EXPLORING SUGAR

A Campari Academy Training

CAMPARI ACADEMY

SESSION OVERVIEW

Sugar.
Like it or lump it,
we humans have had an
interesting relationship with
sugar throughout time.

Our relationship with sugar, with its many ups and downs good and bad is mostly one of endearment to the point where we refer to our loved ones as 'Honey' 'Sugar' 'Sweetness' 'Treacle' and regardless of age, it's hard to deny that sweet treats bring enjoyment to all ages from fairy floss to high end desserts in top restaurants.

FIRSTLY, we will focus our attention on the broader molecular family of sugars — Carbohydrates. We will look at the various building blocks of carbohydrates before zooming into the most common form: Sucrose.

Next we'll take a brief look at the history of sugar and the major sources of sucrose for our consumption in all of its forms and also take a look at other sweeteners used in the food and drinks industry.

We'll look at the role and use of sugar behind bars including how sweetness is measured and the various approaches to flavour extraction in house made flavoured syrups before exploring the world of Liqueurs through the lens of our brands.

Thank you for joining us as we explore this exciting topic, we hope you'll enjoy the stories, food and cocktails — and our company.

The Campari Academy Team

BOOKLET CONTENT

CARBOHYDRATES EXPLAINED

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CARBOHYDRATES

Sugars are compounds that our organisms process to obtain energy.

Properly named Carbohydrates(hydrated carbon), they can also be defined chemically as neutral compounds of carbon, hydrogen and oxygen.

Carbohydrates come in simple forms such as sugar (technically Sucrose) and in complex forms such as starches and fibre.

The body breaks down most sugars and starches into glucose, a simple sugar that the body can be used to feed its cells.

CLASSIFICATION

Monosaccharides

Glucose / Fructose / Galactose

Disaccharides

Sucrose = (Glucose + Fructose)

Lactose = (Galactose + Glucose)

Maltose = (Glucose + Glucose)

Polysaccharides

Starch / Cellulose

SUGAR HISTORY

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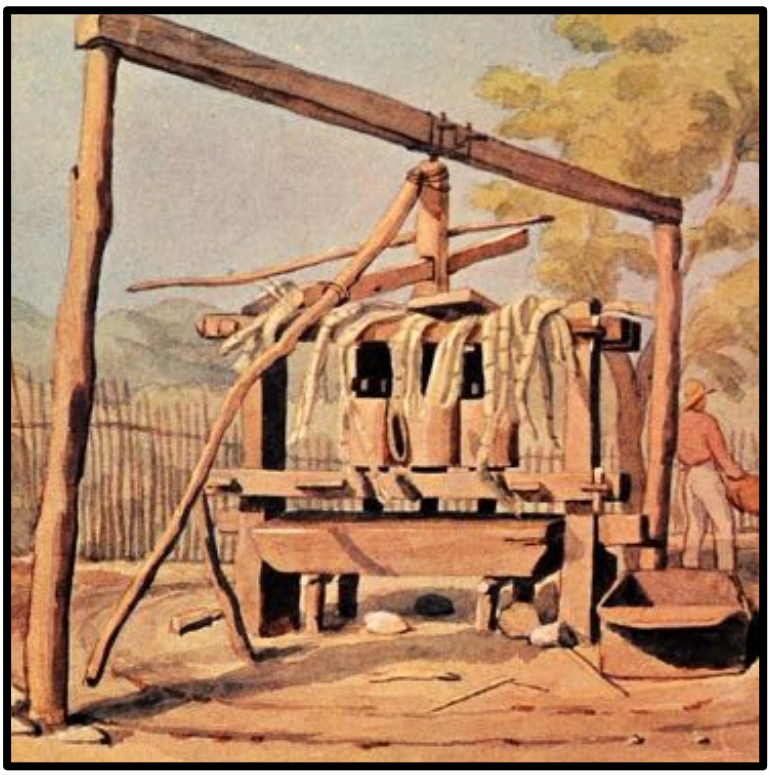
400 CE INDIA

Even though they could produce large quantities of sugar, majority of the Indian population preferred honey to sweeten their food. That changed in 5th century CE when Imperial Guptas found the way to turn sugarcane juice into granulated crystals. This new form of sugar was much easier to transport, which made it one of the primary trade ingredients of India.

Sugar is traded all along the Silk Road for hundreds of years from China to Europe Portugal, the Venetians and the Dutch being enjoyed by many cultures.

1390 CE

Advanced sugar presses were developed, doubling the amount of juice that was obtained from the sugar cane.



1492 CE

Columbus sets sail for the new world taking cuts of sugar canes from Canary Islands, that he would then plant in every Caribbean Island he'd make port to.

1501 - 1510 CE

Lands on Hispaniola (Haiti/Dominican Republic), Jamaica 1509 & Cuba 1511.

1710 – 1770 CE

Sugar becomes extremely popular between wealthy Classes in the Old World, that fell for sweet drinks, confectionery and treats.

