

= Caesar (cocktail) =

A Caesar or Bloody Caesar is a cocktail created and primarily consumed in Canada . It typically contains vodka , Clamato (a proprietary blend of tomato juice and clam broth) , hot sauce and Worcestershire sauce , and is served with ice in a large , celery salt @-@ rimmed glass , typically garnished with a stalk of celery and wedge of lime . What distinguishes it from a Bloody Mary is the inclusion of clam broth . The cocktail may also be contrasted with the Michelada , which has similar flavouring ingredients but uses beer instead of vodka .

It was invented in Calgary , Alberta in 1969 by restaurateur Walter Chell to celebrate the opening of a new Italian restaurant in the city . It quickly became a popular mixed drink within Canada where over 350 million Caesars are consumed annually and it has inspired numerous variants . However , the drink remains virtually unknown elsewhere .

= = Origin = =

The Caesar was invented in 1969 by restaurant manager Walter Chell of the Calgary Inn (today the Westin Hotel) in Calgary , Alberta , Canada . He devised the cocktail after being tasked to create a signature drink for the Calgary Inn 's new Italian restaurant . He mixed vodka with clam and tomato juice , Worcestershire sauce , and other spices , creating a drink similar to a Bloody Mary but with a uniquely spicy flavour .

Chell said his inspiration came from Italy . He recalled that in Venice , they served Spaghetti alle vongole , spaghetti with tomato sauce and clams . He reasoned that the mixture of clams and tomato sauce would make a good drink , and mashed clams to form a " nectar " that he mixed with other ingredients .

According to Chell 's granddaughter , his Italian ancestry led him to call the drink a " Caesar " . The longer name of " Bloody Caesar " is said to differentiate the drink from the Bloody Mary , but Chell said it was a regular patron at the bar who served as the inspiration . During the three months he spent working to perfect the drink , he had customers sample it and offer feedback . One regular customer , an Englishman , who often ordered the drink said one day " Walter , that 's a damn good bloody Caesar " .

= = Popularity = =

Chell said the drink was an immediate hit with the restaurant 's patrons , claiming it " took off like a rocket " . Within five years of its introduction , the Caesar had become Calgary 's most popular mixed drink . It spread throughout Western Canada , then to the east . Coinciding with its 40th anniversary , a petition was launched in 2009 in the hopes of having the Caesar named the nation 's official mixed drink . In Calgary , Mayor Dave Bronconnier celebrated the drink 's anniversary by declaring May 13 , 2009 as Caesar Day in the city .

The Mott 's company was independently developing Clamato , a mixture of clam and tomato juices , at the same time the Caesar was invented . Sales of Clamato were initially slow : Mott 's sold only 500 cases of Clamato in 1970 , but sales consistently increased after the company 's distributors discovered Chell 's drink . By 1994 , 70 % of Mott 's Clamato sales in Canada were made to mix Caesars , while half of all Clamato sales were made in Western Canada . Motts claims that the Caesar is the most popular mixed drink in Canada , estimating that over 350 million Caesars are consumed every year .

Outside Canada , the Caesar is virtually unknown . In the United States , it is typically only available at bars along the Canadian border . Elsewhere , bartenders will frequently offer a Bloody Mary in its place . In Europe , the drink can be found wherever there are higher concentrations of Canadians . The drink 's anonymity outside Canada has come in spite of concerted marketing efforts . Producers of clam @-@ tomato juices have speculated that their beverages have been hampered by what they describe as the " clam barrier " . They have found that consumers in the United States fear that there is too much clam in the beverages .

The Caesar is popular as a hangover " cure " , though its effectiveness has been questioned . A study by the University of Toronto released in 1985 showed that drinking a Caesar when taking aspirin could help protect a person 's stomach from the damage aspirin causes .

= = Preparation and variants = =

Basic preparation of a Caesar follows the " one , two , three , four " rule . The recipe calls for 1 ? 1 ½ oz of vodka , two dashes of hot sauce , three dashes of salt and pepper , four dashes of Worcestershire sauce and topped with 4 ? 6 oz of Clamato and served with ice . The ingredients are poured into a glass rimmed with celery salt or a mixture of salt and pepper and garnished with a celery stalk and lime . The Caesar is an unusual drink in that it can be mixed in bulk and stored for a period of time before drinking .

Though it was not one of Chell 's original ingredients , Tabasco sauce is a frequent addition , as is horseradish . Vodka is occasionally replaced with gin , tequila or rum , though the Clamato may not be substituted . A variant that replaces vodka with beer is commonly called a " Red Eye " , and one without alcohol is a " Virgin Caesar " . The Toronto Institute of Bartending operates a " Caesar School " in various locations across Canada that teaches bartenders how to mix several variants of the drink .

Mott 's holds an annual " Best Caesar in Town " competition as part of the Prince Edward Island International Shellfish Festival . Contests held across Canada to celebrate the cocktail 's 40th anniversary in 2009 encouraged variants that featured the glass rimmed with Tim Hortons coffee grinds , Caesars with maple syrup and Caesars with bacon @-@ infused vodka .