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LIQUID CULTURE



THE *25* Most Influential
COCKTAILS
OF THE
Past Century



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THE **25** *Most* **COCKTAILS** OF THE *Past Century*

ONE HUNDRED YEARS AGO,

as bars across America prepared for last call before the long, dry spell of Prohibition, most of the key drinks in the mixological canon had already been created: the Manhattan, the Old Fashioned, the Daiquiri, even the early Martini. But when the taps started running again, so did the creativity. What drinks would have such an engaging new form—or a different-enough take on an old form—to resonate beyond the bar in which they were created and last not just a season or two, but possibly decades?

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Which ones would inspire imitations, define eras or trends in our culture and carve out their own subset of the bibulous world, from craft cocktail lounges to Spring Break bars gone wild? Here, in our judgment, are the 25 most influential drinks of the past century. Many are familiar, a number are passé and lord knows they're not all good. But each of these drinks, created (mostly) since 1910, has helped define, in some way, the cocktail culture of today. So mix yourself an Aviation—or, if you prefer, a Harvey Wallbanger—and explore the past 100 years of American cocktails.



DRY MARTINI (pictured)

OKAY, WE'RE FUDGING A BIT HERE. Drinks made with gin and dry vermouth were circulating under various names around the turn of the last century, and at some point the "Martini" label was affixed to the combo, and stuck. So how does it fit into the most influential drinks created since 1910? Because over the course of the 20th century, that early Martini morphed to such a degree that its character was permanently changed. The Martini's early formula—two parts gin, one part dry vermouth and a dash of orange bitters—would be considered intolerably wet by drinkers of the Rat Pack era. While the Martini became more arid with each passing decade, its clean, sleek character has always proved appealing, and to many, it remains king of cocktails.

CIRCA
1900
ORIGINS
DISPUTED

2 ½ oz. dry gin
½ oz. dry vermouth
Cracked ice
Tools: mixing glass, bar spoon, strainer
Glass: cocktail
Garnish: lemon twist or olive

Combine ingredients in a mixing glass and fill with ice. Stir well for 20 seconds and strain into chilled glass. Garnish. [Note: many recipes call for a dash of orange bitters—a worthwhile recommendation.]

Adapted from The Joy of Mixology, by Gary Regan, 2003

CUBA LIBRE

THE DIFFERENCE BETWEEN A RUM-AND-COKE and a Cuba Libre may appear slight, but a slight difference can have considerable bearing on the ultimate outcome. Originating in Cuba sometime after the Spanish American War, the Cuba Libre slowly crept northward before exploding in popularity around World War II. While mixing booze with soda may not seem challenging, the addition of a hearty dose of lime completely changes this drink's outlook, and the Cuba Libre marked a new—and ultimately, more creative—direction for the venerable highball.

EARLY
1900s
CUBA

2 oz. rum (usually made with light rum, but almost any kind works well)
Juice of half a lime
4–6 oz. cola
Ice cubes
Glass: highball
Garnish: lime wedge

Fill a glass with ice and add rum and lime juice. Top with cola and garnish.

MOJITO

ONE OF THE MOST UBIQUITOUS DRINKS of the 21st century (so far), the Mojito is an oddity in that it can please both club-going partiers and serious cocktail aficionados. With a crisp bite of light rum matched by citrus and mint, it's the quintessential summer sipper, and it can open cocktail newcomers up to a whole world of craft cocktails.

1910
CUBA

2 sprigs fresh mint
½ oz. simple syrup
¾ oz. fresh lime juice
2 oz. white rum
2 dashes Angostura bitters (optional)
1 ½ oz. chilled club soda
Cracked ice
Tools: muddler, bar spoon
Glass: highball or Collins
Garnish: mint sprig

Place mint leaves in bottom of glass; gently muddle with syrup and lime juice. Add rum (and bitters, if using), stir to combine and fill glass with ice. Top with soda. Garnish.

the ORIGINALS

By the time 1910 rolled around, many of the definitive drinks in mixology were already old hat. Here are a few iconic drinks that were popular before our 100-year cutoff, that continue to influence what we put in our glasses.

MANHATTAN This robust mix of whiskey and vermouth reigned supreme for decades after its 1880s debut. It has influenced other classic and contemporary drinks, starting with the Brooklyn and extending through the endless riffs on the Red Hook.

