

Club Resources
INTERNATIONAL

**Increasing Your Average Check by Selling
Proprietary Liqueurs**

Table of Contents

Liqueurs and Cordials	1
Key Terms.....	1
Amaretto	3
Bénédictine.....	5
B and B.....	6
Baileys Irish Cream.....	7
Chambord.....	9
Cointreau.....	11
Drambuie.....	12
Frangelico	14
Galliano	15
Grand Marnier	17
Irish Mist	19
Kahlua	20
Limoncello	21
Midori	23
Peter Heering	24
Sambuca	25
Tia Maria.....	27
Southern Comfort	28
Tips to Sell More	30
Flavors to Savor	30
Table of Liqueurs.....	32

Liqueurs and Cordials

The terms cordial and liqueur are synonymous. Cordials are alcoholic beverages prepared by mixing and redistilling various spirits (brandy, whisky, rum, gin or other spirits) with certain flavoring materials, such as fruits, flowers, herbs, seeds, barks, roots, peels, berries, juices, or other natural flavoring substances. Cordials differ from all other spirits because they must contain at least 2½ % sugar by weight. The sugar may be beet, maple, cane, honey, corn or a combination of these. Between 2½ % and 10% sugar content, the product is still not very sweet and may be labeled as 'dry.' Most cordials contain up to 35% of a sweetening agent.

Proprietary Brands - The liqueurs mentioned in the manual are, in most cases, world-famous specialty liqueurs that are produced under closely guarded secret formulas and marketed under registered trademark brands. These liqueurs are made in each case by only one house. Most have centuries of tradition behind them and have become household names.

Key Terms

Anise - (*Pimpinella anisum*) is a flowering plant in the family Apiaceae native to the eastern Mediterranean region and southwest Asia known for its licorice-like flavor.

Aperitif - An apéritif (also spelled aperitif) is an alcoholic drink that is usually served to stimulate the appetite before a meal, as opposed to a digestif, which is said to come after the meal. It is often served with something small to eat, such as crackers, cheese, pâté, olives, and various kinds of finger food.

Biscotti - Biscotti is Italian for "biscuits." In North America, the word has been taken to refer to a specific type of sweet, hard biscuits.

Digestif - A digestif is an alcoholic beverage that is drunk just after a meal. Bitter or carminative herbs are generally added to the alcohol, and some believe that such digestifs aid digestion, hence the name (which is borrowed from French). In comparison with apéritifs, which are drunk before a meal, a digestif will generally be heavier and more alcoholic.

Infusion - An infusion is the outcome of steeping plants with a desired flavour in water or oil.

Maceration (wine), in viticulture is the steeping of grape skins and solids in must, where alcohol later acts as a solvent to extract colour, tannin and aroma from the skins during the wine fermentation process.

Triple Sec - Triple sec is an orange-flavored liqueur. It is widely used in mixed drinks and recipes as a sweetening and flavoring agent. Better-quality brands are made from brandy or Cognac and are often sipped alone, typically as a digestif.

Amaretto

Amaretto is a sweet almond-flavoured liqueur of Italian origin. It is made from a base of apricot or almond pits, or sometimes both.

The name is a diminutive of the Italian *amaro*, meaning "bitter," indicating the distinctive flavour lent by the *mandorla amara*—the bitter almond or the drupe kernel. However, the bitterness is not unpalatable, and the flavour is enhanced by sweeteners, and sometimes sweet almonds, in the final products. Therefore, the liqueur's name can be said to describe the taste as "a little bitter."

History. Sicily is mostly responsible for the introduction of almonds into general Italian cuisine. Its location has encouraged contact with a variety of ethnic groups who made their presence known in the Mediterranean. Ancient and early Medieval Sicilians traded and otherwise interacted with neighboring Eastern Mediterranean cultures to whose lands the almond was indigenous. Later, power in Sicily was taken by the Arabs or "Saracens;" their dominating presence from the 9th to the 11th centuries A.D. helped to diffuse many Arabic cultural and culinary concepts throughout the region.

Almonds became a favored component in Italian food and drink as Arab-Sicilian influence spread over the peninsular mainland, inspiring innovations. The concept reached all the way to the north of Italy, including the region of Lombardy, in which a municipality named Saronno would become famous for its almond-infused liqueur. In many regions, particularly these northernmost ones, distinct local varieties of amaretto biscotti developed. Amaretti di Sassello, unique to Liguria, are very soft and moist, like marzipan. Amaretti di Saronno, at the other end of the spectrum with a



Amaretto, Continued

crunchy, crisp texture, became associated with the liqueur of the same town and therefore the most prominent style.

Disaronno Originale (28% alcohol by volume), the most popular brand, has a characteristic bittersweet almond taste and is known for its distinctive appearance. Disaronno claims its "originale" amaretto's "secret formula" is unchanged from the year 1525. Its production remains in Saronno, but the product is sold worldwide.