Slaves were then taken against their will from their motherlands, especially from Africa, and forced to work in sugar plantations in the Caribbean. This started a sad commerce against any human right, known as the Sugar (or Slavery) Triangle.

1747 CE

German chemist Andreas Marggraf identified sugar in beets.

1801 CE

Marggraf's apprentice, Franz Karl Achard, built Poland's first sugar beet processing facility.

1806

Napoleon also attempted economic warfare against Britain, especially in the Berlin Decree of 1806.

It forbade the import of British goods into European countries allied with or dependent upon France, and installed the Continental System in Europe.

All connections were to be cut, even the mail.

SOURCES OF SUGAR

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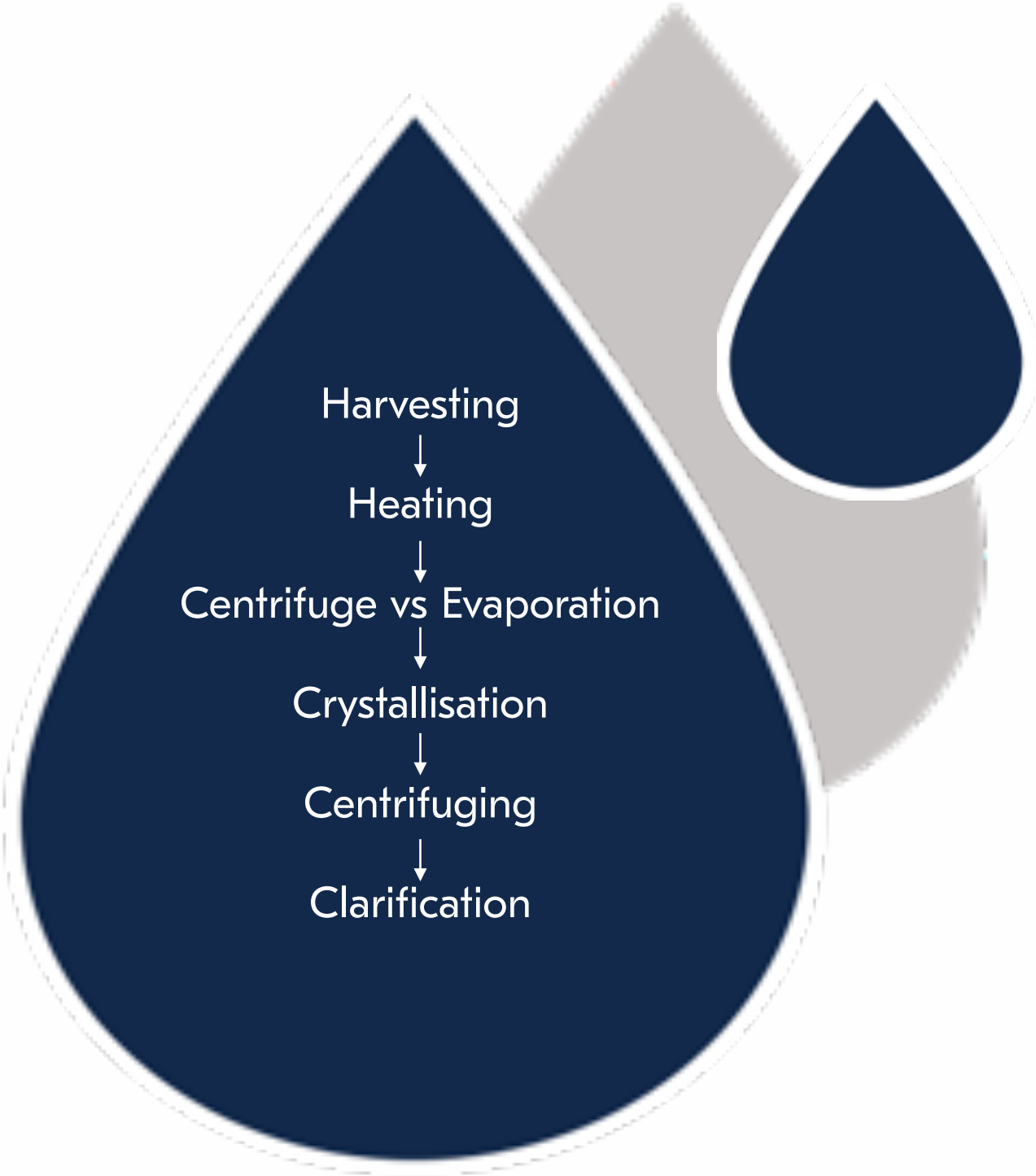
SUCROSE

White table sugar comes from either sugarcane or sugar beets and is usually sold without its plant source clearly identified. This is because, chemically speaking, the two products are identical.

Refined table sugar is pure, crystallised sucrose, much in the same way that pure salt is simply sodium chloride.

HOW DO WE GET SUCROSE?