DAIQUIRI Created in Cuba around the 1900s, the Daiquiri brought rum out of the punch bowl and into the cocktail shaker. At its best it's a perfect balance between sour and sweet, a principle that resonates through the rum drinks that followed.

PLANTER'S PUNCH Perhaps the first hammock drink, this colorful rum-heavy mixture is a descendent of the punch bowls that ruled the drinks world for centuries, and the ancestor to countless exotic drinks to come.

OLD FASHIONED Fittingly named, this no-frills drink offered an alternative to the baroque formulations of the late 19th century, and its simplicity has continued to win over a new generation of bartenders today.

THE SOUR The simple Whiskey or Gin Sour is a not-so-blank canvas, excellent on its own but also suitable for endless modifications, as seen in drinks ranging from the Corpse Reviver #2 to the Margarita and the Sidecar.

SAZERAC, RAMOS FIZZ, & OTHER NEW ORLEANS-STYLE DRINKS Old-school drinks like these continue to make their presence felt anytime you see a bartender reach for a bottle of Peychaud's bitters, a glass rinsed with aromatic liqueurs or a touch of absinthe dashed into a drink to lend a touch of vavoom.

ALEXANDER

PRACTICALLY UNHEARD OF TODAY, the Alexander is a deceptive and alluring liquid dessert that enjoyed popularity in the early 20th century, before being outshone by its much more popular brandy-based descendent. There were other rich, creamy drinks before the Alexander's advent, but this trio of booze, cream and liqueur was replicated repeatedly through the 20th century, in such relatives as the Grasshopper and the White Russian.

CIRCA
1915

1 oz. dry gin
1 oz. heavy cream
1 oz. crème de cacao
Cracked ice
Tools: shaker, strainer
Glass: cocktail

Combine ingredients in a shaker and fill with ice. Shake hard for 10 seconds and strain into a chilled glass.

Adapted from Recipes for Mixed Drinks, by Hugo Ensslin, 1916-1917

SINGAPORE SLING

AN EXAMPLE OF THE "MAKE IT HOWEVER YOU WANT TO" school of mixology, the Singapore Sling has an ever-shifting list of ingredients that can be hard to pin down. This recipe—the official recipe used at the Raffles Hotel—is not the original, which is believed lost. Another version, made without the frivolity of pineapple and grenadine and sometimes with a dry cherry brandy in place of cherry liqueur, is embraced by some Singapore Sling purists. Regardless, this cocktail retains one of the greatest names in mixology along with a place in the history of drinks as a prototypical tropical cooler, a warm-up to the tiki storm that was to come.

CIRCA
1915
NGIAM TONG BOON,
RAFFLES HOTEL,
SINGAPORE

1 ½ oz. dry gin
½ oz. Cherry Heering
¼ oz. Cointreau
¼ oz. Benedictine
4 oz. pineapple juice
½ oz. fresh lime juice
⅓ oz. grenadine
1 dash Angostura bitters
Ice cubes
Tools: shaker, strainer
Glass: Collins
Garnish: cherry, pineapple slice

Combine ingredients in a cocktail shaker and fill with ice. Shake well and strain into glass filled with fresh ice. Garnish.

Adapted from The Essential Bartender's Guide, by Robert Hess, 2008

AVIATION

CREATED EARLY IN THE 20TH CENTURY and largely ignored until the 21st, the Aviation became a bibulous high-sign to fellow travelers of the craft-cocktail world when it began turning up on bar menus a decade ago. It uses maraschino liqueur, a one-time barroom staple that fell out of style around the '50s, only to be revived by bartenders and aficionados looking for vintage flavors. With the recent revival of crème de violette and Crème Yvette, the circle to re-creating the original Aviation is complete.

CIRCA
1916

2 oz. London dry gin
1 oz. fresh lemon juice
2 dashes maraschino liqueur
2 dashes Crème Yvette (or substitute
crème de violette)
Ice cubes
Tools: shaker, strainer
Glass: cocktail

Combine ingredients in a shaker and fill with ice. Shake well for 10 seconds and strain into chilled glass.

Adapted from Recipes for Mixed Drinks, by Hugo R. Ensslin, 1916-1917

A CENTURY

OF THE

COCKTAIL

1912

Absinthe is banned in the United States.

