

LUSH

VOL. V



S & V UPTOWN

15 KING STREET N. UPTOWN WATERLOO

www.svuptown.ca

@svuptown.ca



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Letter from the Editors

S&V] EST.
2018

Welcome to Lush, a guide created by Aaron Hatchell & Jill Sadler of S&V Uptown on all things cocktail and hospitality related.

Here you will find our newest cocktail creations, topics relating to our beloved hospitality industry and ways to help you imbibe better at home.

Cheers to a lush life!

-Jill & Aaron

COCKTAIL LIST



COCKTAILS INSPIRED BY EINSTEIN'S RELATIONSHIP BETWEEN SPACE AND TIME

"A HUMAN BEING IS A PART OF THE WHOLE CALLED BY US UNIVERSE, A PART LIMITED IN TIME AND SPACE. HE EXPERIENCES HIMSELF, HIS THOUGHTS AND FEELING AS SOMETHING SEPARATED FROM THE REST, A KIND OF OPTICAL DELUSION OF HIS CONSCIOUSNESS. THIS DELUSION IS A KIND OF PRISON FOR US, RESTRICTING US TO OUR PERSONAL DESIRES AND TO AFFECTION FOR A FEW PERSONS NEAREST TO US. OUR TASK MUST BE TO FREE OURSELVES FROM THIS PRISON BY WIDENING OUR CIRCLE OF COMPASSION TO EMBRACE ALL LIVING CREATURES AND THE WHOLE OF NATURE IN ITS BEAUTY."
ALBERT EINSTEIN

SPEED OF LIGHT

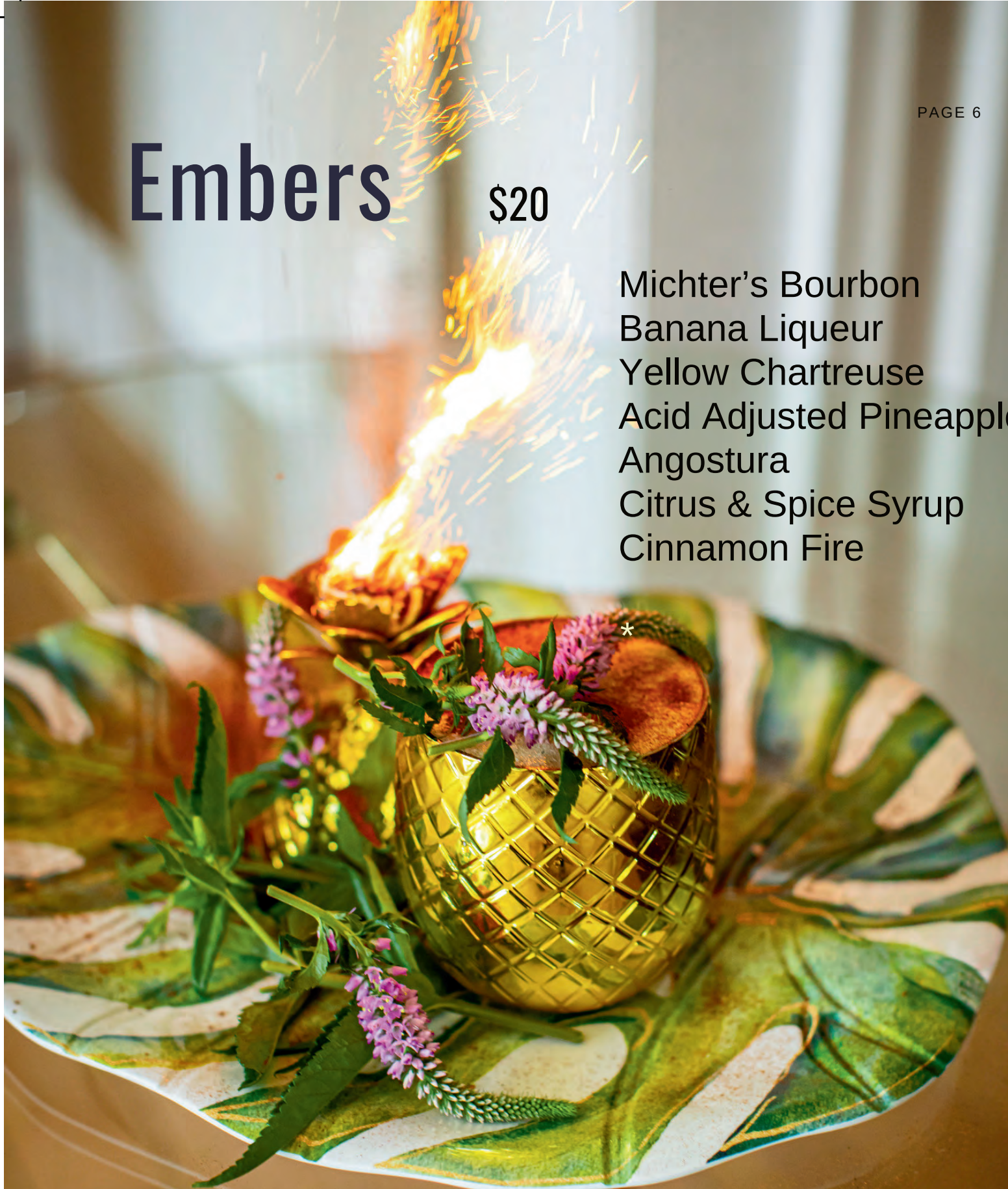
THE SPEED OF LIGHT, DENOTED BY 'C' IN PHYSICS, IS A FUNDAMENTAL CONSTANT REPRESENTING THE MAXIMUM SPEED AT WHICH INFORMATION OR ENERGY CAN TRAVEL THROUGH SPACE. IN THE THEORY OF RELATIVITY, PROPOSED BY ALBERT EINSTEIN, THE SPEED OF LIGHT PLAYS A CENTRAL ROLE IN UNDERSTANDING THE RELATIONSHIP BETWEEN SPACE, TIME, AND MOTION. ACCORDING TO THIS THEORY, THE SPEED OF LIGHT IS CONSTANT AND INDEPENDENT OF THE MOTION OF THE OBSERVER OR THE SOURCE EMITTING THE LIGHT.

LIGHT CAN BE SEEN IN THIS MENU THROUGH THE USE OF FIRE, EMITTED LIGHT AS WELL AS THROUGH CLARITY.

