Thirsty for some new cocktail ideas? You’ve come to the right place. Welcome to BevSpot’s Craft Cocktail Series.

Take inspiration from America’s best as they concoct compelling cocktails using exotic spirits, flashy garnishes, and creative techniques. You’ll learn how to intrigue your patrons with new tastes, varying presentation styles, and outside-the-box thinking.

Check out bevspot.com for all of our resources, and stay tuned for the next batch of Craft Cocktails coming soon!
1. Print on letter size paper, single-sided.

2. Fold each page in half along the dotted line.

3. Punch the top corner with a hole punch.

4. Clip together with a loose leaf ring.
FIRST BATCH

Sixteen recipes from three of our early adopters
A craft cocktail list is an essential part of your business, and our customers are no strangers to crafting specialty drinks. Take a dive into the First Batch to see what three of our early adopters are serving up in the Boston area.

This is the first edition of BevSpot’s Craft Cocktail Series. Collect the next installment on bevspot.com, available soon.

**SEAN EARLEY**  
**WARD 8**  
**BOSTON, MA**

Jet Pilot  
Scorched Earth  
Pisco Sour  
Ward 8  
Marksman

**RYAN LOTZ**  
**NO. 9 PARK**  
**BOSTON, MA**

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**PAULO PEREIRA**  
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Mariana
At first just a job to put him through school, Sean jokes that with his psychology major, he ended up in the right profession: helping people with their problems and creating a comfortable atmosphere for guests. Originally from Boise, Sean came to Boston looking for that perfect balance of a neighborhood restaurant with loyal regulars, and an innovative craft scene behind the bar. He found exactly that at Ward 8.

Ward 8 opened its doors in the heart of historic Boston in the winter of 2013. Offering comfort-food classics in an industrial-meets-homey space, Ward 8 is focused on a top-notch hospitality program for guests to enjoy anything from snacks, homestyle meals, and of course, delicious craft cocktails.

### Jet Pilot

**ABOUT THE DRINK**

This cocktail falls in the tiki category which Sean describes as especially important because “tiki brings the fun to cocktails; they always have bold flavors, and bring a smile to the bar.” In Sean’s version, the drink also brings fire to the bar with a flaming lime peel.

**INGREDIENTS**

- 1 1/2 oz Appleton Rum
- 1/2 oz Lost Spirits 151 Rum
- 1/2 oz cinnamon syrup
- 1/2 oz lime juice
- 1/2 oz grapefruit juice
- 1/2 oz falernum
- 6 drops Pernod absinthe
- 2 dash Angostura bitters
- Mint sprig
- Hollow lime shell

**DIRECTIONS**

1. Add crushed ice.
2. Shake.
3. Pour into glass.
4. Add more ice and mint sprig.
5. Place hollow lime shell.
6. Fill with 1/2 oz 151 rum.
Scorched Earth

ABOUT THE DRINK
This spin on an Old Fashioned is Sean’s favorite wintertime cocktail with its smoky mezcal base and earthy, bold flavors. “It’s a smoky, chocolatey, spicy drink to just sip by the fire. It’s winter comfort!”

INGREDIENTS
- 1 bsp agave syrup
- 4 dash Fee Brothers Aztec chocolate bitters
- 1 oz Ancho Reyes
- 1 oz Del Maguey Vida Mezcal
- Orange zest

DIRECTIONS
1. Stir agave syrup and bitters.
2. Add remaining ingredients, except orange zest.
3. Add ice block.
4. Stir.
5. Cut and flame orange zest over cocktail.
6. Discard orange peel.

Pisco Sour

ABOUT THE DRINK
The national drink of both Chile and Peru, the Pisco Sour is named for its base liquor, pisco, a type of brandy which Sean describes as a raw and un-finessed alcohol. This South American cocktail has a slight variation between countries. Sean uses the Peruvian method, with egg white and bitters.

INGREDIENTS
- 1 egg white
- 1 1/2 oz Macchu Pisco
- 3/4 oz lemon juice
- 1 oz simple syrup
- 9 drops Angostura bitters

DIRECTIONS
1. Dry shake the first four ingredients.
2. Shake with ice.
3. Strain into glass.
4. Add Angostura bitters.
5. Draw design marks.
Ward 8

ABOUT THE DRINK
A whiskey cocktail, the Ward 8 is a historic drink created during the Lomasney campaign around the turn of the century. “This campaign kind of changed the face of Boston with how it evolved. So it’s a celebration cocktail for his Ward 8 district, which is the land that we stand on here. It was that voting district that put him over the top.”