The company describes its amaretto as an infusion of "apricot kernel oil" with "absolute alcohol, burnt sugar, and the pure essence of seventeen selected herbs and fruits." The amber liqueur is presented in a rectangular glass decanter designed by a craftsman from Murano.

Formerly known as "Amaretto Disaronno," the company changed the name to "Disaronno Originale."

Beverages. Amaretto may be served neat (by itself) or on the rocks (with ice). It is often added to other beverages to create several popular mixed drinks. Many cocktails which call for coffee liqueur can substitute amaretto for an interesting change of flavour.

Source: Wikipedia

Bénédictine

Bénédictine is an herbal liqueur beverage produced in France. Its recipe contains 27 plants and spices.

It is believed that Bénédictine is the oldest liqueur continuously made, having first been developed by Dom Bernardo Vincelli in 1510, at the Benedictine Abbey of Fécamp in Normandy. Production of the liqueur was ceased by the monks in the nineteenth century, taken over by a private company founded in 1863 by Alexandre le Grand, which continues to produce the liqueur today.

The recipe is a closely guarded trade secret, ostensibly known to only three people at any given time. So many people have tried (and failed) to reproduce it that the company maintains on its grounds in Fécamp a "Hall of Counterfeits" (*Salon de Contrefaçons*) displaying bottles of the failed attempts.

The manufacturing process involves several distillations which are then blended.

The same company also produces "B & B" (or Bénédictine and Brandy), which is Bénédictine diluted with brandy, making it less sweet than Bénédictine. B & B was developed in the 1930s when consumers began a trend of mixing Bénédictine with brandy to produce a drier taste. Both Bénédictine and B & B are 43% alcohol (86 proof). Also, the company introduced in 1977 a 60 proof (30% alcohol) coffee liqueur, *Café Bénédictine*, a blend of Bénédictine and another coffee-flavored liqueur. Additionally, the company produces a Bénédictine Single Cask that comes in a black bottle and is only available at the Palais de la Bénédictine's store in Fécamp, Normandy, France.

Every bottle of Bénédictine has the initials D.O.M. on the label. Mistakenly thought by some to refer to "Dominican Order of Monks," it actually stands for "Deo Optimo



Bénédictine, Continued

Maximo;" "Deus" is Latin for God, "Optimus" is Latin for "best" and "Maximo" is Latin for "greatest" - this can be roughly translated as "To God, most good, most great." (The Dominican Order uses the designation O.P., which refers to "Order of Preachers").

Source: Wikipedia

B and B

B and B is a type of cocktail, made from equal parts cognac and Bénédictine. It is typically served on the rocks, but can also be served straight.

The producers of Bénédictine also market a ready-mixed version of the drink known as B and B (see previous section).

Source: Wikipedia



Baileys Irish Cream

Baileys Irish Cream (the registered trademark omits the apostrophe), is an Irish whiskey and cream based liqueur, made by Gilbeys of Ireland. The trademark is currently owned by Diageo. It has a declared alcohol content of 17% alcohol by volume.

History. Introduced in 1974, Baileys was the first Irish Cream liqueur on the market. It can be compared to other cream liqueurs such as Amarula, Carolans and Sangster's.

Manufacture. Baileys was the first 44% liqueur to use cream and alcohol together in a manner sufficiently stable to allow commercial distribution. The cream and whiskey are homogenized to form an emulsion, with the aid of an emulsifier containing refined vegetable oil. This process prevents separation of the whiskey and cream during storage. The quantity of other ingredients is not known but they include chocolate, vanilla, caramel and sugar.



According to the manufacturer no preservatives are required, the whiskey alone is used to preserve the cream.

The cream used in the drink comes from Glanbia PLC, a major player in the Irish dairy market. Glanbia's Virginia facility in County Cavan produces a range of fat filled milk powders and fresh cream. It has been the principal cream supplier to Baileys Irish Cream Liqueurs for over thirty years. More than 4 million liters of Irish cream a year is used in the production of Baileys, amounting to 4.3% of Ireland's total milk production.

Baileys Irish Cream, Continued

Storage and shelf life. According to the manufacturer, Baileys has a shelf life of 24 months. It should be stored between 41 to 95 degrees Fahrenheit.

Drinking. A glass of Baileys coffee Irish Cream can be drunk by itself, over ice, or as part of a cocktail. It is also commonly used as an addition to coffee in lieu of cream or sugar.

As is the case with milk, cream will curdle whenever it comes into contact with a weak acid. Milk and cream contain casein which coagulates when mixed with weak acids such as lemon, tonic water, or traces of wine. While this outcome is undesirable in most situations, some cocktails specifically encourage coagulation.

Baileys Coffee is made using a measure of Baileys in a cup of coffee and then topped off with cream.