Embers

\$20

Michter's Bourbon
Banana Liqueur
Yellow Chartreuse
Acid Adjusted Pineapple
Angostura
Citrus & Spice Syrup
Cinnamon Fire



SWIZZLE
TROPICAL & FRESH

Radioactive \$16



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Blue Whale Gin
Cucumber-Pink Peppercorn
Ultrasonic Lillet
Yellow Chartreuse
Lime
Absinthe Mist

Sour
Tart & Herbaceous

Bioluminescence \$18

Grey Goose Vodka
Kelp Infused Carpano
Bianco Vermouth
Bao Bun Tincture
Saline
Citrus mist

Martini
Dry & Mineral





SPEED OF SOUND

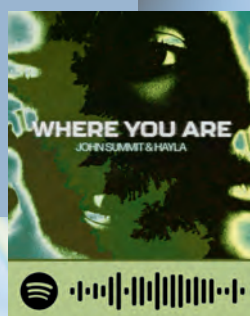
THE SPEED OF SOUND, DENOTED BY 'V' IN PHYSICS, REPRESENTS THE RATE AT WHICH SOUND WAVES PROPAGATE THROUGH A MEDIUM, SUCH AS AIR, WATER, OR SOLIDS. UNLIKE LIGHT, WHICH TRAVELS THROUGH THE VACUUM OF SPACE AT A CONSTANT SPEED, THE SPEED OF SOUND VARIES DEPENDING ON THE PROPERTIES OF THE MEDIUM IT TRAVELS THROUGH, SUCH AS TEMPERATURE, PRESSURE, AND DENSITY. IN GENERAL, SOUND TRAVELS FASTER THROUGH DENSER MEDIUMS AND AT HIGHER TEMPERATURES. THE RELATIONSHIP BETWEEN THE SPEED OF SOUND AND TIME IS PRIMARILY UNDERSTOOD THROUGH THE CONCEPT OF SONIC EVENTS AND THE PERCEPTION OF TIME INTERVALS.

SOUND CAN BE SEEN IN THIS MENU THROUGH ULTRASONIC INFUSIONS, THE RELEASE OF CO₂ DURING CARBONATION AND THE FIZZ OF A COCKTAIL BOMB.

Carbonic Boom \$18

Nikka Whisky From The Barrel
Orange-Ginger Shrub
Angostura Bitters
Soda

Highball
Refreshing & Spiced



Ultra Sonic \$18

Apple Soju
Ultrasonic Celery &
Green Apple Ciroq
Cocchi Americano
Acid Adjusted Soursop
Saline

Martini
Bright & Crisp

Mach One

\$18

Valley Mother of
God Gin
Peach Edible
Cocktail Bomb
St-Germain
Sparkling Wine
Lemon
Soda

*Spritz
Effervescent &
Peachy*







SPEED OF TIME

THE CONCEPT OF THE SPEED OF TIME IN RELATION TO SPACE IS DEEPLY INTERTWINED WITH THE THEORIES OF RELATIVITY IN PHYSICS, PARTICULARLY EINSTEIN'S THEORIES OF SPECIAL AND GENERAL RELATIVITY. IN THESE THEORIES, TIME IS NOT A FIXED AND ABSOLUTE QUANTITY BUT RATHER A DIMENSION INTERTWINED WITH SPACE IN WHAT IS KNOWN AS SPACETIME.

ADDITIONALLY, IN THE PRESENCE OF STRONG GRAVITATIONAL FIELDS, SUCH AS THOSE NEAR MASSIVE OBJECTS LIKE STARS OR BLACK HOLES, TIME ALSO APPEARS TO PASS MORE SLOWLY RELATIVE TO OBSERVERS FURTHER AWAY FROM THE GRAVITATIONAL INFLUENCE. THESE EFFECTS DEMONSTRATE THE INTRICATE RELATIONSHIP BETWEEN TIME AND SPACE, WHERE THE CURVATURE OF SPACETIME BY MASS AND MOTION AFFECTS THE PASSAGE OF TIME.

THUS, THE SPEED OF TIME CAN BE THOUGHT OF AS A CONSEQUENCE OF THE INTERACTION BETWEEN SPACE, MASS, AND MOTION, AS DESCRIBED BY THE PRINCIPLES OF RELATIVITY.

TIME CAN BE SEEN IN THIS MENU THROUGH PROCESSES THAT VARY WITH REGARDS TO PERCIEVED TIME THAT ALLOW CLARIFICATION, FERMENTATION AND RAPID INFUSIONS

El Dorado Dark Rum
PX Sherry
Carrot Juice
Lemon
Citrus & Spice Syrup
Clarified with Milk

Clarified Milk Punch
Carrot Cake & Smooth

A Slow Trickle

\$16



Time Warp

\$16

Bacardi White Rum
Lacto Fermented Strawberry & Tomato
Syrup
Mint
Lime La Croix
Bittered Sling Cascade Celery Bitters

Highball
Herbal & Citrusy

Speed Lightning ^{\$18}



Vida Mezcal
Sage Rapid Infused Liquor 43
Acid Adjusted Soursop
Absinthe
Egg white

Sour
Smoky & Velvety





ABSOLUTE SPACE

(Physical & Geographic)

ABSOLUTE SPACE REFERS TO THE CONCEPT OF SPACE AS A FIXED AND UNCHANGING FRAMEWORK WITHIN WHICH ALL EVENTS OCCUR. THIS IDEA, ROOTED IN CLASSICAL NEWTONIAN PHYSICS, POSITS THAT SPACE EXISTS INDEPENDENTLY OF ANY OBJECTS OR OBSERVERS WITHIN IT AND PROVIDES A UNIVERSAL REFERENCE FRAME FOR MEASURING THE POSITIONS AND MOTIONS OF OBJECTS.

IN CONTRAST, THE CONCEPT OF SPACE-TIME, INTRODUCED BY EINSTEIN'S THEORY OF RELATIVITY, FUNDAMENTALLY ALTERS OUR UNDERSTANDING OF SPACE BY MERGING IT WITH TIME INTO A SINGLE FOUR-DIMENSIONAL CONTINUUM. ACCORDING TO THE THEORY OF RELATIVITY, SPACE AND TIME ARE NOT SEPARATE ENTITIES BUT ARE INTERCONNECTED, FORMING A DYNAMIC FABRIC KNOWN AS SPACETIME. WITHIN THIS FRAMEWORK, THE GEOMETRY OF SPACETIME IS INFLUENCED BY THE PRESENCE OF MASS AND ENERGY, CAUSING IT TO CURVE AND BEND IN RESPONSE TO GRAVITATIONAL FORCES. THIS CURVATURE AFFECTS THE PATHS OF OBJECTS MOVING THROUGH SPACETIME, LEADING TO PHENOMENA SUCH AS GRAVITATIONAL TIME DILATION AND THE BENDING OF LIGHT. UNLIKE THE NOTION OF ABSOLUTE SPACE, WHICH IMPLIES A FIXED AND IMMUTABLE BACKDROP, THE CONCEPT OF SPACE-TIME RECOGNIZES THAT SPACE ITSELF IS DYNAMIC AND MALLEABLE, INTIMATELY LINKED TO THE PRESENCE OF MATTER AND ENERGY WITHIN IT.

