



The Marketing Of American Joe

Few countries appreciate a great cup of coffee as much we do. In fact, America is the largest coffee-consuming nation in the world, so it's little wonder that we continue devising so many innovative ways to work with it behind our bars.

At the ultra-luxurious *Phoenician Hotel and Resort* in Scottsdale, Arizona, Director of Restaurants Brian Pierce is rolling out a new beverage menu for golfers dubbed "Tees and Toddies." At the turn, guests are offered a premium variety of coffee specialties served either hot or cold, a selection that includes the **Bunker Breeze**, which features Stoli Vanil, Godiva Chocolate, Kahlúa, Amaretto and coffee and the **Bogie Brandy Alexander**, which is made with Brandy, Kahlúa and crème de cacao.

Don't bother trying to convince George Delgado, beverage consultant and former head bartender at *Windows on the World*, that coffee is the ideal delivery system for spirits and liqueurs. "I've been working with coffee drinks for years and know full well that their popularity is growing."

Delgado advocates simplicity when devising these specialties. "One of my more successful coffee drinks is the **Cafe Curaçao**,

a straightforward concoction made with Grand Marnier and freshly brewed coffee. I sprinkle grated orange peels on the frothed milk. As you stir in the milk, the zest is imparted into the coffee's flavor and aroma."

Another Delgado creation and signature of the *World Bar* in the Trump World Tower is the **Espresso Misu**, a lavish cocktail made with a base of espresso coffee, Stoli Vanil, Kahlúa and heavy cream. The ingredients are shaken over ice and strained into a chocolate-rimmed cocktail glass.

Fleming's Prime Steakhouse and Wine Bar is one of the acknowledged pioneers in the art of mixology. For devotees of great drinks and sophisticated cocktails, their bar menu makes for excellent reading.

High on Fleming's hit parade are the **Almond Mocha**, a savory blend of Disaronno Amaretto, chocolate syrup and coffee topped with dairy fresh whipped cream, the **Fleming's 52**, which is made with equal parts of Kahlúa, Grand Marnier and Baileys, and the **Iced Cafecino**, a cool sensation featuring Stoli Vanil, Kahlúa and iced coffee topped with a cinnamon stick.

Send us your comments at amo@barmedia.com

“We’re looking to create a memorable evening for our guests and coffee drinks to a large degree help do that,” contends operating partner Barney Confrey. “They are a perfect complement to the dining experience and an important element of our beverage program.”

Marketing Zero-Proof Java

Cosi is a chain of innovative all-day cafes that feature signature bread and coffee products. The chain is 80 locations strong in eleven states and the District of Columbia. Specialty coffee drinks are an integral aspect of their beverage marketing and include such espresso-based items as the **Artic Mocha** and **Artic Latte**.

“We promote signature coffee drinks to provide an additional reason for guests to visit our restaurants, both during and outside of traditional meal day parts,” states Paul Seidman, vice president of food and beverage at *Cosi*, Inc. “We believe that they broaden our

appeal and widen our scope of consideration. Coffee specialties are a unique, highly portable indulgence.”

Another innovator of specialty coffee drinks is, appropriately enough, *Coffee People*, a successful chain of 23 cafés in Oregon. Their latest offering is the **Toffee Crunch Latte**, which features Torani English Toffee syrup, bits of Heath Bar and is available in both a hot and cold version. According to director of marketing Alex Eldridge, this specialty has been such a big hit with consumers that it will likely become a standard menu item.

At the heart of most popular coffee specialties are the incomparable flavored syrups of *Torani*. Listed among their current repertoire are the **Pumpkin Spice Cheesecake Latte**, an autumn signature made with Torani Cheesecake Syrup, Pumpkin Spice Syrup, milk, and 2 healthy shots of espresso, and the **Icicle Mocha**, a delectable blend of Torani Peppermint and Ginger Spice syrups, Torani chocolate sauce, milk and a double shot of espresso.

Robert Plotkin is a judge at the San Francisco World Spirits Competition and the author of numerous books. You can reach him at BarMedia— robert@barmedia.com.

This Month At BarMedia



Inside *Drinks for All Ages* you'll find over 400 of the most creative and delicious alcohol-free drink recipes ever compiled into one collection. The recipes span the breadth of alcohol-free mixology – plus hot coffee, tea and cocoa specialties, ice cream drinks and specialties made with lemonade, juices and sparkling cider.

An Exclusive Offer for Our Subscribers Only

Was: ~~\$15.95~~, Now: **\$7.95** + S & H
Enter code **ALF22810** at checkout

Valid until 02/28/10

This month only!