INGREDIENTS
- 1 1/2 oz Old Overholt Rye
- 1/2 oz orange juice
- 1/2 oz lemon juice
- 1/2 oz housemade grenadine

DIRECTIONS
1. Add ice.
2. Shake.
3. Double strain into glass.

Marksman

ABOUT THE DRINK
The Marksman is a Ward 8 original spin on a whiskey sour. Very popular in the summertime, Sean describes this as a nice introductory cocktail into whiskey, “for those who are getting into whiskey but not quite ready for a whiskey on the rocks.”

INGREDIENTS
- 1 1/2 oz bourbon
- 3/4 oz Becherovka
- 1/2 oz lemon juice
- 1/2 oz honey syrup
- 2 dash Angostura bitters
- lemon peel

DIRECTIONS
1. Shake with ice.
2. Double strain into glass.
3. Cut lemon peel.
4. Express for lemon oil.
5. Place in glass.
Paulo Pereira

Brass Union | Somerville, MA

Paulo enjoyed creating unique concoctions from a very early age, when even as a child his father would let him experiment with the ingredients in their full basement bar. He channels that creativity into managing the beverage program at Brass Union, where he enjoys the neighborhood vibe and regular patrons.

Somerville’s Brass Union has all the elements of a classic neighborhood restaurant—game nights, live music, classic fare that includes everything from cheesburgers to market-fresh ceviche, brunch, monthly pairing dinners, local craft brews, and of course, innovative delicious cocktails.

**DID**

“The most common question I get with this cocktail is, ‘What does the name stand for?’ The answer is a Damsel in Distress... a reference to Princess Peach, the often imprisoned princess in countless video games. This light and flavorful cocktail features a lemongrass-infused genever, one of the most interesting spirits I’ve had the pleasure to work with. Genever, the grandfather of gin, is a unique blend of malty, aromatic and woody that is a lot of fun to play with in creating cocktails.”

**INGREDIENTS**

- 1/2 oz simple syrup
- 1/2 oz lemon juice
- 1 1/2 oz white peach puree
- 1 3/4 oz lemongrass genever

**DIRECTIONS**

1. Add ice.
2. Shake.
3. Shave lemon twist.
4. Assemble with ice in collins glass.
5. Pour and strain.
Oaxacan Flip

**ABOUT THE DRINK**

“This cocktail came about from wanting a full-flavored and full-bodied drink on the list. Mezcal and its smoky, earthy notes work well with the agave, citrus and egg white. The Peychauds gives the drink a nice spicy note while also imparting a great color on the final product.”

**INGREDIENTS**

- 1 oz egg white
- 3/4 oz agave
- 3/4 oz lime juice
- 1 1/2 oz mezcal
- 2 dash Peychauds bitters

**DIRECTIONS**

1. Dry shake.
2. Add ice.
4. Double strain into coupe.

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Satchmo’s Slur

**ABOUT THE DRINK**

“This drink has a lot of bold flavors, yet they come together in a delicate balance. Spicy, bitter, floral, citrus, anise… somehow they come together and create a cocktail I’m quite fond of. They are quite spirituous though, hence the ‘Slur’ in the name.”

**INGREDIENTS**

- 2 dash orange bitters
- 3/4 oz Cynar
- 1 oz Lillet Blanc
- 1 1/2 oz rye
- 1 spray absinthe

**DIRECTIONS**

1. Add ice.
2. Stir.
3. Rinse the coupe with absinthe.
4. Strain into coupe.
B’s Knees

ABOUT THE DRINK

“I wanted to take a classic and bump it up a little bit when I created the B’s Knees. With the same base as the classic Bee’s Knees, (lemon, honey & gin) I added some fresh components, basil and cucumber, as well as a spiced pear liqueur, to really have the flavor of the cocktail pop. I changed the spelling of the name in memory of a great man and friend we lost way too soon, Chef B. I feel like he’d enjoy one of these after a long night in the kitchen.”

INGREDIENTS

1 slice cucumber
2 leaves basil
1/2 oz honey
1/2 oz lemon juice
3/4 oz St. George Spiced Pear
1 1/2 oz Ford’s gin

DIRECTIONS

1 Muddle.
2 Add ice.
3 Shake.
4 Fine strain into glass.
5 Add fried basil garnish.

Mariana

ABOUT THE DRINK

“This variation came about when I was sitting with my parents and wife around a table outside one day. My father had heard of and sampled Caiparinhas with the addition of red wine from some of his Brazilian friends. After making us a round, my wife had the idea to add the maraschino liqueur and after some experimenting, the Mariana was born.”