ABSOLUTE SPACE CAN BE FOUND THROUGH THIS MENU THE CONFINES OF A BAG, HOW FATS AND LIQUIDS INTERACT WITHIN THEIR CONFINES, AS WELL AS INGREDIENTS BASED ON PHYSICAL LOCAL.

Frozen Confines

\$17

Tromba Blanco Tequila
Carpano Bianco Vermouth
Cilantro Avocado Syrup
Birds Eye Chilli Tincture
Sweet Chilli Syrup
Lime
Coconut Milk

Frozen Sour
Umami & Refreshing



Transference

\$18

Lot 40 Rye
Coconut Fat Washed Campari
S&V Vermouth Blend
Lime Leaf Tincture
Saline
Campari Dust

Boulevardier
Spirit Forward & Bitter

What Grows Together, Goes Together

\$12

Bella Aperitivo
Novara Aperitivo
Eucalyptus-Raspberry Syrup
Lime La Croix
Novara Non-Alc Bywater Bitters

*Spritz (This Drink Contains No Alcohol)
Bitter Orange & Bubbly*





BESPOKE
WINE & SPIRITS



RELATIVE SPACE

(Social & Lived)

RELATIVE SPACE, IN THE CONTEXT OF SPACE-TIME, REFERS TO THE IDEA THAT THE GEOMETRY OF SPACE IS NOT ABSOLUTE BUT CAN VARY DEPENDING ON THE OBSERVER'S PERSPECTIVE AND MOTION. THIS CONCEPT ARISES FROM EINSTEIN'S THEORY OF RELATIVITY, WHICH REVOLUTIONIZED OUR UNDERSTANDING OF SPACE AND TIME. ACCORDING TO RELATIVITY, SPACE AND TIME ARE NOT SEPARATE ENTITIES BUT ARE UNIFIED INTO A SINGLE FOUR-DIMENSIONAL CONTINUUM KNOWN AS SPACE-TIME. WITHIN THIS FRAMEWORK, THE GEOMETRY OF SPACE-TIME IS INFLUENCED BY THE DISTRIBUTION OF MASS AND ENERGY, CAUSING IT TO CURVE AND DEFORM IN RESPONSE TO GRAVITATIONAL FORCES. AS A RESULT, THE PATH THAT AN OBJECT TAKES THROUGH SPACE-TIME CAN APPEAR DIFFERENT TO OBSERVERS IN RELATIVE MOTION OR SITUATED IN DIFFERENT GRAVITATIONAL FIELDS. THIS MEANS THAT MEASUREMENTS OF DISTANCE, TIME INTERVALS, AND THE GEOMETRY OF SPACE CAN VARY DEPENDING ON THE OBSERVER'S FRAME OF REFERENCE. THE CONCEPT OF RELATIVE SPACE EMPHASIZES THAT SPACE IS NOT AN ABSOLUTE AND UNCHANGING BACKDROP BUT IS INSTEAD INTIMATELY CONNECTED TO THE MOTION AND DISTRIBUTION OF MATTER AND ENERGY WITHIN IT. RELATIVE, OR SOCIAL AND LIVED SPACE CAN BE FOUND THROUGHOUT THIS MENU WITH REGARDS TO SOCIAL ECONOMIC STRUCTURES, GRAVITY AND SMOKE, AS WELL AS THROUGH SOCIAL MEDIA AND THE RELATIVE SPACE EACH OF THOSE CONSUME WITHIN SOCIETY.



Patron El Cielo
Lime Leaf Tincture
Clarified Orange
Bittered Sling Orange
& Juniper Bitters
Saline
Nectar Reserve
Honey Syrup

Old Money
\$50

*Old Fashioned Meets Margarita
Spirit Forward & Elegant*

Gravitational Pull \$18

Los Siete Mezcal
Orange Bitters
Peychaud's Bitters
Acid Adjusted Dragon
Fruit
Lime Leaf Syrup

Manhattan
Earthy & Aromatic





Algorithm ^{\$16}

Collective Arts Cider
Pierre Ferrand Dry
Curaçao
Punt e Mes
Acid Adjusted Dragon
Fruit
Orange Blossom Water
Fruit

*Pimms Cup
Light & Fruity*



Can Sumoi

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COGNITIVE SPACE

(Cognitive & Mental)

COGNITIVE SPACE COULD REFER TO THE MENTAL MODELS OR CONCEPTUAL FRAMEWORKS THROUGH WHICH WE INTERPRET AND MAKE SENSE OF THE PHYSICAL WORLD, INCLUDING THE CONCEPTS OF SPACE AND TIME. OUR PERCEPTION OF SPACE AND TIME IS INFLUENCED BY OUR SENSORY EXPERIENCES, CULTURAL BACKGROUNDS, AND COGNITIVE PROCESSES. FOR EXAMPLE, WE PERCEIVE DISTANCES AND DURATIONS BASED ON OUR SENSORY INPUTS AND PAST EXPERIENCES, WHICH MAY NOT ALWAYS ALIGN PERFECTLY WITH THE OBJECTIVE MEASUREMENTS OF SPACE AND TIME DESCRIBED BY PHYSICS.

IN THE CONTEXT OF SPACE-TIME, COGNITIVE SPACE COULD ALSO REFER TO HOW WE MENTALLY CONCEPTUALIZE THE CURVATURE AND GEOMETRY OF SPACE-TIME, WHICH IS A COMPLEX AND ABSTRACT CONCEPT. WHILE WE MAY NOT DIRECTLY PERCEIVE THE CURVATURE OF SPACE-TIME IN OUR EVERYDAY EXPERIENCES, OUR MINDS CONSTRUCT MENTAL MODELS BASED ON ANALOGIES, DIAGRAMS, AND MATHEMATICAL DESCRIPTIONS PROVIDED BY PHYSICS.

OVERALL, COGNITIVE SPACE IN RELATION TO SPACE-TIME HIGHLIGHTS THE INTERPLAY BETWEEN OUR MENTAL REPRESENTATIONS OF SPACE AND TIME AND THE PHYSICAL REALITY DESCRIBED BY SCIENTIFIC THEORIES, EMPHASIZING THE ROLE OF PERCEPTION AND COGNITION IN SHAPING OUR UNDERSTANDING OF THE UNIVERSE.

