



**Cocktails: Origin, History  
and  
Mixing**

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### **Facharbeit im Leistungskurs Englisch**

### **Cocktails: Origin, History and Mixing**

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Abgabetermin: 23.06.2006

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## I. Introduction

The history of alcohol dates back more than 3,000 years, when the Egyptians first fermented beer. Today we consume alcohol in different forms, be it as beer, distilled spirit or cocktails. Probably the most classic way of preparing and enjoying cocktails only goes back to the 19th century. Nevertheless, cocktails have quickly become an integral part of modern societies and lifestyles.

Cocktails consist of various and varying ingredients, some of which are very special, and some of which are just ordinary liquids such as water. Since every ingredient has its own flavour, mixing them to a tasteful concoction is not easily accomplished. Mixology as it is called today, involves a general knowledge of each flavour.

Bartenders stand in high regard, as always being polite and neatly dressed, seeking perfection in making cocktails. These are some of the reasons why I chose to write about cocktailism. At first sight, mixing cocktails is a nice hobby. As I learned, mixing is not just pouring together various liquids or ingredients, but knowing about their characteristics and shaking means intermingling with one's heart and soul – lovingly and tenderly – just as all bartenders have been doing it.

Starting with the general definition of the word and term 'cocktail', the history will be covered next. Afterwards, tools used while bartending will be presented, a quick overview of what it takes to be a bartender and finally four recipes of cocktails, including their history and origin will follow. A short conclusion will cast light on some aspects of the cultural influence cocktails have had.

## II. Cocktail: Approaches to a Definition

*Lloyd's Encyclopædic Dictionary*<sup>1</sup> defines a cocktail (or cock -tail) either as "A poor half-hearted fellow" or "A kind of compounded drink much used in America." Apparently cocktails had already been known in America and Europe in the 19th century, since *Lloyd's Encyclopædic Dictionary* was published in London in 1895.

Surprisingly, no edition of the *Encyclopedia Britannica*<sup>2</sup>, known as the world's most comprehensive dictionary, does list an entry for 'cocktail' at all, but looking up 'cocktail' through the homepage of *britannica.com*<sup>3</sup>, a linked entry to *Merriam-Webster's online dictionary* can be found: Here 'cocktail' is defined as "a: an iced drink of wine or distilled liquor mixed with flavoring ingredients; b: something resembling or suggesting such a drink; c: a solution of agents taken or used together especially for medical treatment or diagnosis."

The 1964 edition of *The Concise Oxford Dictionary*<sup>4</sup> (5th ed.) says a cocktail is a: "drink of spirit with bitters, sugar, etc. (origin doubtful; from U.S.)." The entry of the ninth edition of *The Concise Oxford Dictionary*<sup>5</sup> on the word 'cocktail' reads: "a usu[al] alcoholic drink made by mixing various spirits, fruit juices, etc.", whereas the 10th edition of *The Concise Oxford Dictionary*<sup>6</sup> lists 'cocktail' as: "an alcoholic drink consisting of a spirit mixed with other ingredients, such as fruit juice."

According to *The Collins Concise Dictionary*<sup>7</sup> of 2001 states that a cocktail is "any mixed drink with a spirit base."

At first sight, all the definitions seem to say much the same, but at a closer look, slight differences can be found. Examining the entry in *Lloyd's*, we learn that cocktails are a compound of several, yet undefined ingredients. The various *Oxford Dictionary* editions on the other hand list spirits, bitters and fruit juices or at least, as the *Merriam-Webster's* entry states, "flavoring ingredients".

Furthermore, we learn from the *Lloyd's Encyclopædic Dictionary* that cocktails around 1900 were generally associated with America, while *the Oxford Dictionary* does not make that limitation, except in the 1964 edition, making the presumption that the cocktail may originate from the U.S. *Collins Dictionary* does

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<sup>1</sup> Lloyd's Encyclopædic Dictionary, Vol. II. London, 1895, p. 307.

