

The Library

FORGOTTEN COCKTAILS RE-MASTERED

1900



2016

CAMPARI

FORGOTTEN COCKTAILS RE-MASTERED



*Transforming Hidden Cocktail Gems from
Early Bar Books into Today*



A PROLOGUE

It is a pleasure to share our knowledge and passion with you in this booklet. It is meant to inspire bartenders to follow the format and find their own treasures in the collected knowledge found in the writings of generations of bartenders who came before us. It would be an honor to share those treasures with you, the collected talent of a new generation of bartenders who are at the forefront of the craft bar movement. Together with my friends Mauro and Goncalo, we invite you to send in a recipe of your own and to visit us at the BCB in October. You will find us at the Campari booth come by and share your thoughts and ideas.

In 1986, I was on a mission to find drinks with tradition to reflect the overall theme of the restoration of the famous Rainbow Room in New York City's Rockefeller Center. I looked first to the immediate past the mid 20th century. I found a helpful book *Bottoms Up* by Ted Saucier, 1951. Saucier gave us a snapshot of mid 20th-century cocktails in luxury bars, hotels, and resorts not only in New York City but also around the world and that is exactly what I wanted on that first menu for our opening in 1987.

There were many more books in play for those early menus at Rainbow, I wanted the menu to change not just seasonally but I wanted to be responsive to sales and of course the lack of sales. Some late 20th century books were already raising the bar; one was Schumann's *Tropical Bar* book. Schumann's book was a goldmine for me. It was an important look at what the amazing *Cantineros* of Cuba were crafting during the "Big Mistake" as we came to refer to the 18th Amendment to the United States Constitution.

I wasn't just lifting recipes — in some cases — I took inspiration from the traditional recipes and altered them to reflect modern tastes. I wanted to appeal to the widest possible audience. The *Papa Doble* from Schumann's book intrigued me. I knew I could never serve it with just a small amount of maraschino Liqueur as a sweetener, so I added the simple syrup that was needed to make it palatable to the wider audience. I christened the new drink *The Hemingway Daiquiri*, paying tribute but making the drink ours at Rainbow as well.

More and more the heritage of cocktail bar literature from two centuries is available to us online. Just as our brothers on the culinary side of the business have been doing for hundreds of years we must look back to look forward. We must master the classics first and then bring our talent to play. But as my friend Gaz Regan has repeated over and over again, "we cannot skip any steps", we as craftsmen and women in this newly culinary driven cocktail world must master the past to own the future.



Dale DeGroff
August, 2016

Original Recipe
**BEVERLY
 COCKTAIL**
 1951



3.5cl	St. James Rum	0.75cl	Fresh Lime Juice	Assemble all these ingredients, shake well and strain into a Cocktail glass.
0.75cl	Cuban Rum	½ Teaspoon	Powdered Sugar (or 0.5cl sugar sirup)	
dash	Orange Curacao			
0.75cl	Pineapple Juice			

**BEVERLY
 COCKTAIL**
 1951

BOTTOMS UP BY TED SAUCIER, 1951 — HISTORY OF THE BEVERLY COUNTRY CLUB, NEW ORLEANS

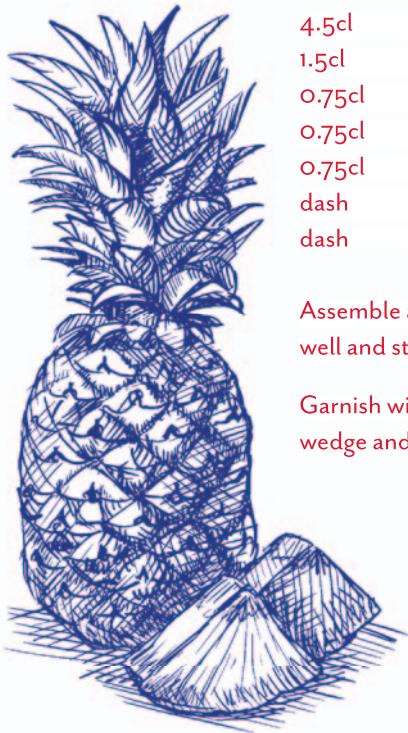
HISTORY — The Country Club, originally a plantation in the mid-19th century, opened as a roadhouse in the 1920s, just in time to ignore the infamous 18th amendment, which outlaws the sale of alcoholic beverages.