COGNITIVE AND MENTAL SPACE CAN BE SEEN IN THIS MENU THROUGH THE USE OF SCENT EMOTION IN GARNISHING, MOOD ENHANCING FLAVOURS, AND THROUGH THE USE OF PERCEPTION & TEXTURE.

Tanqueray 0.0
Seedlip Grove
Acid Adjusted Soursop
Citrus & Spice Syrup
Spiced Chantilly Foam

Sour
Tart & Spiced
(This Drink Contains No Alcohol)

Deja-Vu
\$12



What You
See
\$14

Tanqueray 0.0
RinQuinQuin
Acid Adjusted Pineapple
Eucalyptus-Raspberry Syrup
Bittered Sling Sous Cherry Bitters

Sour
Bright & Fruity
(This Drink Is Low In ABV)

Cognition ^{\$18}

Dame Coconut-Lime
Eucalyptus & Raspberry
Syrup
Pimms No.1
Lime Juice
Coconut La Croix

*Highball
(This Drink Is Low In ABV)
Tropical & Light*









Classics

\$14 Old Fashioned (Bourbon, Simple, Angostura)

\$12 Whiskey Sour (Bourbon, Lemon, Lime, Simple, Egg White)

\$16 Paper Plane (Bourbon, Aperol, Amaro Nonino, Lemon)

\$16 Negroni (Gin, Campari, Sweet Vermouth)

\$14 Gimlet (Gin, Lime, Simple)

\$16 Corpse Reviver #2 (Gin, Cointreau, Lillet, Absinthe, Lemon)

\$14 Bee's Knees (Gin, Lemon, Honey)

\$14 Martini (Gin or Vodka, Dry Vermouth)

\$16 Vesper Martini (Gin, Vodka, Lillet)

\$14 Daiquiri (Rum, Lime, Simple)

\$16 Jungle Bird (Rum, Campari, Pineapple, Lime, Simple)

\$12 Dark & Stormy (Rum, Lime, Gingerbeer)

\$16 Espresso Martini (Vodka, Kahlua, Espresso)

\$16 Manhattan (Rye, Sweet Vermouth, Angostura)

\$14 Toronto (Canadian Rye, Fernet-Branca, Simple, Angostura)

\$14 Sazerac (Rye, Cognac, Absinthe, Peychaud's, Simple)

\$16 Vieux Carré (Rye, Cognac, Sweet Vermouth, Benedictine, Peychaud's)

\$16 Sidecar (Cognac, Cointreau, Lemon)

\$15 Brandy Alexander (Cognac, Crème de Cacao, Heavy Cream)

\$14 Flip (Brandy, Cream, Whole Egg, Simple)

\$14 Margarita (Blanco Tequila, Cointreau, Lime, Simple)

\$14 Paloma (Blanco Tequila, Lime, Grapefruit Soda)

\$12 Americano (Campari, Sweet Vermouth, Soda)

\$14 Sbagliato (Campari, Sweet Vermouth, Prosecco)

\$12 Moscow Mule (Vodka, Lime, Gingerbeer)

\$16 Lemon Drop (Vodka, Lemon, Simple)

\$14 Bamboo (Dry Sherry, Dry Vermouth, Angostura, Orange Bitters)

S&V Supper Club



You Bitter B*tch

Initially consumed for medical use, bitters have a long history with cocktails. What they are is neutral spirits imbued with flavours that vary based on the bottle but are always concentrated and intense. Sure, they contain alcohol, but bitters aren't something you drink alone. Like salt, they are a low-volume ingredient. As with spices, you add scant amounts to impart careful small notes.

Many bitter recipes are shrouded in secrecy, but the process involves many herbs, roots, and plant botanicals (in Angostura bitters there are up to forty!). These are steeped with sugar and high-proof alcohol (almost 50%) to create a concentrate. Cinnamon or cassia bark and gentian root are commonly used botanicals as well as orange peel, clove, cascarilla, and cinchona bark.

Bitters started their journey as a medicine for stomach aches, soothing digestion, bloating and nausea. The digestive nature of bitters activates one's saliva, which has enzymes that help break down the food in your gut. It also acts as a palate cleanser and is said to help to reduce the sweet cravings you get after a good meal.

Thanks to a massive variety of new spirits, and an ambitious population of bartenders looking for new flavour profiles to mix cocktails with, the opportunity for innovatively flavored bitters expands. Which is how you get everything from more traditional grapefruit bitters to things like Cumin Bitters, Mexican Mole Bitters, and Memphis Barbecue Bitters.