<sup>2</sup> Encyclopædia Britannica. 15th ed. 2004.

<sup>3</sup> <http://www.britannica.com>

<sup>4</sup> The Concise Oxford Dictionary. 5th ed. Oxford, 1964, p. 231.

<sup>5</sup> The Concise Oxford Dictionary. 9th ed. Oxford, 1996, p. 253.

<sup>6</sup> The Concise Oxford Dictionary. 10th ed. Oxford, 1999, p. 275.

<sup>7</sup> The Concise Collins Dictionary. 5th ed. Glasgow, 2001, p. 286.

not list any ingredients and simply states, as does the *Lloyd's* entry that cocktails are any compounded or mixed drinks.

Basically, the term 'cocktail' came into fashion around 1900, when people described mixed drinks popular in America as cocktails. Today's definition seems to be more exact and precise, saying that a cocktail is not just a "compounded drink" but a "usual alcoholic drink made by mixing various spirits, fruit juices, etc.", showing a greater sense for specification, which, on the one hand, certainly is due to our familiarity with both the term and the knowledge of what makes a cocktail a cocktail, since we have become much more familiar with over 100 years. On the other hand, today's precision probably is as much as a general definition can say.

Interestingly, "*Das Deutsche Wort*"<sup>8</sup>, a German Dictionary from 1933, also has an entry for cocktail: "eisgekühltes Getränk aus Branntwein, Zucker, Zitrone." This does not only prove cocktails were known in Germany by the early 1930s, but also shows how popular it had become in Europe and even in Germany (the latter seems remarkable considering the rather unstable political situation at that time).

### III. History of the Cocktail

Since the term 'cocktail' itself as well as the definitions do not say very much if anything at all about the origin of cocktails, we will now take a closer look at the etymological and socio-linguistic history.

There are several stories about the origin of the cocktail, all of which contain at least a bit of truth. Existing too many of them to be presented here, four will be depicted.<sup>9</sup>

#### 1. Tales of Origin

In his 1937 edition of *Famous New Orleans Drinks & how to mix 'em*, Stanley Clisby Arthur writes that Antoine Amedie Peychaud, a French refugee who had settled in New Orleans, opened an apothecary, in 1793, selling diverse home-made bitters. Moreover, Peychaud created a stomach remedy by mixing those bitters in an eggcup with brandy and sugar. The eggcup was called "coquetier" in French, a word the English-speaking customers most likely could not pronounce. So 'coquetier' was reshaped to the English word 'cocktail'. Since then, the apothecary has been renowned for its bitters that A.A.Peychaud first began with when starting his business.

<sup>8</sup> Richard Pekrun, *Das Deutsche Wort*. Leipzig, 1933, p. 200.

<sup>9</sup> Adapted from Gary Regan, *Joy of Mixology*. New York, 2003, pp. 4-6.

Though of its sounding rather convincing, the story has an obviously weak point: The Peychaud Company still insists that A. A. Peychaud had not opened his business until 1838, and at that time the term cocktail was already in use beyond New Orleans.

The word 'cocktail' could also be a compound of the words 'cock' and 'tailing'. In early times, bartenders used to mix the very last leftovers of the barrels behind the bar and serve them as a cheap drink. And as the tap of the barrels was called 'cock' and the last rest of alcohol in the barrel 'tailing', eventually this resulted in the compound word 'cocktail'.

The most popular legend on the origin of the word is a story about a certain Betsy Flanagan who owned a tavern in New York back in 1779, during the Revolutionary War. Some American and French soldiers had a party there one day, and eventually one soldier toasted on Betsy: "Here's to the divine liquor which is as delicious to the palate as the cock's tails are beautiful to the eye!" As a reply a French soldier exclaimed: "Vive le cocktail!" – But unfortunately Betsy Flanagan was a fictional character, invented by James Fenimore Cooper in his book *The Spy*.