What drew me to the Beverly (by the Beverly Country Club in New Orleans) was that it is such a classic “tiki” format using two types of rum, a Cuban and a Martinique rum, along with several juices and orange curacao. I thought that this was the perfect opportunity to try a new take on the Beverly while also highlighting the rums of Jamaica and a new Dry Curacao product.

New Recipe

BEVERLY COCKTAIL 2016

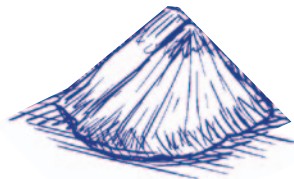
..... *Interpretation by Dale DeGroff*



- 4.5cl Appleton Estate Rare Blend 12
- 1.5cl Wray & Nephew Overproof
- 0.75cl Pierre Ferrand Dry Curacao
- 0.75cl Pineapple Juice
- 0.75cl Fresh Lime Juice
- dash Gum (optional)
- dash Dale DeGroff Pimento Bitters

Assemble all these ingredients, shake well and strain into a chilled Cocktail glass.

Garnish with pineapple leaf, pineapple wedge and a lime wheel.



Original Recipe
**GOLDEN
 DAWN**
 1951



2.25cl Lime Juice
 4.5cl Orange Juice
 2.25cl Jamaica Rum
 4.5cl Bourbon Whiskey
 0.5cl Teaspoon Sugar

Place with ice in electric mixer.
 Strain into hollow stemmed cham-
 pagne glass, which has teaspoon
 grenadine in bottom of stem.

**GOLDEN
 DAWN**
 1951

BOTTOMS UP BY TED SAUCIER, 1951 — COURTESY OF NEW HOTEL JEFFERSON, ST LOUIS

*HISTORY — Inside the old Jefferson Hotel, a forgotten ball-
 room awaits: the “Gold Room”. Since it’s been unused
 for 85 years, some tenants of the current Jefferson Arms
 Residence Hotel were totally unaware of the existence of
 this stunning pre-war dance palace.*

*At the famous Gold Room, the Golden Dawn was the
 go-to cocktail. I have revived and retooled this classic ...
 and there may be good news on the horizon for the room
 as well!*

New Recipe

GOLDEN DAWN

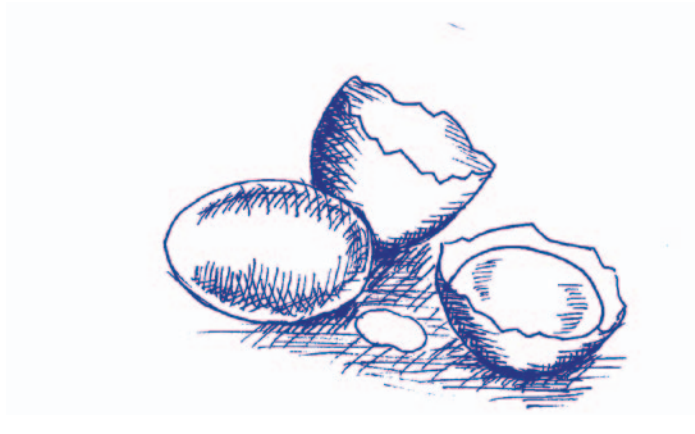
2016

..... *Interpretation by Dale DeGroff*

3cl Wild Turkey 101
1,5cl Appleton Estate Rare Blend 12
0.5cl Lemon juice
3cl Fresh Orange Juice
1.5cl Cane Syrup
1 Whole Egg

Blend frappe style.

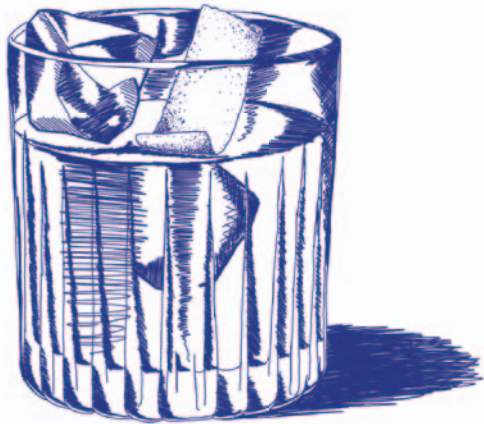
Use hollow stem cocktail glass.



