

# Drinks

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## INTERNATIONAL

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The No.1 choice for global drinks buyers

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TO WOO WOMEN



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QUALITY OFFERINGS  
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## Balancing act

**S**ometimes judging cocktail competitions feels like you're sitting on the side of the runway at a fashion show. Bold creations make their appearance on the cocktail catwalk, often sporting fabulous glassware and sometimes wearing ill-advised headdresses (garnishes). But, at the end of the day, what you want to see is the haute couture of cocktails. Not simple serves or drinks that are years-established with just one new ingredient. You long for the truly original.



At this year's Cocktail Challenge (full report on I-XII), there were a couple of drinks that had all the charm of a flat-chested gazelle tripping in high heels and falling off the end of the catwalk. And some looked like one model was trying to display the designer's entire collection single-handedly.

However, there were many that could grace the front cover of *Vogue*. These were a testament to the professionalism of the brand ambassadors who created them. To achieve the level of balance and understanding of flavour, you have to know your brand inside out. You're not just a bartender, you're a salesperson and it's your job to wrap up your product in a package that will impress.

But should high-quality entries be a surprise, given the amount of investment that companies – large and small – throw at cocktails? I don't think a month goes by without news of a cocktail competition. And prizes aren't small – trips to the US for Bulldog Gin, \$10,000 for Angostura and Diageo's just-unveiled Rio as the destination for its World Class final.

If you're entering, remember that balance is key – not just sweet and sour but aroma and taste – and that the appearance both of yourself and the drink are important. The best fashion designers create original pieces that inspire those further down the chain to create something similar, yet simplified, for the high street. This is how I see a brand ambassador's job in cocktail competitions – a chance to show the rest of the trade how your brand looks (and tastes) on the cocktail catwalk.

Lucy Britner *Deputy editor*

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Patience Gould explores the mystery of the upcoming US cognac launch from Bacardi



Diageo GTME Americas has launched Johnnie Walker Platinum Label and Johnnie Walker Gold Reserve ahead of a global roll-out in travel retail. Platinum Label (US\$86 for 75cl) is described as a “delicate smoky blend that embodies the characteristic full flavours of Johnnie Walker blended scotch whiskies, reflecting a strong, sweet and elegant Speyside style”. Gold Label Reserve (US\$60 for 1 litre) is created using ‘favoured casks’ including those from the Clynelish distillery and is targeted at “up-and-coming affluent male and female consumers”.

## Brazil in plans to ‘safeguard’ wine

The Brazilian Ministry of Development Industry & Foreign Trade (MDIC) has proposed ‘safeguarding’ measures to protect national wine production from imported wine “attacking the Brazilian market”.

The measures include:

- Raising the tariff on imported wines from 27% to 55%
- Introducing country-by-country quotas
- Imposing a minimum price on imported wines
- Making it compulsory to have front labels in Portuguese
- Making it illegal to use such terms as

‘organic’ or ‘biodynamic’ on wine labels, unless certified by a Brazilian agency. Paul Medder, country manager for Brazil at global research agency Wine Intelligence, said MDIC’s proposal failed to consider the positive effects imported wines can have on consumption of quality domestic wines, or the healthy influence competition can provide.

He said: “For the future development of the Brazilian wine market, one can only hope that sufficient pressure is applied on the government, both from within Brazil and from concerned producers and wine-lovers abroad, to head off such short-sighted protectionist measures.”

## UK faces 40p unit minimum price

The UK government has proposed a minimum alcohol price of 40p per unit and the ban of buy-one-get-one-free deals in a bid to counter binge drinking.

Prime minister David Cameron said: “We’re consulting on the actual price, but if it is 40p that could mean 50,000 fewer crimes each year and 900 fewer alcohol-related deaths per year by the end of the decade.”

Andrew Cowan, country director, Diageo GB, said: “Rather than being a targeted intervention, it simply hits consumers hard, particularly those on low incomes. There is no credible evidence from anywhere in the world that it is an effective measure in reducing alcohol-related harm.”

The news came within days of the UK budget announcement that saw 41p added to a bottle of spirits (37.5% abv), 11p to a bottle of wine and 3p more on a pint of beer (inclusive of VAT).

The Wine & Spirit Trade Association said the tax increase adds to the pressure on a sector that has seen “volume sales continue to decline in the past year as consumers reined in spending”.

## Drinks profits healthy

Three sets of annual results show drinks sector profits managed to maintain a healthy level during 2011, despite what Stock Spirits Group refers to as a ‘challenging market backdrop’.

Stock recorded an increase of 4% to €63.9 million in earnings before interest, taxes and amortisation (EBITDA), although revenue dropped from €301.9m in 2010 to €295.1m in 2011.

Gruppo Campari reported an increase in EBITDA of 10.3% in 2011, with net profit rising from €156.2m in 2010 to €159.2m last year.

The Scotch Whisky Association has announced export value grew 23% in 2011 to £4.2bn, with shipments to the US, the largest export market by value, increasing 31% to £654.9m, and France, the second biggest, growing 27% to £535.4m.



Francoise Peretti

The Champagne Bureau’s latest results show total shipments rose 1% last year from 319.5 million bottles in 2010 to 323 million in 2011

## News In Brief

Industry stories from around the globe

CEDC has signed a new three-year deal with Gallo Vineyards to distribute Barefoot wines in Poland. The deal also sees the continuation of the group’s rights to market Carlo Rossi.

**Berry Bros & Rudd has appointed Cask Liquid Marketing to replace In-Spirit Global Brands as UK distributor for The King’s Ginger liqueur and The Pink Pigeon vanilla-infused rum in its spirits portfolio.**

The Distilled Spirits Council of the United States has appointed Patrón Spirits chief operating officer John McDonnell chairman of the board of directors for a two-year term. DISCUS’s member brands include Patrón, Bacardi, Diageo, and, since last month, Campari America.

**The China Securities Regulatory Commission has given regulatory approval to Diageo’s planned buy-out of the Chinese Shanghai Stock Exchange-listed Shui Jing Fang. Diageo’s maximum offer stands at £630m.**

# Focus on Beaujolais

**A**s the third consecutive “great” Beaujolais vintage readies for market and glasses, the talk in the region has turned to another newcomer, the newly formed appellation of Coteaux Bourguignon.

A rebirth of the now-defunct Bourgogne Grand Ordinaire appellation, AOC Coteaux Bourguignon is a new entry-point Burgundy that can be sourced from anywhere in the Grande Bourgogne region, from Auxerrois in the north, where Chablis is produced, to the southern tip of Beaujolais. The wines are in red, white and rosé styles.

Beaujolais is likely to contribute much of the volume to the appellation, particularly benefiting producers in the sizeable but less marketable southern appellations of Beaujolais (17% of total production) and Beaujolais Village (16%).

Contrary to the successes of the 10 Beaujolais crus in the north of the region (which now constitutes 36% of production), many southern producers have struggled to be profitable.

By Hamish Smith

The long-standing decline of Beaujolais Nouveau, also a product of the south, has hit revenue streams in the past 10 years, dropping from 50% to 31% of the region’s production.

Jean Bourjade, managing director of Inter-Beaujolais, explains that, while the idea hatched in Burgundy, his own region could stand to benefit. “In the southern half of Beaujolais producers suffer from people mixing up Beaujolais and Beaujolais Village with Beaujolais Nouveau, so Coteaux Bourguignon is an opportunity to extend the range of wines they offer to market. Along with red, white, crémant and rosé, it is another option of a diversification strategy.”

Favourably, Coteaux Bourguignon permits an increased yield to Beaujolais appellations (65hl/ha, not 52hl/ha) and for the red, allows the flexibility to use Pinot Noir, Gamay, Tressot, César and can be up to 10% Chardonnay.

The rules also permit semi-carbonic or traditional maceration and the use of oak chips.

According to Xavier Barbet, president of Inter-Beaujolais, producers outside of the 10 crus have been hampered by regulation in the past, but the new appellation provides an opportunity. “We have wonderful terroir but it’s been a long time since we’ve been able to meet the market’s needs,” he said.

Dominique Vrigneau, buying director of UK wine importer Thierry’s, has voiced his support for Coteaux Bourguignon, describing it as an example of how appellations can be innovative and flexible to meet market needs.

“My [first] fear was that it was just a change in the name from Bourgogne Grand Ordinaire to Coteaux Bourguignon, but now I believe the wines will be better. Instead of having a fixed appellation there is a choice for producers. The new rules open



Images: Daniel Gillet/Inter Beaujolais

things up and allow them to do things differently.”

In some quarters, the move has been seen as the signal of a loss of confidence in the Beaujolais region and a danger to its long-term future.

Georges DuBoeuf, of his eponymous brand – which sold 32 million bottles in 2011 – has said the move will “only help the people of Burgundy”.

The brand’s export director, Bernard Georges, echoed the point: “If you sell wine without your name you lose the face of your wine. This will not help the guy from Beaujolais – it will help the guy from Burgundy.”

Gregory Large, director general of one of the region’s negociants, Mommessin, conceded that if the appellation develops it could

eventually see a scaling down of Beaujolais and Beaujolais Village production, but that the move is a positive step for consumers.

“If Coteaux Bourguignon develops, Beaujolais and Beaujolais Villages in the south will be the main source. The appellation could be the flagship of Mommessin wines and a good wine for consumers – it provides value. It has a big opportunity because it is an appellation of liberty.”

Inter-Beaujolais’ Bourjade, though a proponent of the appellation, has also urged caution. “We hope it develops but it’s about diversification – we don’t want it to be too big or too small. We’ve been there with Beaujolais Nouveau – we’ve done it and paid for it. Too much of something is not always good.”

# Auchentoshan range

By Hamish Smith

It's wood, not age that matters most, reckon the people at Auchentoshan. And there we were thinking Chivas Regal had it right with its campaign The Age Matters. To the Lowland scotch brand, flavour comes from the quality of oak in the barrel, not the time spent inside. Almost to prove the premise they've created a range of wood-forward whiskies, exclusive to global travel retail.

Of course, the single malt sector has had its dalliances with heavily wooded whiskies before. There's been The Balvenie Portwood, Laphroaig's Triple Wood, Glenfiddich's Rich Oak and Auchentoshan's own Three Wood, to name but a few. But then, these are more about the former contents of the barrel than the wood itself, and have tended to complement a gamut of age-statement whiskies, not provide the basis for an entire range.

## Something different

Three expressions of Auchentoshan's five-strong line-up – Springwood, Heartwood and 14-year-old Cooper's Reserve – were launched just weeks ago in UK World Duty Free ahead of a GTR roll out, while Silveroak and Solera are set for May GTR launches.

"We wanted to give the brand a push and do something different," says Paul Hunnisett, regional sales manager at Morrison Bowmore, the brand owner.

"We'd like Auchentoshan to get into the top 10 of single malt whisky brands in GTR and the top five in European travel retail. We have stiff growth targets – I'd like to see double-digit growth over the next five years."

At the moment Auchentoshan sits at number seven in ETR and 12th in GTR. And with around 17,000 of its 51,000 nine-litre cases yearly total volume sold in travel retail, the market is of crucial importance to the brand.

For many brands travel retail acts a springboard for new expressions, with the wider market lying in wait. But Hunnisett is quick to rule out the roll out: "This is strictly for duty free and will only ever be duty free."

The range has also seen revamped packaging. According to Hunnisett, market research found consumers are looking for clearer information about their whisky. "People want to know about our triple distillation, the difference between sherry and bourbon barrels, what the name Auchentoshan means and they wanted tasting notes."