INGREDIENTS

5 lime wedges
1/2 oz Luxardo Mararschino
1/2 oz simple syrup
1 oz medium-bodied red wine
1 oz Leblon Cachaca

DIRECTIONS

1 Muddle lime wedges.
2 Add ice.
3 Shake.
4 Pour into glass.
Ryan Lotz
No. 9 Park | Boston, MA

Always a food lover, Ryan was raised on the values of home-cooked family meals. Putting his passion for hospitality to good use, he began mastering the art of bartending after graduating from BU. After assisting Jackson Cannon in the opening of The Hawthorne, he spent almost four years managing the beverage program at No. 9 Park, where he maintained an eclectic menu of classic cocktails with a modern spin. Ryan recently left No. 9 to join the opening team of Bar Mezzana, a brand new Coastal Italian restaurant in the heart of Boston’s South End.

No. 9 Park is a Zagat-rated restaurant known for its regionally-inspired French and Italian cuisine. Launched by James Beard Award-Winner and Relais & Châteaux Grand Chef Barbara Lynch, it has set the standard for fine dining in Boston since its opening in 1998.

Manhattan

ABOUT THE DRINK
Ryan makes a classic Manhattan to demonstrate a stirred drink. He keeps this one pretty standard, because why mess with perfection?

INGREDIENTS
- 3 dash Angostura bitters
- 3/4 oz Carpano Antica sweet vermouth
- 2 3/4 oz rye

DIRECTIONS
1. Stir.
2. Garnish with a cherry.
3. Pour into chilled cocktail glass.
**Civetta Magra**

**ABOUT THE DRINK**
A margarita variation, the name is Italian for the “Skinny Owl.” “It’s a bit of an inside joke...another bartender here used to make margaritas with agave nectar instead of orange liqueur which is a little sweeter. When she left, I wanted to put a cocktail on the list for her. We used to take Italian classes together, and she used to wear a lot of owl jewelry for her sorority. Our Italian teacher used to yell at her because in Italian ‘una civetta’ is a lady of the night.”

**INGREDIENTS**
- 2 dash Angostura bitters
- 1/2 oz agave syrup
- 1/2 oz lime juice
- 2 1/2 oz Pueblo Viejo tequila

**DIRECTIONS**
1. Shake.
2. Strain into chilled cocktail glass.

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**Ramos Gin Fizz**

**ABOUT THE DRINK**
Although it’s notoriously a tedious drink to make, Don Lee, a bartender at PDT, created a more efficient method. Ryan explains, “You shake it with one cube of really nice ice instead of shaking it for 20 minutes, and then just add more soda water than you typically would, which actually ends up with a much nicer texture.”

**INGREDIENTS**
- 1 egg white
- 1/2 oz lemon juice
- 1/2 oz lime juice
- 1 oz simple syrup
- 1 oz Beefeater gin
- 3 drops orange blossom water
- 2 oz heavy cream
- 1 oz soda water

**DIRECTIONS**
1. Shake all ingredients, except heavy cream and soda water.
2. Shake with one ice cube.
3. Add heavy cream.
4. Strain into cocktail glass.
5. Add soda water.
6. Let settle for 1 minute.
7. Top with soda water.
8. Garnish with orange twist.
Bene and the Jets

ABOUT THE DRINK
This is a variation on a classic tiki cocktail called a Jet Pilot. It’s not a serious cocktail, it’s about fun. “These are complex and really tough drinks to make; there’re a lot of ingredients and layering them can be difficult... there’s a lot of room for error, but there’s also a lot of room for cocktails that really sing...I’ve never put that drink in front of a person who didn’t smile and take a picture of it.”

INGREDIENTS
3 dash Angostura bitters
1 dash absinthe
½ oz lime juice
½ oz grapefruit juice
½ oz demerara syrup
½ oz Benedictine
1 oz Pierre Ferrand 1840 cognac
1 oz Smith & Cross Jamaican rum

DIRECTIONS
1 Shake with one ice cube.
2 Pour into tiki mug and top with crushed ice.
3 Garnish with mint, a cherry, and a paper umbrella.

House Old Fashioned

ABOUT THE DRINK
Old Fashioned cocktails are typically made with whiskey or brandy. No. 9 Park’s Old Fashioned uses the cognac variety of brandy for a smooth finish.

INGREDIENTS
3 dash Angostura bitters
3 dash Orange bitters
¼ oz Demerara syrup
1 ½ oz Paul Beau V.S. cognac
1 ½ oz Privateer Amber rum

DIRECTIONS
1 Combine all ingredients, stir over block ice.
2 Garnish with orange and lemon twists.
Daiquiri

ABOUT THE DRINK

“You talk to any chef and they’ll say ‘make an omelette,’ You talk to any bartender and they’ll say make a daiquiri,” says Ryan of his favorite drink to make. The simple cocktail is all about the perfect balance of 3 ingredients.

