



LIQUEURS & SIROPS

GIFFARD

DEPUIS 1885



Spirit of Art **COCKTAIL BOOK**

Photography by Theo Chalmers

A great cocktail demands the finest ingredients.....





Forward

A great cocktail demands the finest ingredients. Why find the world's best gin for a Tom Collins only to compromise it with just any lemon juice? A fruit liqueur must have fresh, natural, high quality produce at its heart and the same is true of specialist spirits such as Menthe-Pastille with its crisp peppermint base or the rich orange core of China-China.

As you might expect from a French family business, the provenance, quality and freshness of the ingredients in Giffard products is more than a passion, it is the very essence of everything we do. We believe that the best ingredient is always flavour and that means sourcing the very best natural produce and ensuring that the time between harvesting and maceration is kept to the absolute minimum.

In 1885 it was widely believed that mint possessed medicinal benefits that aided digestion and delivered restorative powers. Attracted by those claims, Emile Giffard, an Angers pharmacist, imported the Mitcham Peppermint plant from Surrey, in England and created Menthe-Pastille. The spirit's cool, clean and refreshing flavour was an instant hit with visitors to Anjou that summer and it is still enjoyed neat, over ice, by many in Angers where it's relatively low 24% alcohol content is often preferred to stronger spirits. Over the years, Menthe-Pastille has inspired artists and bartenders from around the world who have taken Emile Giffard's original masterpiece as the base for world renowned cocktails such as the Stinger, or the White Lady, or as the fuel for their paintings and other works of art.

10 years before Emile Giffard's success with Menthe-Pastille, at Isère in the French Alps, the Bigallet brothers were perfecting their recipe for China-China. This traditional orange based bitter is distilled multiple times in small copper alembic stills and each time the spirit is macerated with a combination of sweet and bitter orange peels. The final infusion includes sweet caramel and classic bitter agents along with cinchona and gentian botanicals to give a unique balance of flavours that rise and fall into each other. More recently Bigallet and China-China became part of the Giffard portfolio rounding off a strong selection of traditional flavours for cocktail enthusiasts around the world.

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SPIRIT OF ART

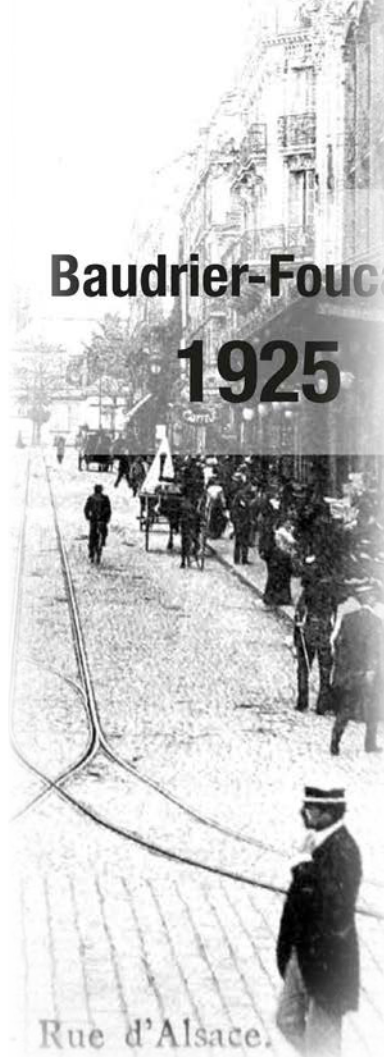
Our great-grandfather Emile Giffard was an artist, pharmacist, herbalist and creative epicurean. He was intrigued by the reputed therapeutic and digestive properties of mint and his exhaustive research lead him to the unique flavour of the Mitcham peppermint plant, which was found and named after the Surrey town where it was originally bred. He continued his research in his hometown of Angers in the Loire Valley and in 1885, using the essential mint oil from Mitcham, he created a clear liqueur that was quickly appreciated for its refreshing qualities. Referencing the fashionable English mint pastilles of the day, he named his new creation Menthe- Pastille. Rapidly appreciated throughout Anjou, Menthe-Pastille became a favourite among artists of the day and some such as Ogé, Capiello and Misti, went on to develop the early advertisements for the spirit itself. These artworks captured the contemporary zeitgeist with a sharp, satirical sense of humour, so much so that some of the work was only on public display for a short time due to understandable public sensitivities surrounding the First World War.