Original Recipe

NEGRONI CAPRICCIO

1951



3cl Campari
3cl Vermouth
3cl Gin

Shaken and served with ice cubes,
finish with Seltzer and Twist orange
in an old fashioned glass.

NEGRONI CAPRICCIO

1951

BOTTOMS UP BY TED SAUCIER, 1951 — COURTESY OF CAPRICCIO RESTAURANT, ROME

HISTORY — *The Negroni Capriccio was the product of chance — or serendipity, if you like. Back in 1951, the head of the Capriccio Restaurant’s bar in Rome only wanted to create a tasty and fresh “house cocktail” for the eatery’s loyal regulars. So, he tried a negroni with a touch of seltzer water and an orange garnish instead of the typical lemon — and the Negroni Capriccio was born.*

*When I wrote *The Craft of the Cocktail*, I also did a book tour. The opening drink was a Negroni — and since Americans seem to have a lower tolerance for bitter flavors than Europeans, I created a variation on the Negroni to please those people at the dinners who wanted something milder. I called it the Fancy Nancy in honor of a photographer who worked at one of the dinners.*

New Recipe

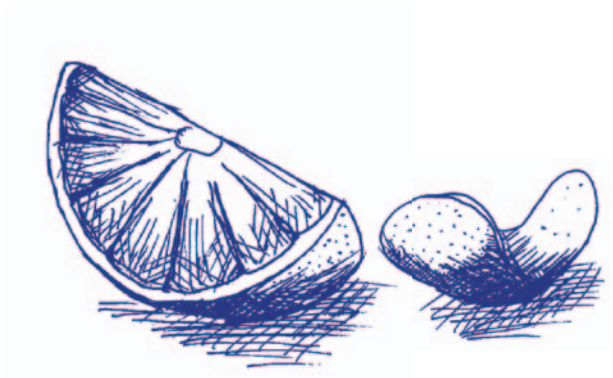
NEGRONI CAPRICCIO 2016

..... *Interpretation by Dale DeGroff*

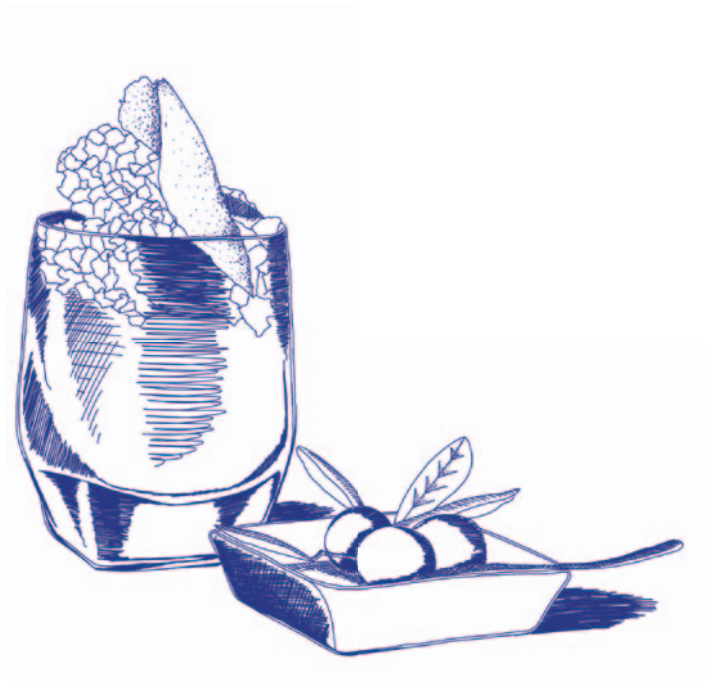
1,5cl	Campari
1,5cl	Cointreau
1,5cl	Sweet Vermouth
1,5cl	Banks London Dry
3cl	Fresh Orange Juice

Shaken and served with ice cubes in an old fashioned glass.

Garnish with half wheel of orange.