1920

Prohibition begins, making it illegal to transport, make or sell alcohol.

1923

Harry MacElhone acquires the New York Bar in Paris, adds his name to the bar and sets a new standard for cocktails in Europe.

1925

The V-shaped cocktail glass makes its debut at an exhibition in Paris.

1950

The Savoy Cocktail Book is published, combining more than 700 cocktail recipes in one resource.



SIDECAR



A SIMPLE COMBO OF CITRUS, SPIRIT and orange liqueur, the Sidecar is possibly the most alluring—and approachable—brandy-based cocktail of the last century. It's also a prime example of how quality spirits can be crucial to a drink, as a low-budget triple sec or brandy will doom this regal cocktail to mediocrity.

2 oz. Cognac (preferably VSOP) or Armagnac
¾ oz. fresh lemon juice
1 oz. Cointreau
Ice cubes
Tools: shaker, strainer
Glass: cocktail
Garnish: sugared rim

Prepare cocktail glass by running a slice of lemon around the outside rim, then dipping the rim into a saucer of superfine sugar; shake off excess and chill glass. Combine ingredients in a shaker and fill with ice. Shake for 10 seconds and strain into glass.



LATE
1910s
CREDITED TO
MACGARRY, BUCK'S
CLUB, LONDON



1920s
TIJUANA

MARGARITA

RELATIVELY SCARCE IN THE U.S. until the mid-20th century, tequila took off in popularity once this simple trio of ingredients started making the rounds, and the effects extended beyond cocktail bars, helping to make Mexican food and culture accessible to millions of Americans. But like the Daiquiri, the Margarita has been so abused by frozen-drink machines and bottled mixes that its appeal has been lost to many. However, when made with premium ingredients, it proves its position as one of the greatest cocktails of the century.

2 oz. pure-agave tequila
1 oz. Cointreau
¾ oz. fresh lime juice
Ice cubes
Tools: shaker, strainer
Glass: cocktail or margarita
Garnish: salted rim

Prepare serving glass by rubbing a cut lime wedge along the outside rim, then dipping the rim into a dish of kosher salt; shake to remove excess, and chill. Pour ingredients into shaker and fill with ice; shake well and strain into a chilled glass.

BLOODY MARY

THE BLOODY MARY ISN'T THE SORT OF DRINK you want to quaff through the evening, but it has become the king of morning drinks, changing their image from boozy bracers to something that seems downright respectable at the breakfast table. While it's traditionally made with vodka and spicy ingredients, such as horseradish, the ingredient list is open to improvisation, making this a drink that's also inspired countless interpretations.

2 oz. vodka
4 oz. tomato juice
½ oz. fresh lemon juice
3 dashes Tabasco sauce
2 dashes Worcestershire sauce
1 dash celery salt
1 pinch each of salt and fresh-ground black pepper
Fresh-grated horseradish, to taste
Ice cubes
Tools: two mixing glasses or Boston shaker, strainer
Glass: goblet or Collins
Garnish: lemon and lime wedges, celery stalk, or most anything ranging from cherry tomatoes to pickled asparagus

Combine ingredients in a mixing glass and add several ice cubes. Gently roll the mixture back and forth between two containers to mix and chill (shaking the drink will make it frothy). Strain into an ice-filled glass and garnish.

Adapted from The Essential Cocktail, by Dale DeGroff, 2008

CIRCA
1921
HARRY'S BAR,
PARIS
(DISPUTED)

NEGRONI *(pictured)*

DOZENS OF STYLES OF AMARI—liqueurs rendered bitter through complex combinations of botanicals—are found in Italy. Among those that are exported, Campari is one of the most bracingly memorable. When combined with the more moderate sweetness and bitterness of vermouth, and the fortifying factor of gin, Campari releases its alpha-dog grip to work in harmony, producing a drink that has made bitterness approachable for generations of drinkers.

1 oz. dry gin
1 oz. Campari
1 oz. sweet vermouth
Ice cubes or cracked ice
Glass: Old Fashioned or cocktail
Tools: mixing glass, barspoon, strainer
Garnish: orange zest

The Negroni may be served either on the rocks or up; for the former, add the ingredients to an Old Fashioned glass and fill with ice; stir briefly to combine, twist orange peel over the drink and use as garnish. To serve up, add ingredients to a mixing glass and fill with cracked ice; stir for 20 seconds and strain into chilled cocktail glass, adding the garnish as above.

