square in England. It's just off St. James's Street and has a massive history but not many people know it exists. Because it's so hidden between the buildings, they used to use it for duels, so it has a very interesting story behind it.

MIXING WITH BLACK TEARS, THE MAYFAIR WAY

"I'm personally a big fan of Cuban rums and Black Tears has a great story behind it," says Lorincz. "It keeps the Cuban dry style without spoiling the rum by adding too much sugar and making it too sweet for the palate." For his cocktail, a twist on the retro Gin and It, Lorincz worked with the cacao, coffee and spice profile to create a classic sipping drink.

Theodora Sutcliffe

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DRINK RESPONSIBLY

EUGIN DISTILLERIA INDIPENDENTE



The “Eugin Distilleria Indipendente” project was born in 2014 when Eugenio Belli, the youngest of two brothers, started nurturing a passionate interest in distilling. It was the time of the new ‘Gin Craze’ and a growing enthusiasm pervaded Eugenio, directing him towards that distillate which was experiencing a second youth and growing in popularity worldwide. With boldness, his curiosity became a job. Slowly but determinedly, a distillery took shape –

the first in Brianza and the third in Italy to only produce gin.

The project was perfected with the help of older brother, Niccolò, who joined the venture bringing with him knowledge of chemistry and a good dose of practical sense.

What started off as a solitary project turned into a classic family business, filled with those values that form the foundation of a craft spirit: passion, artisanship and independence. It is artisanal

because there is no room for synthesised aromas, artificial essences or shortcuts of any kind when it comes to quality. Eugin only uses the best natural ingredients that manual distillation transforms into gin. It is independent because craft distilling is the rule: every single drop comes out of the small workshop in Brianza, every bottle of Eugin is packed on site without external help of any kind. An independence that, on one hand, allows for full control over quality and that flexibility required to create recipes which are different every time, according to seasonal ingredients, while on the other hand, creating a sustainable relationship with the environment. No fossil fuel is used and the distillery has pursued the dream of being completely off the grid thanks to a solar powered system.

At Eugin the search for the best ingredients is continuous. The creation of recipes using few botanicals of absolute quality, farmed without insecticides and pesticides, is what makes the difference between a normal product and an excellent one. The citrus fruits, which are freshly processed in season, are hand peeled and dried at low temperatures for more than 24 hours in order to leave all the essential oils unaltered.

The still, affectionately known as Robert and that was produced according to specific requirements, was manufactured by a small German business run by five generations of the Müller family in Oberkirch, a small town on the outskirts of the Black Forest. Robert can operate as a Pot Still, or it can simulate the Carter Head method. The first batch came to life in late autumn of 2018.

The meaning of the name Eugin is a play on words which opens itself up to



various interpretations. Eugin could be a combination of the name of the creator of the project and the product. With a thread of classicism, Eugin is a name that perfectly summarises the objective: distilling an excellent gin.

In addition to its standard gins No. 7 and No. 9, Eugin loves gaining the affection of its customers with seasonal editions, each distinguished by a fragrance, a scent or a flavour that powerfully refers to the corresponding season. A feature of the Edizioni Stagionali is that they are made with ingredients that are gathered



or farmed by the distillers themselves. In these cases, they are small batch editions because they are limited by the availability of the ingredients which grow and ripen only during very specific times of year.

Today Eugin presents to all enthusiasts the special edition PRIMAVERA. For this release, Eugin has relied on the quintessential spring flower, the primrose, which together with yarrow flowers of the bristly variety and borage flowers give the distillate an intensely herbaceous and floral note. The recipe, which is the same as last year's, gained the Eugin Distilleria Independente the silver medal at the International Taste Awards.

PRIMAVERA is a London Dry Gin made using a mixed technique where part of the botanicals is left in direct contact with the liquid in distillation. For this edition, the sensory base features a floral bouquet.

The flowers are picked and immediately freeze dried to ensure their characteristics remain unaltered. They are steam distilled to preserve the aroma, especially the sweet (almost honey-like) aroma of the primroses which emerges clearly on the palate in particular. On the nose, the herbal notes of the borage come through more strongly. The intense aroma of the yarrow, with its bitter hint, counters the round taste of the other two flowers. The finish is very smooth, recalling violet and raspberries provided by the iris root. It is a gin that is intensely fragrant, and which is best enjoyed with a neutral tonic.