REFINED VS RAW

Sucrose doesn't exist in nature in the form we know it, (unlike honey for ex.) but it's obtained processing sugar canes or beet juice. So, there is

NO SUCH A THING AS RAW SUGAR,

even if you find it written on the packaging at the supermarket, because you have to process the raw ingredient in order to obtain sugar. Raw sugar doesn't exist.

White and darker sugars differ only by the level of molasses contained. Also, in the mass production industry, more often than not, sugar is refined, then molasses are added back to colour the refined sugar.

WHITE VS DARK SUGAR

MORE MOLASSES = DARKER SUGAR

MORE MOLASSES = MORE FLAVOUR

TYPES OF SUGAR (SUCROSE)

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PANELA/RAPADURA/ PILONCILLO/JAGGARY

DIFFERENT NAMES FROM DIFFERENT CULTURES

PRODUCED BY EVAPORATING

WATER FROM CANE JUICE

RICHER IN MOLASSES

PALM and COCONUT ARE A POPULAR SOURCE OF

SUGAR FOR PANELA STYLE IN ASIA

MUSCOVADO SUGAR

WET, DARK SUGAR

RICH IN MOLASSES

INTENSE AROMA and FLAVOUR

NOT IDEAL FOR SYRUPS

DEMERARA SUGAR

ORIGINAL STYLE FROM GUYANA

(WHERE IT TOOK ITS NAME)

TODAY, MAURITIUS ARE THE MAIN PRODUCER

DARK SUGAR, BIG CRYSTALS

IDEAL FOR DARK SYRUPS

CASTER SUGAR

NO MOLASSES

REFINED AND CLARIFIED

ORGANIC DOESN'T MEAN UNREFINED, BUT IT'S JUST

FROM ORGANIC AGRICULTURE

IT'S THE MOST COMMON IN SYRUP MAKING BECAUSE IT

ADDS SWEETNESS, BUT NO REAL FLAVOUR

OTHER SWEETENERS

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AGAVE NECTAR

OBTAINED FROM AGAVE SAP, REDUCED

REFINING: CLEARER SYRUP IS MORE REFINED vs DARKER

UP TO 90% FRUCTOSE

HEAVY ON LIVER

IMMEDIATELY TRANSFORMED INTO FAT

MAPLE & CO.

OBTAINED FROM MAPLE TREE SAP

REDUCED TO A THICK SYRUP OR MAPLE CRYSTALS

BIRCH AND WALNUT ARE OTHER SAP DERIVATIVES

CORN (GLUCOSE) SYRUP

MADE FROM CORN STARCH

100% GLUCOSE (EASY TO PROCESS FOR THE BODY)

HFCS (High Fructose Corn Syrup)

IS THE CONVERTED VERSION

(NOT VERY HEALTHY)

STEVIA

PLANT BASED SWEETENER

ORIGINALLY FROM CENTRAL and SOUTH AMERICA

USED SINCE CENTURIES BY INDIGENOUS POPULATIONS

NO CALORIES, BUT 200 TIMES SWEETER THAN SUGAR

HONEY

GLUCOSE + FRUCTOSE

DIFFERENT HONEY HAVE DIFFERENT FLAVOUR, Ph, BRIX

RICH IN YEASTS...IT FERMENTS IF DILUTED

OPPOSITE TO SUGAR, YOU CAN GET

UNREFINED, RAW HONEY

HOW SWEET ARE OTHER SWEETENERS COMPARED TO SUCROSE?

Agave Nectar	1½ times sweeter
Coconut Sugar	Same
Date Sugar	Same
Dextrose (Glucose)	¾ the sweetness
Erythritol	60-70% the sweetness
Fructose	More than 1½ times sweeter
Honey	Approximately the same
Lactose	Less than ¼ the sweetness
Maple Syrup	½ the sweetness
Monk Fruit	150 to 200 times sweeter
Stevia	Up to 300 times sweeter
Sucanat	Same
Turbinado Sugar	Same
Xylitol	Same

HOW DO WE MEASURE SWEETNESS?

Degrees Brix (symbol °Bx) is the sugar content of an aqueous solution.

One degree Brix is 1 gram of sucrose in 100 grams of solution and represents the strength of the solution as percentage by mass. If the solution contains dissolved solids other than pure sucrose, then the °Bx only approximates the dissolved solid content.

The °Bx is traditionally used in the wine, sugar, carbonated beverage, fruit juice, maple syrup and honey industries.

SUGAR BEHIND BARS

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HOW & WHY WE USE SUGAR?

TO **BALANCE** DRINKS (SYRUP)

TO ADD **TEXTURE**

TO ADD **FLAVOUR** (FLAVOURED SYRUPS & LIQUEURS)

TO **PRESERVE** AND PROLONG SHELF LIFE

To ADD BALANCE

SIMPLE (?) SYRUP

Sugar syrup is something we use everyday behind our bars and in our cocktails. The most common, called Simple Syrup, is made mixing equal parts of water and sugar, in proportion of 1:1.

HOW DO YOU MAKE YOURS?