Finally, there is a tale about a Mexican king's daughter who served drinks to American soldiers. Her name was "Xoc-tl", which the Americans tried to pronounce while toasting her. As they had difficulties, "Cock-tail" may be the closest they actually could pronounce.

Yet none of these tales really provides a satisfying answer to the question of the word's origin.

## 2. The Early Beginnings<sup>10</sup>

The actual history of the cocktail started in the United States of America around 1800. At that time, cocktails rarely consisted of pure spirits. "Quantity instead of quality" was the motto then, for people in America drank four times the amount of distilled alcohol as we do today. The term 'cocktail' was first mentioned in the *Balance and Columbian Repository* in 1806, the birth of the cocktail.

As time passed, the quality of cocktails eventually increased, especially in the second half of the 19th century. Yet not every bar in America served those fine drinks we refer to as cocktails today, but sold cheap drinks, often mixed with drugs like opium. Saying the quantity mattered more in those days, the "cocktails" were simply spirits poured together, rarely complementing each others' flavours.

In some bars in New York one could drink from a flask of liquor through a rubber hose as much as one wanted or could take.

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<sup>10</sup> For most information on the following history of cocktailism I am indebted to Gary Regan, *The Joy of Mixology*. New York, 2003, and the various internet sites listed in the bibliography below

Serving horrible concoctions of spirits, those bars had some very disreputable nicknames, like *The Certain Death* or *Hell's Half Acre*. They were not only visited for the consumption of alcohol, but for attending boxing matches, dog- or cock-fights and for gambling. Some of them are best described as dives, also providing dancers, singing and women to go with after a cocktail.

In 1862, Jerry Thomas wrote the first cocktail book ever, *How To Mix Drinks, or The Bon Vivant's Companion* as it is called, collecting several different recipes for cocktails, some known still today. Contrary to the cheap dives, some hotels established well-known bars with professional bartenders and well-constructed drinks, like the Waldorf-Astoria Bar in New York, opened in 1890. Having a higher standard, the bars were often decorated pretentiously or at least with high-quality and expensive materials like mahogany. The Waldorf-Astoria Bar, for example, was decorated with flowers, a brass rail running around it and two bronze statues - a bear and a bull - standing on either side of the bar. Not only did it look very neat, but the bar had several expensive and well-known brands of ingredients. Ten different bitters the Waldorf-Astoria had in stock, not to name the various spirits.

Jerry Thomas's book was indisputable of utmost importance for cocktailism, since it helped to spread the cocktail and make it more acquainted in bars throughout North-America.

### 3. The Golden Age and Prohibition

With that, the golden age of the cocktails had begun, and cocktailism and bartending had spread and developed throughout the U.S. until the American Prohibition. From approximately 1890 on, during the *Golden Age of Cocktails*, the first cocktailians began to emerge. New cocktails were born, like the Mint Julep and several Fizzes, like the Gin Fizz. In America, being a multi-cultural state with many immigrants from different countries, cocktailism was strongly influenced by the different cultures the immigrants introduced to the U.S. Only to mention one example, vermouth, an Italian (sweet vermouth) and French (dry vermouth) spirit, found its quickly well-established way into cocktails.

Eventually, the cocktail had already become well known in Europe by the turn of the century, thus, from 1920 on, having found another 'playground' to further develop. Due to the American Prohibition (1920-1933), cocktail culture could not develop in America for more than a decade. In every American State, no alcohol freely, except for medical purposes, was allowed to be consumed. Trying to mix and distribute cocktails was illegal and by no means an easily done job. However, some bars were run illegally, but under the great risk of being discovered. These bars were named 'speakeasies', visitors were encouraged to speak easy about them, i.e. not mention anything about alcohol, so they would not be discovered. One might think that the Prohibition era completely blocked the bartender's creativity, but nevertheless, many drinks came into the cocktail ressort during that time, such as the famous Gin & Tonic and the Long Island Iced Tea. Thus, American Prohibition did not change the U.S. inhabitants' drinking habits, but merely made alcohol consumption very difficult.