Origin. Bailey's Irish Cream was created by Gilbeys of Ireland as it searched for something to introduce to the international market. The process of finding a product began in 1971 and the product was introduced in 1974. Despite attributions to Andrew Bailey of the R.A. Bailey Company, no such person existed. The choice of the name Bailey was based on branding.

Source: Wikipedia

Chambord Royale de France

Chambord Black Raspberry Liqueur is inspired by a raspberry liqueur produced in the Loire Valley of France during the late 17th Century. The liqueur was said to have been introduced to Louis XIV during one of his visits to the Château de Chambord. It was common during that time for liqueurs and cognacs to be consumed with elegant meals.

Chambord is made from raspberries, blackberries, Madagascar vanilla, Moroccan citrus peel, honey and cognac to create an all-natural Black Raspberry liqueur.

Chambord is made on the premises of a traditional Loire Valley Chateau, using all-natural ingredients. Whole raspberries and blackberries are steeped in French spirits for a period of several weeks to achieve a rich fruit infusion. This infusion process produces a distinct natural raspberry flavor and aroma.

After the infusion is extracted, a second layer of spirits is added to the fruit and allowed to rest for a few weeks. After this second infusion is drawn off, the remaining fruit is pressed to obtain the natural sugars and juice. The fruit-infused spirits and juices from the final pressing are then combined, and finally, the berry infusion is married with a proprietary blend of cognac, and natural vanilla extract, black raspberries, citrus peel, honey, and herbs and spices.

Chambord comes in a spherical bottle with a gold plastic lettered 'belt' around the middle. The bottle is modeled after a Globus cruciger, which reflects Chambord's royal connection. It is 16.5% alcohol by volume.



Chambord Royale, Continued

Common drinks made from Chambord include the Raspberry Margarita, French Manhattan, Kir Imperial (Chambord and Champagne), Chambord Daiquiri, Chambord Royal Spritzer, Little Purple Men, The Purple Hooter Shooter, Sour Grapes, Peanut Butter and Jelly (w/ Frangelico or Castries Peanut Cream), Grape Crush, French Martini which started the 'cocktails as a Martini' craze, the "Blood of Christ."

Source: Wikipedia

Cointreau

Cointreau (pronounced kwan'-tro) is a brand of triple sec liqueur, and is produced in Saint-Barthélemy-d'Anjou, a suburb of Angers, France. Cointreau sources its bitter oranges from all over the world, usually Spain, Brazil and Saint-Raphaël, Haiti.

In addition to being imbibed as an apéritif, Cointreau is sometimes used as a digestif. Cointreau is considered to be either a premium brand triple sec or a unique category of liqueur. With a 40% alcohol content, Cointreau is strong for a triple sec which usually has an alcohol content around 23%.



Production. Cointreau Distillery was set up in 1849 by Adolphe Cointreau, a confectioner, and his brother Edouard-Jean Cointreau from Angers. Their first success was with the cherry liqueur, guignolet, but it was when they concocted a blend of sweet and bitter orange peels and pure alcohol from sugar beets that the success of the enterprise was confirmed definitively. In 1875, the first bottles of Cointreau were sold. It is now estimated that thirteen million bottles are sold each year, in more than 200 countries. 95% of production is exported.

The production methods and recipe are a family secret, but tours of the distillery are open to the public. Photography is restricted in many areas to protect the production process from being copied.

Cocktails. Cointreau has also become very popular in premium Margaritas, often known as "Gold Margaritas." Cointreau replaces the Triple sec in the standard Margarita recipe and adds a more intense orange flavour.

Source: Wikipedia

Drambuie



Drambuie (pronounced dram-boo-e) is a honey- and herb-flavoured golden scotch whisky liqueur made from aged malt whisky, heather honey and a secret blend of herbs and spices. The flavour suggests saffron, honey, anise, nutmeg and herbs.

It is produced in Broxburn, Scotland, and can be served straight-up, on ice, or used as an ingredient in a mixed drink, such as the Rusty Nail cocktail. It can also be served as a Flaming Drambuie. The alcoholic content of this liqueur is 40% (80° proof).

The name Drambuie comes from the Scottish Gaelic phrase *an dram buidheach*, meaning *the drink that satisfies*. It was coined first at the Broadford Inn in 1893 where it was sold to patrons.

History. After the battle of Culloden (1746), Prince Charles Edward Stuart fled to the Isle of Skye. There, he was given sanctuary by Captain John MacKinnon of Clan MacKinnon. According to family legend, after staying with the Captain, the prince rewarded him with this prized drink recipe. (This version of events is disputed by historians - some believe it to be a story concocted to boost sales of the drink).

The legend holds that the recipe was given in the late 19th century by MacKinnon to James Ross. Ross ran the Broadford Hotel in the Isle of Skye, he developed and improved the recipe, initially for his friends locally. It was one of these friends who coined the name, meaning "the drink that satisfies." Ross then sold it further afield, even to France and the United States. It was Ross who patented it, in London. Ross died young, and to pay for their children's education, his widow was obliged to sell the recipe, by coincidence to a different MacKinnon family, in the early 20th century. The MacKinnon family has been producing the drink since.

