

# COCKTAILS

## AN OVERVIEW OF THE WORLD'S TASTIEST BEVERAGES

### VODKA

The **Cosmopolitan** emerged from 1970s-'80s vodka-and-citrus cocktails mixed with cranberry. In the mid-1980s, Miami's Cheryl Cook crafted a pink, vodka drink that really launched the trend. In 1988, Toby Cecchini refined it with Cointreau and fresh lime. By the 1990s, the TV show *Sex and the City* made the Cosmopolitan a modern classic.



Cosmopolitan

Espresso Martini

Sea Breeze

### GIN

The **Singapore Sling** is a classic gin-based cocktail believed to have been created around 1915 by bartender Ngiam Tong Boon at the Raffles Hotel in Singapore. Originally designed as a refined, slightly sweet and fruity drink, its exact recipe has varied over time. Today, it remains an iconic symbol of tropical elegance and historic mixology.



Singapore Sling

Gin Fizz

Bramble

### RUM

The **mojito** originated in 16th-century Cuba as "El Draque," a mixture of lime, sugar, and rum used by sailors to prevent scurvy and provide relief from the tropics. Over time, it evolved into a refreshing blend of fresh mint, lime, sugar, and white rum, becoming popular in Havana's bars and favored by literary figures like Ernest Hemingway by the early 20th century.



Mojito

Barracuda

Planter's Punch

### COGNAC

The **Sidecar** emerged in the early 1920s, reportedly first crafted at the Ritz Hotel in Paris or Buck's Club in London shortly after World War I. Made with cognac, orange liqueur, and lemon juice, it became popular during the Prohibition era as an elegant alternative to gin-based drinks. By the mid-20th century, the Sidecar was considered a cocktail classic.



Sidecar

Stinger

Alexander

### TEQUILA

The **margarita**, a quintessential Mexican cocktail, likely emerged in the early 20th century with multiple origin stories, including its creation by Carlos "Danny" Herrera in the late 1930s to please American travelers at his Tijuana restaurant. Combining tequila, lime juice, and orange liqueur, it gained widespread popularity, symbolizing Mexican culture and a festive spirit.



Margarita

Tequila Sunrise

Vampiro

### WHISKEY

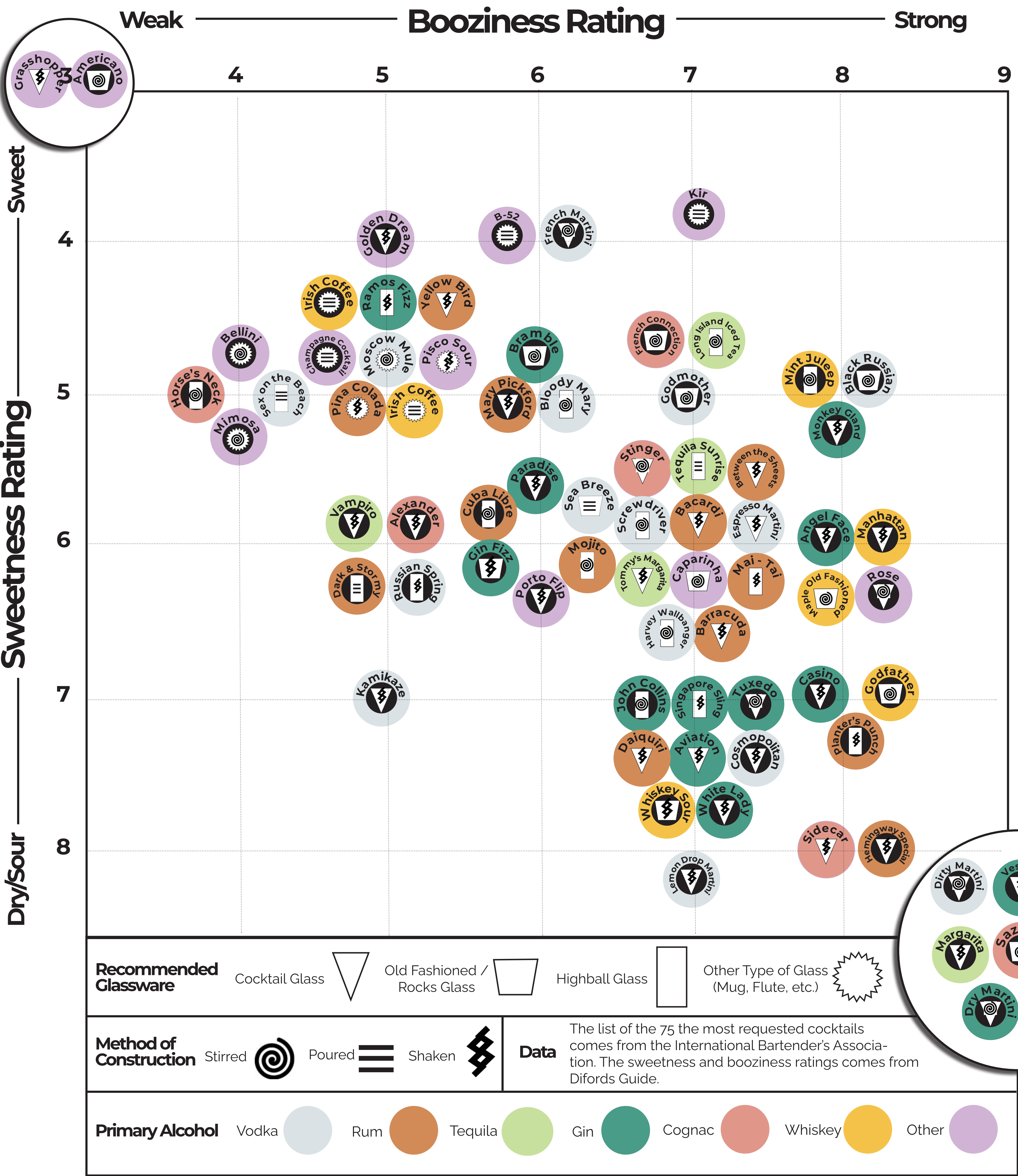
The **Old Fashioned** originated in the early 19th century by mixing whiskey, sugar, bitters, and water. It became a signature drink at places like Louisville's Pendennis Club and gained widespread popularity in American bars by the late 1800s. After declining in the mid-20th century, the Old Fashioned was revived in the 1990s and 2000s, reaffirming its status as a classic cocktail.