We believe the creative work is timeless and should be seen and shared so in 2013 the Spirit of Art was born and a collection of late 19th and early 20th century advertisements went on display in London's Covent Garden Market prior to starting a world tour. In the autumn of 2014 we set out to create a new, modern Spirit of Art collection again drawing upon the inspiration of those who know and love Menthe-Pastille and Giffard. Today's artists and bartenders share their love of cocktails with their love of body art and a century on, a new Spirit of Art collection was born.

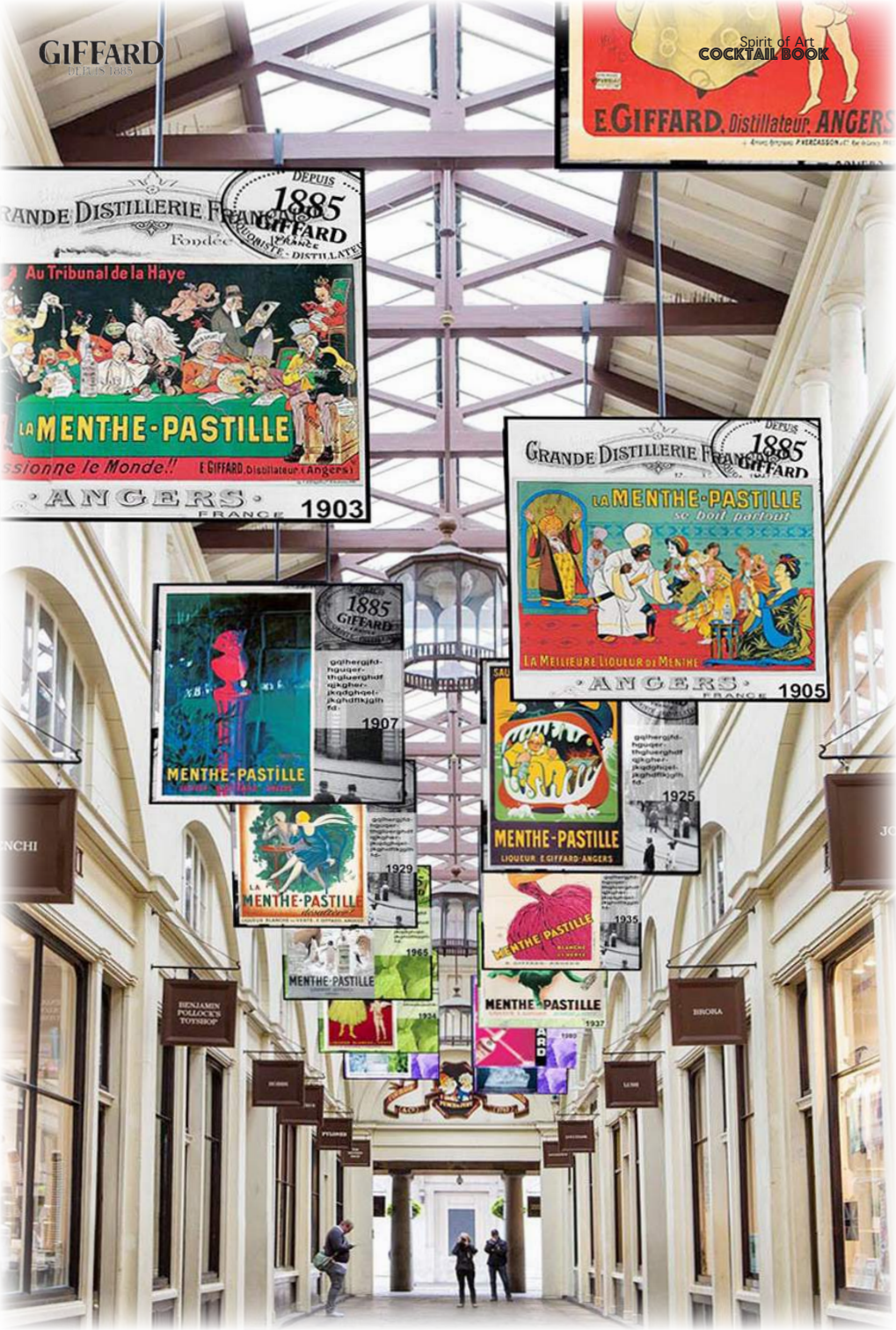
Edith & Bruno Giffard – Angers, Val de Loire, France