INGREDIENTS

| 3/4 oz | lime juice |
| 3/4 oz | simple syrup |
| 2 oz   | Privateer Silver rum |

DIRECTIONS

1. Shake.
2. Strain into cocktail glass.
It’s not an easy thing, to run a bar.

We’ve been there, which is why we’ve created a glossary of terms for bar managers, with the aim of making your job easier. Here, you’ll find the ultimate bar management index, with definitions of some of the most important terms and examples of their practical application.

Save it to your desktop, pin it up in your storeroom, share it with your team.

Learn it inside out, and prepare to find beverage management a little bit easier.

bevspot.com
CONTROL STATE
There are several U.S. states where wholesale and, sometimes, retail sales for off-premise consumption are controlled directly by state-run government entities. The government maintains varying levels of control — from total control of all beer, wine and spirits to just spirits — in the following 18 states: Alabama, Idaho, Iowa, Maine, Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, and Wyoming.

COST PER OUNCE
Cost per ounce is the formula used to price liquor. Take the total dollar amount of a product and divide it by the number of ounces in the bottle. Use this cost per ounce formula to price products in each group to ensure you have low, medium and high price options. Or, use the free Drink Price Calculator on our website.

DROP (in reference to ordering)
The “drop” is the minimum order amount a distributor requires for any order. For example, a certain distributor may require an eight-case drop to accept your beverage order.

LEAD TIME
This is the total time between ordering a product, having it delivered, and it being available for use. For example, we ordered our Tito’s Vodka on Monday. It was delivered on Thursday and available for use that day. Tito’s has a lead time of three days.

LOSS LEADER
A loss leader is a product that is sold below cost price in order to stimulate other, more profitable sales. For example, pricing Prosecco below cost during a brunch sitting, with the aim of enticing customers to spend more on food and Bloody Marys. Loss leaders help attract attention, build a customer base, and allow you to drive up sales and prices of other products.

OFF-PREMISE RETAIL
This refers to any retail location where beverages are sold but not available for consumption on the premises, such as liquor stores.

ON-PREMISE RETAIL
This refers to any retail location where beverages are sold for consumption on premise, such as bars, clubs, tasting rooms, and restaurants.

PARS
Pars represent the minimum amount of a product that a bar would like to keep in stock at all times. By setting pars, or “stocking goals,” you can immediately know when your inventory levels for a certain item need to be reordered, and you’ll avoid sitting on too little (or too much) stock.

To set a par, you need to:
- Look at your historical usage
- Calculate your average weekly usage
- Consider seasonality
- Set your target goal
Pour costs, also referred to as your bar’s “percentages,” represent the percentage of cost that your drinks make up compared to your resulting sales. To determine your pour cost, simply divide your inventory usage by your sales. Multiply that number by 100 and throw a percent symbol at the end of it and there’s your pour cost. Pour costs are influenced by drink costs, drink prices and product loss.

Premium Products
“Premium” or “top shelf” liquor brands are the high-quality bottles of liquor. Some establishments serve premium brands as their “premium well.”

Reorder Quantity
This is the amount of an item that needs to be restocked in order to bring the item’s sitting inventory level to its par level.

Usage
Inventory usage calculations tell us exactly how much of each product has been used over a defined period of time. To calculate your inventory usage, take your starting inventory, add the inventory you received during that time period, and subtract your ending inventory.

Relative Usage: Now that you know how much of each type of product you’re selling, divide these usage numbers by the total usage for your bar. This will give you the percentages of product you should allocate to each specific product type. Apply this same process to all your product types to see how much of each type of product should be stocked.

Weeks of Inventory
This is a term for how many weeks worth of product you have sitting on the shelf or rather, how many weeks worth of sales your sitting inventory represents. This can be calculated by taking the amount of your sitting inventory and dividing it by your average weekly usage.

Sitting Inventory
Sitting inventory is how much product you have physically sitting on your shelf waiting to be sold. It represents sitting dollars, and too much of any product can have a negative effect on your bar. When ordering inventory, try to reduce your sitting product, as it represents money, risk, and time.
**WELL PRODUCTS**
Well products are generally less expensive liquors that are used when a customer doesn’t specify their preference. Products normally used as “wells” cost the least and are poured the most.

**VARIANCE**
Product variance, otherwise known as “loss” or “shrinkage,” is one of the biggest detractors from a bar’s profitability. It represents the difference between the amount of product sold over a given period of time, and the amount of product used over that same period. Variance can be calculated as the cost of the product sold divided by its usage.