Europe cocktailism seems to have taken over an important role in spreading cocktail culture from about the 1920s on, since the famous and symbol-like cocktail-glass was invented and mainly used in Europe. For example, the famous Bloody Mary most likely was invented in Paris in Harry's New York Bar by bartender Fernand Petiot.

#### **4. The New Golden Age of Cocktails**

On December 5, 1933, the American Prohibition ended, and cocktailism celebrated its rebirth in the U.S., giving rise to a new age of cocktails. New creations were concocted, since serving and drinking alcohol was legal again. In the 1940s for example, the Cuba Libre (see recipes below) or the Rum and Coca-Cola came into fashion hand-in-hand with the Trinidadian calypso songs performed by the Andrew Sisters ('Rum and Coca-Cola'). Martinis were fashionable, famous people like Ernest Hemingway or Winston Churchill enjoyed them, just as Esquire and Playboy made their way into the media, promoting the style and vogue of men at that time.

One phenomenon of the spreading cocktail culture is the rise of the so-called tiki-bars in the 1950s and 60s, triggered by Don the Beachcomber and 'Trader' Vic Bergeron. Up to the present day, tiki-themed restaurants and bars have served different tropical cocktails, the most famous of which is the Mai-Tai, idealizing the Polynese culture. Tiki-bars are still very popular, just as the several well-known cocktails like the Zombie and the Mai-Tai. In our area there is for example the 'Phuket', a bar in Kaiserslautern, where only tropical and tiki-themed drinks are served. On a world-wide scale, the popular podcast 'Tiki-Bar TV' deserves to be mentioned, especially for the very entertaining way in which a cocktail is presented in each episode.

Today, cocktails are deeply roored in our society, new bartenders emerge and with them, new concoctions, some very potent, some delicious. Since cocktails found their way into the 'lower' strata of society, quality need not be the measurement for cocktails today. Some drinks just have to be good-looking to be sold effectively.

New cocktails like the Cosmopolitan eventually originated in the 1980s, often standing for or representing something special. Due to its pinkish hue, the Cosmopolitan became one of the favourites in homosexual, especially gay bars.

As time passed, new cocktails have been invented and created with changing styles.

## IV. The Craft of Mixology

Like all craftsmanship, cocktail-making, mixology or bartending, too, requires several tools for different tasks to be performed in order to prepare a cocktail. Most tools used when bartending are spoons, corkscrews for opening wine and champagne bottles, bottle openers, juice extractors for freshly squeezed orange, lime and lemon juice, different pourers, ice buckets, jiggers, different kinds of shakers, muddlers, strainers and, of course, the glassware.<sup>11</sup>

Some of these tools are essential for making cocktails, and therefore will be described in greater detail.

### 1. Shakers

Needed for properly mixing the ingredients of a cocktail, but also for chilling and adding water to it, the cocktail shaker is most important and often most closely associated with bartending.



Basically there are two different kinds of shakers. One is the 3-piece-shaker (see picture<sup>12</sup>) or so called cocktail-shaker. It consists – as the name suggests – of 3 pieces: a large metal cone, a strainer and a fitting top, to cover the strainer while shaking.

The more professional-looking and actually more often used shaker in bars is the Boston Shaker. It consists of two halves, one glass and one tin half. The advantage over against the 3-piece-shaker is that its glass-half can also be used to stir or muddle a cocktail.

The shaker is not only a device to mix the ingredients, but also to add the essential water and properly chill the cocktail. Before pouring in the ingredients and shaking, ice is added to two thirds of the metal half of the shaker. This is necessary in order to chill the cocktail, but more importantly to add water to it.

The shaker should be shaken for no less than 10 seconds, 15 seconds are perfect for most cocktails. Frosted metal also indicates that the cocktail is ready to pour.