Baudrier-Foucault
1925



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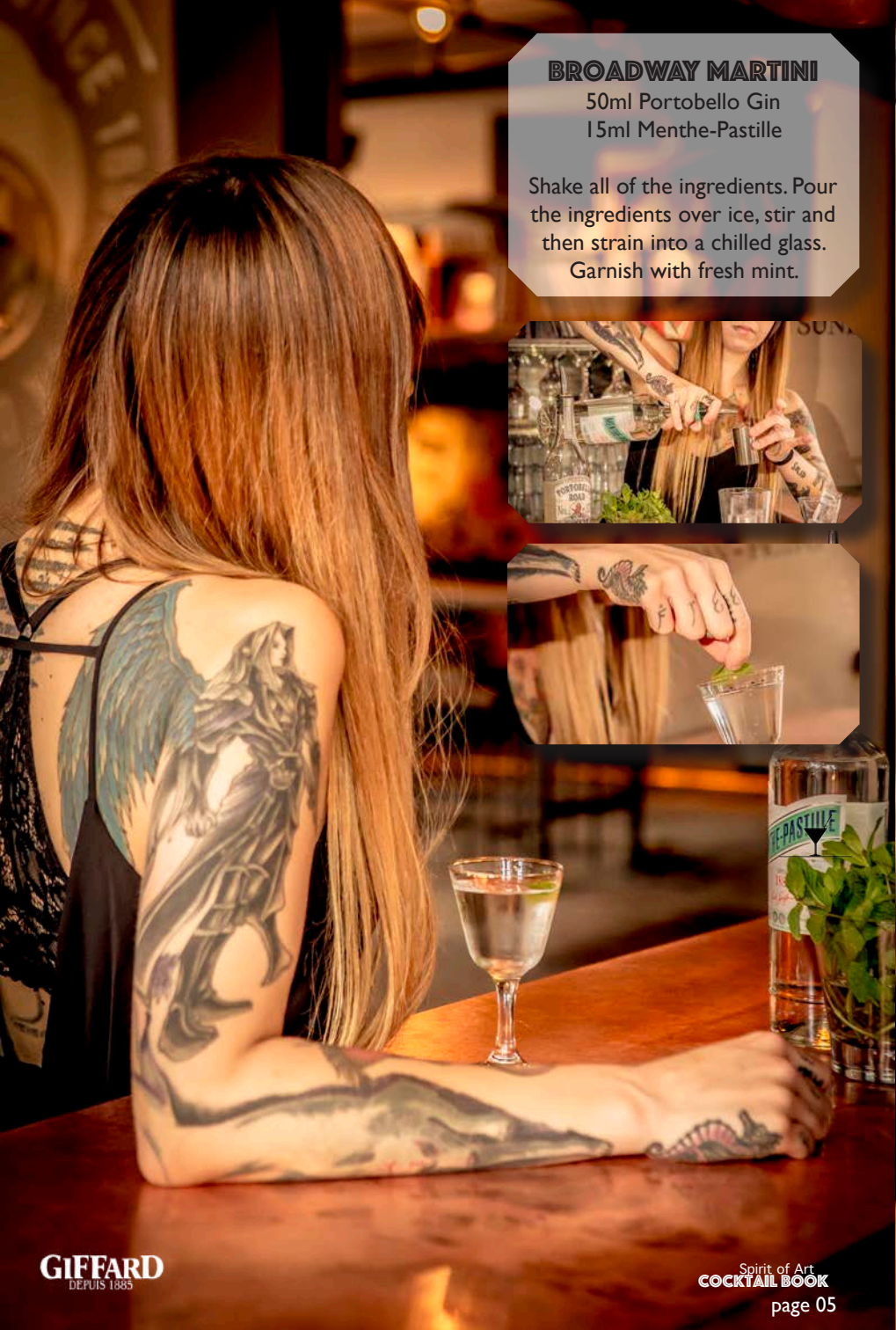
Karine Tillard