EUGIN PRIMAVERA EDITION

Ingredients: juniper, coriander, angelica, primrose flowers, borage flowers, bristly yarrow flowers, iris.

ABV: 41%.

Rum Malecon

EL SABOR ALTÍSIMO

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BEVI RESPONSABILMENTE - DRINK RESPONSIBLY

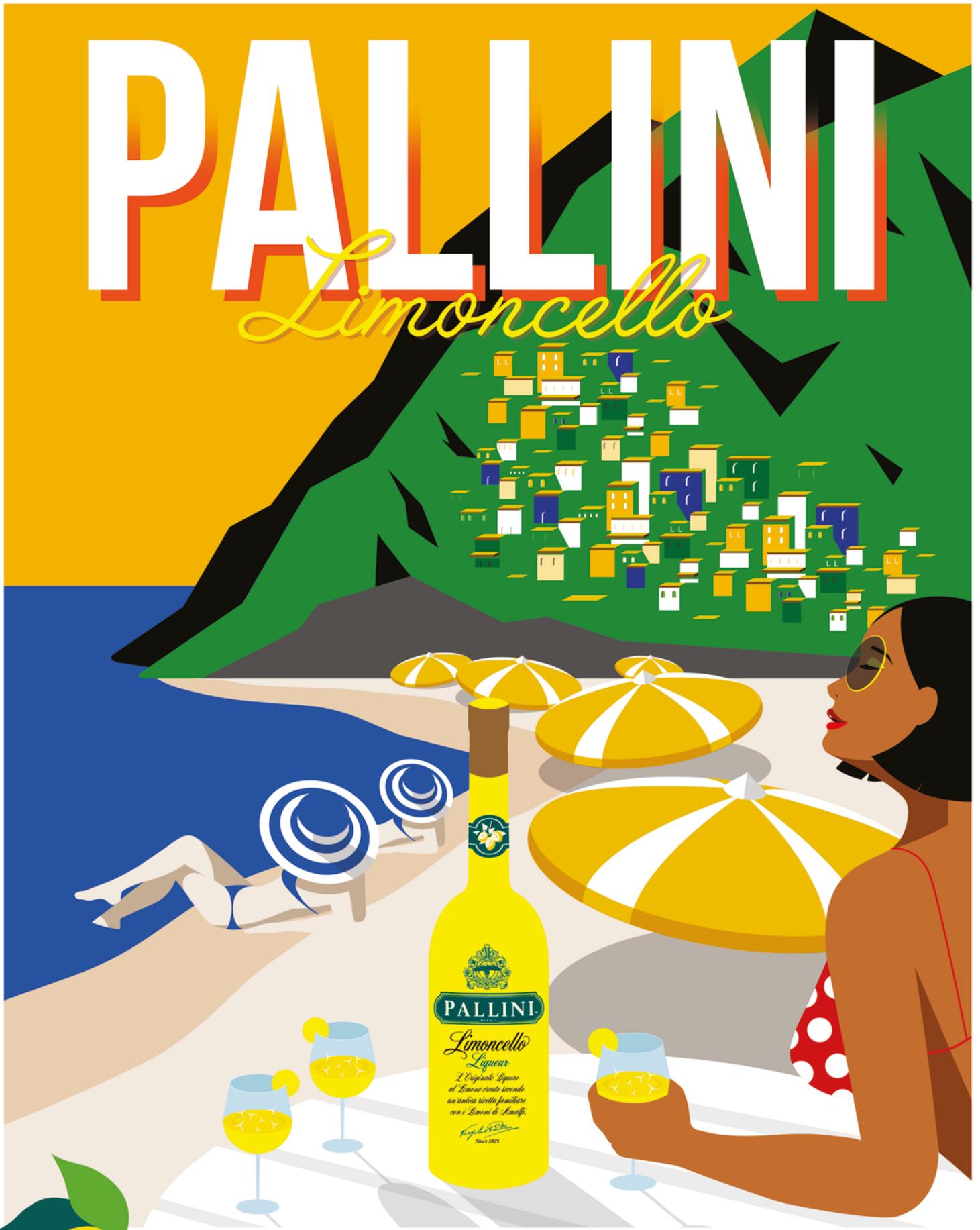
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