Drambuie, Continued

The first commercial distribution of Drambuie in Edinburgh was in 1910. Only twelve cases were originally sold. In 1916, Drambuie became the first liqueur to be allowed in the cellars of the House of Lords, and Drambuie began to ship world wide to stationed British soldiers. In the 1980s, the producers of Drambuie began to advertise the liqueur. More recently work has been done to strengthen the reputation of the brand after a downturn in popularity and sales.

Source: Wikipedia

Frangelico

Frangelico is a hazelnut and herb-flavored liqueur (coloured with caramel coloring) which is produced in Canale, Italy. It is 24% alcohol by volume, 48 proof. It was released in the 1980s, gaining attention largely because of its unusual packaging: its bottle was designed to look like a friar, complete with a real knotted white cord around the waist. It is most commonly sold in two sizes: 750ml and 375ml.



Frangelico can be used to make many different cocktails, such as the Hazelnut Martini, the Frangelico Colada, and Frangelico and Cranberry Juice. It can also be combined with vodka to make the Chocolate Cake shot. For a quick and easy drink, it can be served on ice, with soda water, or with coffee.

The origins of Frangelico date back more than 300 years to the existence of early Christian monks living in the hills of Northern Italy. According to Barbero, the manufacturer in Italy, the name of the liqueur is based on a legend of a hermit named Fra. Angelico who "created unique recipes for liqueurs." However, the bottle itself most closely resembles the habit of a Franciscan friar, while the liqueur's likely namesake, the famous painter Fra Angelico (d.1455), was a Dominican, whose robe would have been white and without the cincture.

Frangelico is made in a similar manner to some other nut liqueurs: nuts are crumbled up and combined with cocoa, vanilla berries, and other natural flavors, and then left to soak in the base spirit. After the spirit has absorbed the flavor of the ingredients, the liqueur is filtered, sweetened, and bottled.

Source: Wikipedia

Galliano



Galliano, fully known as *Liquore Galliano L'Autentico*, is a sweet herbal liqueur created in 1896 by Italian distiller and brandy producer Arturo Vaccari of Livorno, Tuscany. Vaccari named the spirit after Giuseppe Galliano, an Italian hero of the First Italo-Ethiopian War at the end of the 19th century. Its vivid yellow color, currently derived from Tartrazine (a lemon-yellow azo dye), symbolized the Gold Rushes of the 1890s.

Galliano has been formulated at both 60 proof (30% by volume) and 84.6 proof (42.3% by volume). The latter strength is the original recipe, as well as the recipe currently in use. The sweeter 60 proof version is being phased out. Among its approximately 30 herbal ingredients are star anise, Mediterranean anise, ginger, and citrus and vanilla.

Galliano has a similar appearance to Strega (liqueur), another Italian herbal liqueur. Galliano is sweet and has a complex, vanilla-anise flavor with subtle citrus and woody herbal under notes. It is used both as a digestif (meant for drinking after heavy meals), and as an ingredient for cocktails, most notably the Harvey Wallbangers.

The vanilla top note differentiates Galliano from other anise-flavored liqueurs such as Sambuca, Pernod, or Anisette. Galliano is produced by first infusing grain-neutral alcohol with the herbal flavoring agents, distilling the liquid, and then infusing with pressed vanilla. In the final production stage, the vanilla-herb base infusion is blended with distilled water, refined sugar and pure neutral alcohol.

The Galliano brand is currently owned by Dutch distiller Lucas Bols, and marketed through its worldwide distribution joint venture, Maxxium. Galliano is packaged in a distinctively-shaped bottle, which is reminiscent of a classical Roman column. Several

Galliano, Continued

other liqueurs are also produced under the Galliano brand name, including a black Sambuca, a white Sambuca and an amaretto, which are predominantly distributed in Australasia, where the products are popular as shooters. Galliano also makes *Galliano Ristretto* coffee flavored liqueur and *Galliano Balsamico*, presumably a balsamic vinegar infused liqueur.

Galliano is the key ingredient of the Harvey Wallbangers. Because of this, popular drinks made with a float of Galliano often include the words "wall" and/or "bang" in their names. An example of this is the Hillary Wallbanger, a white wine-based version of the Harvey Wallbanger.

Galliano is also a key ingredient in mixed cocktails such as the Yellow Bird, Golden Cadillac, and Golden Dream.

Source: Wikipedia

Grand Marnier

Grand Marnier (grand MAR-nee-ā) is a liqueur created in 1880 by Alexandre Marnier-Lapostolle. It is a kind of triple sec, made from a blend of true cognacs and distilled essence of bitter orange. Grand Marnier is 40% alcohol (80 proof). It is produced in several varieties, most of which can be consumed "neat" as a digestif and can be used in mixed drinks and desserts. In France this kind of use is the most popular especially with the Crêpes Suzette and "crêpes au Grand Marnier."