The entry-point whiskies are the range's real pioneers. Springwood (£34.99 for 1-litre, 40% abv) has been matured in ex-bourbon oak that contains a proportion of young, soft wood that develops in early spring.

This provides "spring like freshness, vanilla and sweetness" says Iain McCallum, master of malts at Morrison Bowmore.

Heartwood (£41.99 for 1 litre, 43% abv) is so-called because of the use of oak sourced from the core of the tree. The cut of wood and the flavour marriage between the vanillin North American oak and the tannic European oak "adds richness" to the dram, says McCallum.

## Fine barrels

The 14-year-old Cooper's Reserve (£49.99 for 70cl 46% abv) is the third expression of the range but is somewhat of a departure from the specialist oak-cut theme. Auchentoshan describes all its barrels as 'fine', but the emphasis for Cooper's expression is on the time spent in ex-bourbon and Oloroso sherry casks.

Perhaps a little tenuously, Silveroak (£79.99 for 70cl, 51.5% abv)

takes its name – not its wood – from old oak trees that develop silver rings.

Solera (£130 per 70cl, 48% abv)

has not been

aged by

way of

the solera

system –

as brands

Royal Salute

and Ballantine's 30

Year Old are – but

instead takes its name

from the use of ex-Pedro

Ximenez casks, a product of the

sherry ageing system.

Because the range tails off from its bespoke-oak theme into more familiar styles and expressions, Auchentoshan's travel retail rebirth doesn't exactly furrow virgin territory. But then, in a competitive and crowded scotch landscape,

there are few truly original ideas. In Springoak and

Heartoak Auchentoshan has thought of two, which should be enough to convince travellers that wood really does matter.

## A taste of the tasting notes

Springwood: barley sugar, orange, coconut, honey, lemon, floral notes.

Heartwood: oak, sandalwood, rosewood, cinnamon, coffee, chocolate.

Cooper's Reserve: fruit, nuts, barley, chocolate, toffee, brazil nuts, butterscotch, crème brûlée, orange, figs and apricots.

Silveroak: herbs, fruits, floral, honeysuckle, tea tree oil, jasmine, oak, bananas, toffee, almond, liquorice, Turkish delight, coffee, Demerara sugar.

Solera: dried fruit, plums, cherries, raisins, rosewood, cherry blossom.



**Romio Sangiovese di Romagna DOC Superiore/ Chardonnay Grillo Sicilia IGT**

**BRAND OWNER** Caviro

**RRP** €7.75/£6.49/US\$10

**MARKETS** UK, Netherlands, Germany, Belgium, Spain, France, Russia, Ukraine, China, Qatar, Philippines, Armenia, Australia, Malta.

**CONTACT** caviro.com

These classic Italian varietals are aimed at providing consumers with a quality, approachable wine at a competitive price point. The Sangiovese di Romagna DOC Superiore is from the eastern coastal area of northern Italy's Emilia-Romagna region. It is said to have aromas of violet and blackcurrant with a velvety dry finish.



**Highland Park 21 Year Old**

**BRAND OWNER** The Edrington Group

**RRP** £100/€120/US\$158

**MARKETS** UK, US later in the year

**CONTACT** Maxxium UK +44 1786 430 500

The Orkney whisky brand Highland Park has added a 21-year-old single malt to its UK portfolio for the first time, two years after it was removed from global distribution following it selling out.

There is limited stock of the product, which was named Best Whisky in the World 2009 in the World Whisky Awards.

Matured in mainly American oak sherry casks, Highland Park 21 Year Old (47.5%) is described as full flavoured with hints of candied orange peel and spicy dark chocolate leading to a rich smoky sensation.

**Collazzi IGT Toscana 2008/ Liberta IGT Toscana 2010**

**BRAND OWNER** Lamberto

Frescobaldi

**RRP** Toscana €40-45/ US\$55/£35; Liberta, €17-€19/£15/US\$23

**MARKETS** Global

**CONTACT** txb-finewines.com

Collazzi is Lamberto Frescobaldi's 'private jewel' in Tuscany, which he shares with his mother, Bona Marchi. Collazzi IGT Toscana 2008 is described as combining the elegance and aromatic complexity of Cabernet Sauvignon and Cabernet Franc with the opulence of Merlot and the intensity of Petit Verdot. Liberta IGT Toscana 2010 is said to capture the modern style of Tuscany, with concentrated fruit characters, Bordeaux-esque freshness and Tuscan elegance.



**Pfaffl Weinviertel DAC Grüner Veltliner Hundstleiten**

**BRAND OWNER** Weingut R&A Pfaffl & Co. KG

**RRP** €12.50/US\$16/£10

**MARKETS** Global

**CONTACT** Eva Matzenberger, eva@pfaffl.at

Pfaffl, a family-owned estate, is known for its Grüner Veltliners. Hundstleiten has been variously described as having lemon-lime aromas with a touch of warm spice (2009) and a "good definition to the peach and baked apple, flavours, flanked by lots of light, spicy notes".



**Malibu Sunshine**

**BRAND OWNER** Pernod Ricard

**RRP** US\$12.99 per 75cl,

**MARKETS** US (from May)

**CONTACT** pernod-ricard-usa.com

Pernod Ricard has launched Malibu Sunshine, a citrus edition of the rum and coconut liqueur. The lemon and lime variant is a permanent addition to the Malibu line and will be available in 1.75-litres, 1-litre, 75cl and 5cl sizes.



## Bowmore

**BRAND OWNER** Morrison Bowmore

**MARKETS** Global

**CONTACT** Cellar Trends on 01283 217703 or enquiries@cellartrends.co.uk

Bowmore has announced three additions exclusive to the global travel retail sector: 100 Degrees Proof (RRP £49.99), Springtide (RRP £120.00) and the limited edition Bowmore 1983 (RRP £500).

The Islay single malt whisky brand has also unveiled new packaging for its entire domestic and global travel retail/duty free range – a premium gift box and refreshed bottle design.

The new look is meant to reinforce Bowmore's 'gift-ability' as it features a greater level of foiling and gloss embossing, creating shelf stand-out. The updated distillery illustration has a "warmer and more emotive look and feel" said to convey the whisky's roots in the island of Islay and giving "category differentiation and shelf appeal".

## Viña Ventisquero Herú 2010

**BRAND OWNER** Viña Ventisquero

**MARKETS** Global (only 800 cases)

**RRP** £19.99-£24.35/US\$45/China \$35/€25-30/Brazil 170

Reales

**CONTACT** Carolina Reyes, mcreyes@ventisquero.com

The 2010 vintage 100% Pinot Noir, old masal selection from Viña Ventisquero's block #34 vineyard in the cool climate Casablanca Valley in Chile. Herú is described as concentrated juicy fruit flavours and ripe round tannins, framed by a distinctive yet elegant backdrop of French oak.



## anCnoc Highland Single Malt Scotch Whisky Limited Edition 1998

**BRAND OWNER** International Beverage

**RRP** £50

**MARKETS** UK, Germany, Russia, Japan and France (850 cases)

**CONTACT** inverhouse.com

International Beverage has released 850 cases of a limited-edition 1998 Vintage of its anCnoc Highland Single Malt Scotch from the Knockdhu distillery.

The company says it was hand-selected by master distiller Stuart Harvey. The nonchill-filtered 1998 vintage is described as amber in colour with a slight yellowy hue and a soft aromatic nose, with a hint of honey and lemon. On the palate, the new expression is "sweet to start with an appetising fruitiness and a long, smooth finish".



## Cono Sur Sparkling Rosé

**BRAND OWNER** Concha y Toro

**RRP** £9.99/€12/US\$15

**MARKETS** Global

**CONTACT** Nicola Hale, brand manager: nhale@cyt-uk.com

Tel: 01865 873 713

The grapes are grown in one of the world's most southerly regions, the Bío-Bío valley. It is described as having sunny, yet cold weather conditions. The wine is 100% Pinot Noir and the taste is described as: "Ripe berry flavours, elegant and fresh."



## Jim Beam Honey

**BRAND OWNER** Beam Inc.

**RRP** £19.99

**MARKET** UK, Germany

**CONTACT** Maxxium UK +44 (0)1 786 730 500

Maxxium UK describes the new Jim Beam variant as the UK's first honey-infused bourbon. It follows the launch last year of cherry-infused Red Stag. Honey (35% abv) is made with four-year-old whiskey .

## INFORMATION

Products launched within the past two months are eligible for inclusion within this section. Please submit your products for consideration to:

christian.davis@drinksint.com

## Bacardi names new travel retail boss

**B**acardi Global Travel Retail has appointed Mike Birch to the position of managing director, one of the highest profile roles in the duty free liquor business.

Birch was previously Bacardi's global sales director for the UK and Ireland for nearly 15 years. Before that he worked for Coca-Cola and Virgin in various sales, marketing and operations



roles. His new role as chief of Bacardi Global Travel Retail will commence on May 1 and he will be based in London.

In a statement announcing his appointment the company said Birch would work closely with key retail customers to drive sales and further the company's vision of becoming the fastest-growing spirits supplier to travel retail.

## Don Q signs US distribution deal

**Family-owned firm Destilería Serrallés has signed an agreement with Haleybrooke International to distribute the company's flagship Don Q rum brand in the North American duty-free market. The deal also includes selected Latin American duty free markets.**

Don Q is the leading premium rum on Puerto Rico, where it is produced. Haleybrooke will focus its energies on the brand's super-premium Don Q Gran Añejo line, but will also represent other expressions, such as Don Q Cristal and Don Q Gold, as well as flavoured line extensions such as Don Q Limón, Don Q Coco and Don Q Mojito.

Haleybrooke International president Patrick Nilson said: "We are delighted to have aligned with a company rooted in more than 145 years of quality rum production that has now emerged to



the forefront of the blossoming rum category in the US with its flagship Don Q brand. We look forward to bringing that to travel retail customers across the Americas."

Other brands in Haleybrooke's portfolio include Freixenet cava, Alexander grappa and Louis Royer Cognac.

## Super-premium Ballantine's for Europe & Asia

**P**ernod Ricard Travel Retail is launching a limited-edition Ballantine's expression at major European and Asian airports.

The Ballantine's 17 Year Old Signature Distillery – Glenburgie Edition is the first of four expressions to be released annually to showcase various flavour aspects of the third best-selling whisky in travel retail after Johnnie Walker and Chivas Regal.

As the name suggests, the Glenburgie Edition focuses on the Speyside-based Glenburgie distillery, one of the signature malts in the Ballantine's blend, and one known for producing fruity, floral and rich-flavoured



whiskies. Bottled at 43% abv, Ballantine's 17 Year Old Signature Distillery Glenburgie Edition will be priced at a 15% price premium to Ballantine's 17 Year Old in European travel retail, and at about US\$69 in Asian duty-free stores.

Commenting on the launch, Ballantine's brand director Peter Moore said: "The Glenburgie Edition is the ideal choice for travellers who want to experience Ballantine's legendary art of blending and explore Ballantine's 17 Year Old at a deeper level."

## First person

Newly appointed Beam EMEA travel retail manager Antony Kime



### In a couple of sentences can you describe what your job entails?

I am in charge of delivering continuous growth for the European, Middle Eastern and North American duty free markets. I work alongside Glen Williams, who runs Maxxium Travel Retail, and José Aponte, who works in North America duty free. I am putting the business in a position where we can look at it and say: "This is where we want to be in five years time."

### Who has had the biggest impact in my career to your date?

My dad, who was a small businessman and had to work hard for every dollar he got and to look after his family. He left school at 15 and was only good at gardening and cars, but he became a successful businessman through hard work and concentrating on what he knew.