RATIO Sugar : Water	MEASURE	BRIX
2:1 'Rich'	Weight	66.7
2:1 'Rich'	Volume	65.1
Commercially Made		65.0
1:1 'Simple'	Weight	50.0
1:1 'Simple'	Volume	48.0

To balance Sweet&Sour drinks, a general rule of thumb is 15 to 20ml of 2:1/65 brix syrup to 30ml sour.
If using a 1:1/48 brix syrup you'll need roughly 50% more syrup to achieve a similar balance. Bear in mind that you will also change texture and, even if in a minimal part, dilution.

DID YOU KNOW

That using prolonged heat will begin to break down the sucrose into Glucose & Fructose creating an invert syrup?

To ADD TEXTURE

Together with using a higher proportion of sugar to water in our syrup, Rock Candy and Gomme syrup are two of the most classic preparation to add texture to a drink.

GOMME SYRUP

SATURATED SOLUTION OF H2O AND SUGAR

MINIMUM ADDITION OF H2O

NEEDED TO MELT ROCK CANDY

ROCK CANDY SYRUP

SUGAR SYRUP + GUM ARABIC

INCREASES TEXTURE

INCREASES SOLUBILITY OF SUGAR IN WATER

USED AS STABILISER

IT'S THE GLUE FOR MOST POST STAMPS

To ADD FLAVOUR

Sugar has got the property of extracting flavour from what it gets in touch with. It also has the property of carrying and enhancing those flavours. That's why sugar, and sugar syrups, come in handy in making and balancing delicious cocktails. Don't be afraid of adding a touch of sugar to try to boost your drink's flavour. Be mindful of the balance!

In bars, we mainly use sugar to extract flavour from fruit, herbs and spices or roots and barks, that work similarly within their respective category in terms of level of extraction. This is, given a set temperature and time.

DIFFERENT APPROACHES TO FLAVOUR EXTRACTION

We can use many different techniques to extract flavour and incorporate it into a syrup. Depending on how you treat an ingredient, you'll be able to extract different flavours out of it (in a similar way as an egg would taste different if scrambled, poached or fried).

We analysed four of the main approaches into making flavoured syrups:

CULINARY APPROACH

AMERICAN BAR APPROACH

HERBALISTIC APPROACH

TRADITIONAL APPROACH

CULINARY

Culinary Approach is intended as what a chef would do to incorporate flavour into a syrup

HOW?

Raw ingredient + Sugar + Water

Cook it up

PROS

Reasonably quick

Longer shelf life

Consistency

CONS

Risks burning acidity and delicate flavour (volitiles)

Inverts sugar

Evaporation

AMERICAN BAR

This is a practical approach, commonly developed in American bars at the end of the last century

HOW?

Raw ingredient + Simple syrup

Blitz and bottle it

PROS	CONS
Quick to make	Shorter shelf life
Readily available	

HERBALISTIC

This is the approach that a Herbalist would take, using different extraction methods depending on the raw ingredient

HOW?

Raw ingredient + Extraction in water

Mix infused water with sugar

PROS	CONS
Active principle extraction Authentic flavour extraction	Every ingredient is treated differently Often more time consuming

TRADITIONAL

With Traditional we intend those recipes passed down through generations that are unique to a culture and where most individual or family would have a different variation. Falernum could be a great example.

HOW?

Everyone has their own secrets

Family or Local Recipes

PROS	CONS
Uniqueness	Hard to replicate

A CASE STUDY: GINGER

CULINARY APPROACH

Ingredients

200g fresh Ginger, chopped

750g sugar

750g H2O

Method

Simmer in a pot on low heat, stirring until sugar is dissolved

AMERICAN BAR APPROACH

Ingredients

150g fresh Ginger

1L sugar syrup

Method

Blitz in blender. Filter and bottle.

HERBALISTIC APPROACH

Ingredients

250g fresh Ginger, finely sliced

750ml H2O

Method

In a pot, lid on, over med/high heat.

bring to boil and simmer for 10min.

Take it off the stove, let it cool.

Strain, measure and mix with equal part sugar.

TRADITIONAL APPROACH

If you know, you know...

TO PRESERVE AND PROLONG SHELFLIFE

Sugar, together with the capacity of extracting flavour, also works as a preservative. Below are few examples of classic preparations that allow to increase shelf life of a product, while delivering its flavour through a new ingredient.

OLEO SACCHARUM

MACERATION OF CITRUS ZEST IN SUGAR

ESSENTIAL OILS EXTRACTION

TRADITIONAL IN PUNCH

WATCH OUT FOR BITTERNESS IN LIME

LEMON OLEO RECIPE

INGREDIENTS

Zest of 4 lemon

350g Panela Sugar

METHOD

Muddle and let macerate at room temperature for minimum 1 hour.

The longer the maceration, the better.