History. Alexandre Marnier-Lapostolle learned basics of distilling spirits from his father, who was a wine and spirit merchant. He married the grand-daughter of Jean-Baptiste Lapostolle, owner of the distillery in Neauphle le Chataue near Paris, which specialised in fruit liqueur production. Alexandre soon took a major role in Jean's distillery.

One day at the distillery, Jean brought Alexandre a blended orange cognac from the Cognac region of France and Alexandre adored the product and decided to produce the similar sort. Shortly after he moved to the Chateau de Bourg, a 17th century castle in the Cognac region, where he had a convenient access to the supply for his new liqueur.

He used the Citrus Bigaradia oranges from the West Indies. To enhance the aroma, separated orange peels were macerated in neutral alcohol before the steam distillation process. In the 19th century, oranges were considered as luxurious goods reserved for the private rooms of princes and princesses and the gardens of Kings and Queens. The first orange tree in the New World was planted by Columbus in 1493 in Hispaniola (now Haiti).



Grand Marnier, Continued

Grand Marnier still uses the Citrus Bigaradia bitter oranges selected from plantations around tropical regions of the world such as the Caribbean. The reason for this specific sort is so when the peel is dried, it will still retain a very strong perfume that gives the unique aroma and character to the liqueur.

Four years after the launch, the amber orange liqueur won the first official prize, the Grand Prix at the international Exposition of Nice.

Use in food. Grand Marnier is used in several kinds of pastries, such as liquor cream buns. It is also used in the French dessert known as *Bûche de Noël* (Yule log). It is frequently used in recipes for cranberry sauce, as sweetness and citrus can be a contrast to the bitterness of cranberries. It is an ingredient for the preparation of Crêpes Suzette, Grand Marnier Soufflé and Crème brûlée.

Cocktails. Grand Marnier can be used to make cocktails. Some examples of these include the Cosmopolitan, Margarita, Side Car, Dirty Harry, Grand Mimosa and B-52.

Source: Wikipedia

Irish Mist



Irish Mist is a golden liqueur produced in Dublin, Ireland, by the Irish Mist Liqueur Company Ltd and marketed by the C&C Group. It is made from aged Irish whiskey, heather and clover honey, aromatic herbs, and other spirits, blended to an ancient recipe 1,000 years old. Irish Mist is 80 proof, or 40% alcohol by volume, and is currently available in more than 40 countries.

History. Based on a traditional recipe for heather wine, Irish Mist's delicious blend of honey, herbs and spices was first experienced by the chieftains and nobles of Ireland's ancient clans.

The secret recipe all but disappeared with the last great exodus of the Irish Earls in 1691, only to be rediscovered on an ancient manuscript brought by a traveler from Europe to Ireland.

In 1947, Irish Mist became the first liqueur to be produced in Ireland and that same great taste prevails.

It is typically served neat, straight up or on ice, but also goes with coffee, vodka, or cranberry juice. A Green Mist cocktail is Irish Mist with a dash of blue Curacao, and sparkling water or lemon-lime. A Rusty Mist is an ounce of Irish Mist with an ounce of Drambuie Scotch whisky liqueur. A Black Nail is made from equal parts Irish Mist and Irish whiskey.

Source: Wikipedia

Kahlúa

Kahlúa is a well known Mexican coffee-flavored liqueur. It is heavy and sweet, with a distinct taste of coffee, from which it is made. Kahlúa also contains sugar, corn syrup and vanilla bean.

History. Allied Domecq, which was created in 1994 as the result of a merger between Allied Lyons and Pedro Domecq, had produced Kahlúa since 1936 until the company was partially acquired in 2005 by Pernod Ricard, the largest spirits distributor in the world since the merger with the Swedish "Vin & Sprit" in March 2008.

Varieties. The alcohol content of Kahlúa varies between 20.0% and 35% depending on individual markets. In 2002, a more expensive, high-end product called "Kahlúa Especial" became available in the United States, Canada and Australia after previously being offered only in duty-free markets. Made with premium Arabica coffee beans grown in Veracruz, Mexico, Kahlúa Especial has an alcohol content of 36% and has a lower viscosity and is less sweet than the regular version.



Name. As the original producer Domecq tried to preserve a Veracruz identity to its product, the name Kahlúa was chosen as a feature of its originality. Kahlúa means "House of the Acolhua people" in the Veracruz Nahuatl language spoken before the Spanish Conquest; then it was Hispanicized as Ulúa, forming the name of modern San Juan de Ulúa fortress.