### What is your favourite airport to fly from and why?

Heathrow T5 is an exciting terminal to fly from. There has been a lot of change at Heathrow since I first flew into there. Sydney airport has also changed for the better. You can't get through to Customs without going through the duty free store. They've done it really well.

### What business book or smartphone app couldn't you live without?

I have to deal with so many currencies that I use a currency app, which you can download from xe.com. It was particularly useful when I used to look after Maker's Mark in every market in the world apart from the US.

### If you weren't in travel retail, what would you like to do?

I'd go back into the pub business. I got into it very young and stayed in it for many years and left it because I never had a Friday or Saturday to myself. I was too young. I had to work New Year's Eve and Christmas

Day. I felt I was 25 and not having a life. I tell my wife that when I retire, I'd like to run a pub in a village with only 100 people living in it.

### In 10 years' time what would you like to be doing?

I would still like to be doing what I am doing now. I am really a salesman and I love the business we are in with liquor. There is no boring day. It is amazing the amount of emotion that goes in what we do.

### What is the most memorable thing you have ever drunk?

It's the first time I ever had a Manhattan. I was a classic barman and I loved to make classic cocktails. For a perfect Manhattan I'd use Maker's Mark or Jim Beam Black Label, a little zest of an orange and a little cherry juice. It's a serious cocktail and hard to do well. People spend a lot of time trying to make it, but they overcomplicate it. Like a Martini, it's all about the ingredients.

**World Duty Free Group has given Belvedere Bloody Mary, the latest addition to the vodka's Maceration Collection, a high profile launch at selected UK and Spanish airports.**



# A month in travel retail



The annual Viking Line Whisky Fair is becoming an important fixture in the malt whisky industry calendar.

The Swedish ferry line struck on the idea four years ago at a time when onboard passenger figures and shop sales were in the doldrums. The concept of a floating whisky show complete with talks, master classes, fine dining and live entertainment proved an instant hit with Sweden's many malt whisky fans.

Viking Line put on three one-day cruises this year, one more than in 2011. Together, the three fairs attracted around 5,500 whisky enthusiasts, 500 whiskies, 34 whisky suppliers and industry glitterati such as Whyte & Mackay's master distiller Richard Paterson. Exhibitors displaying their wares down on the Viking Line Cinderella ferry's cavernous car deck included multinationals such as Diageo and Pernod Ricard, as well as smaller independents and local whisky producers such as Sweden's Mackmyra.

Of course, the cruise itself across the picturesque Stockholm archipelago is but a side show to the action down on the car deck, but the route is important. By docking briefly overnight at the Finnish tax-free Aland Islands, Viking Line can sell its whiskies at tax-free rather than duty-paid prices, which means big savings over the Systembolaget, the Swedish state-owned off licence. Passengers can also sample the whiskies on sale – something, which is not possible at Sweden's many domestic whisky shows.

Maxxium Travel Retail took a small group of duty free trade journalists on the first of the three Whisky Fairs to report on the launch of an exclusive Laphroaig bottling for Viking Line, which is limited to just 2,000 bottles. Meaning 'brother' in Scottish Gaelic, Laphroaig Brodir is a minimum age 13-year-old whisky with a complicated maturation in three types of cask: fresh European oak hogsheads, second-fill American oak barrels and ex-bourbon barrels.

Despite a nasty bout of flu, master distiller John Campbell was onboard the Cinderella for the launch of the €95 (£79) Laphroaig Brodir. The smoky whisky proved very popular with the punters. In fact, the entire allocation for the first cruise sold out in a matter of hours. Other suppliers were also keen to showcase exclusive bottlings from distilleries such as Benromach, Glenfarclas, Mortlach and Longmorn.

Meanwhile, William Grant & Sons used the fair to



**With Drinks  
International's specialist  
correspondent,  
Joe Bates**



unveil a permanent Glenfiddich lounge in one of Cinderella's many onboard bars. Complete with a resplendent Glenfiddich crystal stag and a great line-up of single malt whiskies, the lounge is set to host regular tastings and events for passengers, which will be given by a team of whisky experts.

Many of the whisky fans on the cruises come back year after year and, with Viking Line's sales for the three fairs up more than 20% on 2011, it is likely that this floating malt whisky extravaganza is only going to increase in size and importance in the years to come.

From the snowy wastes of the Baltic to sunny Orlando, which of course played host to the annual IAADFS Duty Free Show of the Americas last month. Well, it was supposed to be sunny, but as it transpired torrential rain washed out many of the show's traditional sporting events on the Sunday. Just two people turned up for the soccer tournament. However, the golf tournament went ahead regardless and Bacardi Global Travel Retail regional director for the Americas Leigh Irvine came away with the award for the longest putt.

Down on the Marriott Orlando World Center Hotel's expanded Trademark the following day business was brisk, according to exhibitors. As previewed in the last issue, the big liquor event of the show was Bacardi's 150th anniversary celebrations, but Diageo Global Travel & Middle East also made headlines by launching no fewer than three products.

The newcomers included Nuvo, an intriguing sparkling liqueur made of French vodka, sparkling wine and fruit flavours, which has already been launched in the US and is to be targeted in US duty free at younger female travellers. What is likely to have interested duty free buyers more, however, was the unveiling of two new Johnnie Walker whiskies: the 18-year-old Johnnie Walker Platinum Label and Gold Label Reserve.

After the phenomenal success of Johnnie Walker Double Black in travel retail over the past two years, it will be interesting to see both how much investment Diageo GTME will put into supporting these new, higher-priced whiskies in the channel and whether the travelling public takes to them in quite the same way.



## In Brief

 Helsinki airport is celebrating its 60th anniversary by teaming up with travel caterer SSP Finland to introduce a batch of 60-year-old Bordeaux wines at the airport's Wine & View bar. The bar will stock a number of 1952 vintage wines from famous regions such as St Emilion and Pomerol, as well as a Fransac cognac dating from the same year.

 Lindhorst Wines of South Africa has appointed UK-based World of Patria as its exclusive global duty free and travel retail distributor. World of Patria has initially chosen six Lindhorst 2007 vintage red wines and a 2011 Sauvignon Blanc to present to the travel retail trade in new wooden gift boxes.

 Brown-Forman has appointed Canadian duty free industry veteran Bill Harvey to act as a consultant to the company's Canadian travel retail division. Harvey set up his own travel retail consultancy, WFH Travel Retail, in 2008 after spending nine years as director of global export for Peller Icewine.

 Casa Botrán, a division of Industrias Licoreras de Guatemala, has reported that its duty free sales trebled last year. The Botrán rum brand has duty free listing across Latin America and at Miami and New York JFK airports.

 Indian wine retailer Living Liquidz has opened its first travel retail outlet at Mumbai airport's domestic terminal.

 Bacardi Global Travel Retail's Bacardi Cruise Competition Bartender of the Year is Adri Ford of Carnival Cruise Lines. He created a cocktail called the Grey Goose Pink Victoria.



Shutterstock/Vitaly M

# The 'féminin' touch

## The 2012 International Cognac Summit concentrated on how to woo women to the drink. High-profile attendees gave David Longfield their views from the event

**H**ow about I use this lovely cognac to mix you a refreshing cocktail I came up with recently following a trip to the region? Such a simple question, posed by a bartender recently converted to the cause of cognac to a woman at a bar, could be the beginning of the solution to the problem set at the 2012 International Cognac Summit: How to make cognac women's favourite drink.

Solving this issue in a (multiple) retail environment is a very big question indeed. Which is why, perhaps, the conversations at the Bureau National Interprofessionnel du Cognac's fifth

annual talking shop – provocatively entitled 'cognac au féminin' – kept coming back to the likelihood of persuading a woman to try a cognac cocktail instead of the usual Cosmo or Mojito, at the end of a working day.

That, and the fact that 11 of the invited participants at the 2012 summit were indeed bartenders, from the US, UK, Germany, France and Austria.

Hence, the third morning began with an early tasting and assessment session of nine cognacs – no small ask, first thing after breakfast. But this was part of a grander scheme involving the analytical tasting of at least 40 cognacs, of VS, VSOP and XO standard, by each of the

summit attendees, to try to discern which of the spirit's characteristics were judged most appealing to a woman.

Suffice to say some broad conclusions were drawn by the BNIC number crunchers from the 1,300-odd data sheets completed: if a cognac has rounded, fruity, floral, soft, spicy, vanilla, fresh, complex characteristics, then it's probably off to a good start.

But more to the point, the tasting set attendees up for one of the summit's undoubted highlights: a cocktail session, led by Las Vegas-based master mixologist Patricia Richards. With the group split into teams, the objective was to identify cocktails or ingredients that would appeal

to women, by devising original cocktails on the summit theme.

Following a lengthy and absorbing session with many and varied cocktail attempts, it was the team featuring New York's 1534 bar proprietor Willy Shine and Jakob Etzold from Stagger Lee in Berlin that put together the top-choice mix, named Lady Coeur (see box).

The comfortable surroundings of a hip cocktail joint are surely the best environment in which to introduce anyone, women included, to the concept of a light, refreshing drink mixed with a brown spirit they might not normally try.

As the primary source of wisdom on the subject, for the BNIC the induction and education of bar staff into the culture, complexity, subtlety and stylistic range of the liquids available in cognac bottles – not to mention the spirit's long and often overlooked heritage in the canon of classic cocktails – is a prerequisite.

## Finding the answers

*David Longfield quizzes some of the summit attendees about how the event affected their view of cognac.*

### Prior to the ICS 2012 'cognac au féminin' event, did you have a view about the experience and enjoyment of cognac by women specifically?

**Willy Shine, Contemporary Cocktails co-founder and host at speakeasy-style New York City rising star, 1534:** In the frontlines of New York, women are drinking more brown spirits and are drinking cocktails off the menu. We have featured original cognac cocktails on our menus for a couple of years now, along with classic tweaks.

**Matt Armitage, general manager, London Cocktail Club:** I saw cognac as a taste that matured later in life, and then only from a particular demographic of people or not at all.

**Jakob Etzold, bartender, Stagger Lee, Berlin:** I have learnt from experience not to think in stereotypes, as there is no specific 'female' taste. I get a lot of female customers who are interested in drinking brown liquor, no matter if it's rum, scotch, bourbon or cognac.

**Patricia Richards, master mixologist based in Las Vegas:** I work in the spirits industry, and since I am a woman and I enjoy cognac, this concept was not foreign to me.

## Lady Coeur

**Created at the 5th annual BNIC International Cognac Summit**

45ml VSOP cognac  
20ml rosé vermouth  
15ml freshly squeezed orange juice  
7.5ml lemon juice  
15ml simple syrup  
Champagne top  
Glass: Martini

**Garnish: cinnamon and orange twist**

**Method:** Shake the cognac, orange juice, lemon juice, simple syrup and vermouth over ice. Strain into chilled Martini glass and top off with champagne. Sprinkle very lightly with cinnamon and garnish with orange twist.



Stéphane Charbeau

**Matt Armitage**



Te Anne Lakeoatas

**Patricia Richards**



**Konny Wunder**

### Has your view now changed, in light of your ICS experience?

**Shine:** I am definitely much more knowledgeable on the scope of styles, processes and history of cognac, which definitely helps in breaking down nuances, and in turn will make for a better cocktail experience for my guests.

**Konny Wunder (a Viennese institution at the city's Halbestadt bar):** For me, cognac is a category which has been wrongfully forgotten. My opinion proved itself as valid, because cognac is truly multifarious.

**Armitage:** I no longer think it's true that younger women see cognac-based cocktails as a turn-off, especially if it is coupled with other ingredients, such as floral liqueurs or champagne and served in vessels that are distinctly feminine.