SHERBETS

CITRUS JUICE ADDED TO OLEO SACCHARUM

PRESERVES JUICE

ZESTY

IT'S A FINISHED INGREDIENT TO WHICH

YOU CAN DECIDE THE BALANCE

ORANGE SHERBET RECIPE

INGREDIENTS

Make an Orange zest oleo

Add fresh orange juice to taste

METHOD

Stir until sugar is dissolved

Bottle and keep refrigerated

Keeps refrigerated for up to two/three days

CORDIALS

FLAVOURED SYRUP WITH FRESH ACIDITY ADDED

DECOCTION OF ZESTS/INGREDIENT

+ SUGAR + JUICE

LIME CORDIAL IS THE MOST CLASSIC (GIMLET)

LIME CORDIAL RECIPE

INGREDIENTS

Zest of 4 limes and 2 lemons

750ml water

METHOD

In a pot with lid, bring to boil and simmer for 5min.

Let cool to room temperature, filter and measure.

Add caster sugar (1:2) and lime juice to taste

Mix, bottle and keep refrigerated

Keeps refrigerated for up to a week

SHRUBS

FLAVOURED SYRUP WITH VINEGAR ADDED

PRESERVES

EXPERIMENT WITH DIFFERENT VINEGARS OR

MILDER ACIDS (VERJUS)

PEACH SHRUB RECIPE

INGREDIENTS

500g white peaches

500g caster sugar

METHOD

Muddle lightly and let macerate, refrigerated, overnight.

Add 500ml cider vinegar (dilute if too strong).

Let macerate for 3 to 5 days, tasting daily until happy.

If well filtered, it keeps refrigerated for up to 6 months.

TRANSITION FROM MEDICINAL TO RECREATIONAL

We saw the evolution of sugar and flavour extraction and how we use sweeteners behind the bar everyday to balance our cocktails and deliver delicious drinks.

We also said that, especially in recent times, sugar has been often demonised. Obviously, like most things, if abused of or misused, sugar can be unhealthy, but let's have a look at what sugar represented for the Liqueur industry, for what matters to us.

Sugar and alcohol extractions were used to preserve natural ingredients and to develop flavoured beverages, but because of the expensive nature of sugar, there were not many styles of what today we'd call liqueur.

Until the 1800s, alcoholic extracts and macerations, often herbal or fruit based, were still used as medicines. When the modern chemistry developed, towards the 20th Century, strong of our new discoveries we abandoned those old-school preparations.

Sugar was the one ingredient that, added to those “medicines” in larger quantities, transformed good things in delicious ones, changing the focus from curative to recreational.

Let’s now have a look at some of the main Liqueurs categories, but first...

WHAT IS A LIQUEUR?

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While there isn't a strict rule or regulation agreed internationally, a liqueur can be defined as a sweet, alcoholic beverage, made using various processes (maceration, infusion, distillation, etc.) of (mainly) fruit and plants. Its strength varies from 15% ABV to 55% on, with sugar content of at least 100 grams per litre.

ALCOHOL + **FLAVOUR** + **SWEETNESS**

Alcohol	> 15% ABV
Flavour	Mainly fruit or plants
Sweetness	> 100g of sugar per litre

SPECIFIC LIQUEUR EXCEPTIONS

CRèME

is a liqueur sub-category, fruit flavoured and with higher sugar content. Crèmes must be at least 15% ABV and contain a minimum of 250 grams of sugar per litre. Their fruit content determines their quality.

CRèME DE CASSIS

are again more specific and traditionally made with minimum 400g of sugar per litre.

GENTIAN LIQUEUR

represents an exception, where the sugar content can be as low as 80g per litre

CHERRY LIQUEUR

can have as low as 70g of added sugar per litre if the alcohol used is a cherry brandy.

ORANGE LIQUEURS

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On the market, we can find a vast array of orange liqueurs, but, even if regulations are fairly loose and lack of guidelines, we can agree that Orange Curacao and Triple Sec are the main macro-categories.

CURACAO

Named after the island of Curacao, nearly 100km from the Venezuelan coast in the Caribbean. It is still part of the Netherlands

Bols credited and claimed creating this style of liqueur in the early 17th Century

It's made combining base spirit, originally Rum and/or Brandy, with bitter peels of Leraha Orange (Citrus Aurantium Currassuviensis – 'THE GOLDEN CITRUS OF CURACAO')

TRIPLE SEC

France's answer to Curacao, "Triple Sec" can be translated literally to 'triple dry' or 'triple distilled', probably referring to the effect of distillation of removing water from the spirit. (there's no real meaning behind the French term)
Originally considered as a type of Curacao liqueur, it's today a usually lighter product.

Arguably created by Jean-Baptiste Combier in 1834 in the Loire Valley, France; title contended by Cointreau, that was nevertheless born in 1875.

High quality Triple Sec are made with a maceration of selected orange peel in alcohol, that is re-distilled at least twice, then cut with sugar and water to desired sweetness and ABV.

GRAND MARNIER

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Between Curacao and Triple Sec, there is a product that, while leaning towards a Curacao style, distinguished itself between the best Orange Liqueurs.

