



**Private Club
Performance Management**

Suggesting Proprietary Liqueurs





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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 $2\frac{1}{2}$ % sugar by weight. The sugar may be beet, maple, cane, honey, corn, or a combination of these. Between $2\frac{1}{2}$ % 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



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





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





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.



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.



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
Chambord	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!