### Do you think you will now talk to and/or make cognac recommendations differently to your women customers?

**Shine:** Absolutely, this experience has educated me to the point that I will be able to make better decisions for a cognac experience via cocktails for women.



**Willy Shine**



**Jakob Etzold**

**Wunder:** Of course I will; but with more knowledge in the field of cognac then before.

**Armitage:** I am. After such an intense tasting programme, seeing the incredible contrast not just between [cognac] houses, but also individual cognacs of the same house, I see so many more applications for cognac and am much more confident about taking women on a cognac drinking journey.

**Etzold:** It is often more effective if you can tell stories from a product's origins and this clearly affects the recommendations.

**Richards:** From a development and educational standpoint, most definitely. There is so much range and diversity within the cognac category itself which lends this spirit to various types of consumers.

### And - most importantly - do you think you will purchase more/new/different cognacs for your bars as a result of your ICS 2012 experience?

**Shine:** This experience made me look up what we have at our finger tips here. As well as call my sales people

▶ p14

# Cognac



Bartenders make the most of the mixing table at the summit

BNIC/Stéphane Charbeau

to understand what they have in their portfolios. I am much more ready to give a beautiful cognac experience to our guests.

**Wunder:** As of now, we have about 12 to 15 different cognacs, but of course we would like to order more from smaller growers.

**Armitage:** I will develop our range to express more of the different qualities that cognac possesses. When we get excited so do customers. In terms of profit, I'm not sure; my complimentary tittle at the end of a hard working day is now invariably cognac, so possibly not great for our cognac profits!

**Etzold:** Every experience that I bring to my bar benefits the customer.

### Has your ICS experience inspired you to think of more or new cognac cocktails of your own?

**Wunder:** Of course, my own created drink, L'enfant de Jarnac, is selling well but we have offered drinks with cognac for quite some time now.

**Armitage:** It's inspired me to try creating new cognac cocktails for women. It's got me curious whether I can change some misconceptions.

**Richards:** Certainly, I can use 'lighter



style' cognacs in spring/summer recipes and fuller flavoured cognacs in fall/winter recipes, using seasonally appropriate ingredients.

### What conclusions do you think can be drawn, if any, from the ICS 2012?

**Shine:** The bottom line is to use the vehicle of cocktails – well-balanced, beautiful cocktails. The cliché bullshit needs to go out the window.

**Wunder:** Flavour for men, flavour for women; it never has been a thing for us.

**Armitage:** I was really surprised by the diversity of cognac, considering it has such strict criteria for production. There is something in cognac for everyone. The problem is that people automatically presume it's not for them, sometimes

without trying it.

**Etzold:** When it comes to women's experience and enjoyment of cognac, each individual is totally different. Some like it hot, some like it not.

**Richards:** Common findings and conclusions drawn at the summit were such things as using food flavours such as cinnamon, nutmeg, vanilla and fresh citrus. Ultimately it's about creating an approachable cocktail that appeals to the feminine palate.

### Did you find any new personal favourite cognacs?

**Shine:** I loved the Bisquit line! And I have a new-found addiction to Pierre Ferrand as a company.

**Wunder:** The Hennessy Paradis Imperial was the best. If someone could describe the fragrance of gold, it would be described as Hennessy Paradis Imperial.

**Armitage:** Voyer XO. I love the artisanal production from vine to bottle, the cellar master had such an amazing enthusiasm for cognac.

**Etzold:** Voyer and Bisquit were my favourites.

**Richards:** I really enjoyed the Bisquit, Godet and Frapin, as I was not familiar with them before the summit. 



Asian beer hopes to reverse the trend of beverages tending to head east. **Hamish Smith** reports on efforts to break out of the box



# East meets West

Photo: Shutterstock

**A**t times it appears premium drinks only move from west to the east. The Asian thirst for cognac, whisky and claret is seemingly unquenchable. But in recent years a number of Asian beer brands have begun to swim against the eastern current, hoping to establish themselves on western shores. To many outside of Asia, brands such as Kingfisher, Chang, Asahi and Tiger have a familiar ring, but are still viewed as niche imports or ‘restaurant beers’. By playing up to the ‘speciality beer’ tag Asian beer brands may have gained a market footing, but if the proposition is one-dimensional, footholds can easily become pigeonholes.

“We don’t want Chang to be a beer that’s consumed just with Thai food – we want it to be a recognised choice within the broader market,” says David Lind, vice-president of marketing at International Beverage, owner of Chang.

“In western markets we seeded the brand in the Thai restaurant channel but now we’ve introduced draft beer in a couple of markets and we’re starting to move more into retail to be accepted as a mainstream choice. In export markets we used to be all about Thailand. This year we’ve tried to break out of that and have more of an emotional, lifestyle connection with consumers.”

For Chang, founded in Thailand in 1991, its international expansion is not just in the west. Alongside the UK (which grew 28% in volume terms last year) and Sweden (+273%), the brand is burgeoning in Australia (+56%), Hong Kong (+28%) and the nearby ASEAN region (+53%) – which comprises Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar Philippines, Singapore and Vietnam.

“Just as Sapporo’s done in America – where it is at 3 million cases [a year] – we’re beginning to do in Australia where

**WE DON'T WANT CHANG TO BE A BEER THAT'S JUST CONSUMED WITH THAI FOOD**

DAVID LIND  
INTERNATIONAL BEVERAGE

we’ve moved into the broad market rapidly,” says Lind. “We’re distributed in Woolworths, the largest retailer, and we’re introducing draft there. We’re also looking to spill over from Thailand into the bordering ASEAN countries.”

Tiger, a Singaporean brand brewed across 10 Asian countries and distributed in 40 markets, currently ships 20% of its beer to outside of Asia. It was one of the trailblazers of the trend.

“For more than 10 years now, the western markets have seen an inclination for unique premium brands,” says Edmond Neo, group commercial director, Asia Pacific Breweries. “Tiger beer offers a sense of uniqueness for the consumer seeking an alternative to mass brands.”

It’s fair to say the trend in beer is away from mass-produced brands and towards quality. Certainly the craft movement witnessed in recent years in the west is a reaction to the consumer boredom of commodity beer, ▶ p18

# Premium Asian Beer



but do smaller imported brands benefit in the same way? Chang's Lind answers: "They're similar trends in the sense that people are moving away from the big, domestic, basic beers and want to try something new and different. What craft and Asian imported beers offer is different, but I see them growing together as consumers seek out new categories, brands and flavours."

## Global trend

Kingfisher, the flagship brand of India's United Breweries, sees the interest in imported speciality beers as a global trend. The brand is currently available in some 50 countries and is brewed in India, the UK, US, Australia and New Zealand, where it has found "extremely promising growth".

"We believe there is a growing segment of "international speciality brands" in every country," says Shekhar Ramamurthy, deputy president of United Breweries.

At Kingfisher, communicating the Indian message remains its principal strategy for winning over consumers. "Kingfisher's Indian identity is key to the brand's success," continues Ramamurthy. "Consumers around the world are increasingly viewing Kingfisher as a 'global brand of Indian origin'. We definitely use this in our brand activities, especially in linkages to Indian food."

Asahi Super Dry is another brand which sells from the national heritage platform, but the message is more sophisticated to include the liquid in the bottle. "The key to the brand's success both domestically and internationally

is its identity as Japan's number one beer, its karakuchi [dry] taste and its high quality," says Ryoichi Kitagawa, general manager of the Asahi Group's International Business Section.

"We communicate those characteristics through cool, cosmopolitan imagery in our major markets around the world."

It seems to be working. The group reports that Asahi Super Dry sells in 80 countries and has usurped Heineken as the leading premium beer in South Korea, while strong growth has also been seen in Australia and Hong Kong.

In volume terms, Asahi is the world's 19th largest beer brand (Canadean 2012) – but at the moment that is largely down to the 38% share it claims to enjoy in its home market. Its international sales stand at just 3%.

But the Asahi Group has big plans. "We aim to establish Asahi Super Dry as the number one premium beer brand from Asia," says Kitagawa.

## Domestic

Domestic hegemony can often fuel the ambition to go global. But the need for large companies to mitigate the risk of a one-market business model is also significant. Chang's successes on foreign shores are helping to stabilise total volume sales, which stood at -3% last year. The company remains largely a domestic brand, with about 92% of its volume consumed within its borders.

"We are facing a few challenges locally, such as increased competitor activity (domestic and import) and a consumer move towards lower-alcohol beer," says Lind. "We are addressing this, but we

look at international growth as an 'and' rather than an 'or' alongside our domestic growth strategy. Expansion overseas reduces risk of dependency on one major market, but the domestic market is still critical for us."

Chang also sponsors the English Premier League football team Everton FC, which on the surface appears to represent a tapping into the English market, but really it's a domestic lever. "Ninety per cent of the benefit lies in Asia," says Lind. "We're a big brand here and the popularity of the Premier League is phenomenal."

For similar reasons the brand has also signed deals with the Spanish clubs Real Madrid and Barcelona. "We also sponsor the Thai national team, the local league and the coaching of grassroots football," says Lind.

Tiger is another on the football trail. "Wayne Rooney was the ambassador for Tiger Street Football in 2011 and this year Edgar Davids assumes the role to elevate the spirit of the sport in several Tiger beer markets such as Singapore, Thailand, Malaysia, China and Vietnam," says Tiger's Neo.

In India, United Breweries controls more than 55% of the Indian beer market and Kingfisher, in all its many guises, is the kingpin of the category. Its market share is also rising, according to Euromonitor International, thanks to the performance of Kingfisher Ultra and Kingfisher Blue.

The research agency also reports that the market's largest players, Kingfisher Strong and Kingfisher Premium Lager, showed double-digit growth last year which has "widened the gap between the company and its nearest rival, SABMiller India".

For Ramamurthy, it is United Brewery's ability to "connect with consumers" and "service the market" that has brought it domestic dominance. "Having a manufacturing base in all the major states is key to market coverage and profitability," he says.

Whether Asian beer brands can repeat the domestic trick and reign in the global arena will come down to their success at recalibrating consumer perception. Significant global sales require sophisticated marketing and prolonged investment – Budweiser, Heineken and Carlsberg were all domestic brands once. Certainly Chang and Asahi are on the right road. It seems they've realised the need to climb out of the pigeonhole to get to the wider market. **DI**





19<sup>th</sup> ANNUAL  
**COCKTAIL**  
CHALLENGE  
2012

**FINALISTS  
GUIDE 2012**

**Drinks**  
INTERNATIONAL

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# Winning combinations

**A**h cocktails, a whole day of them. This year we sipped, slurped and swilled aperitifs, long drinks and after dinner delights from 10am until 4pm. It was a tough job. You think I'm joking but it actually was quite a challenge. I was joined on the judging panel by two global brand ambassadors – Sebastian Hamilton-Mudge for Beefeater and Julien Lafond for Grand Marnier. Bringing a different perspective to the mix was Gorgeous Group's Julian Shaw and Cutlass Communications' Antoni Heatley.

The first round of judging took place at Shaker &

Company's new bar on Hampstead Road, London. The team from Shaker made two of every cocktail, following spec sheets and using images provided by entrants to create the best representation of the brand's drink. The judges, meanwhile, were ensconced in the basement bar. It was important for us to be away from the main bar so we didn't hear any brand calls or get a look at any of the bottles.

Each category – aperitifs, long drinks and after dinner drinks – was split into white spirits, brown spirits and liqueurs. Over the years (this is my fourth on the Cocktail Challenge), I have noticed the

aperitifs category is often the strongest. Bartenders tend to like strong drinks that are not too sweet so this is the category in which they usually stretch their legs. This year was no exception, offering a decent flight of well-crafted, well-balanced drinks. Garnishes were thin on the ground – perhaps reflecting the age of austerity in which we live. Last year, there was lavender, all manner of herbs and edible flowers and in 2010 we even had edible glitter.