Born and still made in France, Grand Marnier decided to use Cognac as a premium base spirit, opposite to Brandy or Rum, and kept Caribbean Oranges for its rich fruity character.

Let's deep dive into its charm.

GRAND MARNIER HISTORY TIMELINE

1827

Jean-Baptiste Lapostolle sets up first distillery at Neauphle-du-Chateau (15 miles outside of Paris) producing Fruit Liqueurs

1876

Julia Lapostolle & Louis-Alexandre Marnier get married

1880

Louis-Alexandre creates Curacao Marnier

1893

Marnier works the Café Royale in London to create an elevated version of the Curacao Marnier, using FINER cognacs at the base (supplied by the elite venue) and request to change the ribbon from yellow (Curacao Marnier) to red for their bespoke product

1896

The name GRAND MARNIER is listed on the SAVOY HOTEL menus, overseen by Cesar Ritz (Ritz & Carlton Hotels). “GRAND” was Cesar’s idea for the reworked Curaco-Royale.

HOW GRAND MARNIER IS MADE

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Signature of the premium character of Grand Marnier is the selection of fine Cognac, the extraction of orange essence from Caribbean oranges and the skillful art of marrying the two, to create the different expression the brand is renowned for.

COGNAC A.O.C.

Cognac is a cask aged Eau-de-vie or Brandy made within the six crus of Cognac region, in France, from specific grape varietals.

Different blends of Cognac of different ages categorise the styles from VS (blend of Cognacs at least two years old) to XO (blend of different Cognac that spent at least ten years in casks).

Casks for Cognac are from European Oak primarily sourced from the Troncais and Limousin forests in France.
It can only be aged in barrels that previously contained unaged grape spirit.

ORANGE ESSENCE

The Orange Essence for Grand Marnier is obtained from Citrus Bigaradia only, a variety of orange sourced from the Caribbean, known as having the most concentrated fragrance and flavour.

The oranges are hand-picked, cut up and the peels are dried in the Caribbean sun. They are sent to the distillery in France, where they are macerated in neutral alcohol for up to 10 days.

The alcohol is then blended with natural essential oils of bitter oranges and re distilled.

DID YOU KNOW

The hard yellow and white woods of the tree are used to make baseball bats in Cuba!

MARRYING IT ALL TOGETHER

The final step in the production process of Grand Marnier is the marriage of the Cognac to Orange Essence at a ratio of 51% Cognac to 49% orange essence for Grand Marnier Cordon Rouge.

The higher the quality of the Grand Marnier release, the higher the amount of Cognac married to the Orange Essence. Alcohols, sugar, water are then combined and then allowed to rest in oak for 1-6 months depending on the liquid.

This is a work of true craftsmanship, supervised by our Master Blender.

PATRICK RAGUENAUD

MASTER BLENDER — GRAND MARNIER

Monsieur Raguenaud is the Grand Marnier Master Blender.

His family has been involved in Cognac production since 1627.

Starting at the Distillery in 2004, he is responsible for both blending and maturing of our Cognac.

Since 2017 he is also the President of the BNIC, the National Bureau of Cognac Interprofessional.

REVERSE DRY PUNCH

INGREDIENTS

250gr Demerara sugar

3 Lemon peels

1 Orange peel

650ml light Earl Grey (hot)

400ml Grand Marnier

200ml Cognac

150ml Appleton Estate Reserve

METHOD

Muddle and macerate peels and sugar overnight

Add tea and stir to dissolve sugar. Let cool down to room temperature, filter. Add juice from peeled citrus up to 250ml.

Stir to mix, keep refrigerated.

Serve over ice with orange zest.

GRAND SIDECAR

INGREDIENTS

45ml Grand Marnier

10ml Cognac

20ml Fresh lemon juice

METHOD

Crusted with a Dehydrated Orange Sugar

Shake and strain in dehydrated citrus sugar rimmed coupette

Express orange zest essential oils, discard.

Add a sidecar small coupe or shot of the excess drink on the side as sidecar (optional).

NUT LIQUEURS

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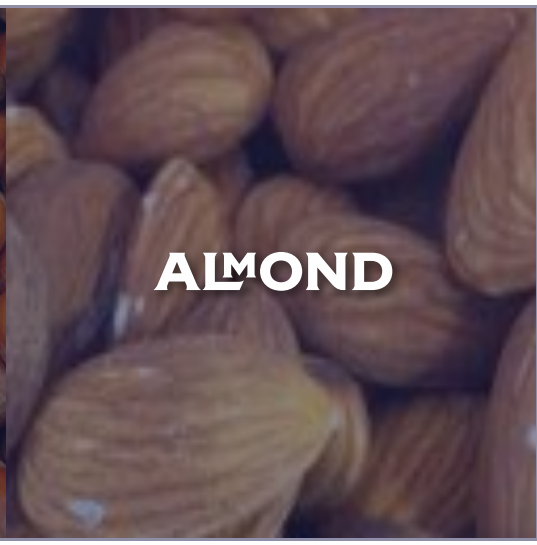
WALNUTS, HAZELNUT, ALMOND

Between the classic Nut Liqueurs, the most famous styles come probably from Italy, where recipes for Nocino, made from unripe green walnuts and Nocello, that can be made from walnuts and/or hazelnut, are passed down through generations.

