

Beverage Journal

Hanover, MD

June 2007

Circulation: 6,400



colangelo
& partners
cpr
public relations

THE BEVERAGE NETWORK'S MIXOLOGISTS TO WATCH

This Year's 10 Up-and-Coming Bartenders

By Cory Jones

If you think just anyone can stand behind a bar and sling drinks, then you haven't experienced the sophisticated service of a skilled bartender. More of an art form than a job, the craft of mixology requires a multitude of talents. In a demanding, high-stress environment, bartenders are expected to read their customers' minds, quickly deliver the perfect tippie with a smile, and then concoct trendsetting cocktails in their spare time. It can be a thankless job, so we'd like to give credit to these ten young bartenders who are keeping the art form alive.

2. Jacques Bezuidenhout

BARTENDER,
HARRY DENTON'S
STARLIGHT ROOM
SAN FRANCISCO,
CALIFORNIA

What's the most popular drink at your bar?

At the Starlight Room the most popular drinks are the Cable Car and a drink I created called the La Perla.

What's the secret to being a good bartender?

Knowing what you are working with and your work area. Then, being three steps ahead. It's very important to keep up with everything you have to do behind the bar and yet still be attentive and listen to your clientele.

Would you rather have starred in *Cocktail* or *Coyote Ugly*?

Bartend with Tom Cruise or the ladies of *Coyote Ugly*? *Coyote Ugly*!

What's a new ingredient everyone will be mixing with next year?

Elderflower. You are seeing it in some key markets this year but I think its popularity will continue to grow.

What's a little known cocktail someone should definitely try before they die?

The Corpse Reviver # 2, which is a blend of gin, Cointreau, Lillet blanc, fresh lemon juice and Pernod.



What's the perfect cocktail and why?

A Negroni or a Margarita. Negroni is the perfect aperitif cocktail; it sets the tone for dinner and the night ahead and is perfectly balanced. The Margarita is the perfect festive cocktail when made properly with fresh squeezed lime juice and 100% Agave Tequila.

What got you into bartending?

I started working in restaurants while at school waiting tables. When I moved to London I got a job in a pub and thought that this was more fun. Slowly, I started to read up on everything bar related and the rest is history. What started out as a means to make money while at school turned into a passion for spirits, wine and cocktails.

What cocktail have you given the world?

La Perla

("I won the Sherries of Spain Cocktail contest with this one and it has always been special to me.")

1 1/2 oz Partida Reposado
1 1/2 oz Manzanilla Sherry
3/4 oz Mathilde Pear Liqueur
Stir all ingredients in a mixing glass with ice and strain into a chilled cocktail glass. Garnish with a fresh lemon twist.

The Margarita is the perfect festive cocktail when made properly with fresh squeezed lime juice and 100% Agave Tequila.

6. Junior Merino

**MASTER MIXOLOGIST AND CONSULTANT, BARTENDER,
CAFE FRIDA AND CAFE RONDA, NEW YORK CITY**

What's the most popular drink at your bar?

Specialty Mojitos and Margaritas are always popular, as well as a cocktail I created called Coming Up Roses.

What's the secret to being a good bartender?

Listening to your guests and being able to understand what they want. Make sure you please your guests and give them a memorable experience every time.

What's a new ingredient everyone will be mixing with next year?

Instead of trying to predict just one, I'll say Latin flavors in general will become the "it" mixing ingredient in the coming year.

What's the perfect cocktail and why?

A perfect cocktail consists of 5 elements:

1. Visual aesthetics
2. A pleasant smell, since that is how we primarily taste.
3. Taste is a confirmation of what we see and smell. We must never forget that each palate is different.
4. Balance is what makes the perfect cocktail. This can only be achieved by experience and the understanding of ingredients and flavor profiles.
5. Last but certainly not least is the human factor, which is the most important element of all. Without knowledge, passion, dedication, understanding and respect about what we do, we would not be able to achieve all of the above.

What got you into bartending?

I moved to New York from Mexico when I was 16 and took a job as a server's assistant at Boulevard Café and worked my way up to bartender and manager. The rest is history.

What cocktail have you given the world?

Coming Up Roses

1/2 oz Rose Syrup
3/6 of a Lime

A Splash of Rose Water

3 Rose Petals

2 oz Bacardi Razz

2 oz Champagne

Muddle first 4 ingredients and add ice. Add Bacardi. Shake and serve in a high ball. Top with Champagne and stir gently to mix. Bruise sage leaves in the bottom of a mixing glass with white peach puree. Add remaining ingredients and shake, strain (removing large portions of sage) and serve up in a martini glass.