We assessed the quality according to presentation, aroma, taste, balance and finish. The overall standard had improved though some cocktails lacked the X-factor. This is a tough competition yet some drinks were decidedly ordinary. Others had the kitchen sink in the glass and looked about as appealing as murky pond water. But when it was right, it was very right and the judges were impressed by some original thinking and exciting flavour combinations.

The finalists, listed in full on pages VI-VII, are the top picks from all those that entered. We were tasked with putting just 20 though but struggled to get it down to 21. So 21 it is. The live final will take place at Shaker & Company on April 17 and the results can be seen in the May issue of *Drinks International* and at [drinksint.com](http://drinksint.com).

This year's judges (from left): Sebastian Hamilton-Mudge, Lucy Britner, Julien Lafond, Antoni Heatley and Julian Shaw



## COCKTAIL CHALLENGE FINALISTS



### **Flor de Caña** **Choco de Caña**

3 figs  
50ml Flor de Caña Grand Reserve 7 year old  
20ml White Chocolate Liqueur  
15ml Caramel Syrup  
2 dashes Bittermans Xocolatl Mole Bitters

#### **Method**

Muddle Figs with rum in the base of a boston shaker. Add other ingredients and ice and shake vigorously. Fine strain into chilled Martini glass. Garnish with freshly grated white chocolate.

RUM  
*Flor de Caña*



### **Finlandia** **Cranberry** **Cranberry** **Martinez**

30ml Finlandia Cranberry  
20ml Antico Crapano Formula  
10ml Luxardo Maraschino  
1 dash Boker's Bitters  
1 dash Peychaud's Bitters

#### **Method**

Stir in a coupette glass and garnish with an orange twist.

  
**FINLANDIA**  
*Vodka of Finland*



### **Olmea Altos** **Plata** **Jasmine Tea** **Margarita**

35ml Altos Plata  
15ml Fresh Lime Juice  
10ml Light Agave Syrup  
75ml Chilled Jasmine Tea (Add 50ml boiling water to 1 heaped teaspoon Rare Tea Company Jasmine Silver Tip Tea and leave for 3 minutes. Add 50ml cold water and leave to cool)

#### **Method**

Build in a wine glass (320ml) over ice and stir well to mix ingredients. Garnish with jasmine flowers and lime twist.

  
**OLMECA**  
**ALTOS**  
100% AGAVE  
TEQUILA



### **Licor 43** **Spanish Gold**

30ml Licor 43 Cuarenta Y Tres  
15ml Miclo Apricot Eau de Vie  
15ml El Coto Rioja Blanco  
30ml Tropicana Blood Orange  
Dash Regan's #6 Orange Bitters

#### **Method**

Shake hard and strain into a sherry glass.

  
**CUARENTA Y TRES**

# Cocktail Challenge

## Aperitifs - White Spirits



**Hunky Dory**  
Plymouth Gin,  
Chivas Brothers  
**Tasting note:** Dry,  
well-balanced citrus  
and smoky notes



**Mexican Butterfly**  
El Jimador Blanco,  
Mangrove  
**Tasting note:** Good  
fresh mint flavour,  
pleasant sour  
character



**Cranberry Martinez**  
Finlandia, Brown-  
Forman  
**Tasting note:**  
Bags of orange,  
lovely bitter finish.  
Attractive colour



**Love**  
Martin Miller's Gin,  
Reformed Spirits  
**Tasting note:** Good  
kick of absinthe,  
though not over-  
powering



**Chilly Chile Chilli**  
Pisco Alba,  
Mangrove  
**Tasting note:** Warm  
finish but not over-  
powering. Gets the  
taste buds going



**Standing Alone**  
No 209 Gin,  
Hi Spirits  
**Tasting note:** Strong  
fresh citrus. Nicely  
balanced

# This year final

## Long Drinks - White Spirits



**Jasmine Tea  
Margarita**  
Olmeca Altos Plata,  
Pernod Ricard  
**Tasting note:**  
Jasmine almost  
overpowers the  
aroma but a well-  
balanced drink on  
the palate. Very  
complex



**Star Gazer**  
Pisco Alba,  
Mangrove  
**Tasting note:** Good,  
simple long drink.  
Very refreshing

## Aperitifs - Brown Spirits



**Tiers of Joy**  
Santa Teresa 1796,  
Mangrove  
**Tasting note:** Long  
fruity flavour with a  
woody finish. Fresh  
and strong

## Aperitifs - Liqueurs & Specialities



**Spanish Gold**  
Licor 43, Zamora  
International  
**Tasting note:**  
Pleasant orange  
notes



**Such is Leaf**  
La Penca Mexcal,  
Mangrove  
**Tasting note:** Good  
drink with nice  
smoky flavours

# Bar's line-up



### Obsession

Martin Miller's Gin, Reformed Spirits

#### Tasting note:

Fantastic combination of warmth from ginger and fresh coolness from cucumber



### Garden Spring Collins

Hoxton Gin, Emporia Brands

#### Tasting note:

Refreshing long drink with a citrus start, coconut flavours and citrus finish



### Toddy Tapper

Ceylon Arrack, Mangrove

#### Tasting note:

Pleasant aroma, fruity on the palate. A little sweet. Attractive colour

## Long Drinks - Liqueurs & Specialities



### 43 Memories

Licor 43, Zamora International

#### Tasting note:

Good nose, candyfloss, vanilla and strawberry on the palate with a bitter finish



### Colombo Cooler

Ceylon Arrack, Mangrove

#### Tasting note:

Fresh nose, ginger and lemon lasts on the palate, well balanced

## Long Drinks - Brown Spirits



### Ay Caramba!

El Jimador Reposado, Mangrove

#### Tasting note:

Good passion fruit flavour, nice heat on the finish

## After Dinner - Brown Spirits



### Choco de Cana

Flor de Cana, Amathus

Tasting note: Great weight and balance, suits the category and would sell well



### Aberdeen Flip

Chivas Regal 18 Year Old, Chivas Brothers

Tasting note: Great depth of flavour, attractive presentation, powerful combination of flavours. Well-balanced and well thought-out cocktail

## After Dinner - Liqueurs & Specialities



### Daiquiri Espanol

Licor 43, Zamora International

Tasting note: Honey and lemon notes, sweet start with drier finish



### Orange Flip-Flop

Santa Teresa Rhum Orange, Mangrove

Tasting note: Well-balanced, spice nose and citrus on the palate, nice dry vanilla notes as well

## COCKTAIL CHALLENGE FINALISTS



### Plymouth Gin Hunky Dory

60ml Plymouth Gin  
20ml Lillet Blanc de  
Bordeaux  
20ml Choya Extra Shiso  
10ml Taylor's Velvet  
Falernum  
Laphroig (rinsed Martini  
glass)

#### Method

Stir and double strain  
into a Martini glass.  
Garnish with a lime twist  
– oils sprayed, trimmed  
and wrapped around a  
dried Choya Ume with a  
cocktail stick



### Licor 43 43 Memories

45ml Licor 43 'Cuarenta  
Y Tres'  
25ml Fresh Rhubarb Juice  
15ml Fresh Strawberry  
Juice  
½ Organic Free Range  
Egg White  
Top Fever Tree  
Mediterranean Tonic Water

#### Method

Dry shake/shake and  
strain. Serve in Highball  
glass garnished with  
Aroma of Cooked  
Custard.



CUARENTA Y TRES



### Licor 43 Daiquiri Espanol

45ml Licor 43  
25ml Fresh Lime  
15ml Plantation Original 73%

#### Method

Hard shake and strain.  
Serve in a Coupe glass.



CUARENTA Y TRES



### Chivas Regal 18 Year Old Aberdeen Flip

50ml Chivas 18 Year Old  
25ml 15-year-old Oloroso  
Sherry  
1 whole egg  
5ml Honey (Tasmanian  
Leatherwood)  
2 dashes Fee Brothers  
Chocolate Bitters  
2 tsp Black Cherry Jam

#### Method

Add all ingredients to a  
cocktail shaker. Dry shake  
for 30 seconds. Fill shaker  
with ice and re-shake for  
one minute. Strain into  
a chilled cocktail glass.  
Garnish with grated  
nutmeg.

CHIVAS 18

# Cocktail Challenge



Top left: Julian's glass full of ice raises an eyebrow  
Right: Seb H-M is fond of foam  
Centre left: Antoni gets the giggles  
Above: Lucy Britner tries not to look like she's sucking lemons  
Below left: Julien sips more than he bargained for



## From our own correspondent



*This month we continue our focus on providers of WSET qualifications around the world who were short-listed for the Riedel Trophy for the WSET International Educator of the Year in 2011. WSET chief executive Ian Harris catches up with Japan*

**W**SET's biggest provider is L'Académie du Vin, which is one of three WSET providers in Japan, and I asked Mineo Tachibana, general manager, to give a snapshot of the Japanese wine market and an overview of wine education in Japan.

In spite of the world recession and the terrible earthquake which hit the northern part of Japan in March 2011, Japanese wine consumption in 2011 increased by 4% volume. Mineo explains further: "We had a big wine boom back in 1998 and the consumption of that year was 34 million cases – the biggest ever volume in our history. But as soon as the boom was over consumption fell sharply to around 25 million cases a year, and since then the market had been at best stable, or even stagnant for the next decade. However, since 2006 annual consumption has slightly increased continuously, and last year we recorded the biggest increase in these several years."

The total wine consumption of the Japanese in 2011 is estimated to reach 27 million cases. This figure is equal to an average annual per capita consumption of 2.4 litres, which places Japan number one in Asia – much higher than China, which has only recently hit the milestone of averaging one bottle per head, per year. While this may not seem high compared with the well-established markets of the UK and US, this figure is growing, with a forecast to exceed three litres per capita in the next five years.

Mineo highlights a number of trends which clearly show a good understanding of how the market is adapting to embrace wine. According to Mineo: "Firstly, good quality wine from abroad became cheaper in the market thanks to the strength of the yen; and secondly, changes in the distribution structures facilitated a drop in retail prices. Big supermarket chains and restaurant chains started importing wine directly in order to cut out the need for a distributor's margin. And as the interest in wine grew, so convenience store chains such as Seven-Eleven began allocating more shelf space to wine because of its high level of profit margin."



**The entrance and a classroom at L'Académie du Vin in Japan**

Clearly this trend is not limited to the take-home sector. Mineo goes on to explain how trends in the restaurant industry are exerting a positive influence on wine sales. "The number of Spanish style bars has been increasing, with many offering a selection of wines by the glass at affordable prices. Also, more and more non-European restaurants, such as those serving Japanese and Chinese cuisine, have started selling wine to their customers."

Of course, this heightened awareness of and interest in wine has created a thirst for knowledge, which has for many years been satisfied by the excellent work of the Japan Sommelier Associations (JSA), whose certifications of wine are the most popular in Japan. The certifications of JSA are equal to WSET International Higher Certificate (which is studied and examined in the Japanese language) or the WSET Level 3 Advanced Certificate (which is studied in English).

Mineo says: "For Japanese wine professionals, the certifications of JSA are standard qualifications which they are urged to undertake in the workplace. About 3,000 candidates take the JSA exams every year and the pass rates are around 50%. The total number of successful candidates who have completed the certification is 35,000, and around a quarter of these are 'non-professional' wine lovers."

These figures tell me that WSET has a lot of catching up to do, but that Japan is clearly a market which presents big opportunities.