<sup>11</sup> For a full reference on the bartender's equipment cf. e.g. Charles Schumann, *American Bar*. New York, 1995, and Gary Regan, *The Joy of Mixology*. New York, 2003. The following description of bartending tools, however, has mainly been inspired by my own experience.

<sup>12</sup> This like all the following pictures – except for one – were taken by myself.

## **2. Jigger and Pony**

Most often used by amateurs but not by professionals, the jigger measures an amount of liquid to be poured. Usually it holds about one fluid ounce, which is 3 centilitres. A jigger consists of two parts, the jigger itself and the pony. The pony measures half the amount, i.e. 0.5 ounce or 1.5 centilitres.

Professionals most likely will measure the amount of liquor by the eye, but since this requires quite some practice and experience, the jigger is an important device to measure amounts of liquid.

## **3. The Barspoon**

A barspoon is a normal teaspoon with a longer shaft. The bartender or mixologist needs a spoon for many different occasions, be it for adding sugar to a cocktail, layering or stirring.

Layering involves floating one liquid atop another, for which the backside of the barspoon is used to slowly pour liquid over it, since the ingredients would mix without the assistance of the spoon.

Highballs for example need to be stirred, which is done by putting the spoon into the drink, seizing the spoon at the upper shaft with two fingers and rolling it between them while lifting and lowering.

## **4. The Knife**

Any decent cocktail should be accompanied by a garnish. Most often garnishes are made of fruits or vegetables. To cut for example lime-wedges, lemon-wheels or spirals, the bartender uses a multi-functional knife. It should be sharp, since cutting is a lot easier and faster that way, plus the garnishes look more cleanly cut and decent.

## **5. Glassware**

Being one of the utmost needed things in bartending, glasses come in different shapes and sizes. Some are listed below, yet there are many more which are not used that often.

A cocktail is like a piece of art, it needs to appeal to all senses, especially to the eyes and the tongue. One may think of it as a Gesamtkunstwerk, since it needs to be perfect in all ways to enjoy it.

Glassware always has to be perfectly clean, fingerprints, dust, remnants or other dirt are an absolut no-go.

#### a. Rocks Glass / Tumbler

A Rocks glass is short and broad, usually filled with ice-cubes or crushed ice, holding about 6 oz to 12 oz.



Used for some classic cocktails, like the Manhattan or the Old-Fashioned, the Rocks glass is, so to speak, an advancement of the simple cup.

#### b. Cocktail Glass

Today's cocktail glass is an advancement of the goblet which was used for nearly everything. The classic design as we know it today, was introduced at the *Exposition Internationale des Arts Décoratifs et Industriels Modernes* in Paris in 1925. Remarkably, the cocktail glass was generally used in Europe at that time, while it came into fashion in America after World War II, which, however was due to the Prohibition laws in America in 1920.

The long stem keeps the drink cool, providing the glass can be held at the stem so no hands warm up the drink. The glass holds about 4.5 oz.

More than usually being associated with cocktail culture and bars, the cocktail glass especially represents a certain sophistication and exalted lifestyle, thus being an icon of a certain worldview and social status.

#### c. Collins Glass / Highball Glass

The Collins glass is a tall, narrow drinking vessel. Originally it was used to serve a John Collins - which consisted of Dutch Genever, lemon juice, sugar and water. This cocktail became quite popular and many variations like today's Tom Collins appeared and defined a new class of cocktails - the Collins.

The narrow mouthpiece of the glass allows the drinker to smell and taste the full flavour of the cocktail and the garnish. A Collins glass is used for many cocktails today, most often highballs and other longdrinks. They come in different sizes, traditionally they hold about 12 oz.

## V. The Bartender's Job

Talking much about bartenders and bartending, the following chapter will give a short overview of what a bartender has to do.

Being a bartender does not only mean one has to make, prepare and serve cocktails and manage a bar. Doubtlessly, these tasks are of utmost importance, but nevertheless a bartender needs to come along with some more qualities.