Karine is from Bordeaux and proud of it. Despite living abroad from the age of 18, Karine has always maintained a connection with France. Initially she worked at Raymond Blanc's Maison Blanc and her very first tattoo was a simple 3 stars to remind her of her "childhood and her two brothers at home". Karine is widely travelled and her tattoo collection documents time spent in Australia, Asia, the United States and the UK.

Karine first trained in the art of cocktail making at La La Land in Melbourne, Australia, where she and a friend would often visit the tattoo parlour together and share the same design. Something Karine calls "Bromance tattoos". Upon returning to London Karine took her cocktail experience to the next level at the highly respected London Cocktail Club.



LE DAS



BROADWAY MARTINI

50ml Portobello Gin
15ml Menthe-Pastille

Shake all of the ingredients. Pour the ingredients over ice, stir and then strain into a chilled glass.
Garnish with fresh mint.



BANANA OLD FASHIONED

50ml Old Forrester Bourbon
15ml Giffard Banane du Brésil Premium Liqueur
3 drops of Angostura Bitters
10ml honey

Mix all the ingredients over ice and stir. Strain into an ice filled, rocks glass.
Garnish with a maraschino cherry.



Jake Blanch

Jake has been interested in cocktails for as long as he can remember and as soon as he hit 18 he turned his interest into his profession. He now works at the renowned Hawksmore bar in Covent Garden.

If you engage Jake in conversation he will talk of his love for cocktails, tattoos and the Devon coast. Leaning forward, onto the bar he said, "Swallows started it. I fell in love with classic '40s and '50s American tattoos." A Londoner born and bred, Jake spent his childhood summers with his grandparents in Devon, where he learned to sail and believes "that's what inspired the nautical theme" to his tattoos.



BANANAHATTAN

50ml Old Forrester Bourbon
25ml Giffard Crème de Banane
2 dashes of Angostura Bitters

Pour the ingredients over ice, stir and then strain into a chilled glass. Garnish with a maraschino cherry.



GRASSHOPPER

35ml Cognac
15ml Menthe-Pastille
15ml Giffard Crème de Cacao Blanc
35ml Half & Half

Shake the ingredients over ice and then double strain into a coupe glass.



7 WRAYS IN SUNNY JUNE

- 10ml Wray & Nephew Rum
- 12.5ml Giffard Crème de Banane
- 20ml Koko Kanu
- 20ml Giffard Melon Liqueur
- 25ml lemon juice
- 50ml apple juice

Shake all the ingredients over ice and strain into a chilled glass.
Garnish with a banana dolphin clutching a martini cherry.