Mineo agrees: "In general, Japanese people like to learn about subjects which are cultural. In every city there are many schools for adults, and wine is one of these popular lessons where people seek enrichment. In Tokyo, there are more than 15 specialised wine schools (L'Académie du Vin is the oldest and biggest) and many amateurs as well as wine professionals are enrolling to obtain knowledge and to up-skill their blind tasting ability."

Clearly it is also within the Japanese national character to like certifications of any kind, and wine is no exception. With Japan having only three Approved Providers delivering WSET programmes, compared with mainland China (25 APPs), Hong Kong (20), and India (nine), there is clearly potential for growth.

Mineo leaves me with an optimistic thought: "Considering our certification-loving culture, and the increasing per capita wine consumption, there must be a large scope for increasing the candidates of WSET in Japan. We at L'Académie du Vin Japan will continue to promote the merits of qualifications of WSET, and hope to increase the number of successful candidates."

Contact Ian Harris at [iharris@wset.co.uk](mailto:iharris@wset.co.uk) or via [wsetglobal.com](http://wsetglobal.com)

**T**here used to be a sensitivity that, while millions of hectolitres of Chilean wine were drunk annually, hardly anybody seemed to know where the place was. Well, possibly due to the miraculous rescue of those miners then the devastating earthquake in February 2010, that is now far less the case. Possibly its world class wines have contributed to that increasing awareness of the long thin country that sits between the Andes and the Pacific Ocean.

Chilean wines have always been well made, offering great value, generally at the lower spectrum of price banding. Along with Australia, Chile virtually invented soft, fruity easy-to-drink wines. A wine drinker is rarely disappointed with a bottle of Chilean wine.

It is a journalistic cliché to talk of a wine-producing country ‘coming of age’, but Chile is undisputedly doing just that. From great value-for-money Cabernet Sauvignons and Merlots from Chile’s central valley, wine drinkers are now confronted by cool-climate Syrahs, old vine Carignans, great value Pinot Noirs and Chile’s ‘own’ Carmenère. On the white shades, there are no pale expressions with cool-climate Chardonnays, Sauvignon Blancs and Rieslings, to name but a few.

Although everything seems extremely rosy in the Chile garden, that is not totally the case. Michael Cox, a well-known figure in the UK wine trade and European director of Wines of Chile, sees a few thorny issues.

Chile is one of the world’s foremost exporters of precious copper, which makes for a strong balance of payments and therefore a robust peso. Coupled with a weak US dollar, that puts Chilean wine at a price disadvantage, Cox tells *Drinks International*. Fortunately, Australia, its major rival, has the same problem with its dollar.

“Nevertheless, I see significant optimism,” says Cox. “Chilean wines have been undergoing fundamental changes and continental Europe is adopting the concept of the new-look Chile. We are seeing better wines from more diverse regions and places.”

The downside of that, from a consumer perspective, is that better quality means higher prices. At a recent seminar in London on South American wines, sponsored by Chilean wine company Santa Rita Estates, Peter Richards MW, who has become an expert on

## Despite a strong peso, consumers are prepared to pay the price for quality Chilean wine. **Christian Davis** reports

# On the up

Chilean wine, pronounced that there was a “seismic shift in the Chilean wine industry” and that it would not be a “low-cost producer forever”.

The Chilean wine trade is the most consolidated in the world and it is second only to Australia in exports. While the US and UK vie for which imports most Chilean wine, increasingly it is Brazil, China and Canada that its producers are looking towards.

Cox, with his European hat on, says all is not lost in the traditional western European markets. The Benelux countries, particularly the Netherlands, and the Nordic Scandinavian countries continue to drink a great deal of Chilean wine.

### **Problem child**

It is the dear old UK market which is the problem child, not just for Chile but for most wine producers. The sheer strength and muscle of the UK multiple retailers,



Maipo valley



Santa Rita's vineyard in Marchigüe

are more than a little disenchanted with the UK market.

He is right. The UK remains a huge, strategically important market for wine. The British drinks trade almost invented, and certainly developed, the likes of Bordeaux, cognac, port and sherry, depending on who the British Empire was at war with. Perceived as having knowledgeable wine consumers (knowledgeable wine buyers more like) and being a gloriously open market with no serious domestic wine producers until recently, exporters have beat a path to the UK. Not any more.

“The creeping concern is that, yes, the UK is a very important market – number one or two – but if you can get 20% more in most other markets...” Cox’s sentence tails off. “So, profitability is poor and investment opportunity is restricted.”

On a more positive note, Cox says: “I am absolutely convinced that the journey Chile is on has a long way to go. There is great diversity, innovation and quality. It is also eco-friendly and the Scandinavians love the sustainability message.”

With a hint of warning, he adds: “There is a sea change in attitude. In the old days, whatever the question was, the (Chilean) answer was ‘yes’. The Chileans are very pragmatic and they want to experiment. They are now more dynamic and are very focused overseas (meaning not the UK).”

### Glowing praise

Brian Croser was a major speaker at the Santa Rita seminar. Croser is one of the seminal figures in the Australian wine trade who was forced to sell up his beloved Petaluma wine brand after a hostile takeover.

Croser opened his presentation by stating that he had been a consultant to Santa Rita for three years. It was the only consultancy he had accepted since leaving Petaluma seven years ago.

“It is not a chore to go to Chile,” said Croser. “The geography is spectacular

## The Wine Valleys of Chile



and immensely varied, the people are gentle, happy and intellectually inquisitive and the food and wine just get better.

“They are some of the ingredients that have kept me going back to Chile. What got me there in the first place was a fascination to find out why Chilean wines are so different and distinctive. Chilean wines and those of the Cabernet family in particular are distinctive on the global fine wine stage,” said Croser.

Describing Chilean Cabernet ► p22



Brian Croser gave a firm seal of approval to Chile's wines

# Chilean Wine

Sauvignon and its Bordeaux relatives (Cabernet Franc, Carmenère, Merlot and Malbec), to the seminar, Croser said: “Nearly always with a glass-staining vibrant curtain of colour opening to fresh aromas of spicy, slightly briary, essence of Cabernet fruit, tinged with an exotic edge of mulberry and cassis. The plump ripe fruit sweetness of the middle palate graduates to a plane of definite and savoury tannins.

“This is serious terroir-driven red wine of a style that can’t be produced anywhere else,” This is a serious endorsement of Chilean wine. Croser then went on to talk about ‘pre-veraison lag phase’ and the effects on the formation of tannins and pyrazines, plus Chile’s climate in relation to heat summation and its diurnal range of temperatures.

## Brand building

Moving on to the producers, Viña Ventisquero sales director Giancarlo Papa says: “For us at Viña Ventisquero it is a priority to build brands in all our markets. The markets where we are focusing our major efforts in terms of resources and team are the US, UK, Brazil, China, Japan, Chile, Canada, Finland and Poland. These markets have a big potential in high-end wines and are also important because they help us showcase our wines to other markets.”

Of Asia, he says: “Viña Ventisquero opened a commercial office in Shanghai in August 2011. We have a mature team with a long-standing knowledge and understanding of the Asian markets. Our strategy is founded on choosing the best business partners to develop our long-term plans. China is a global market where different business opportunities exist for those who look for them. Our strategy is to cover the businesses with higher average prices and take a long-term view on the development of our brands.

“Chinese consumers are used to their locally produced wine, which is characterised by low fruit expression and high alcohol levels. They are not frequent consumers. The high class society has been long exposed to French wines. Chinese wine drinkers are not used to the Chilean wine style, which is why education is so important as well as the promotion of our country and our wines,” adds Papa.

As to new regions, Ventisquero has two new vineyard projects. The first is a vineyard in Leyda, close to the coast,

## Chile bottled wine exports top 10 countries - year to Nov 2011

	Cases	% change on 2010
UK	9,691,664	-5.4
US	7,210,940	-5.3
HOLLAND	3,168,324	17.1
BRAZIL	3,094,313	14.5
CANADA	2,137,249	1.6
JAPAN	2,652,278	13.5
CHINA	1,877,973	66.5
IRELAND	1,470,674	4.9
DENMARK	1,390,473	-3.0
GERMANY	1,398,587	0.5



planted on a hillside, with three terraces looking directly to the Pacific Ocean; mainly Pinot Noir, then Chardonnay and Sauvignon Blanc, but also a little Riesling, Gewürztraminer, Pinot Gris and Syrah. The second is an experimental vineyard of 4ha in the Huasco Valley area, 670km north of Santiago and 130km north of the Elqui Valley. This vineyard is planted on the second terrace of the Huasco River. It has stony soil with some red clay and is very high in carbonate calcium. It’s only 20km from the coast, so a cool-climate area.

## More potential

Referring to the crucial UK versus US markets, Felipe Bravo Olivares, regional director Europe of the VSPT wine group (which comprises San Pedro, Tarapaca, Santa Helena, Misiones de Rengo, Altair, Vina Mar and Casa Rivas in Chile), says: “The US is like a continent that still has a lot of opportunities for Chile. We have not yet discovered all the potential that this can bring us.

“The UK is very mature for Chile and the situation of growing taxes and less wine available in the market is stressing the relations between the producers and the retailers,” says Olivares.

“Chilean producers now have more

opportunities to allocate wine in countries that are able to pay more,” he concludes.

Speaking of other countries, Olivares says: “China: Very important. All of the Chilean industry is taking close care of the Chinese market, although they have not yet developed a taste (for Chilean wine).”

The Dutch are “paying a lot of attention” to Chardonnay from Chile and the Brazilians – who like their Chilean wines – are buying a “better mix”.

On going forward, Olivares says: “Diversification is the world. The more niches we find the more we can expand our offer, the better solution we will be for the world.” There speaks an entrepreneur.

Santa Rita Estates (SRE) commercial director Salvador Domenech says the main challenge with the UK is to convince consumers that South America can produce, while the US needs brands and better distribution.

## Lighter styles

Jaime De la Barra, SRE export manager in the Nordic markets, says: “We’ve seen, in general terms, that the Nordic wine consumer is moving towards a much lighter, fresher style of wines that go well with food. This means that the trend is for wines with lower alcohol and a fresh character being preferred on each price segment.”

Diego Edwards, SRE’s Asia export manager, acknowledges that the Chinese have yet to acquire the taste for Chilean wine. “There is much to do in consumer education. It is clear that the Chinese consumer prefers red wine, especially Cabernet Sauvignon and Bordeaux blends,” he says.

In conclusion, Santa Rita Estates’ technical director of wines, Andrés Ilabaca, says: “I think that exploring new regions such as Elqui and Bío-Bío and developing new styles such as cool-climate and old-vine Carignan is the correct direction, especially the development of new terroirs and trialling of varieties that adapt to and expresses that particular environment.

“We continue to search for terroir and climatic conditions that allow us to obtain fruit with great expression and elegance, as we believe these will be the terroirs that mark the future of Chilean wine,” says Ilabaca.

Hear, hear to that. Let the journey continue. **DI**

# More than a Shot

Mayaheul bar in New York is dedicated to the delights of its namesake – the goddess of agave

## Lucy Britner on livening up tequila

**L**et's get the Margarita out of the way, first. According to Don Julio's global ambassador, Brian Van Flandern, it is the number one cocktail in North America.

So what should be in it? Over to the experts at Mayaheul – number 44 in the World's 50 Best Bars and named after the goddess of agave: 2oz 100% [agave] Tequila; 1oz Cointreau; 0.75oz lime.