Always being polite to customers, no matter what they say and how they react, is very important, too. Closely linked with politeness, a bartender needs to come with a boundless patience in everything he or she does, since one needs to be tolerant of everyone and everything. While preparing cocktails, nothing should be done in a hurry, for a cocktail needs perfection and great concentration, in order to really please the customers. In case of stress at the bar, a bartender is supposed not to lose patience, but to become even more focused, thus automatically developing a faster and more effective workflow. Always preserving a sense of humor is what helps to keep the bar visitors amused, as much as talking to customers, entertaining them by throwing a glass or a bottle into the air and catching it in some spectacular way or juggling some things around are important as well. Another ability a bartender should have is to emphasise the different customers. When a person is depressed, the bartender's task is to cheer the person up, be it by telling a joke or by placing him or her next to a talkative person in a better mood. This sensitivity includes that the bartender ought to be able to sense 'negative vibrations', e.g. when there is some sort of quarrel in the air or customers do not appreciate each others, and to react appropriately by politely offering them new seats apart from each other.

A bartender also needs to be focused on his or her crew, the waiters especially.<sup>13</sup> The whole team should be adapted to the bartender's workflow, in order not to lose any time or introduce a disturbing hurry. Speaking of the bar itself, a bartender's task is to keep it neat, tidy and perfectly clean. The counter has to be perfectly clean, since this is where cocktails are served and placed. The area behind the bar should be organized and adapted to the bartender's individual workflow. Everything has to be given its own convenient place, so the



<sup>13</sup> The picture shown here was adapted from <http://www.gumbopages.com>

bartender may work fluidly. This section should also be very clean, spilled fluids have to be wiped up instantly, remainders of lemons, limes or other garnish parts should be thrown into the waste. The labels of bottles should face the customers, so they can see what they drink. Fresh oranges, limes and lemons should be presented in a bowl on the counter.

Being a bartender is more than a job, it is an attitude towards life, pleasing the customers in their individual ways, emphasising not only into drinks, but into people. A bartender develops a great sense for the countless aspects of human nature after some time – a sensitivity not only required but essential for bartending.

## VI. Recipes

Since every cocktail has slight differences in its preparation a number of cocktail recipes will be given to demonstrate some methods of mixology:

1. Cuba Libre
2. Dry Martini
3. Mai-Tai
4. Cosmopolitan

### 1. Cuba Libre

This quite easily made drink eventually originated in the Spanish-American War around 1900. After the liberation of Cuba, American soldiers often frequented the Cuban bars. It is said that one Captain ordered rum with coca-cola and a squeeze of lime in a bar at Havana. Enjoying his drink with pleasure, the surrounding Americans all ordered one and toasted "Cuba Libre!" (free cuba). This toast gave the cocktail its name.

Including a base spirit and soda, this cocktail is a highball.

There are several methods to make a proper Cuba Libre, each of them can be satisfying while using the right proportions. The first one is quite easy and most often seen in bars or restaurants.

Cuba Libre (adapted from Gary Regan's "Joy of Mixology"<sup>14</sup>)

2 oz light / aged rum  
 1 oz fresh lime juice  
 3 oz cola  
 Ice-cubes  
 1 lime wedge for garnish

Fill a highball glass with ice-cubes, add the rum and lime juice to it and fill up with cola. Squeeze the lime wedge into the drink and drop it in. If desired, a sipping straw or at least a stirring rod for a brief stir may be added.

The other, more classic and eventually original recipe involves muddling:

Cuba Libre (original recipe, adapted from esquire.com<sup>15</sup>)

1 whole small lime  
 2 oz light / aged rum

<sup>14</sup> Gary Regan, The Joy of Mixology. New York, 2003, p. 244.

<sup>15</sup> [http://www.esquire.com/foodanddrink/database/frame\\_main1.html](http://www.esquire.com/foodanddrink/database/frame_main1.html)

Ice-cubes  
Cola

Squeeze the lime juice into a highball glass and drop in one or both spent lime. Muddle them thoroughly, so the remaining juice and the pith-oils are released. Add some ice-cubes, pour in the rum and fill up with cola. Voilà, a very refreshing Cuba Libre.