7 WRAYS IN SUNNY JUNE

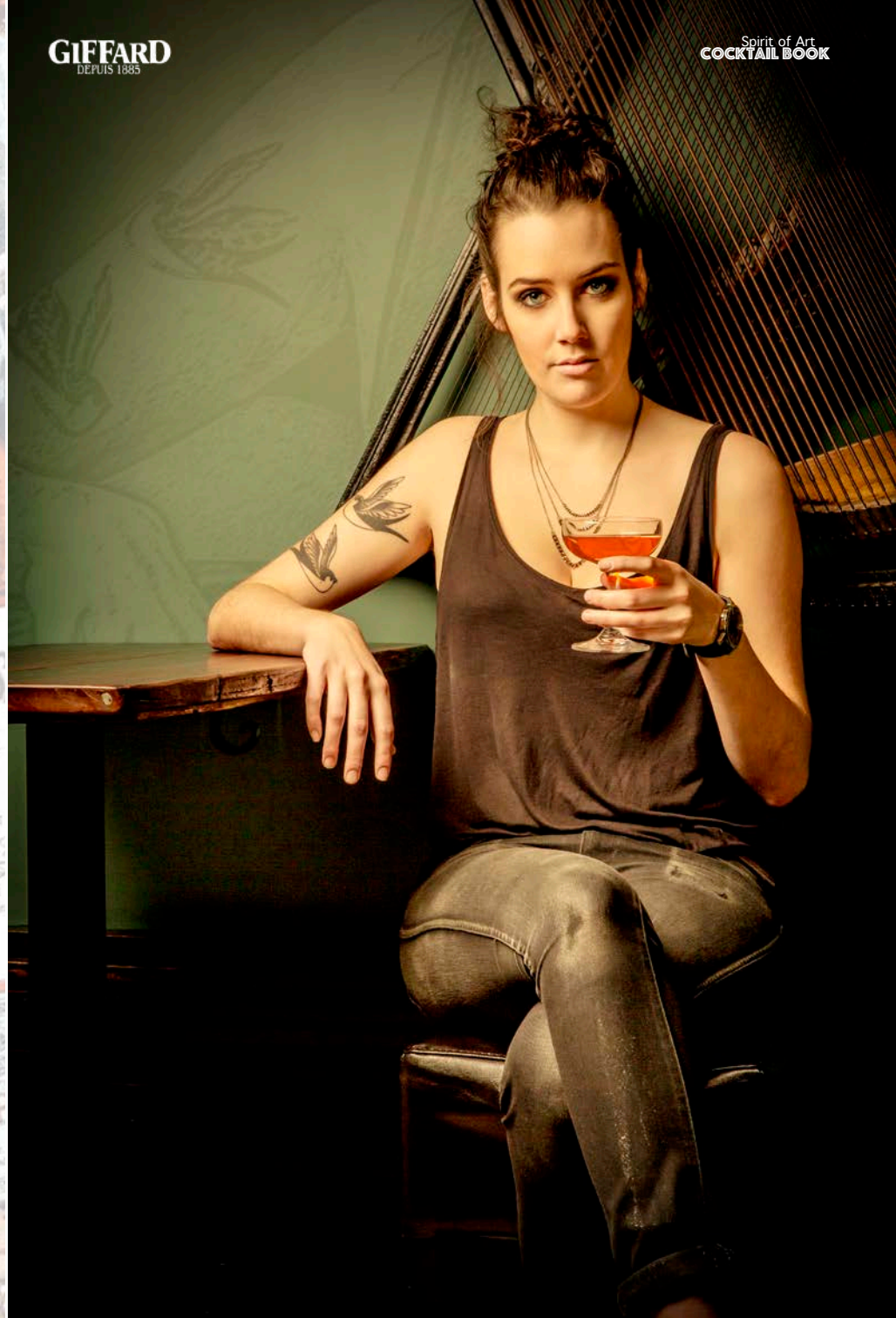
Hanna Bixo

Bixo is a Portuguese surname but Hanna was born in Gothenburg, to Swedish parents and raised in the chilly north of Sweden. "I also have a native North American ancestor and I celebrate that with a geometric arrow tattoo", says Hanna. "I guess you could say that I'm Native American, Portuguese, Swedish – now mixing it in London."

"My first tattoo was inspired by the Muse hit, 'Sing for Absolution'. It constantly reminds me of the song and how I feel whenever I hear it. Then came the swallows representing coming of age and leaving the nest but the large snowflake is there to remind me of snow, skiing and home", she enthuses.

Hanna arrived in London at 18 years old, straight out of school. "I had visited the city many times before then and fell in love with it every time. When I finally got to live here I was enraptured by the cocktail scene and immediately enrolled at Bar School".

Now a top bartender at the very popular Hawksmoor Bar in Knightsbridge, Hanna's love for the city is stronger than ever but her choice of cocktail gives away the international heritage.



CHINA-CHINA WITH LOVE

25ml Navy Strength gin
40ml Cocchi Vermouth di Torino
15ml Bigallet China-China
5ml Green Chartreuse
1 dash of Angostura Bitters
1 dash of Orange bitters

Stir all the ingredients over ice and strain into a chilled glass.
Garnish with an orange twist.