Old Fashioned

Manhattan

Mint Julep



Alcohol	Origin	Ingredients	Famous Brands
Vodka	Eastern Europe (Poland, Russia)	Fermented cereal grains or potatoes	Smirnoff, Absolut, Grey Goose, Belvedere
Rum	Caribbean	Sugarcane byproducts (molasses or fresh sugar-cane juice)	Bacardi, Captain Morgan, Appleton Estate
Tequila	Mexico	Blue agave plant	José Cuervo, Patrón, Don Julio, Herradura
Gin	Netherlands (popularized in U.K.)	Neutral grain spirit redistilled with juniper and other botanicals	Beefeater, Tanqueray, Bombay Sapphire, Hendrick's
Cognac	France	White grapes (e.g. Ugni Blanc), double distilled	Hennessy, Rémy Martin, Courvoisier, Martell
Whiskey	Ireland, Scotland, USA	Fermented grain mash (barley, corn, rye, wheat)	Jameson (Irish), Johnnie Walker (Scotch), Jack Daniel's (Tennessee), Maker's Mark (Bourbon)

### A BRIEF HISTORY OF THE COCKTAIL

Cocktails are generally categorized as an alcoholic mixed drink that combines one or more distilled spirits with flavoring ingredients (fruit juices, sweeteners, bitters, sodas), typically presented in distinct glassware and often decorated with a garnish.

Throughout history and across the globe, various cultures have enjoyed mixing alcoholic liquids with various flavorings. The introduction of sugar and spices into Europe during the rise of colonialism in the 17th century ushered in a new era of "proto-cocktails."

Widely respected drink historian David Wondrich identified punch as a key point of departure in the history of cocktails. British sailors traveling to and from India in the 1600's discovered the pleasures of punch, a beverage traditionally blending 5 ingredients: spirit (rum, brandy or arak), sour (lime or lemon), sugar, water, and spice (nutmeg). Starting in neighborhoods surrounding the docks of London, punch became the it drink in coffee houses throughout the city.

Punch popularity jumped the pond and became highly popular during the American colonial period, particularly with the prevalence of rum imported from the West Indies. In the 1690s American taverns began serving a drink called flip, which combined rum with sugar, molasses, or dried pumpkin, and added eggs and spices; the whole concoction was heated up and served from tankards.

The introduction of commercially available ice in the early 1800's gave cocktails a huge boost. So, too, did the proliferation of bitters, a packaged combination of spices that were soluble in liquid without needing to be heated up. Angostura bitters, produced in Venezuela in 1824, gained mass market appeal in the United States by the 1830's and 40's. American-produced brands also gained traction; two of the most popular were developed in New Orleans. By the mid 1850's, American saloons were vying for notoriety with their own in-house specialty cocktails.

Cocktails proliferated across Europe as well, but it was an American, Jerry Thomas, who published the first known bartender's guide in 1862: *How To Mix Drinks or the Bon Vivant's Companion*. By the end of the 1800's, during the Gilded Age, opulent clubs and hotel bars gave rise to celebrity bartenders and an array of flamboyant cocktails.

During the rise of the Temperance Movement and with the enactment of Prohibition in 1919, many American bartenders set up shop in Cuba. Those who remained, however, set up shop in underground speakeasies. Contrary to popular myth, however, the Prohibition Era was not the golden age of cocktails. (For one thing, it would have been challenging to clear out a well-stocked bar in the event of a police raid!) With the repeal of Prohibition in 1933, the popularity of cocktails rebounded, particularly as they gained an aura of glamour on the silver screen.

After WWII, as processed convenience foods and mechanized serving systems (soda guns and syrup dispensers) proliferated, the professional bartender with his intricate cocktails gave way to quickly produced, generic mixed drinks. It wasn't until the 1990's and early 2000's that the art of the cocktail was resuscitated. Culinary trends like farm-to-table and molecular cuisine influenced the cocktail scene as well. Celebrity bartenders, cocktail-based media and competitions, and the proliferation of cocktail lounges in the 2010's breathed new life into the craft cocktail scene. Even the Covid lock down helped, as amateur bartenders sprouted up across social media to give us all something to do!