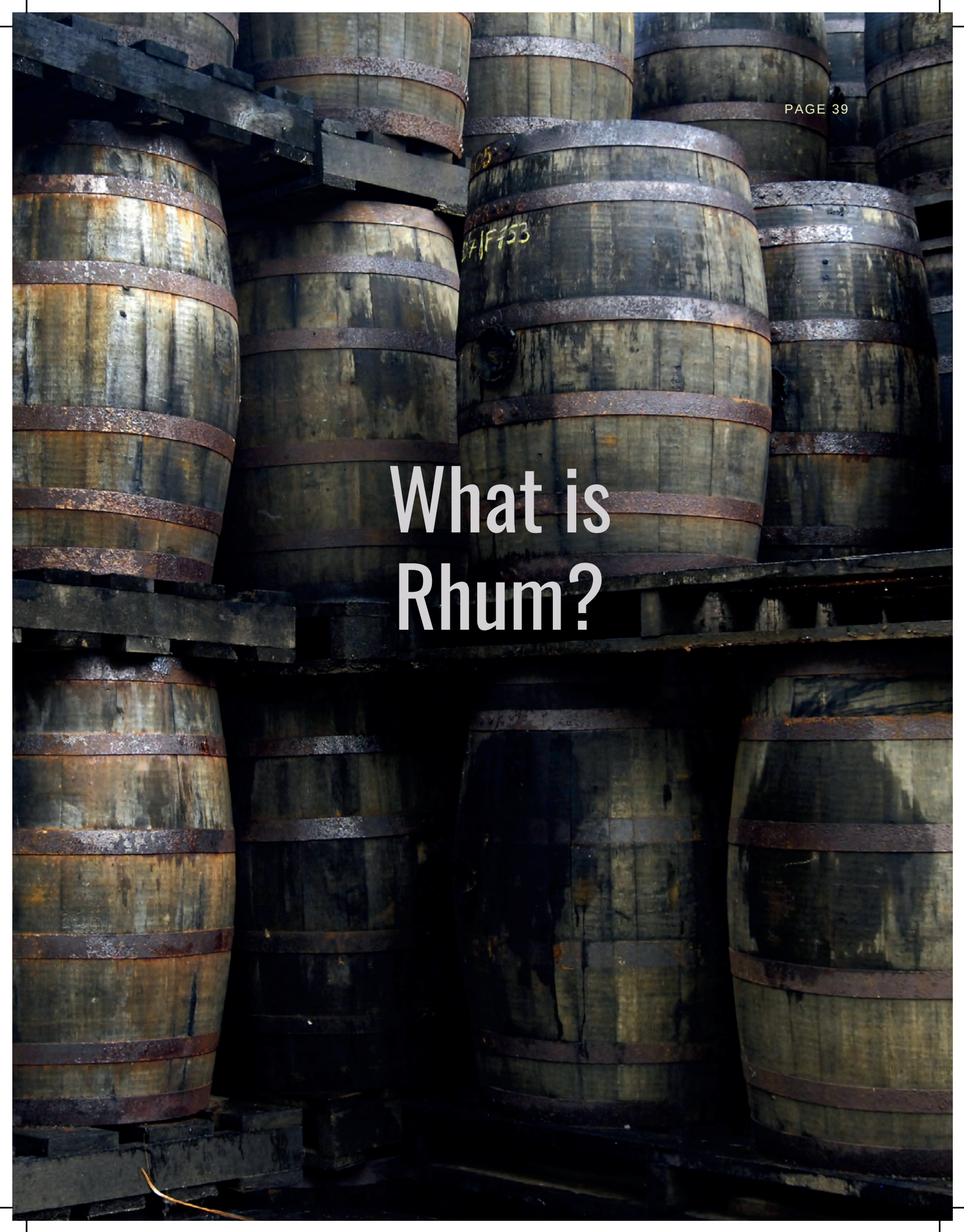


Aromatic Bitters: Aromatic bitters are a type of cocktail bitters characterized by their intense and complex flavor profile, typically featuring a blend of herbs, spices, and botanicals. They are called "aromatic" because they add depth and aroma to cocktails, enhancing the overall drinking experience. The exact ingredients used in aromatic bitters can vary widely depending on the brand and recipe, but common ingredients often include gentian root, cinchona bark, cassia, cloves, allspice, and various aromatic herbs. These ingredients are typically macerated or infused in a neutral spirit base, which extracts their flavors.

Citrus Bitters: Citrus bitters are a type of cocktail bitters made primarily from the peels of citrus fruits such as oranges, lemons, limes, or grapefruits. These bitters add bright, zesty, and sometimes slightly bitter flavors to cocktails, enhancing their complexity and balance. The process of making citrus bitters typically involves macerating or steeping citrus peels in a neutral spirit base, such as vodka or Everclear, along with other botanicals or flavouring agents. This infusion extracts the oils and flavors from the citrus peels, resulting in a concentrated liquid with a distinct citrus aroma and taste.

Herbal Bitters: Herbal bitters are a type of cocktail bitters made from a variety of herbs and botanicals. These bitters typically have an earthy, herbaceous flavour profile and are used to add depth, complexity, and bitterness to cocktails. The exact ingredients used in herbal bitters can vary widely depending on the recipe and the brand.

What is Rhum?





"Rhum agricole" is a type of rum produced primarily in the French Caribbean islands, such as Martinique, Guadeloupe, and Haiti. The main difference between rhum agricole and other types of rum lies in the base ingredient used for fermentation and distillation.

In the case of rhum agricole, the base ingredient is fresh sugarcane juice, whereas most other rums are made from molasses, a byproduct of sugar production. This gives rhum agricole a distinct flavor profile, often characterized by grassy, vegetal notes with a pronounced terroir, influenced by the specific region where the sugarcane is grown.

Rhum agricole is typically produced in smaller batches and is known for its artisanal quality. It's often aged in oak barrels, similar to other rums, although there are also unaged varieties available. Rhum agricole is highly regarded among rum enthusiasts for its unique flavors and artisanal craftsmanship.

Rum and rhum can carry significantly different flavour profiles. Rum may present as sweet, with flavours of banana, gingerbread, vanilla, and cocoa indulging the palate. Rhum, meanwhile, delivers a punchy range of earthy, herbaceous, and vegetal notes that are perhaps best described as "funk." Order a dram of rhum instead of rum, and you'll notice the difference immediately.

So if you're looking for a more fun, herbal and funky Rum based cocktail, try some Rhum!

BTS in Cocktail Menu Creation



Creating a new cocktail menu involves several key factors to ensure its success and appeal to customers. Firstly, understanding the target audience and their preferences is essential. Whether it's a trendy urban bar or a cozy neighborhood lounge, tailoring the menu to the tastes and preferences of the clientele can help maximize its appeal. Additionally, considering seasonality and trends in the beverage industry can inspire fresh and innovative cocktail offerings. Incorporating seasonal ingredients and staying abreast of current flavour trends can keep the menu relevant and exciting.

Another crucial factor is maintaining balance and variety in the menu, offering a diverse selection of cocktails that cater to different preferences and occasions. This includes a mix of classic cocktails alongside signature creations, as well as options for various spirits and flavour profiles. Furthermore, ensuring consistency in execution and presentation is key to delivering a memorable and satisfying customer experience. Training staff on cocktail preparation and garnishing techniques can help maintain quality and consistency across the menu. Finally, incorporating creativity and storytelling into the menu can enhance the overall guest experience, making each cocktail an enticing and memorable journey for the senses. By considering these key factors, bartenders and bar managers can craft a cocktail menu that delights customers and keeps them coming back for more.

For a diverse cocktail menu that caters to a wide range of tastes and preferences, it's important to include a variety of drink options that appeal to different palates and occasions. This could include classic cocktails like the Old Fashioned, Martini, and Margarita, which serve as timeless favorites enjoyed by many. Additionally, incorporating modern twists on classic cocktails can add excitement and innovation to the menu, appealing to adventurous customers seeking new flavor experiences. Offering a selection of spirit-forward cocktails, such as whiskey or rum-based drinks, alongside lighter options like spritzes or low-ABV cocktails, ensures there's something for everyone, regardless of their alcohol preferences. Furthermore, including non-alcoholic or mocktail options ensures that non-drinkers or designated drivers feel included and have flavourful options to enjoy. Seasonal and market-driven cocktails featuring fresh, local ingredients add a sense of authenticity and freshness to the menu while reflecting current flavor trends and supporting local producers. Finally, considering dietary restrictions and preferences by offering gluten-free, vegan, or low-sugar cocktail options ensures that all guests can find a drink that suits their needs.