CIRCA
1919
CAFFE RIVOIRE,
FLORENCE

LAST WORD

TEN YEARS AGO, a request for a Last Word at even the most with-it cocktail bar would have elicited a blank stare. Rendered in print only once since its creation, the recipe gathered dust for more than 50 years before being revived around the turn of the new century at Seattle's renowned Zig Zag Café. Today, the elaborately flavored Last Word joins the Aviation as one of the core drinks in artisan mixology, and its structure of four ingredients in perfect balance has prompted rounds of creative riffing in artisan bars across the country.

¾ oz. dry gin
¾ oz. maraschino liqueur
¾ oz. green Chartreuse
¾ oz. fresh lime juice
Ice cubes
Tools: shaker, strainer
Glass: cocktail

Combine ingredients in cocktail shaker and fill with ice. Shake well for 10 seconds and strain into chilled glass.

Adapted from Bottoms Up!, by Ted Saucier, 1949

CIRCA
1921
DETROIT
ATHLETIC CLUB

ZOMBIE

STARTING IN THE 1930s and continuing until the '70s changed the definition of questionable taste, the exotic, Polynesian-themed world of tiki was a driving force in American drinking. The pioneer of the craze was Donn Beach and his Don the Beachcomber bars, which introduced celebrities, and then the world, to potently flavored rum drinks like the powerfully enduring Zombie. But re-creating the drink was tricky; Beach kept the recipe a closely guarded secret, and it wasn't until exotic-drink historian Jeff "Beachbum" Berry unearthed a former bartender's notebook in 2005 that the drink that launched countless imitations—and just as many hangovers—could again be made the way it was originally meant.

ZOMBIE PUNCH, 1934 version

1 ½ oz. Jamaican rum (Appleton V/X)
1 ½ oz. gold Puerto Rican rum (Bacardi 8)
1 oz. 151-proof Demerara rum
¾ oz. fresh lime juice
½ oz. Don's mix (see below)
½ oz. falernum
1 dash Angostura bitters
6 drops Herbsaint or Pernod
1 teaspoon grenadine
6 oz. crushed ice
Ice cubes
Tools: blender
Glass: chimney
Garnish: mint sprig

Put all ingredients in a blender, adding crushed ice last. Blend at high for 5 seconds. Pour into glass, add ice cubes to fill and garnish.

DON'S MIX: Combine 2 parts grapefruit juice with 1 part cinnamon syrup. To make cinnamon syrup, simmer ½ cup sugar, ½ cup water and two 3-inch cinnamon sticks in a small saucepan over medium heat for 5 minutes. Allow to cool, then remove cinnamon. A commercial version is available at TraderTiki.com.

Adapted from Sippin' Safari, by Jeff "Beachbum" Berry, 2007



MAI TAI

WHILE SOME DRINKS SHINE BRIGHTLY and then fade like a dying star, others, like the Mai Tai, go supernova. The landmark drink of the tiki era helped "Trader Vic" Bergeron build his restaurant empire with its catchy name and rich, complex flavors. It became so popular that the stock of 17-year-old Jamaican rum used in the original was depleted within a couple of years, forcing Bergeron to reformulate the recipe. It hasn't helped the Mai Tai's fortunes that, like his exotic-drink colleague Donn Beach, Bergeron kept his recipe secret for decades, leading competitors to degrade the drink's name with sugary, eye-popping imitations. Stay close to the Trader Vic's version for a taste of what made the tiki experience so engaging in the first place.

1 oz. aged Jamaican rum (Appleton Estate Extra recommended)
1 oz. amber Martinique rum (Rhum J.M. Gold Rum suggested)
1 oz. fresh lime juice
½ oz. orange curaçao
¼ oz. orgeat syrup
¼ oz. simple syrup
Crushed ice
Tools: shaker
Glass: double Old Fashioned
Garnish: mint sprig

Combine ingredients in a shaker and add crushed ice. Shake for 10 seconds and pour, unstrained, into a double old-fashioned glass. Garnish.