OK, good. Mayaheul obviously turns out more sophisticated tipples than the Margarita. Mayaheul's Philip Ward also recommends a couple of favourites from the Mayaheul list: Spicy Paloma: jalapeno-infused blanco; grapefruit; lime; salt; and soda. Randy: reposado, fresh ginger, lime.

But we are all much more familiar with the Mexican spirit in a shot glass. Though it might seem bad for business in terms of savouring tasty drinks and promoting responsible drinking, it does still have a place.

Van Flandern worked with Diageo's World Class gurus – including Salvatore Calabrese, Gaz Regan and Peter Dorelli – to create new ways to drink tequila. That was a couple of years ago and, since then, Van Flandern has been spreading the Luxury Drop concept throughout the world.

"We got together at World Class to talk about

100% agave tequilas. "We decided we could capitalise on the ritual of doing shots so it's really not a shot and really not a cocktail," he says.

The Luxury Drop concept includes drinks that are designed to be enjoyed in the company of others and with a specific ritual. Here's Van Flandern's Agave Drop:

1 oz Don Julio Blanco

0.5 oz agave nectar

0.5 oz freshly squeezed lime juice

Garnish: angled lime wedge

Place all ingredients into a Boston Shaker, shake vigorously and strain into ice-filled glass.

### The Ritual

Clink glasses with your friends and shout: "To the Don". Bite the lime, holding the lime juice in your mouth, and drink the Agave Drop.

Although this 'shotail' (hate that term) uses blanco for a refreshing zing with the lime, Van Flandern says: "People are enjoying blanco tequila neat or frozen, reposado in cocktails and anejo to sip."

And when it comes to sips, tequila expert and Ocho brand owner Tomas Estes has a few – actually many – words to say on the subject of glasses. Here's his general idea: "The keys to get people to appreciate sipping rather than shooting tequila is

the message given by the glass. The proper glass not only 'flatters' the tequila in it, it also gives the consumer a strong message. This is 'consider this drink something other than to 'shoot'."

In terms of more simple serves, Van Flandern suggests blanco tequila and tonic. "That could catch on and be huge," he says.

There's also the classic Paloma – tequila with grapefruit soda or grapefruit juice – and Estes says he's seen a lot of Palomas "showing up around the cocktail and bar scene".

He says: "Some are rather straightforward and some get creative. I know of one customer of Julio Bermejo at Tommy's [in San Francisco] who squeezes his own grapefruit juice and carbonates it with a machine.

"I see a lot of Palomas or Paloma-like drinks being served at parties where the ease of preparation is important – it is often important especially for the casual server, in a bar or at home."

Van Flandern also says agave nectar has become increasingly popular because it complements the flavour profile of tequila.

"It also has a lower glycemic index than sugar syrup," he adds. But surely it's more expensive? "It is, although it's twice as sweet so arguably you only need to use 50%." Sweet. **DI**



# Rum

As part of my new web page, launching this year, I thought it would be exciting to compile a directory of all the great rum bars around the world. So if you were travelling to Athens, for example, you would know where to get a decent Daiquiri, a perfect Pina Colada, a memorable Mai Tai or just be able to sip and savour your favourite r(h)um. But the tricky part would be how to define a Great Rum Bar? Is it a bar that makes great rum cocktails? Is it a bar that stocks multiple brands of rum? Is it a bar that has a rum theme, ie Tiki, Caribbean or Pirate? Personally my ideal rum bar should have one important factor. It should be fun, welcoming and have a back bar focused on my favourite spirit. (Well maybe that's three important factors.)

The staff should have a decent knowledge of the rums they stock and should be able to recommend a rum drink for the most expert rum aficionado or any rum novice who may pass through their doors. I would also expect there to be at least 50 rums on offer, and I don't mean 50 different flavours or spiced rums. The style of rums that should be on offer are English, Spanish, French, Brazilian, an over-proofed high strength, a 100% pot still rum, a several-island blend and an ultra-premium rum that can compete (in packaging) with premium vodkas. And that is just the white rums. In the gold rum category I would stock a Jamaican style, Guyanese, French, Spanish, a sweeter central or South American rum (for after dinner), a Demerara rum, a Navy rum and one very expensive rum just to let my customers know that the rums are not only for mixing with coke. So that's 16 rums for starters. Not a bad selection for a basic bar, although some of my favourite bars around the world stock at least 80 rums on their shelves. These bars are a testament to the creators' passion for and love of rum as a spirit that is more than just an offering to quench the thirst – it is a spirit that is a lifestyle of the past, present and of the future.

Ian Burrell  
Rum ambassador

## World bars: quest for the best

This month, Ian Burrell, global rum ambassador, shares his take on the World's Best Rum Bars

Shutterstock/Joao Virissimo



## SMUGGLER'S COVE

650 Gough Street, San Francisco, CA  
94102, US  
smugglerscovesf.com

If you ever find yourself in sunny San Francisco (well it is sunny in the summer) and you're in need of a great rum cocktail, then there is only one bar to head to. Smugglers Cove not only stocks more than 200 rums, it also combines classic Tiki cocktails with punches, Prohibition era drinks, traditional drinks from the Caribbean and, of course, modern creations. Owner Martin Cates opened the doors in 2009 and since then has won many awards and accolades for his treasure of a bar.



## MAHIKI

1 Dover Street London W1S 4LD, UK  
mahiki.com

This rum bar/nightclub is as famous for its high-profile clientele as it is known for its Tiki décor and rums. Since its opening in 2006, the club has attracted media attention as a favourite haunt of Princes William and Harry. Just like the great Tiki bars of the 1950s and 60s, which attracted the rich and famous, Mahiki has no windows, is loud with music and energy and serves some of the most exotic rum cocktails - inspired by the bartenders such as Don The Beachcomber and Trader Vic Bergeron. With more than 200 rums on the back bar you are guaranteed a great night.



## THE LIARS CLUB

19a Back Bridge Street, Manchester, M3 2PB  
theliarsclub.co.uk

One of my great 'spiritual friends', Dale DeGroff once said: "I don't go to bars for a drink, I go to see bartenders." This is so true. You can sometimes find a character behind a bar who, no matter where they worked, you would gravitate towards them because of their energy. Lyndon Higginson (formerly of Keko Moku) is one of those bartenders. In 2011 he set up Manchester's newest Tiki rum bar, which has immediately become one of the must go-to bars in the UK. Typically Tiki, it stocks well over 100 rums and even has a pet goldfish-eating Piranha to amuse you while you sip on a Painkiller or Zombie.



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## FOCUS ON RUM



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### MOJO MANCHESTER

19 Back Bridge St, Greater Manchester, Manchester, UK  
[mojobar.co.uk](http://mojobar.co.uk)

Painfully next-door to The Liars Club, Mojo's is a bar I always tell myself not to go to when I am in Manchester. But when I leave Manchester I always ask myself: "Why did I go to Mojo's?" It's addictive! Rock 'n' Roll & Rum. They even have a dedicated rum room which stocks more than 200 rums. The original Mojo is situated in Barbados, with offspring shooting up in Leeds and Liverpool, but the Manchester one is the best.

### BABA AU RUM

6 Kleitiou St, Athens, Greece  
[babaurum.blogspot.co.uk](http://babaurum.blogspot.co.uk)

Conveniently abbreviated BAR is only three years old, but it has already built a reputation for being one of the best bars in Europe. Situated south of the parliament square in Athens, rum and cocktails are taken seriously here. With 85-plus rums on the bar it is easily the biggest rum collection in Athens, but with most Greek bars only stocking the usual rum suspects, it could be a long time before there is another big fish in this pond. But as the saying goes, you can't run a marathon without taking the first step.

### HEMINGWAY BAR

Karoliny Svetlé 279/26, 110 00 Prague 1-Old Town, Prague, Czech Republic  
[hemingwaybar.cz/bar-praha/](http://hemingwaybar.cz/bar-praha/)

This amazing bar, named after the great writer and drinker, is hidden away in a beautiful part of the old town in the city of Prague. But once you find this Aladdin's cave, the rum treasures and cocktails are a joy to behold. There are more than 200 rums on offer from the back bar and the rum cabinets that decorate the drinking lounge. You'll also find the Czech Republic's only rum club here too.

## FOCUS ON RUM

### THE LEBENSSTERN BAR IN CAFÉ EINSTEIN

Kurfürstenstraße 58 10785 Berlin, Germany  
cafeinstein.com/lebensstern-cocktailbar-im-einstein

When I first drank here in 2008, the Café Einstein Bar stocked impressive 50 rums, even though it was known for its collection of gins. Six months later while visiting, I was amazed to find that the rum collection had grown by 11... TIMES! Not to 61 rums but an incredible 550 rums. Although some of the rums were the same but in different sizes, this was and still is the highest number of rums I had seen within a bar. At last count there were 800 rums within the cabinet walls of the bar's cigar lounge. Heaven.

### MAI-KAI

3599 North Federal Highway, Fort Lauderdale, FL 33308, US  
maikai.com

This bar and restaurant is the Mecca for all Tiki lovers. Built in 1956 for a cool \$1 million, it was the most expensive bar/restaurant in the US and also sold the most rum. Today when you visit this great bar it is as if time has stood still. You are whisked back into 1960s tropical décor, cocktails and memorabilia. Although you won't ever see a barman making cocktails here (all the drinks are made behind the scenes just like Don the Beachcomber), the waitresses provide the bar entertainment as they are attired in bikini tops and wraparound sarongs. The sarong-clad serving girls are a Mai-Kai invention.

### ARTESIAN @ THE LANGHAM HOTEL

1C Portland Place, Marylebone, London, UK  
artesian-bar.co.uk

Artesian (below) is a bar that is dear to my heart for many reasons. The first is that £1.5 million pounds was spent on redesigning the bar in the world-famous Langham Hotel to become a rum-focused bar. The second reason, I was the first rum guru asked to train the staff on their focused spirit. And the third reason is that one of my favourite bartenders, Alex Kratena, is the head honcho behind the sticks and he makes some of the best Daiquiris and Rum Manhattans this side of Pluto.

### COTTONS CAMDEN (LONDON, UK)

55 Chalk Farm road, London NW1 8AN  
cottonscamden.co.uk

No rum bar list can be complete without my little cornerstone. More than 300 rums, including the Wray & Nephew 17 year old, used in the original 1944 Mai Tai. Once described as "an oasis in the heart of Camden Town", Cottons Camden has been attracting rum lovers for 27 years. But it has been in the past 10 years that serious rum drinkers have journeyed from across the globe to Cottons to seek out rum cocktails such as the Reggae Rum Punch or the Killer Doppi, or even to listen to the resident rum ambassador preach the gospel according to rum.





## BARTENDERS HAVE WORLD AT THEIR FEET

Diageo has confirmed that the global final of its 2012 World Class competition will be in Rio De Janeiro, Brazil.

From July 8-12, Rio will play host to more than 50 bartenders from around the globe for World Class, which began as a training programme and is now widely thought of as the biggest bartending competition in the world.

Rudy Paoli, managing director Diageo Reserve, said: "Given the continuous growth of the luxury sector driven by emerging markets, Brazil was a clear choice for the 2012 Global Final. In 2011, consumption of personal luxury goods in Brazil was estimated at €2.3 billion."

Judges and mentors at the final include Salvatore Calabrese, Dale de Groff and Peter Dorelli and previous winners will be on hand to support contestants.

Last year's winner, Manabu Ohtake, said: "I have been propelled into the limelight and constantly have clients wanting to be served by the 'best bartender in the world'. It has accelerated my career and I am now working with the greatest names in the business and am honoured to be creating my own book of cocktails."