Coming up with a theme for a cocktail menu involves creativity, inspiration, and consideration of various factors. Firstly, consider the overall vibe and atmosphere of the establishment, as well as the preferences of the target audience. The theme should complement the ambiance of the bar or restaurant and resonate with the tastes of its patrons. Drawing inspiration from cultural influences, historical eras, geographical regions, or seasonal elements can help develop a cohesive and engaging theme. Additionally, consider incorporating storytelling elements into the theme, such as narratives, myths, or local traditions, to add depth and intrigue to the menu. Experimenting with unique ingredients, flavor combinations, and presentation styles can further enhance the theme and create a memorable drinking experience for guests. Collaborating with the bar team to brainstorm ideas and refine concepts can lead to a well-executed and cohesive theme that reflects the identity and vision of the establishment.

There are several pitfalls to avoid to ensure its success and effectiveness. Firstly, it's important not to overload the menu with too many options, as this can overwhelm customers and dilute the impact of each drink. Instead, focus on quality over quantity and curate a selection of cocktails that are well-balanced, diverse, and reflective of the establishment's identity and target audience.

Additionally, avoid neglecting classic cocktails in favour of overly complex or trendy options. Classic cocktails have enduring appeal and serve as a foundation for many modern creations, so it's essential to pay homage to these timeless favorites while also incorporating innovative twists and interpretations. Furthermore, it's crucial not to overlook the importance of consistency in execution and presentation across the menu. Each cocktail should be prepared and served with care and attention to detail to ensure a memorable and satisfying customer experience. Lastly, avoid neglecting the pricing strategy when designing the menu. Pricing should be fair and transparent, reflecting the quality of ingredients and the level of craftsmanship involved in creating each cocktail. By steering clear of these common mistakes, bartenders and bar managers can create a cocktail menu that delights customers and enhances their overall enjoyment of the drinking experience.



Did You Say Soju or Shochu?

Shochu, and soju are all unique drinks with their own distinct traits and loyal followings. But these umami-forward alcoholic beverages share elements of history and some similar production processes, like the use of cultivated fermentation starters. Soju, a traditional Korean distilled spirit, boasts a clear, neutral flavor profile with subtle hints of sweetness and grain. Typically, lower in alcohol content compared to many Western spirits, ranging from 16% to 25% ABV, it offers a smooth texture that makes it easy to drink both straight and mixed with other beverages. Its versatility extends to its role in Korean social customs, where it holds significant cultural importance as a symbol of camaraderie and celebration. Soju's popularity transcends borders, making it a staple in Korean drinking culture and a common choice for social gatherings, meals, and nightlife. Whether enjoyed on its own or as part of a cocktail, soju's smoothness, versatility, and cultural significance make it a beloved spirit both in Korea and around the world.

Whereas, Shochu, a traditional Japanese distilled spirit, offers a diverse range of characteristics that set it apart in the world of spirits. Made from various base ingredients such as barley, sweet potatoes, rice, or buckwheat, shochu exhibits a wide spectrum of flavors and aromas, from earthy and nutty to fruity and floral, depending on the ingredients used in its production.



Unlike its Korean counterpart soju, shochu typically has a higher alcohol content, ranging from about 25% to 40% ABV, imparting a distinct potency to its profile. Its production often involves multiple distillations, resulting in a clean and crisp taste with a smooth texture. Shochu's versatility shines through in its ability to be enjoyed neat, on the rocks, or mixed with water, tea, or other beverages, allowing for a customizable drinking experience. This spirit holds a significant place in Japanese drinking culture, where it's celebrated for its craftsmanship, diversity, and ability to complement a wide range of cuisines. Whether sipped leisurely or enjoyed alongside a meal, shochu's unique characteristics make it a cherished part of Japanese culinary and social traditions.

The rich and versatile flavour profile of shochu and Soju makes them an excellent base for cocktails. Unlike traditional spirits like vodka, this true distilled spirit boasts a more intricate crafting process, resulting in a depth of flavors that add a delicious and tempting complexity to cocktails.

Global Cocktail Conferences



The Roma Bar Show

IG: @romabarshow

Date: May 13-14, Palazzo dei Congressi

Toronto Cocktail Conference

IG: @torontococktailconference

Date: August 12-13th

Barra México

IG: @barramexico

Date: May 16-19, Mexico City

London Cocktail Week

IG: @londoncocktailweekofficial

Date: October 3-13

Bar Convent Brooklyn (BCB)

IG: @barconventbrooklyn

Date: 11-12 June, Industry City, Brooklyn, NY

BCB Berlin

IG: @barconventber

Date: October 14-16, Berlin Exhibition Center

Tales of the Cocktail

IG: @tales_of_the_cocktail

Date: July 21 – 26, New Orleans





**Cheers to
Champagne!**

While champagne is primarily enjoyed for its celebratory and social aspects, it does offer some potential health benefits when consumed in moderation. Champagne is a sparkling wine made from grapes, and like other types of wine, it contains antioxidants such as polyphenols, which may help reduce oxidative stress and inflammation in the body. Additionally, the moderate consumption of champagne has been linked to improvements in cardiovascular health, including a potential reduction in the risk of heart disease and stroke. The bubbles in champagne can also enhance the absorption of alcohol into the bloodstream, potentially leading to a quicker feeling of satiety and a reduced risk of overconsumption compared to still wines or other alcoholic beverages. However, it's important to note that excessive alcohol consumption can have detrimental effects on health, so moderation is key when enjoying champagne or any alcoholic beverage.

Here are different styles of Champagnes:

Non-Vintage (NV) Champagne: Non-vintage champagne is produced by blending wines from multiple harvests to achieve a consistent house style. It is typically the most accessible and affordable type of champagne, offering a good introduction to the region's characteristics. Non-vintage champagne usually carries the producer's standard label without a specific vintage year.

Vintage Champagne: Vintage champagne is made from grapes harvested in a single exceptional year. These champagnes are aged for a minimum period (usually around three years) before release, allowing them to develop greater complexity and depth. Vintage champagnes often showcase the unique characteristics of the specific growing season and are typically of higher quality and price compared to non-vintage offerings.





Prestige Cuvées: Prestige cuvées are the top-tier champagnes produced by prestigious champagne houses. They are made from the highest quality grapes sourced from the best vineyards and are often aged for an extended period (sometimes over a decade) before release. Prestige cuvées represent the pinnacle of a champagne house's production and are typically priced accordingly. Examples include Dom Pérignon, Cristal, and Salon.

Grower Champagnes: Grower champagnes are produced by smaller, independent producers who own and cultivate their own vineyards. These champagnes often reflect the terroir of specific vineyard sites and offer unique expressions of the region. Grower champagnes are gaining popularity for their artisanal approach and focus on quality over quantity.