Almonds are also used in liqueurs and are more popular in the Southern regions of Italy, where they grow in abundance, especially in Sicily. Their use is less popular, though, in part for the lower availability and for the risk of extracting cyanide from

Bitter Almonds (that are the more flavourful).
Many recipes of Nut Liqueurs also call for the addition of spices or fruit, to add a more complex flavour profile.



RATAFIA

It's interesting to note that a lot of liqueurs that we would consider to be 'nut' flavoured, don't actually contain nuts, but are flavoured with the stones of peaches and apricots and may have been derived from the culturally defined beverage Ratafia'.

This, is considered a liqueur made using the whole stone fruit, including the kernel, that would give that characteristic "nutty" flavour. Apricot, peach, cherry or plum are the most common.

FRANGELICO

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THE FRANGELICO HERITAGE

Frangelico is an hazelnut base liqueur, with the addition of fruit and spices, to create a unique flavour through a recipe that is still kept secret to these days.

According to the legend, the origins of this style date back more than 300 years, to the presence of Christian monks living in the hills of Piedmont region of northern Italy, where Frangelico is still made today.

Their skills in fine food and drink included the art of distilling, especially the use of wild hazelnuts and other precious ingredients to create liqueur recipes such as the one on which Frangelico is based.

Hazelnut liqueur were traditional from this area, because of the high quality of the nuts available. Blend that with the liqueur making craft passed down through generations by the local friars and there you have a charming blend of fruit and spices to create a unique liqueur.

TONDA GENTILE HAZELNUTS

Tonda Gentile hazelnuts are known for being bigger, plumper and more uniform, with a skin that sheds easily, allowing for toasting without a bitter taste.

The hazelnuts are toasted and distilled with alcohol, are married with cocoa, coffee, vanilla according to the secret recipe.

So special is the Tonda Gentile Delle Langhe hazelnut that it is one of the most well-known products of the Piedmont region to hold a protected status - equivalent to DOC or Appellation Contrôlée wine classification.

The concentrate is blended with pure alcohol, sugar and water to achieve the required bottling strength.

It is then laid down in vats for 6-8 weeks to allow the blend to marry together and mellow.

Finally, the Frangelico Liqueur is bottled, labelled and the rope is tied.

TRAIL MIX SOUR

INGREDIENTS

60ml Frangelico

10ml Sugar syrup

25ml Lemon juice

20ml Sherry Float (Oloroso)

METHOD

Shake all ingredients except sherry with ice

Strain over ice in Old Fashioned glass.

Float sherry to garnish

HAZELNUT OLD FASHIONED

INGREDIENTS

45ml Russell'S Reserve 10yo

15ml Frangelico

5ml Sugar Syrup

3 drops Aromatic Bitters

METHOD

Build in a double old fashioned glass

Stir to dilute

Garnish with orange peel

ANISE LIQUEURS

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Anise liqueur is another very broad category of liqueur, probably because it's also one of the most ancient. Possibly originated in the middle-East together with the invention of distillation.

Allegedly an evolution of anise flavoured thirst quenchers, liqueurs with an anise forward flavour profile spread all around the Mediterranean area, across North Africa and Europe.

STYLES OF ANISE LIQUEURS

Every culture applied different approaches to extract flavour and active principle, used to facilitate digestion, from aromatic plants that would contain anethol.

That is why we have such a variety of Anise Liqueurs, using, again, different botanicals, such as fennel (usually seeds), different kind of anise, a variety of wormwood and yarrow and more.

ABSINTHE

Wormwood and anise forward, dry and high in alcohol content, originally from Swiss/French Alps.

PASTIS

Strong in liquorice flavour and at full proof, it's popular in the south of France.

ANISETTE

The main flavour profile will be anise, with a lighter approach. Medium-dry. Spanish “Anis” can be considered part of this category.

RAKI

A dry, powerful anis flavoured spirit, usually grape based. In certain countries on the Adriatic Sea, the same term is also used to define an unaged brandy.

ARAK

It’s a bold, dry liqueur; not very popular outside the non-Muslim Middle East countries. Not to be confused with Arrack, the south-east Asian coconut or palm spirit.

SAMBUCA

Probably the sweetest of Anise Liqueurs, at least in the modern representations. Designed to be sipped, chilled.

OUZO

The unofficial, national drink of Greece. Like most of the other Anise Liqueurs, it’s drunk both as an Aperitif or Digestif.

OUZO 12

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VOLOS, GREECE.

The history of Ouzo begins somewhere around the middle of the XVIII century, when the art of distillation started to develop in Greece and "Tsipouro " was distilled for the first time.

