



Cocoa, Tea & Other Luscious Hot Specialties

A signature drink needs three things to become an enduring classic; great taste, good production value and perceived value. Successful specialty drinks invariably have an intriguing taste, a captivating flavor not easily replicated without being privy to the recipe. If they want to taste it again, they have to come back.

From a marketing standpoint, production value encompasses color, aroma, consistency and presentation. Specialty drinks must look special, like something one couldn't easily concoct at home. Unusually colored drinks attract attention and stir the imagination. Don't discount the importance of aroma—the better a drink smells, the better it sells. Even the act of hand shaking a drink enhances its production value. The sights and sounds of a drink being masterfully prepared certainly improves its marketability.

Perceived value in a specialty drink renders down to good quality at a fair price. Sticking with high quality brands and products is an unerring strategy. Likewise, people know when they're being gouged on price and rarely will they allow themselves to be consistently taken.

Creating Fall Specialties

Whether your personal favorite is Bosco, Ovaltine, or Hershey's, hot cocoa makes a fabulous base for signature drinks. It has an alluring aroma, tantalizing flavor and marries well with many liqueurs and spirits.

Take for example the **Colorado Avalanche**. It's a delicious specialty that combines Kahlúa and Chambord with the rich flavor of hot white chocolate. The sensational **French Kiss** is made with Kahlúa and Di Saronno Amaretto.

Consider also the **Carte Blanche**, a savory blend of Godiva Chocolate Liqueur, brandy and creme de menthe.

Americans have also turned on to tea. The iced tea craze has had the effect of reviving the tradition of drinking tea warm. The tea renaissance creates the opportunity to offer your guests such delightful tea-based drinks as the **Body Warmer**, a combination of Grand Marnier, and hot tea or the sophisticated **Earl Of Grey**, made with Scotch whisky and Earl Grey tea.

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The delectable flavor and aroma of hot apple cider makes it a natural as a base for signature drinks. For example, spiced apple cider, Amaretto, Chambord and Bacardi provide the heating elements for the scintillating **Betty Grable**. The **Hot Apple Pie** marries Tuaca and warm apple cider, and true to its name, the combination tastes like freshly baked apple pie in a glass. Consider

Betty Grable

Coffee mug, heated

Build in glass

1 ½ oz. Bacardi Gold Rum

¾ oz. Disaronno Amaretto

¾ oz. Chambord

Near fill with hot apple cider

Whipped cream and cinnamon stick garnish

Dust with ground nutmeg

Body Warmer

Tea cup or coffee mug, heated

Build in glass

1 ½ oz. Grand Marnier

½ oz. simple syrup

Fill with hot tea

Lemon wedge garnish

Carte Blanche

Coffee mug, heated

Build in glass

¾ oz. Brandy

¾ oz. Dark Crème de Cacao

½ oz. White Crème de Menthe

Near fill with hot chocolate

Whipped cream garnish

Drizzle ½ oz. Green Crème de Menthe

Colorado Avalanche

Coffee mug, pre-heated

Build in glass

½ oz. Kahlua

½ oz. Brown Creme de Cacao

½ oz. Chambord

Fill with Nestle's hot white cocoa

Whipped cream and grated chocolate garnish

also such contemporary classics as the **Georgia Turnover** and **Tighter Cider**. Your guests will be glad you did.

Hot water and Jamaican rum provide the foundation for the classic **Hot Buttered Rum**, another excellent signature drink.

Earl of Grey

Tea cup or coffee mug, heated

Build in glass

1 ½ oz. Scotch Whisky

Fill with Earl Grey tea

Lemon wedge garnish

French Kiss

Coffee mug, heated

Build in glass

¾ oz. Kahlúa

¾ oz. Disaronno Amaretto

Near fill with hot chocolate

Whipped cream and cocoa powder garnish

Hot Apple Pie

Coffee mug, heated

Build in glass

1 ½ oz. Tuaca

Near fill with hot apple cider

Whipped cream and ground nutmeg garnish

Georgia Turnover

Coffee mug, heated

Build in glass

1 ½ oz. Peach Schnapps

1 ½ oz. cranberry juice

Fill with hot apple cider

Whipped cream garnish

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Hot Buttered Rum

Coffee mug, heated
Build in glass
1 ½ oz. Dark Rum
½ oz. simple syrup
2 pinches ground nutmeg
Pinch allspice
Pinch ground cinnamon
1 tsp. brown sugar
Fill with hot water
Float pat of butter
Cinnamon stick garnish

Irish Tea

Coffee mug, heated
Build in glass
1 oz. Irish Mist
½ oz. Irish Whiskey
Fill with hot tea
Lemon wedge garnish

Peppermint Bark

Coffee mug, heated
Build in glass
½ oz. DeKuyper Peppermint Burst
¾ oz. Godiva White Chocolate Liqueur
3 oz. Mexican vanilla hot chocolate
Whipped cream and peppermint stick garnish

Sacrifice Fly

Coffee mug, heated
Build in glass
¾ oz. Brandy
¾ oz. DeKuyper Buttershots Burst
¾ oz. Godiva Chocolate Liqueur
Near fill with hot chocolate
Whipped cream and shaved chocolate garnish

Silver Shadow

Coffee mug, heated
Build in glass
1 ¼ oz. Disaronno Amaretto
Fill with English Breakfast tea
Lemon wedge garnish

Steamy Affair

Coffee mug, heated
Build in glass
1 ½ oz. V.S. Cognac
¾ oz. Butterscotch Schnapps
¾ oz. Sour Apple Schnapps
4 oz. hot apple cider
Whipped cream and cinnamon stick garnish

Tighter Cider

Coffee mug, heated
Build in glass
1 oz. Appleton Estate V/X Jamaica Rum
¾ oz. Calvados Apple Brandy
¾ oz. Apple Schnapps
1 tsp. apple butter
2 pinches ground cinnamon
Fill with hot apple cider
Whipped cream and apple slice garnish

Robert Plotkin is a judge at the San Francisco World Spirits Competition and the author of numerous books including the 5th edition of *The Bartender's Companion: The Original Guide to American Cocktails and Drinks*. To read more from Robert (and other members of BarMedia) visit his blog, BarMedia.com/blog. You can reach him at BarMedia— 1-800-421-7179 or robert@barmedia.com.



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