Uses. Kahlúa is used to make cocktails and as a topping or ingredient in several desserts, including ice cream, cakes, and cheesecakes. A few notable cocktails made with Kahlúa include the B-52, Baby Guinness, Mudslide, and the White Russian and Black Russian. It can also be enjoyed in cold cream, milk, or mixed with hot coffee.

Source: Wikipedia

Limoncello



Limoncello [lemon-chello] is a lemon liqueur produced in Southern Italy, mainly in the region around the Gulf of Naples, the Sorrentine Peninsula and the coast of Amalfi and islands of Procida, Ischia and Capri, but also in Sicily, Sardinia, Menton in France and the Maltese island of Gozo. It is made from lemon rinds (traditionally from the Sorrento lemon, though most lemons will produce satisfactory limoncello), alcohol, water, and sugar. It is bright yellow in color, sweet and lemony, but not sour since it contains no lemon juice.

Production. Unlike many other liqueurs, limoncello is easy and inexpensive to produce, requiring only sugar, water, lemon zest, alcohol, and time to mature. Homemade limoncello often has a stronger, more pronounced lemon flavor than brands sold in stores. To do this, pure 96% alcohol must be used and it should be diluted only after extraction, as 40% vodka does not extract all the oil flavors from the peel.

Different varieties of lemon are used to produce different flavors. The variety of lemon used is usually dictated by region. Various alcohols can be used to give distinct flavors. A higher proof alcohol maximizes extraction of the lemon flavor, whereas darker alcohols add complexity of flavor. Higher quality sugars used in the infusion process create a sweeter liqueur.

Serving. Limoncello is traditionally served chilled as an after dinner digestivo. Along the Amalfi Coast, it is usually served in small ceramic glasses themselves often chilled, the Amalfi coast being a center of both ceramic and limoncello production. This tradition has been carried into other parts of Italy.

Limoncello, Continued

Limoncello outside Italy. Limoncello is common in Italy but has only recently become popular in other parts of the world. Restaurants in the United States, the United Kingdom, Australia, and New Zealand are increasingly offering limoncello on their beverage and dessert menus. It is an increasingly popular ingredient in cocktails, as it imparts a strong lemon flavor without the sourness or bitterness of actual lemon juice.

The Amalfitini, which is a drink made of limoncello, vodka, white cranberry juice, peach schnapps, and Cointreau, is also a famed item among the hotel guests of the Amalfi Hotel Chicago.

Source: Wikipedia

Midori



Midori is a bright, green-coloured, muskmelon-flavored cordial made by Suntory. It is manufactured in Mexico, though it was originally made in Japan until 1987. It began life in 1978 with a launch party held in New York's famous Studio 54.

Midori is usually 20-21% alcohol by volume. The name comes from *midori*, the Japanese word for "green."

As it is extremely sweet, Midori is rarely consumed by itself. It is generally used in a mixed drink or cocktail; for example, a Midori Illusion or a Japanese slipper. Midori is usually used in a range of long drinks - with lemonade, fresh lemon juice, lime juice, pineapple juice or orange juice. Sour flavours are often used to balance its sweetness.

Source: Wikipedia

Peter Heering

Peter Heering is a Danish manufacturer of liqueurs.

They are most famous for HEERING Cherry Liqueur, a liqueur flavoured with cherries which is often referred to simply as *Peter Heering* or *Cherry Heering* in cocktail recipes. HEERING Cherry Liqueur, purveyor to the Royal Danish Court and to H.M. Queen Elizabeth II, has been produced since 1818 and is the original "cherry brandy." It is sold in more than 100 countries. The liqueur is known for its excellent quality and deliciously smooth full flavour. HEERING Cherry Liqueur is a vital ingredient in many famous cocktails such as the Singapore Sling and Blood & Sand.



Sometimes referred to simply as Heering, the liqueur is used in baking (which evaporates some of the alcohol—baking for 3 hours removes all of the alcohol) and in several cocktail recipes.

Source: Wikipedia

Sambuca

Sambuca is an Italian anise-flavoured, usually colourless liqueur. Its most common variety is often referred to as *white Sambuca* in order to differentiate it from other varieties that are deep blue in colour (known as *black Sambuca*) or bright red (*red Sambuca*).

Ingredients. Sambuca contains essential oils obtained from star anise, *Illicium verum*, which give the liquor a strong anise flavour. The oils are added to pure alcohol, a concentrated solution of sugar, and other flavouring. It is commonly bottled at 42% ABV (84 proof).

History. The Molinari company states that the name *Sambuca* comes from an Arabic word: *Zammut*. This was the name of an anise-flavoured drink that arrived to the port of Civitavecchia by ships coming from the East. The Oxford English Dictionary states, however, that the term comes from the Latin word *sambūc-us*, meaning "elderberry." A "Sambuq" is a type of Arabic ship which may originally have been used to import the drink and may have given it its name.

The Italian word *Sambuca* was first used as the name of another anise-based liquor that was created in Civitavecchia about 130 years ago.