Tsipouro was the spirit obtained from the distillation of grapes pressing leftovers. This was, however, a rather cloudy and bitter distillate.

Therefore, in order to make it palatable and easy to drink, various spices were added during the distillation process, mainly anise. This way "tsipouro" was gradually transformed into a spirit dominated by the fragrance of anise... and Ouzo was born.

The name Ouzo derives from the denomination of the Sicilian anise used to flavour it: "uso di Marsiglia" ("Marseille style"), phonetically translating "uso" to Greek, than in the English transcription "Ouzo".

This style of liqueur can be made anywhere in the world, even if the best Ouzo comes from Greece.

Ouzo 12 is characterised by a rich and natural taste coming exclusively from natural seeds.

Being a premium Anise Liqueur, Ouzo12 is produced with a double distillation of the botanicals.
The heart of the first distillation is re-distilled in copper pots after the addition of more herbs and aromatics, until it gives the final Ouzo12 distillate.

This extract is mixed with neutral alcohol, water and a light sugar dilution.

The batch is carefully filtered and then bottled.
Every bottle of Ouzo12 is distilled and bottled in Volos, Greece.

HOW TO DRINK OUZO

Delicious as aperitif or after dinner, Ouzo can be sipped on its own, but if you really want to experience the traditional perfect serve, treat yourself to an Ouzo and chilled water.

Same as most Anise Liqueur, Ouzo is delicious and refreshing as a long drink. We recommend one part of Ouzo12 to four parts of iced cold water.

Ouzo 12 is also a great ingredient in cocktails.

DID YOU KNOW

Anethol is an aromatic compound present in plants like anise, wormwood and fennel. It is responsible for Ouzo turning white when mixed with water, a phenomenon called “louche”.

GRECIAN GIMLET

INGREDIENTS

40ml Ouzo 12

20ml Bulldog Gin

30ml Pineapple & Sage cordial

METHOD

Throw ingredients and strain into coupette

Garnish with sage leaf

OUZO FRAPPE

INGREDIENTS

60ml Ouzo 12

10ml Orgeat

10ml Lime

Crushed Ice

METHOD

Swizzle over crushed ice in Absinthe glass

Garnish with mint sprig

THE WHITE BEAST

INGREDIENTS

50ml Ouzo 12

15ml Simple Syrup

30ml Lime

90ml Still Water

METHOD

Build all ingredients in tall glass

Over ice cubes

Garnish with Fennel stalk

HONEY LIQUEURS

CAMPARI ACADEMY

The human fascination with honey goes back to mankind's early civilisations. Honey has been the first sweetener and the base for the first fermented beverage. Mead, a fermented honey “wine”, became popular before grape wine in ancient Greece.

With the rise of the art of distillation, it was only a short step to either distil a ‘honey beer’ or add honey to a distillate to macerate and until the late 1700, honey was still the most common sweetener in liqueurs and Hippocratic wines.

These days some of the best Honey Liqueurs based on a quality spirit, sweetened with honey and use the addition of aromatics for good measure. Some common examples include: Drambuie and Glayva, Scotch base; a number of Polish Honey Vodka liqueur and, possibly the most popular, Bourbon based Honey Liqueur.

AMERICAN HONEY

CAMPARI ACADEMY

In the past twenty years American Whiskey based Honey Liqueur became more and more popular, charming consumers with their gentle sweetness and versatility.

Because of their popularity, it's not unlikely to find products of low quality that make of cheap spirit, artificial sweetness and price point their strength.

Wild Turkey American Honey has a tradition and a strong heritage behind.

Born in 1976, nearly fifty years ago, American Honey came from an idea of Jimmy Russell, one of the two current, father and son, Wild Turkey Master Distillers.

He would use a young Bourbon, sweetening it with honey to blend it in a 80proof liqueur.

That was a time when drinkers wanted high-proof whiskey, so the first Wild Turkey Whiskey with Honey revealed to be way ahead of its time.

WILD TURKEY AMERICAN HONEY®

Discontinued for some years, it got brought back in 2006, with a new, improved recipe.

Using real Bourbon (minimum 2yo) and real honey from America, now bottled at 36% ABV, American Honey is also flavoured with a secret compound of aromatics, possibly including orange blossom and tonka bean.

Ever more appreciated by new generations of drinkers, American Honey is Bourbon made brighter.

HONEY ICED TEA

INGREDIENTS

60ml American Honey

120ml Green Iced Tea

10ml Lemon

METHOD

Pour in tall glass over ice cubes

Stir to combine

Garnish with lemon wedge and mint sprig

BRIGHT TIME

INGREDIENTS

30ml American Honey

10ml Wild Turkey 101 Bourbon

20ml Cinzano Bianco

20ml Passion Fruit Verjus

Splash Soda Water

METHOD

Pour ingredients on ice, stir to mix.

Garnish with a fresh basil leaf.

THANK YOU

The Campari Academy Team

CAMPARI ACADEMY