Original Recipe
**WHISKEY
 COCKTAIL**
 1900



2 or 3 dashes Gum syrup; very careful
 not to use too much
 1 or 2 dashes Bitters (Boker's only)
 1 or 2 dashes Curacao
 14cl Whiskey

Stir up well with a spoon and strain it
 into a cocktail glass, putting in a cherry
 or a medium-sized olive, squeeze a piece
 of lemon peel on top and serve.
 Use a large bar glass, 3/4 glass of fine
 shaved ice.

**WHISKEY
 COCKTAIL**
 1900

BARTENDER'S MANUAL BY HARRY JOHNSON, 1900 — NEW YORK CITY

HISTORY — Harry Johnson is considered one of the greatest professors of bar culture. And although this whiskey cocktail already surfaced in his 1882 publication, he changed the bitters to “Boker’s” in a later book (from 1900), which transformed the recipe into one of the greatest American cocktail successes.

New Recipe

WHISKEY COCKTAIL 2016

..... *Interpretation by Mauro Mahjoub*

6cl Wild Turkey 101 Rye
4 Bsp Raspberry marmelade
1cl Aperol
1 Bsp Braulio
2 drops Absinth
2cl Red Vermouth Cinzano 1757

Assemble all these ingredients,
shake well and fine strain into a chilled
Cocktail glass.



Original Recipe

RUM DAISY

1930



3cl Fresh Squeezed Lime Juice
5cl Rum
2cl Grenadine
10cl Sparkling water

Garnish with fruits.

RUM DAISY

1930

BARTENDER'S MANUAL BY JERRY THOMAS, 1930

HISTORY — Daisies first surfaced around 1880 and had their earliest printed mention in Jerry Thomas' book from 1883. Their tried-and-tested formula is always the same: Mix a spirit with a syrup, some cordial and a touch of carbonated water, add a fruit garnish — and that's all. Since there weren't too many different juices on offer pre-Prohibition, this sweet-and-sour combo of lime, grenadine and a fruity garnish promised a new taste spectrum that soon took cocktail connoisseurs by storm.

New Recipe

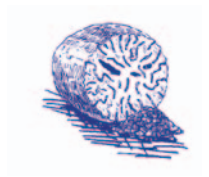
RUM DAISY 2016

..... *Interpretation by Mauro Mahjoub*

6cl Appleton Estate Reserve Blend
1cl Falernum
dash Bitters
4 slices Pineapple
3cl Fresh Squeezed Lime Juice
1cl Honey

Shaken and served with crushed ice
in a tumbler.

Garnish with half wheel of orange
and nutmeg.



Original Recipe
CAMPARINETE

1929



2.25cl Campari
 2.25cl Rosso Cora / Red Vermouth
 4.5cl Gordons Gin

Stirred and served with ice in
 a cocktail glass. Garnish with
 lemon zest.

CAMPARINETE

1929

COCKTAIL DE PARIS, 1929 — PARIS

HISTORY — The Camparinete Cocktail was invented at the Chatham Bar in Paris by the establishment's inspired bartender Albert and later featured in the "Cocktail de Paris" publication. While it's a close cousin of the Negroni, it actually precedes the latter's first appearance in Italy.

My interpretation pays homage to the Italian passion for coffee — adding a touch of "coretto" to the French Camparinete.

New Recipe

CAMPARINETE

2016

..... *Interpretation by Mauro Mahjoub*

1.5cl Grappa
2cl Campari
2cl Vermouth infused with Coffee
0.5cl Sambucca

Stirred and served with a big ice cube
in a tumbler.



Original Recipe

DUCA DI BERGAMO COCKTAIL

1936



0,5cl Fresh Lemon Juice
 0,5cl Campari
 3cl Campari Cordial
 2cl Cognac

Stirred and served with a cherry
 in a Martini glass.

DUCA DI BERGAMO COCKTAIL

1936

MILLE MISTURE BY ELVEZIO GRASSI, 1936

HISTORY — This drink was concocted to honour a regular at Milan's Hotel Excelsior back in 1935. Back then, the hotel had only been open for three years and was considered THE place to stay — probably one of the reasons why the count kept coming back whenever he had business in Milan. Elvezio de Grassi later appropriated the drink for his own cocktail book.