The first commercial version of such a drink started at the end of 1800 in Civitavecchia thanks to Luigi Manzi that started selling *Sambuca Manzi*, which is still produced today. In 1945, soon after the end of Second World War, commendatore Angelo Molinari started producing *Sambuca Extra Molinari*, that helped the diffusion of Sambuca all over Italy.



Sambuca, Continued

Serving. Sambuca can be served neat, as Ammazcaffè or just as refreshment.

Sambuca can be served with ice, optionally adding some coffee beans as ornament. The ice enhances the flavours and changes the colour of the drink from transparent to dense white.

Sambuca can be added to coffee as a sweetener instead of sugar. The mixed drink in Italian is called *Caffè corretto* (literally, "corrected coffee"), though more commonly caffè corretto refers to grappa and coffee.

Sambuca can be served adding fresh water, becoming a refreshing less alcoholic drink.

Source: Wikipedia

Tia Maria



Tia Maria is the brand name of an alcoholic drink produced by the industry giant Pernod Ricard through their Malibu-Kahlúa International subsidiary. Tia Maria is a "liqueur spirit" which resembles a coffee liqueur such as Kahlúa, which is also produced by Pernod Ricard. Unlike Kahlúa, Tia Maria is made in Jamaica using Jamaican Blue Mountain Coffee beans. The main flavor ingredients are coffee beans, cane spirit, vanilla, and sugar, fermented to an alcoholic content of 26.5% (alcoholic content as sold has been reduced to 20%). It can be consumed pure and with ice, but is also frequently used as an ingredient for cocktails, with coffee, or in desserts (such as the layered liqueur-whipped-cream-and-cookie confection known as Tia Maria torte). It may also be mixed with milk and ice.

Popular cocktails containing Tia Maria include the terry, which combines the spirit with orange juice, and Jamaican coffee, featuring both Tia Maria and Myers's Rum. The New Year's Levee punch served by several Officers' Messes and Sergeants Messes including that of the Ontario Regiment in Canada, is called "Moose Milk" and combines Tia Maria with eggnog and spices.

The drink was invented by Dr. Evans in Jamaica just after WW2. He invited acquaintances from the Country Club in Kingston to try various formulas at his lab until the final version was accepted.

Source: Wikipedia

Southern Comfort

Southern Comfort (occasionally referred to as SoCo) is a fruit, spice, and whiskey flavored liqueur produced since 1874. It is made from a blend of whiskey, peach, orange, banana, vanilla, sugar, and cinnamon flavors. The Brown-Forman Corporation owns the Southern Comfort brand.

Southern Comfort is available as 100 US proof (50% alcohol by volume), 76 US proof (38% alcohol by volume), 70 US proof (35% alcohol by volume) and 42 US proof (21% alcohol by volume). It is often erroneously thought to be bourbon whiskey based—it is actually neutral grain spirits-based, and the brown look comes from caramel coloring. Southern Comfort Reserve, however, is a blend of Southern Comfort and 6-year-old bourbon and is 80 proof. Outside of the Americas, Southern Comfort is distilled in Fox & Geese, just outside Dublin City, Ireland.

History. Southern Comfort was first produced by Irish bartender Martin Wilkes Heron (b. 1850 - d. 1920), the son of a boat-builder. Legend says it was first created and sold at McCauley's Tavern at the corner of Richard and St. Peter Street in the French Quarter of New Orleans, Louisiana. However, St. Peter Street and Richard Street do not intersect, but Richard Street does intersect with S. Peters Street in the Lower Garden District near the Mississippi River.

He later moved to Memphis, Tennessee, in 1889, patented his famous creation, and began selling it in sealed bottles with the slogan "None Genuine But Mine" and "Two per customer. No Gentleman would ask for more." Southern Comfort won the gold medal at the 1904 World's Fair in St. Louis, Missouri.



Southern Comfort, Continued

In an episode of *The Thirsty Traveler* entitled "A River of Whiskey," spirits historian Chris Morris describes the original recipe of Southern Comfort. Heron would begin with the best bourbon he could find and would add: "An inch of vanilla bean, about a quarter of a lemon, half of a cinnamon stick, four cloves, a few cherries and an orange bit or two. He would let this soak for days. And right when he was ready to finish he would add this sweetener, he liked to use honey."

The plantation depicted on the label of Southern Comfort since the 1930s is Woodland Plantation, an antebellum mansion in West Pointe a la Hache, a small town in Plaquemines Parish, Louisiana. Woodland Plantation, which is registered on the National Register of Historic Places, now operates as a bed and breakfast.

In cocktails. Southern Comfort is used in the creation of many popular cocktails, including "Alabama Slammer," "Crash & Burn," "'57 Chevy," "Sloe Comfortable Screw," "SloScrew," "Slo Sunrise," "Rickstasy," "SocaCola," "SoCoCello," and "SoCo-LoCo" (created by R.Capaldi), "SoCo Manhattan," "Blind Andy," "SoCo Andy," "Liquid Cocaine," "Steamboat," and "Funky Cold Medina."