CORPSE REVIVER NO. BLUE

25ml Gin
25ml Giffard Curaçao Bleu Liqueur
25ml Lillet Blanc
25ml lemon juice

Shake all the ingredients over ice and strain into a coupe glass.
Garnish with a cherry.





NAPOLEAN KLEINAMITE



NAPOLEAN KLEINAMITE

25ml Diplomatico Reserva Exclusiva Rum
35ml Klein Constantia dessert wine
10ml Giffard Fig Syrup
20ml Lemon juice
1 dash Angostura Bitters
1 egg white

Dry shake and then shake with ice.
Pour over the rocks or cubed ice.
Garnish with cherries.

Sarah Mitchell

Sarah Mitchell is a Sydneysider with all the enthusiasm and energy we have come to expect from Australians abroad. “I’m now a trainer and supervisor at the Blues Kitchen and I’m just loving it”, she beams.

Sarah majored in Combined Sciences and had every intention of returning home for postgraduate studies but she fell in love with London’s hospitality industry. “Meeting new people every day and being surrounded by them having a great time is so seductive. I became a flair bartender and then my interest in chemistry took me down a more traditional route. I believe cocktail making is an art and science is understanding flavour at a molecular level.”

Sarah’s first tattoo, a doodle, was designed by her sister which the two of them then had done together. The centrepiece of Sarah’s collection today is a peacock perched upon a throne of roses, that stretches from her right shoulder to her right ankle and that impressive work was done in London. Sarah’s left hip features a bold frangipanis display, which reminds her of a scent so unique to her home in New South Wales.



NO TROUBLE IN CHINA-CHINA

25ml Gin
25ml Bigallet China-China
25ml Campari

Build the cocktail and garnish with a wedge of fresh orange.



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MITCHAM BUTTERFLY

37.5ml Tequila
12.5ml Menthe-Pastille
2 spoons of honey
25ml Lime juice
1 Pinch of mint

Shake over ice and then strain into a cocktail glass.

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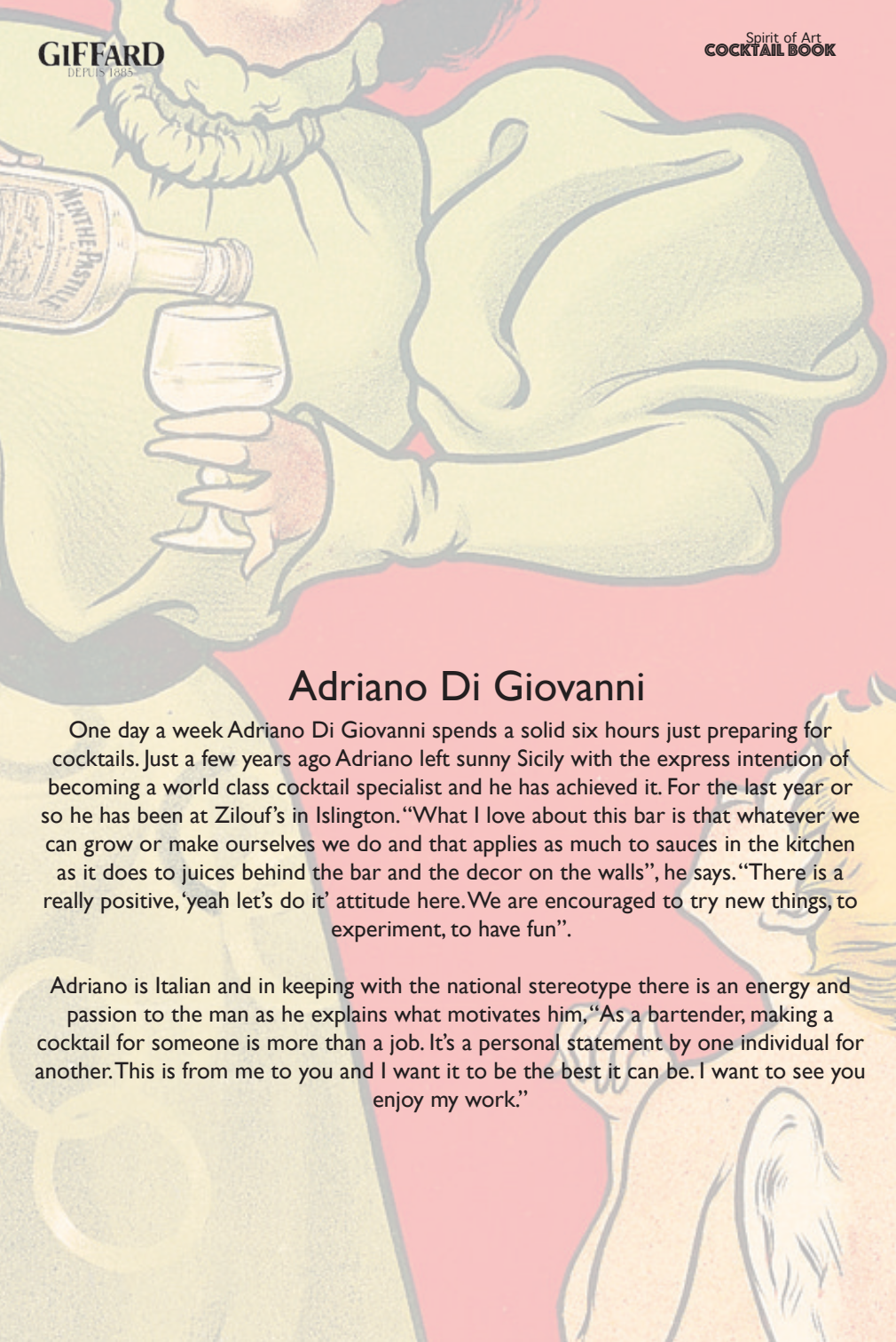
BRAMBLE-ACTION