Adapted from Beachbum Berry's Grog Log, 1998



BELLINI

MUDDLED FRUIT and fresh ingredients are standard operating procedure in many modern bars, and an early example of market-fresh drinks is the Bellini. A simple—and ideally seasonal—preparation of white-peach purée and prosecco, the Bellini predates and surpasses similar drinks, such as the Mimosa, and has a delicate, vibrant flavor that makes all kinds of variations possible.

1 ½ oz. chilled white peach purée
4 oz. chilled prosecco
¼ oz. peach liqueur (optional)
Tools: mixing glass, barspoon, strainer
Glass: flute

Place purée in bottom of mixing glass and slowly pour prosecco down side of glass while gently stirring; try to avoid making it foam. Strain into chilled flute; optionally top with peach liqueur.

Adapted from The Essential Cocktail, by Dale DeGroff, 2008



A CENTURY

OF THE

COCKTAIL



1931
Giuseppe Cipriani opens Harry's Bar in Venice, Italy, which quickly becomes a favorite among celebrities and is the birthplace of the Bellini.

1933
Prohibition is repealed.



MOSCOW MULE

THE MOSCOW MULE ENJOYED ITS HEYDAY in the mid-20th century, but by the end of the Eisenhower era, it had pretty much run out of steam. What made it so innovative was its base spirit: vodka—not surprising, considering that one of the drink’s creators was an executive for Heublein, then owner of Smirnoff Vodka. The first vodka-based drink to garner widespread attention, the Moscow Mule prompted countless bars and adventurous drinkers to venture to the vodka well. While the Mule quickly faded, vodka proceeded to take over every drink menu in sight.

Juice of ½ lime

2 oz. vodka

Chilled ginger beer

Ice cubes

Glass: Moscow Mule mug or highball

Garnish: Lime shell

1941
**COCK N' BULL
TAVERN,
LOS ANGELES**

Squeeze the lime half into a glass and fill with ice. Add vodka and top with chilled ginger beer. Use spent lime shell as garnish.



A CENTURY

OF THE

COCKTAIL

1934

Don the Beachcomber opens his first bar in Los Angeles, ushering in an over three-decades-long tiki craze.

1955

The first cocktail pick is patented.

1955

Old Mr. Boston distillery publishes *The Official Bartender's Guide*, perhaps the country's most ubiquitous bar guide.

1957

Victor Bergeron launches his Trader Vic's chain in Oakland, California.

IRISH COFFEE

IRISH COFFEE OWNS the small but significant world of coffee drinks. While tipping a drop of whatever's strong and close at hand into a cup of coffee is a venerable tradition in many drinking cultures, the Irish Coffee takes things another step or two forward, smoothing the drink's edges with sugar and adding a decadent touch with a layer of soft-whipped cream. Predecessor to drinks ranging from liqueur-laden liquid desserts to the pyrotechnics of the Spanish Coffee, the Irish Coffee brought hot drinks into the modern drinking era.

1940s
JOSEPH SHERIDAN,
IRELAND

2 oz. Irish whiskey
4 oz. strong black coffee
¾ oz. brown-sugar syrup (equal parts brown sugar and hot water, mixed until dissolved)
Heavy cream, whipped to soft peaks
Tools: whisk, barspoon
Glass: toddy or glass coffee mug

Rinse glass with hot water to warm, then add whiskey, coffee and brown-sugar syrup and stir to combine. Top with a half-inch thick layer of whipped cream.

CAIPIRINHA *(pictured)*

A MERE BLIP ON THE AMERICAN MIXOLOGICAL STAGE only a decade ago, the Caipirinha has long been popular in Brazil. While the provenance of this daiquiri-esque descendant of punch is unclear, it was likely mixed in some form during the early 20th century, but it wasn't until the Internet age that it was found with regularity in bars around the world. It has served as many drinkers' first introduction to cachaça, helping push this spirit into the hands of creative bartenders who are using it in a growing number of drinks. With its simplicity of strong, sour and sweet, the Caipirinha is spare enough for those eschewing complicated drinks, yet rugged enough for those looking for a little excitement.

date
unknown
BRAZIL

½ lime, cut into quarters
1–2 tsp. superfine sugar, to taste
2 oz. cachaça
Ice cubes
Tools: muddler, shaker
Glass: rocks or Old Fashioned

Place lime pieces and sugar in shaker and crush with muddler. Add cachaça and ice cubes and shake well. Pour, unstrained, into chilled glass.