Throughout the year, World Class hopefuls have attended workshops and seminars to learn about Diageo's Reserve Portfolio. An event in London's luxury retailer store Harrods saw Ron Zacapa's master blender, Lorena Vasquez, school crowds of bartenders on tasting the liquid as she talked about the production process and, of course, the brand's heritage.

Across the room, in a mock-up of a speakeasy, complete with card table and 20s dress-ups, PDT's Jim Meehan created a couple of drinks and imparted wisdom on the surrounding herd of 'tenders. One of his pearls was: "Serve people drinks, don't serve drinks to people." He also talked about the quiet revolution of the contemporary speakeasy-style of bar and how the concept was now a new business model for service.

Well you don't get to be the best bar in the world by resting on your laurels, Jim.

## COCKTAIL CONTESTS SEEK TWISTS AND STARS

Bulldog London Dry Gin has launched a cocktail competition in the UK. The prize? A trip to Tales of the Cocktail in New Orleans from July 25-29. The competition is to run from April 16 through to May 31 and the aim is to create a twist on the brand's signature serve, the Bulldog Gin London Lemonade.

Entrants will also be judged on sales of the cocktail in the bar, as well as the taste of the serve, presentation and their reasons why their serve should win. The UK's top five will present their serve at the London final in June, with the winner flying to Tales to be part of the Bulldog Gin experience.

For bars interested in taking part contact J Wray & Nephew on 02079533808.

■ Disaronno has begun its international bartender search ahead of its Mixing Star competition.

Entrants can submit their cocktail recipes to [tothemixingstar.com](http://tothemixingstar.com) by April 15.

National heats will take place around Europe from May 4 to June 8, with the final taking place July 5 in Berlin.

A trip to Mumbai and a part in a Bollywood production lie in wait for the winner.



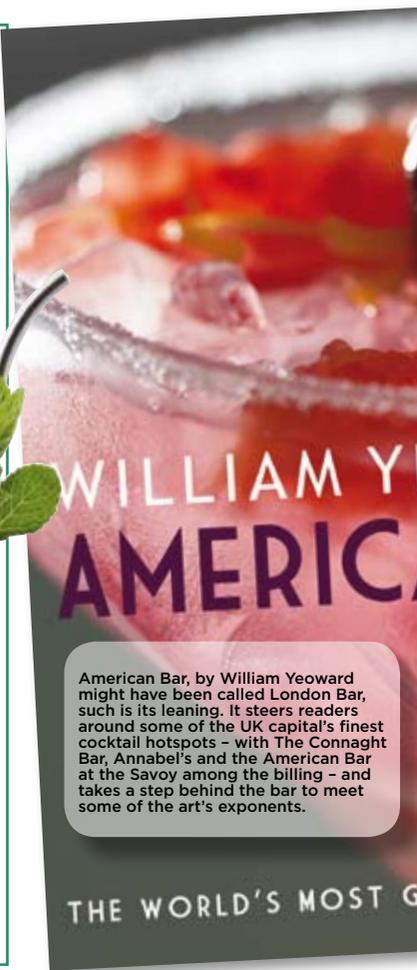
## WORKERS GET HIVE HUMMING

Wemyss Malts has enlisted the help of Edinburgh's Bramble bar owner Jason Scott to create cocktails for its new blended malt, The Hive.

The first is the Hive Five Mojito, a long drink featuring The Hive whisky, fresh lime juice, mint leaves, orange blossom honey and ginger ale.

The second - Hive and Seek - includes The Hive whisky, Campari, fresh lemon juice and saffron honey.

Scott said: "These cocktails aim to both accentuate and complement the honeyed sweetness of Wemyss Malts' Hive whisky."



American Bar, by William Yeoward might have been called London Bar, such is its leaning. It steers readers around some of the UK capital's finest cocktail hotspots - with The Connaght Bar, Annabel's and the American Bar at the Savoy among the billing - and takes a step behind the bar to meet some of the art's exponents.

THE WORLD'S MOST G



## IN THE NOE

*Lucy Britner talks to Jim Beam master distiller Fred Noe*

Fred Noe has just turned 57 and he's had his first tattoo. When I sit down with him in London, the Jim Beam master distiller rolls up his shirt sleeve to prove it.

As part of a Facebook campaign to get more than a million 'likes' on the Jim Beam page, Fred agreed to undertake one of three 'bold choices' as voted for by Facebook fans. "I thought they'd get me to learn guitar!" he says (the other option being to learn to ride a motorcycle).

The grandson of Jim Beam is clearly amazed by the power of social media. "My son, who is 24, worked the social network magic," he says. "I'm not the most tech-savvy individual." But he will reply to tweets, via "the girls in the office", and he has about 1,300 Facebook friends of his own.

I ask Fred what his mother thinks of the tattoo. "She said 'Why did you do it?' I said: 'I guess I wasn't too smart!'" But what amazes Fred is the amount of attention it attracted. There's a YouTube video of him getting the tattoo and the imagery sparked a global flurry of fans sending in images of their own Jim Beam tattoos. "I had no idea," he says, referring to the amount of hardcore Jim Beam fans around the globe.

One fan has a bottle of Devil's Cut tattooed on himself. The brand, which features whiskey extracted from the barrel's wood, only launched in 2011.

"You'll have to get that on your other arm," I say. "No ma'am," is his reply.

Besides Devil's Cut, Beam has been experimenting with flavours under its Red Stag brand. The distiller launched a Honey Tea and a Spice flavour just recently. The UK and Germany are also set to get a Jim Beam Honey whiskey (see What's New p9).

"Products launched outside of the US have to be tweaked for different palates," Fred adds.

So could he have predicted the trend for flavours, 20 years ago? "I couldn't have predicted it 10 years ago," he responds.

"When we started playing with it [the idea], I wasn't a big fan. I said: 'Y'all crazy!' But then it's not for me, it's for younger folks – legal drinking age."

Fred admits he was pleasantly surprised by the outcome and says the new products have helped attract new drinkers to the category. "Especially the ladies," he adds.

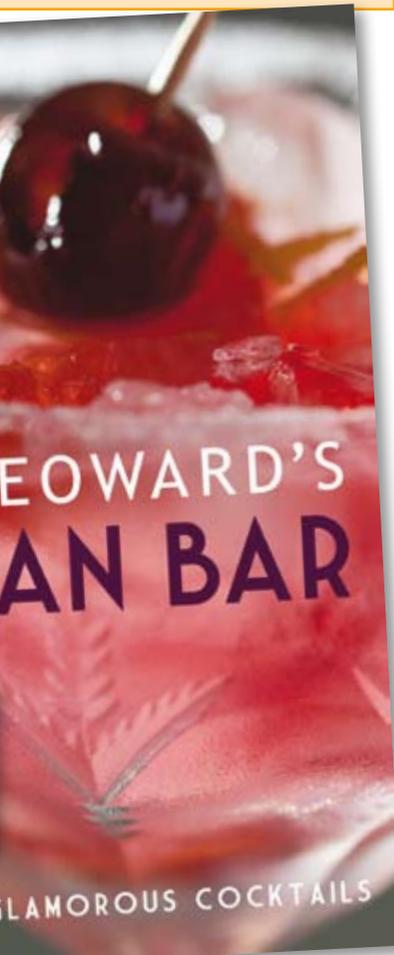
Talking of younger folks, Fred's son, Frederick Booker Noe IV, is set to finish college and join the firm next year.

"It'll be interesting to see what innovations he comes up with," says Fred.

Fred is off to Ireland to visit the newest member of Beam's whiskey family – Cooley – later this year. Then heading to Laphroaig in Islay, Scotland.

"Talking of innovation," I ask: "Will there be a peated-finish Jim Beam?"

"Never say never," he says. "After all, I said I'd never get a tattoo..."



In this month's Volare In The Mix Gianluigi Bosco, Volare global brand ambassador, is going to show you a recipe using Volare Butterscotch, one of the latest additions to the already vast Volare range. This liqueur has a distinctive toffee and caramel aroma and a delicate mouthfeel with hints of spices and coffee.

Following you'll find a suggestion on how to mix it using one of our partner's product, Angostura® aromatic bitters.

### Aromatic Heaven

25ml Volare Butterscotch  
15ml Angostura® aromatic bitters

30ml rum

10ml lemon juice

soda water

In a boston glass, add all the ingredients except the soda water. Shake well and strain in a collins glass full of ice, fill with soda water and garnish with a lemon zest.

Use the QR code with your smartphone to be directed to the video tutorial of this cocktail and don't forget to subscribe to our YouTube channel as we're going to upload new videos weekly. ([www.youtube.com/volareinthemix](http://www.youtube.com/volareinthemix))



**PROMOTIONAL FEATURE**



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## PURE GOULD

Former Drinks International editor Patience Gould speculates on Bacardi's 'mystery' US cognac launch



Apparently cold-shouldered by Bacardi for almost 20 years, it seems likely that at last Cognac Otard is to be wheeled into the frontline Stateside. Given that the cognac - and what a cognac, but more of that later - has been in the same camp since Bacardi acquired a majority stake in Martini Rossi back in 1993, it's somewhat coy of the US drinks giant to announce it is going to launch 'a cognac' in its home market this year - but then as it's Bacardi's 150th anniversary, keeping 'things' under wraps is allowed.

Meantime things have been a-happening at the French eau de vie's magnificent headquarters in cognac - and one can't help speculating, or should I say putting deux et deux together.

For starters there's been a name change from plain Otard to Baron Otard and the range has been repackaged - and beautifully, I might add. The blends have been fine tuned and, most significantly, the VSOP is no longer a 100% fine champagne cognac. This is significant as, should Bacardi decide to run with Otard in the US, it will be the VSOP which will be the main contender - for when it comes to cognac the US market is a very interesting one.

It is cognac's number one export market but, unlike China, it is the cheaper qualities such as VS and VSOP which account for the lion's share of the action. Ergo Baron Otard VSOP will be up against the likes of Courvoisier Exclusif and Hennessy Black, both cognacs fashioned for mixing and the younger set.

So what of Cognac Baron Otard? In terms of history - well, put simply, it has it all. For starters it's aged in the vaults of Château de Cognac, also called the Château des Valois, which started life in the 9th century.

The castle went from being a fortress during the Hundred Year War to the home of the Valois family in the 1500s and the future King of France, Francis I. In 1688 the Scottish Baron James Otard followed King James II

into exile in France, and it was his great grandson, Jean Baptiste Antoine Otard, who founded the cognac house in 1795.

Interesting then that, up until now, it would seem that Bacardi has not connected with

Baron Otard in the US, with all its history you'd think it was just made for the market. Indeed, you have to hunt quite hard to find a mention of the cognac on Bacardi Limited's website - it's there, but under "other brands".

It's strange to say the least - it's had this jewel in its crown for almost 20 years, but not capitalised on the opportunity in the US.

Perhaps part of the reason for this is that Bacardi remains not only obsessed with Bacardi the white rum, for obvious reasons, but also white spirits per se and, it has to be said, the US market.

True, the company acquired Dewar's scotch (along with the premium gin Bombay Sapphire) in 1998 for the princely sum of US\$2 billion - but that was two for one in that it went on to buy the voddie Grey Goose for the same amount six years later and along the way pocketed Tequila Cazadores.

Tellingly all these brands have significant provenance in the US, Dewar's is the leading standard scotch there, and Bombay Sapphire was forged for the US market. Additionally, the US market remains tequila's top stronghold. As mentioned, it's also a key hub for cognac, which does leave a gap in Bacardi's US portfolio.

Of course, all this is pure conjecture and could be very wide of the mark - but then it might not be. At any rate Baron Otard looks in good hands and in very good shape for the future. It just remains to wish Bacardi a very happy 150th anniversary .



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