25ml measure of gin
10ml Giffard Maraschino liqueur
10ml Giffard Crème de Violette
25ml Lime juice

Pour ingredients into a shaker with crushed ice. Shake and strain into a tumbler.

Top with Giffard Crème de Mûre.
Garnish with a floating maraschino cherry.





Adriano Di Giovanni

One day a week Adriano Di Giovanni spends a solid six hours just preparing for cocktails. Just a few years ago Adriano left sunny Sicily with the express intention of becoming a world class cocktail specialist and he has achieved it. For the last year or so he has been at Zilouf's in Islington. "What I love about this bar is that whatever we can grow or make ourselves we do and that applies as much to sauces in the kitchen as it does to juices behind the bar and the decor on the walls", he says. "There is a really positive, 'yeah let's do it' attitude here. We are encouraged to try new things, to experiment, to have fun".

Adriano is Italian and in keeping with the national stereotype there is an energy and passion to the man as he explains what motivates him, "As a bartender, making a cocktail for someone is more than a job. It's a personal statement by one individual for another. This is from me to you and I want it to be the best it can be. I want to see you enjoy my work."

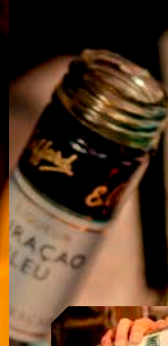




STORM FRUITS

40ml Rum
25ml Giffard Apricot Brandy
25ml Giffard Crème de Cassis
50ml pineapple juice
25ml lime juice

Shake over ice and strain into a tall glass. Garnish with orange, mint and passion fruit.



DEEP BLUE

35ml Gin
25ml Giffard Curaçao Bleu
20ml Menthe-Pastille

Place large rocks of ice in a tumbler and build the cocktail over it. Stir and serve.



Alex Dyzart

Alex Dyzart is from Kent but he acquired his cocktail mixing skills in Auckland's speakeasies during a two year stay in New Zealand. On returning to the UK Alex fell on his feet and joined the team at the famous Venn Street Records, where he is now assistant manager.