Depending on how sweet the Cuba Libre is desired, the amount of lime juice can be cut down. Do not cut too much though, the cocktail becomes really sweet and after all is nothing more than a Rum-Cola.

Any type of rum can be used, but conneusseurs recommend a darker and heavy-bodied rum. Havana Club Añejo 3 Años does quite a good job. Bacardi,

however, is the wrong direction, since its taste is far too artificial compared to real Cuban rum.



This cocktail is quite refreshing and - in spite of its simplicity - a magical potion. For those having had a hard time behind the bar and lots of stress, have one Cuba Libre and time stands still for a moment.

## 2. Dry Martini

A dry Martini consists of dry gin and a very little bit of dry vermouth. It is very important that the ice gets into the drink as it is slowly melting while stirring or shaking.

The history of the Martini Cocktail is perhaps one of the most obscure in cocktail history. There are several stories about how it may have evolved and what its predecessors were.

The most credible explanation is given by Gary Regan in his *Joy of Mixology*. His research shows that the Martini as we know it today eventually evolved from the Manhattan. A variation of the Manhattan is the Martinez, which is mixed with gin instead of whiskey. Replacing whiskey with gin probably was the first step, since a Martini consists of gin and (dry) vermouth. In 1906, the Martini was first mentioned, then it was still made from sweet vermouth, sweet gin (not today's common London dry gin), maraschino liqueur and bitters. As time passed by, bartenders dropped the maraschino liqueur, substituted dry gin for sweet gin



and dry vermouth for sweet vermouth. The bitters remained in the drink till 1930, but eventually were eventually left out after.

As the Martini consisted of dry gin and dry vermouth, people began to alter the ratio of gin and vermouth, until finally only a little vermouth was used. Still today, Martini 'aficionados' discuss about the right ratio of gin and vermouth.

In the 1970s, Vodka Martinis came into fashion, initiating a real Martini-boom. The Martini was regarded as a symbol of a higher social status, an icon of mysticism which everyone wanted to taste.

But enough for history, here is the actual recipe:

#### Dry Martini

2 oz dry gin  
 ¼ oz dry vermouth  
 olive or a lemon twist

Stir gin and dry vermouth over ice for about 30 seconds, strain into a chilled cocktail glass. Add either an olive on a stick or a lemon twist.

To chill the cocktail glass, one may leave it some time in the freezer, but it is most effective and nice to look at when the cocktail glass is filled up with ice cubes and some water poured in to chill the glass while preparing the cocktail. When finished preparing, ice and water are discarded, and voilà, the cocktail glass is nicely frosted and perfectly chill.

The stirring is essential, to cool down the ingredients and to smoothen the cocktail with melted ice-water. A word on the discussion about whether a Martini should be shaken or stirred: traditionally, the Martini is stirred, since shaking clouds the cocktail. And it should be completely clear, served in a chilled cocktail glass. But there are no restrictions to personal taste and attitude. Winston Churchill, for example liked his Dry Martinis extremely dry, so "the gin should just look in the direction of France", referring to the French Vermouth used. The media helped to spread and mystify the Dry Martini, as the king of cocktails – just think of James Bond.

### **3. Mai-Tai**

'Trader' Vic Bergeron claimed to have created the Mai-Tai in 1944, according to *The Joy of Mixology* and *esquire.com*, he wrote:

"I took a fresh lime, added some orange curaçao from Holland, a dash of rock candy syrup, and a dollop of French orgeat, for its subtle almond flavor. A generous amount of shaved ice and vigorous shaking by hand produced the marriage I was after. Half the lime shell went in for color...I stuck in a branch of fresh mint and gave two of them to Ham and Carrie Guild, friends from Tahiti...Carrie

took one sip and said, Mai tai – roa a'é! In Tahitian this means 'Out of this world – the best!'