KANGAROO

CHANCES ARE YOU'VE NEVER HEARD OF IT; chances are, too, you've tossed back at least one in your lifetime. During the height of the Cold War, when vodka was still the new kid on the block, it played substitute in drinks normally based on other spirits, primarily gin. In this way the Orange Blossom morphed into the Screwdriver, and another favorite gin-based drink became the frivolous- and forgettable-sounding Kangaroo. Today, however, you'd have better luck ordering a Kangaroo under the name it soon appropriated, and by which it's been known as it's become one of the most-poured drinks in America: the Vodka Martini.

CIRCA
1950

1 ½ oz. vodka
¾ oz. dry vermouth
Cracked ice
Tools: mixing glass, barspoon, strainer
Glass: cocktail
Garnish: lemon twist

Combine ingredients in a mixing glass and fill with ice. Stir well for 20 seconds and strain into chilled glass. Garnish.

Adapted from Esquire Drink Book, 1956

HARVEY WALLBANGER

A HALLMARK DRINK OF 1970S FERN BARS—places of leisure suits, Tiffany lamps and Piña Coladas—the Harvey Wallbanger allegedly traces its origins to the time when vodka was the exotic new spirit on the scene. It's one of the earliest, and most successful, examples of the vodka/liqueur/fruit juice combo—predecessor of such wildly popular drinks as the Sex on the Beach and Cosmopolitan.

1 ½ oz. vodka
4 oz. fresh orange juice
¾ oz. Galliano
Ice cubes
Tools: barspoon
Glass: highball

Pour vodka into ice-filled glass. Add orange juice and stir to combine; top with Galliano.

Adapted from The Essential Cocktail, by Dale DeGroff, 2008

ALLEGEDLY
1952
DONATO "DUKE"
ANTONE,
BLACKWATCH BAR,
HOLLYWOOD

PIÑA COLADA (pictured)

WHILE CREATED IN THE MID-20TH CENTURY, the Piña Colada is culturally a creature of the 1970s, when its blender-whipped appearance and starring role in that maddeningly unforgettable Rupert Holmes song made it right at home among that decade's fashion flubs. While the use of blenders and pineapple juice predated the Piña Colada, it helped drive the popularity of both in the years that followed, and it shares at least some responsibility—or blame—for the '80s-era success of such drinks as the Bahama Mama and the ubiquitous frozen-drink machines.

2 oz. white or amber rum
1 oz. coconut cream
1 oz. heavy cream
6 oz. pineapple juice
4 oz. crushed ice
Tools: blender
Glass: goblet
Garnish: cherry, pineapple spear

Combine ingredients in blender and blend until smooth (5-10 seconds). Pour into glass. Garnish.

Adapted from The Essential Bartender's Guide, by Robert Hess, 2008



LONG ISLAND ICED TEA

CHANCES ARE IF YOU REACHED DRINKING AGE anytime between the disco era and last week, you've experienced Long Island Iced Tea. With more booze than seems prudent to mix in one glass, and enough sweet stuff to make it seem like there's no alcohol in there at all, LIIT and its liquored-up kin have been deceiving and devastating drinkers for nearly 40 years.

1 oz. vodka
1 oz. gin
1 oz. light rum
1 oz. blanco tequila
1 oz. triple sec
1 oz. fresh lemon juice
¾ oz. simple syrup
Chilled cola
Ice cubes
Tools: shaker, strainer
Glass: Collins
Garnish: lemon wedge

Combine all ingredients except cola in a shaker and fill with ice. Shake well and strain into glass filled with fresh ice. Top with cola and garnish.

Adapted from The Joy of Mixology, by Gary Regan, 2003



A CENTURY

OF THE

COCKTAIL

1954

Ramon Lopez Irizarry of Puerto Rico introduces Coco López, which soon becomes a staple in Piña Coladas.

1967

For the first time in American history, more vodka is consumed than gin.

1977

Jimmy Buffet releases his stupendously popular song "Margaritaville."

1987

Dale DeGroff steps behind the bar at the Rainbow Room in New York City, sparking the country's cocktail renaissance.

1988

The movie *Cocktail* is released, introducing movie-goers to flair bartending.