New Recipe

DUCA DI BERGAMO COCKTAIL 2016

Interpretation by Gonçalo de Sousa Monteiro

0.5cl	Fresh Lemon Juice
1.5cl	Campari
2.5cl	Boudier Crème de Framboise
1.5cl	Cognac VSOP

Shake well and serve with a big ice cube
in a tumbler.

Garnish with Raspberry / Lemon zest.



Original Recipe

THE CAPETOWN COCKTAIL

1930



1 dash Angostura Bitters
 3 dashes Curacao
 3cl Caperitif
 3cl Canadian Club Whiskey

Stir well and serve in a
 champagne glass.
 Garnish with lemon zest.

THE CAPETOWN COCKTAIL

1930

THE SAVOY COCKTAIL BOOK, 1930

HISTORY — *The recipe is one of many creations of Harry Craddock — one of the most famous bartenders of the 1920s and 1930s. The ingredients of the drink reflect his very unique style. He is one of a very few bartenders who was using Caperitif. As the name of the The Capetown Cocktail suggests, the Caperitif hails from South Africa then found its way to the Savoy Hotel bar and finally to Europe's gentlemen's clubs.*

Just like the Dandy Cocktail, which swaps the Caperitif for Dubonnet, the drink boasts an enticing amber colour.

New Recipe

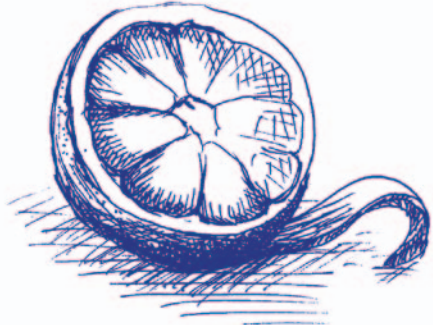
THE CAPETOWN COCKTAIL 2016

Interpretation by Gonçalo de Sousa Monteiro

4cl Wild Turkey 101 Rye
1.5cl Cocchi Americano
3cl Bigalet Orange China China
1 dash Angostura Bitters

Stir well and serve in a
champagne glass.

Garnish with lemon zest.



Original Recipe
CARDINALE

1926



3cl Dry Gin
3cl Campari
3cl Noilly Prat

Stir well and serve with
ice cubes in a tumbler.
Garnish with orange zest.

CARDINALE

1926

NEGRONI VARIATION BY GIUSEPPE CIPRIANI, 1926 — HARRYS BAR VENEZIA

HISTORY — According to legend, an influential cardinal used to frequent the Excelsior Hotel on Via Veneto whenever he stayed in Rome — primarily to ask the bartender for a special, on-spec cocktail creation.

The bartender in question liked the result and turned it into a proper recipe, naming the cocktail — to honour his guest and to reference the result's rich carmine colour — "Cardinale".

New Recipe
CARDINALE

2016

..... *Interpretation by Gonçalo de Sousa Monteiro*

2.5cl Dry Gin
2cl Campari
1.5cl Noilly Prat
Dry infused with Chamomile

Stir well and serve with ice cubes
in a tumbler.

Garnish with Grapefruit zest and
dried chamomile flowers.





THE ULTIMATE PRIZE

BAR 5-DAY CERTIFICATION PROGRAM

The Beverage Alcohol Resource (BAR) 5-Day Certification Program is an educational achievement in the field of spirits and mixology in the spirit of the Master of Wine or Master Sommelier titles. BAR, a Limited Liability Company headquartered in New York, is an independent organization whose mission is to propagate the healthy and responsible use of beverage alcohol products through its innovative and comprehensive training program.

The now legendary program headlined by beverage industry veterans Dale DeGroff, Doug Frost, Steve Olson, F. Paul Pacult, Andy Seymour, and David Wondrich, is revolutionizing the way in which spirits and cocktails are viewed, understood, appreciated and enjoyed. BAR is the most trusted, comprehensive, innovative, and autonomous source of systematic information on distilled spirits and mixology in the beverage alcohol industry.

Since its inception in 2006, the BAR 5-Day Certification Program has taught over 350 intrepid, dedicated women and men from

around the world, including professional and amateur bartenders, bar owners, authors, media, restaurateurs, Masters of Wine, brand ambassadors and champions, and beverage alcohol industry executives. BAR won the Cheers Innovator of the Year Award in 2007.