One of the earliest Southern Comfort-based cocktails to be marketed was the Scarlett O'Hara, concocted in tribute to the release of the film adaptation of *Gone with the Wind* in 1939. The mixture includes Southern Comfort, cranberry juice, and fresh lime.

When Southern Comfort is taken as a shot and chased with orange soda, it gives the distinct taste of an Orange Creamsicle. Another popular mix that incorporates juice is the "Adam's Apple," a combination of Southern Comfort and apple juice. Apple cider can also be used in this drink.

Source: Wikipedia

Tips to Sell More

You can increase your food and beverage revenues without adding any cost to your operation by using something you already have in stock, but is probably under-utilized - your inventory of proprietary liqueurs.

Knowledge is power. The more your servers know about liqueurs - their history, countries of origin, flavors, uses, descriptors, their better known drink recipes, and how to pronounce their names - the better able they are to sell your members on trying them. So training is the key.

Here's some ideas:

Create a Cordial Cart. Use a rolling cart and set up an attractive presentation of your most popular cordials on it. When you wheel it through the dining room, the presence and power of suggestion will make the selling easy. It certainly beats the bottles gathering dust on your back bar and it's easy to do!

Create a Cordial Service. Offering cordials is a classy way to provide something different to the standard party menu. Have your catering manager offer it for special dinners and functions.

Flavors to Savor

Here some simple ideas to entice your members to try them:

Drinks:

- Serve them straight up, in brandy snifters, on the rocks, with a side of water so they can be thinned out (for those who prefer a less sweet taste), or mixed with soda water to add some fizz.
- Add them to coffee for a distinct taste sensation.
- Research favorite drink recipes using each liqueur and train your servers to suggest them.

- Challenge your bartenders to come up with new or little-known drink recipes with each liqueur. Feature them on the menu and train your servers to suggest them.
- Write a short article about each liqueur in your club newsletter each month. Such suggestion is a powerful inducement to try one.

Desserts:

- Over ice cream. A shot of most liqueurs over a scoop of premium vanilla ice cream is a simple, yet delicious way to sample their distinct flavors. Some people prefer the liqueur on the side so they can add it to taste, or maybe add some to the ice cream and drink the rest. Just be careful when adding to desserts that members know they are getting a shot of alcohol. These are not desserts for children and some adults may not want the alcohol.
- Over pound cake. The same can be done with some fresh-made pound cake with a dab of whipped cream. The liqueur soaks into the cake making it moist and flavorful.
- Special Creations. Have your chef design some special dessert selections around the different flavors of your proprietary liqueurs. Make sure they are prominently featured on the menu and have your servers prepared to sell them tableside with enticing descriptors and details of the recipes.

Any of these ideas, if properly executed are guaranteed to increase your sales. Not only do they help your bottom line, but they add significant enjoyment and a touch of class to a meal for those who appreciate the time-honored tradition of proprietary liqueurs.

Lastly

Benchmark your Sales. Before you start a selling campaign for liqueurs make sure you know what your baseline sales are. This way you can track your progress and success in your sales effort. Nothing motivates your servers like a little competition, even if it's only against last month's sales.

Table of Liqueurs

Brand	Country of Origin	Dominant Flavors	Uses
Amaretto	Italy	Almond	Drinks, desserts, cooking
Benedictine	France	Sweet, 27 plants & spices	Drinks, desserts
B and B	France	Mixture of Cognac & Benedictine, less sweet than Benedictine	Drinks, desserts
Baileys Irish Cream	Ireland	Irish whiskey, chocolate, caramel, cream	Drinks, desserts
Charmbord	France	Black raspberry	Drinks, desserts
Cointreau	France	Orange	Drinks, desserts
Drambuie	France	Scotch, honey & herbs	Drinks, desserts
Frangelico	Italy	Hazelnut	Drinks, desserts, cooking
Galliano	Italy	Citrus, vanilla, anise	Drinks, desserts
Grand Marnier	France	Orange	Drinks, desserts, cooking
Irish Mist	Ireland	Heather and clover honey, aromatic herbs	Drinks, desserts
Kahlua	Mexico	Coffee	Drinks, desserts
Limoncello	Italy	Sweet, lemony	Drinks, desserts
Midori	Japan, made in Mexico	Muskmelon	Mixed drinks, desserts
Peter Heering	Denmark	Cherry	Drinks, desserts, cooking
Sambuca	Italy	Anise (licorice)	Drinks, desserts
Tia Maria	Jamaica	Coffee	Drinks, desserts
Southern Comfort	Originated in U.S., now made in Ireland	Whiskey, peach, orange, banana, vanilla & cinnamon	Drinks, desserts

Bon appetit!