B-52

CONSIDER THE POUSSE CAFÉ, a 19th century-style drink that's a royal pain to prepare yet beautiful to behold. Back when people actually drank such things, it was considered suitable for a lady: sweet and lovely, with a modest alcoholic payload. Oh, how things change; the next time something pousse café-ish was ordered in large numbers was starting in the 1970s, with the advent of the B-52. Named for the legendary bomber and designed to be downed in one gulp, the drink took the heavy weaponry theme to heart. The shooter craze may have since faded in some bars, but the B-52 remains emblematic of all the high-octane, syrupy-sweet cocktails that made Saturday nights blurry for a generation of drinkers.

¾ oz. Kahlúa
¾ oz. Baileys Irish Cream
¾ oz. Grand Marnier
Tools: barspoon
Glass: cordial

Insert barspoon into cordial glass, convex side facing up, with edge of spoon very close to or touching the edge of the glass. Slowly pour each ingredient in the order listed over the back of the spoon, layering the liqueurs atop one another.





Check out our list of 25 of the most influential cocktails personalities of the past century.
IMBIBEMAGAZINE.COM/MJ10



COSMOPOLITAN

MUCH MALIGNED BY THE COCKTAIL COGNISCIENTI, the Cosmopolitan is nevertheless one of the most influential drinks of the past quarter century. As Toby Cecchini—a New York bartender who is among several to have been credited with the creation of this once wildly popular drink—noted in his 2004 book, *Cosmopolitan*, the drink enjoyed perfect timing, appearing in a thirsty bar culture that was looking for something pretty, potent and tasty. When made well, the Cosmo is all of those things.

1 ½ oz. citrus vodka
½ oz. Cointreau
¾ oz. fresh lime juice
1 oz. cranberry juice
Ice cubes
Tools: shaker, strainer
Glass: cocktail
Garnish: lime wedge



Combine ingredients in a shaker and fill with ice. Shake well and strain into chilled glass. Garnish.

Adapted from The Essential Bartender's Guide, by Robert Hess, 2008

GIN-GIN MULE

THE GIN-GIN MULE IS A MILESTONE drink in the 21st century cocktail renaissance. Composed much like a mojito, it has added complexity due to the airy botanicals of gin, and the spicy bite of ginger beer. The latter ingredient is one of the drink's great legacies: By using fresh, housemade ginger beer, Pegu Club owner Audrey Saunders focused on ways to take a standard bar ingredient and make it better. A bold move at the time of the drink's creation, this tinkering in the kitchen to make better drinks is now standard practice.

6 mint sprigs
½ oz. fresh lime juice
½ oz. simple syrup
1 ½ oz. dry gin
¾ oz. ginger beer (preferably homemade)
Splash of soda water
Ice cubes
Tools: shaker, strainer, muddler
Glass: highball
Garnish: lime wedge, mint sprig



Place mint leaves in a shaker and gently muddle with lime juice and simple syrup. Add gin and, if using a non-carbonated homemade version, ginger beer. Fill with ice and shake well; strain into glass filled with fresh ice. Add splash of soda. If using carbonated ginger beer, add it at the end and omit the soda. Garnish.

A CENTURY

OF THE

COCKTAIL

1998

Sex and the City airs on HBO, turning the Cosmopolitan into a pop culture icon.

2000

Sasha Petraske opens Milk & Honey in New York City's Lower East Side, paving the way for the speakeasy's modern renaissance.

2005

Tales of the Cocktail debuts.

2007

Absinthe returns to the American market, making long-defunct cocktails like the Monkey Gland and Death in the Afternoon popular once again.

2008

The Museum of the American Cocktail opens its permanent space in New Orleans.

RED HOOK (pictured)

THE RED HOOK IS MIGHTY YOUNG to be considered one of the most influential drinks of the past century, but this relative of the Manhattan and Brooklyn cocktails spurred a rye whiskey-fueled burst of experimentation among classicist bartenders, who have swapped in everything from Chartreuse to Cynar, creating vividly flavored drinks that prompt further innovation. Along the way, the Red Hook's popularity has blurred the boundaries between serious cocktail bars and places that just want to serve a few decent drinks.

2 oz. rye whiskey
½ oz. Punt e Mes
½ oz. maraschino liqueur
Cracked ice
Tools: mixing glass, bar spoon, strainer
Glass: cocktail



Combine ingredients in a mixing glass and fill with ice. Stir well for 20 seconds and strain into chilled glass.