As we see, the Mai-Tai is a tiki-themed cocktail, combining rum and fruit juice. Since the original ingredients which Trader Vic used are very hard to find, here is a nice variation with easily available ingredients:

Mai-Tai (adapted from The Joy of Mixology)

1 oz dark rum  
 1 oz light rum  
 ½ oz triple sec  
 ¾ oz orgeat syrup  
 1 oz fresh lime juice  
 1 mint sprig as a garnish



Shake everything except the garnish with ice for about 15 seconds, strain into an Old-Fashioned or Rocks glass filled with crushed ice. Add the garnish and a sipping straw.

A nice decorating element is the use of a special tiki-mug. (see picture)

The rum used should be of high quality (no Bacardi) Havana Club again does a fine job. There is no fault in using Cointreau as a triple sec. As in every cocktail, fresh lime juice is a must. As Chuck Taggart (gumbopages.com<sup>16</sup>) said: "If you use some bottled swill like RealLime, I'll come into your dreams at night and taunt you mercilessly."

#### 4. Cosmopolitan

The Cosmopolitan, as already mentioned above, still is a very trendy cocktail, representing the homosexual lifestyle in the 1990s. As to the origin of this cocktail, there is the rumour that the Cointreau Company issued the recipe in order to promote its triple sec. Actually, there is a more plausible origin, as stated in a newsletter at ardentspirits.com<sup>17</sup>. According to this, Cheryl Cook, a bartender in Miami, created the Cosmopolitan in 1987. In 1986, Martinis were ordered more often, but people only drank them because of the glass and their trendiness, often detesting the taste of a real Martini. Cook noticed that and created something new, something that could be served in a traditional cocktail glass, looked

<sup>16</sup> <http://www.gumbopages.com>

<sup>17</sup> Gary and Mardy Regan, <http://www.ardentspirits.com> , Newsletter of October 2005

trendy and fitted contemporary tastes. A Cosmopolitan came out, with the pinkish hue that made it so popular among the gay society.

Cosmopolitan (adapted from *The Joy of Mixology*)

- 1 ½ oz citrus vodka
- 1 oz triple sec
- ½ fresh lime juice
- 1 or 2 dashes cranberry juice for colour
- 1 lime wedge as a garnish



Shake all ingredients with ice in a shaker, except the garnish, strain into a chilled cocktail glass and add the garnish.

## VIII. Influence on Culture

Evidently, cocktails are an integral part of our society and culture. There are thousands of different recipes, with new ones being designed and made, sold or simply condemned. They are a socio-cultural phenomenon that emerged two centuries ago somewhere in the twists of dying, amalgamating and fighting cultures in the 'New World', none of which has really been victorious up to the present day.

One may have heard of the 'cocktail hour', not understanding what this means. The cocktail hour defines the moment of drinking a perfectly made cocktail with utmost pleasure and care. It defines the complete merging into the moment, when time stands still and only the cocktail matters. The whole sensation flows into the cocktail and past and future do not matter. Expressed more simple: Enjoying a cocktail. Most likely it cannot be explained but one has to find out oneself.

Since different cultures influenced cocktailism, different spirits and ingredients were spread over the world, contributing to a multi-cultural society.

Cocktails still will live on in today's society, not only by means of drinking 'booze', but by enjoying it, by appreciating the craft of the bartender, mixology, cocktailism and the cocktail hour.

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## IX. Appendix

### Versicherung der selbstständigen Anfertigung

Hiermit versichere ich, dass ich die Arbeit selbstständig angefertigt, keine anderen als die angegebenen Hilfsmittel benutzt und die Stellen der Facharbeit, die im Wortlaut oder im Wesentlichen aus anderen Werken entnommen wurden, mit genauer Quellenangabe kenntlich gemacht habe.

Bruchmühlbach, den 22.06.06

(Ort, Datum)

Gordon Lax

(Name)

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(Unterschrift)