Blanc de Blancs: Blanc de Blancs champagne is made exclusively from Chardonnay grapes, resulting in a lighter, more delicate style of champagne. These champagnes often exhibit crisp acidity, citrus fruit flavors, and a refined minerality.

Blanc de Noirs: Blanc de Noirs champagne is made exclusively from black-skinned grapes, usually Pinot Noir and/or Pinot Meunier. Despite their darker grape origins, Blanc de Noirs champagnes are typically light in color due to the gentle pressing of the grapes. They tend to have richer, fuller-bodied flavors with notes of red fruits and sometimes a hint of spice.

Stop
Working
For Free!





Getting tricked into working for free can happen in various ways, often through manipulation or deception. One common tactic is the promise of exposure or experience in exchange for unpaid work. Individuals may be persuaded to volunteer their time with the expectation of gaining valuable skills or networking opportunities, only to find that the promised benefits never materialize or are far less significant than initially indicated. Another method is the exploitation of passion or enthusiasm for a particular cause or project. People may be lured into providing their services for free under the guise of supporting a noble cause or contributing to a shared vision, but without proper compensation or recognition for their efforts. Additionally, some individuals may find themselves working for free due to unclear or ambiguous agreements, where the terms of compensation are not clearly defined upfront, leading to misunderstandings or disputes later on. Overall, being tricked into working for free often involves a combination of manipulation, false promises, and exploitation of trust or goodwill.

Working for free in the context of bartending typically involves providing bartending services without receiving monetary compensation. This could manifest in several ways, such as bartending for events or parties as a volunteer, participating in cocktail competitions without prize money or compensation, or working extended trial shifts at a bar or restaurant without guaranteed pay. While volunteering or participating in unpaid opportunities can sometimes offer valuable experience, networking opportunities, or exposure within the industry, it's essential to ensure that bartenders are not being exploited or taken advantage of. Clear communication and transparency regarding expectations, benefits, and compensation are crucial to ensuring that bartenders are treated fairly and equitably in their work. Additionally, it's important for bartenders to advocate for themselves and their worth, seeking opportunities that offer fair compensation and value their skills and expertise.

Bartenders may work for free in various situations where they should rightfully be compensated for their time and expertise. One common scenario is working extended trial shifts at bars or restaurants, where bartenders are asked to demonstrate their skills and suitability for a position without receiving any guaranteed pay. While trial shifts can be a standard part of the hiring process, they should be limited in duration and followed by fair compensation for the bartender's time and labor. Additionally, bartenders may be asked to participate in promotional events, such as guest bartending gigs or cocktail competitions, without being offered a fee or reimbursement for their efforts. While these opportunities can provide valuable exposure and networking opportunities, they often require significant time and preparation and should be compensated accordingly. Furthermore, bartenders may be asked to provide training or mentorship to less experienced staff members without receiving additional pay for their expertise. In all of these situations, it's essential for bartenders to advocate for fair compensation and ensure that their contributions are valued and respected within the industry. It's important for bartenders to resist working for free because their time, skills, and labor are valuable and deserving of fair compensation. Working for free undermines the professionalism of the industry and perpetuates a culture of exploitation. Bartending requires extensive training, expertise, and creativity, and bartenders should be compensated accordingly for their contributions.

By refusing to work for free, bartenders uphold the standards of their profession and assert their worth within the industry. Additionally, accepting unpaid work sets a precedent that can devalue the work of all bartenders and contribute to a cycle of exploitation. Fair compensation not only acknowledges the hard work and dedication of bartenders but also ensures their financial stability and well-being. Furthermore, by advocating for fair compensation, bartenders contribute to a more equitable and sustainable industry where everyone's contributions are respected and valued.



Japanese Whisky





Japanese whisky encompasses a range of styles, each with its unique characteristics. One prominent style is single malt whisky, which is made from malted barley in pot stills at a single distillery. These can vary widely in flavour profile, from light and floral to rich and peaty, depending on factors like aging and distillation techniques. Blended whisky, another popular type, combines single malt whisky with grain whisky, often resulting in a smoother and more accessible taste profile. Grain whisky itself is distilled from grains like corn or wheat and tends to be lighter and less complex compared to single malt. Additionally, there are also unique expressions like blended malt whisky, which combines single malts from different distilleries, and flavoured whiskies, which infuse the spirit with various flavours such as honey or plum. Each type offers whisky enthusiasts a diverse range of flavors and experiences to explore within the world of Japanese whisky.

Here are some good examples of what's out there in the market right now!

Hakushu: Also produced by Suntory, Hakushu whiskies are known for their fresh and crisp characteristics, often featuring notes of green apple, citrus, and a subtle smokiness.

Nikka Yoichi: Produced by Nikka Whisky, Yoichi is renowned for its rich and peaty single malt expressions, reminiscent of traditional Scottish whisky styles.