Alex's first tattoo featured Sailor Jerry Swallows "that are linked heavily to Sailor Jerry rum. A very popular brand with bartenders", he explains. "My next tattoo was rather more ambitious and took three years in the planning alone. Inspired by the Joker and the Thief from Dylan's All Along The Watchtower, the design covers my entire right sleeve and it was important to get every detail correct. I'm now working on designs for my left sleeve with a phoenix as its central character. But it's not just the design that's time consuming, finding the tattoo artist that I want to work with is a challenge in its own right."



FATHER OF SPICE

25ml Old Forrester Bourbon
25ml Giffard Amaretto Liqueur
2 Barspoons of
Luxardo Cherry Juice
25ml Lemon juice
1 egg white
3 dashes of Tabasco

Shake the ingredients over ice and
then strain into a coupette glass.
Garnish with chilli and cherry.



GENERAL XIAO

40ml Rum
20ml Bigallet China-China
1 dash of Giffard Grenadine syrup

Stir the ingredients over ice and
strain into a chilled glass.
Garnish with an orange twist.





Jay Doy

At 16 years old the image of a reclining lady started to emerge on Jay Doy's forearm and a tattoo grand plan began to take shape in his mind. "I've now got cat like images of David Bowie, Bryan Ferry, Adam Ant, Boy George and John Lennon", he beamed. "I'm a great fan of the water colour style and I'm pleased that it's becoming a growing trend."

Like so many others Jay started in the kitchen but moved closer to the front door over time. "I originally trained as a chef but being locked away in the kitchen meant I didn't get to meet people and I really missed that so, I switched into cocktail making as a more out front, creative role and I love it", he says. Jay has successfully started to compete in cocktail competitions and is currently working at the famous Library in Islington.

*véritable
Menthe-Pastille*

THE-PAST



PISCAMENTH

5ml Menthe-Pastille
15ml Giffard Gum Syrup
50ml Pisco ABA
20ml lime juice
20ml egg white

Double shake over ice.
Serve in a coupette glass.

FREEZER BURNS

40ml Whisky
5ml Menthe-Pastille
20ml Bigallet China-China

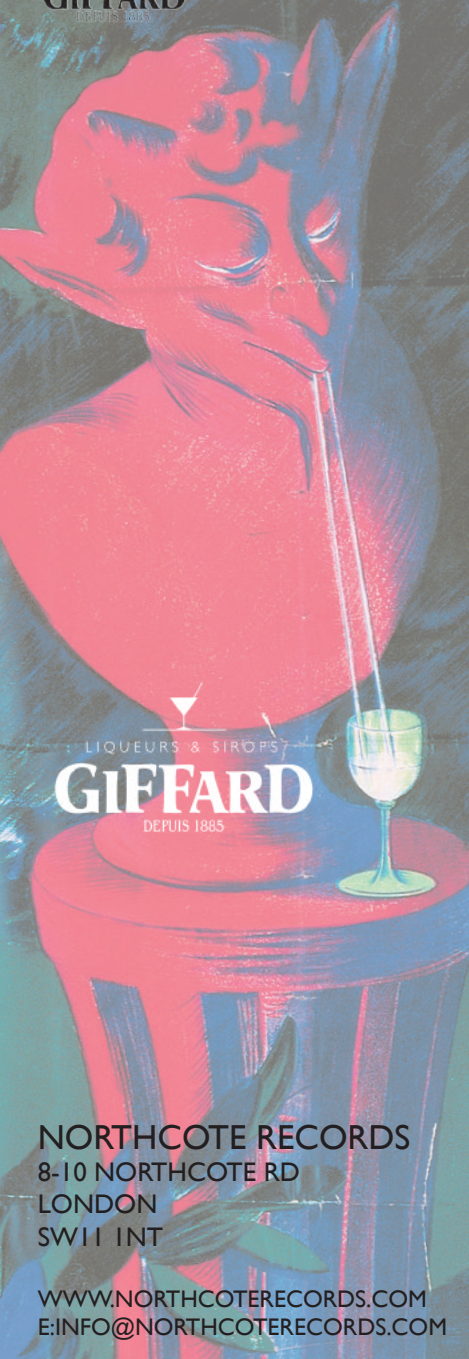
Stir the ingredients over ice then
strain into a rocks glass.



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