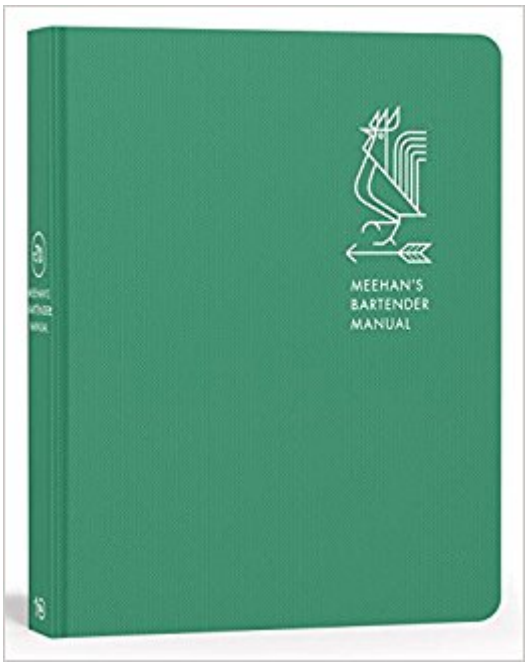
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Meehan's Bartender Manual



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Synopsis

A stunningly packaged, definitive guide to bar-building from one of the worldÃ¢â ¬â„¢s most acclaimed bartenders. Ã Â MeehanÃ¢â ¬â„¢s Bartender Manual is acclaimed mixologist Jim MeehanÃ¢â ¬â„¢s magnum opusÃ¢â ¬â •and the first book to explain the ins and outs of the modern bar industry. This groundbreaking work chronicles MeehanÃ¢â ¬â„¢s storied career in the bar business through practical, enlightening chapters that mix history with professional insight. MeehanÃ¢â ¬â„¢s deep dive covers the essential topics, including the history of cocktails and bartending, service, hospitality, menu development, bar design, spirits production, drink mixing technique, and the tools youÃ¢â ¬â„¢ll need to create a well-stocked barÃ¢â ¬â •all brought to life in over 150 black- and-white illustrations by artist Gianmarco Magnani.Ã Â Ã Â The book also includes recipes for 100 cocktail classics--including Meehan originals--plus insights as to why he makes them the way he does, offering unprecedented access to a top bartenderÃ¢â ¬â„¢s creative process.Ã Â Organized by spirit base, the recipes contain detailed annotations and are accompanied by fine art photographer Doron GildÃ¢â ¬â„¢s breathtaking, full-color photos. Thoughtful contributions from more than 50 colleagues around the world whoÃ¢â ¬â„¢ve greatly contributed to global cocktail culture further contextualize MeehanÃ¢â ¬â„¢s philosophy. Timeless black-and-white portraits of these industry experts round out this comprehensive tome. Ã Â This densely informative, yet approachable manual is presented in an iconic package--featuring a textured cover with debossed type, rounded corners, and nearly 500 pages--making it an instant classic to be enjoyed now, and for years to come. Whether youÃ¢â ¬â„¢re a professional looking to take your career to the next level or an enthusiastic amateur interested in better understanding concepts like mise en place and the mechanics of drink making, MeehanÃ¢â ¬â„¢s Bartender Manual is the definitive modern guide.

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Customer Reviews

View larger Martini Origin: Several recipes incorporating various proportions of dry gin, dry vermouth, and orange bitters appear around the turn of the century under many titles, making the MartiniÃƒÂ¢Ã â ¬Ã â„¢s origin difficult to pin down. Frank Newman lists a 'Dry Martini' prepared with Martini dry vermouth in his 1904 French bar guide, American Bar, which leads me to believe the reputation of the vermouth brand had something to do with the nameÃƒÂ¢Ã â ¬Ã â„¢s sticking. Logic: Before the word cocktail became the umbrella term for mixed drinks a decade ago, Martini referred to a mixed drink served up in a V-shaped glass. Over the course of the last century, the recipe has vacillated between gin and vodka mixed with varying measures of dry vermouth, served with olives, a lemon twist, or both. The words 'wet' (perceptible vermouth) and 'dry' (little to no vermouth) refer to the amount of vermouth the guest would like in the drink, with 'dirty' called for if theyÃƒÂ¢Ã â ¬Ã â„¢d like olive brine added. The Martini has been shaken, stirred, and poured undiluted from a freezer into a glass sprayed with vermouth by devotees of the drink over many generations, so thereÃƒÂ¢Ã â ¬Ã â„¢s a wide range of options to consider. Given free rein, focus on pairing a gin and vermouth with complementary botanicals, and dial back the vermouth in your vodka Martini so the mouthfeel of the base spirit is perceptible. Choosing the right proportions of gin and vermouth, incorporating enough dilution through stirring, and serving it at the proper temperature (arctic) all distinguish a great Martini from a merely good one. Hacks: Most people who order Martinis make them at home or know exactly how theyÃƒÂ¢Ã â ¬Ã â„¢d like theirs prepared, so focus your creativity elsewhere. For a nice touch, serve the drink in a smaller glass, with the balance in an iced carafe on the side and a small plate for the olives. Recipe Stir with ice, then strain into a chilled coupe. Twist a lemon peel over the surface and garnish with the olive. INGREDIENTS 2.25 oz. Fords gin 0.75 oz. Dolin dry vermouth Lemon peel Garnish: 1 olive

Ã¢â ¬Å“ThereÃ¢â ¬â„¢s much more to being a good bartender than being able to quickly and efficiently make great cocktails. Yes, Meehan addresses cocktail recipes, what ingredients tools and techniques to deploy to make great drinks, but importantly this book is about much more than just

mixing cocktails. Anyone who absorbs the pages on spirits will have more than passable knowledge of each of the spirit categories, and anyone whoÃ¢â ¬â„¢s serious about bar management, or indeed any aspect of bar operations should read this book.Ã¢â ¬Â• Ã¢â ¬â •Simon Difford, DiffordÃ¢â ¬â„¢s Guide

JIM MEEHAN is a renowned bartender and author of The PDT Cocktail Book.He worked at some of New York CityÃ¢â ¬â„¢s most revered restaurants and bars, includingGramercy Tavern and Pegu Club, before opening the James Beard AwardÃ¢â ¬â œwinningbar PDT in 2007. In addition to writing for Tasting Table, Lucky Peach, and SommelierJournal, Meehan served as an editor for Food & Wine magazineÃ¢â ¬â„¢s annual cocktailbook and Mr. Boston Official BartenderÃ¢â ¬â„¢s Guide. He and his family reside in Portland,Oregon, where he runs the consulting firm Mixography, Inc.

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