Comments co-managing member Doug Frost about the Program, “The 5-Day gives the BAR partners and our top graduates the chance to share what we’ve learned over the past collective century of industry experience. The intense curriculum is designed to allow us to cover all related topics of spirits and cocktails in a manner that’s informal, in-depth, and meaningful in the current sense. It likewise gives us the opportunity to do what we do too little of and that’s being together.”

The Beverage Alcohol Resource 5-Day Certification Program is takes place annually in New York City. To learn more about the BAR 5-Day Certification Program, please log onto:

www.beveragealcoholresource.com

Alle Information zum Beitrag sowie die **ausführlichen Teilnahmebedingungen** findest Du unter <https://www.facebook.com/campari.werkstatt/>. Bitte lies dir die Teilnahmebedingungen durch, bevor du dein Rezept für einen Favourite Forgotten Cocktail einreichst. Durch Einsenden deines Rezepts erklärst du dich mit den Teilnahmebedingungen einverstanden.

In Kürze die wichtigsten Informationen zur Teilnahme:

1. Dein Beitrag

- i. Teilnahmeberechtigt sind Barkeeper, die über 18 Jahre alt sind und über ausreichende englische Sprachkenntnisse verfügen, um an einem englischsprachigen professionellen Workshop im Rahmen des Beverage Alcohol Resource (BAR) Programm teilzunehmen.
- ii. Sende dein Rezept für einen Favourite Forgotten Cocktail mit einem Bild des Cocktails (Foto oder andere Mittel: Grafitti, Video, Photo, Origami, Skizze, etc.) ein paar persönlichen Worten über deine Interpretation und zu deiner eigenen Person bis zum 21.09.2016 per Email an BCB@campari.de.
- iii. Deine moderne Interpretation des Favourite Forgotten Cocktail muss folgende Voraussetzungen erfüllen:
 - a) Alle Angabe von Zutaten in cl., Dashes und Drops.
 - b) Maximal fünf Zutaten ohne Garnitur (beinhaltet Dashes, Drops, Früchte/Kräuter, Sirups, Säfte) und maximal 10cl.
 - c) Mindestens 2cl von Campari, Wild Turkey oder Appleton Rum müssen enthalten sein.
 - d) Der Cocktail muss allgemein verfügbare Zutaten beinhalten.
 - e) Nur eigene Variation der Favourite Forgotten

Cocktails. Plagiate führen zu Disqualifikation.

f) Rezepte dürfen bis Ende des Wettbewerbs nicht verändert werden.

- iv. Du kannst mehrere unterschiedliche Rezepte einreichen, jedoch nur mit maximal einem Rezept für den Hauptevent ausgewählt werden.

2. Ablauf des Wettbewerbs

- i. Einsendung des Favourite Forgotten Cocktail Rezepts.
- ii. Auswahl von drei Finalisten durch dreiköpfige Jury bis zum 26.09.2016
- iii. Benachrichtigung der Finalisten per E-Mail (Deine Bestätigung der Teilnahme am BCB ist erforderlich, sonst wird der Platz anderweitig vergeben).
- iv. Anreise, Unterkunft und Eintritt zum Event übernimmt CAMPARI.
- v. Finalisten erstellen ihren Favourite Forgotten Cocktail live auf dem BCB am 11.10.2016 in Berlin. Der Gewinner wird von der Jury ermittelt.
- vi. CAMPARI stellt Produkte des CAMPARI-Portfolios sowie Basiszutaten.

3. Der Gewinn

- i. Der Gewinn ist die Teilnahme des Gewinners am Beverage Alcohol Resource (BAR) Programm in New York, inklusive Flug, Unterkunft, Verpflegungs- und Reisepauschale und Seminargebühren. Die Reise dauert 7 Tage und hat einen Wert von ca.5.000 Euro.
- ii. Alle weitere Kosten trägt der Gewinner (z.B. Anfahrt zum Flughafen).
- iii. Der Gewinner muss in die USA einreisen dürfen.

NOTES

Impressum:

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Enjoy responsibly!