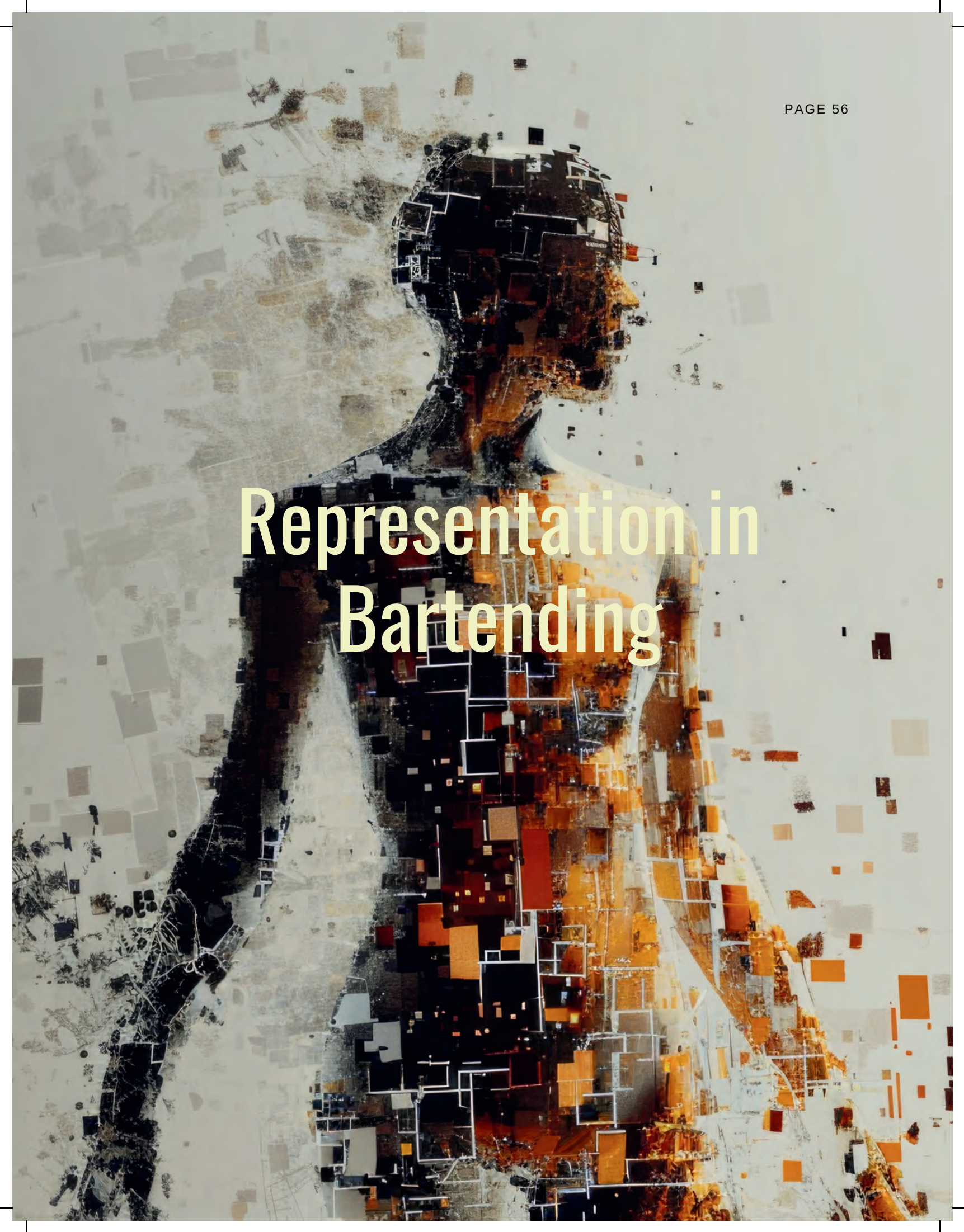
Nikka Miyagikyo: Another offering from Nikka, Miyagikyo whiskies are characterized by their elegant and fruity profiles, with flavors such as pear, peach, and vanilla.

Hibiki: A blended whisky produced by Suntory, Hibiki is celebrated for its harmony and balance, blending malt and grain whiskies of varying ages to create a smooth and complex flavour profile.

Ichiro's Malt: Produced by Ichiro Akuto at the Chichibu Distillery, Ichiro's Malt whiskies are highly sought after for their craftsmanship and unique expressions, often featuring innovative cask finishes and bold flavour profiles.

Karuizawa: Though no longer in production, Karuizawa whiskies have gained cult status among collectors and enthusiasts for their rare and distinctive character, often characterized by rich sherry influence and complexity.

Representation in Bartending





Representation in bartending and mixology is key and refers to the acknowledgment and inclusion of diverse perspectives, backgrounds, and cultures within the industry. It involves ensuring that bartenders, mixologists, and the drinks they create reflect the diversity of the communities they serve.

Representation encompasses various aspects, including gender, race, ethnicity, sexual orientation, and abilities. This can be reflected in the composition of bar teams, the promotion of bartenders from underrepresented groups, and the incorporation of diverse ingredients, techniques, and cultural influences into cocktail menus. Additionally, representation extends to the portrayal of diverse narratives and histories behind cocktails, highlighting the contributions of marginalized groups to the craft of bartending and the development of cocktail culture. By embracing representation, the bartending and mixology community fosters inclusivity, creativity, and a deeper appreciation for the rich tapestry of human experience.

Representation in bartending and mixology is crucial for several reasons. Firstly, it fosters inclusivity and creates a welcoming environment for all individuals, regardless of their background or identity. By ensuring that bartenders and mixologists from diverse backgrounds are visible and empowered within the industry, representation validates the experiences and contributions of marginalized groups, helping to break down barriers and combat discrimination. Additionally, representation enriches the creative landscape of bartending and mixology by bringing a variety of perspectives, flavours, and techniques to the forefront. This diversity sparks innovation and allows for the exploration of new ingredients, cultural traditions, and storytelling opportunities, ultimately enhancing the overall drinking experience for patrons. Furthermore, representation promotes equity and economic empowerment by providing opportunities for underrepresented individuals to thrive professionally and financially within the industry. By championing representation, bartending and mixology not only become more inclusive and vibrant but also more reflective of the diverse communities they serve, leading to a more enriching and fulfilling experience for everyone involved.



Losing representation in bartending and mixology would have detrimental effects on both the industry and the communities it serves. Firstly, it would contribute to a lack of inclusivity and diversity, resulting in a homogenized and potentially exclusionary environment. Without representation, marginalized groups may feel alienated and discouraged from participating in the industry, leading to a loss of talent and perspectives. This would stifle innovation and creativity, as the range of experiences and cultural influences driving the development of new cocktails and techniques would be limited. Furthermore, losing representation could perpetuate harmful stereotypes and biases, further marginalizing underrepresented groups and reinforcing systems of inequality. From a business perspective, it could also lead to missed opportunities for growth and connection with diverse consumer markets. Ultimately, the loss of representation in bartending and mixology would not only diminish the vibrancy and inclusivity of the industry but also perpetuate social and economic disparities, hindering progress towards a more equitable and flourishing community.



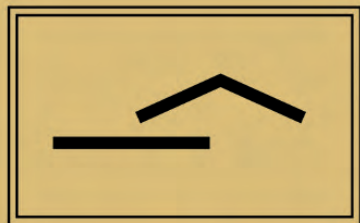
Our Story

What does S&V stand for? In 2018 we opened Swine & Vine, a quaint Charcuterie & Tapas bar on Lancaster Street in Kitchener. At the time, we had no insight into what challenges would be headed our way. We decided to take a risk in what may have seemed like the most absurd time to do so. In the summer 2021 we expanded our restaurant and moved to a more central location in Uptown Waterloo with a dedication to pushing the boundaries of hospitality and dining in the Region. Our core values remain the same as when we started back in 2018, and that is to provide the best guest experience. To provide a safe, inclusive, welcoming space for our staff and guests alike. A place to leave your worries at the door. Somewhere to make memories, have conversations and enjoy food and drink with friends, family and loved ones. S&V is an extension of us, of our home. After all the uphill battles we have overcome we feel honoured and privileged to welcome you to be our guest.

-Jill & Mica Sadler
Owners







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S&V] EST. 2018

Cheers

-Jill

@jilysadler

&

Aaron

@aaron_hatchell

