



## ▶ Jeffrey Morgenthaler CREATOR OF THE RICHMOND GIMLET

Not many people can attest to creating a classic that epidemically spread across the US and then the world, but Jeffrey Morgenthaler has done just that. His "Richmond Gimlet" has

the bar enticed Jeffrey to keep working part time while at college. The path that Jeffrey had chosen was about to take a turn into the crazy world of

become a modern day classic to which he can put his claim to fame on. The "Richmond Gimlet" when googled gets over a thousand hits, a true testament to a drink that was created purely by chance. Jeffrey Morgenthaler is an Oregon based bartender with a penchant for blogging, organising events and overseeing the Oregon Bartenders Guild. All of this from a guy whose passion grew after jumping behind the bar one summer while studying for his degree in Architecture.

Before the "Richmond Gimlet", before the blogs on his website and before he was invited to talk at the Berlin Bar Show, Jeffrey started working at a tavern in Eugene, Oregon in the summer of 1996. The tavern was a bit of a rough and tumble place. Jeff once had to kick an older gentleman out for drinking beer out of pitcher and then vomiting under the table. Not the most appealing start to a career, but a career all the same. The allure and romance of

fulltime cocktailing. While working part time, Jeff studied classic cocktails at home and eventually made the move to a proper cocktail bar to ply his new talents to the clientele.

Jeff has worked in and around Eugene, Oregon since then and currently resides at Bel Ami as the Head Bartender. Even though Jeffrey calls Eugene home, the more he travels the more he wants to try his hands in bars he has seen in San Francisco, London or Berlin. He thinks that with the trends and how exciting everything is in the industry right now that he would like to be everywhere at once to experience everything that he can. For now though, Jeffrey is happy wearing many hats from his base in Eugene. Presently, Jeffrey has his own website that is very popular within the mixology community; he is also organiser of Repeal Day. This day in history marks the repeal of Prohibition in the USA, a day that Jeffrey has helped take from a simple holiday to a momentous occasion across the country. Last year he flew to New York with Dewar's Scotch to help celebrate it.

This has all happened for a simple bartender whose greatest pleasure is life is

being a host and taking care of people. He has always taken this approach to business from a hospitality perspective rather than a service perspective; he thinks this is the key to staying alive behind the bar. He also gets a nice buzz when people throw him a curve ball behind the bar and order a classic that he rarely gets to make, it gives a break to the monotony that he thinks all bartenders feel after a while. It may have been this break in monotony that helped create the now modern classic, The Richmond Gimlet. Jeffrey was working in a now defunct bar called Bamboo; the head server would come up from the sister restaurant downstairs and have a cocktail after every shift. This was shortly after Tanqueray released Tanq 10, so he was drinking Tanq 10 gimlets with fresh lime juice and simple syrup. He had been experimenting with some mint infused sugar syrup and decided to see if the server wanted a change. They tried it but decided to shelve the infusion and use fresh mint. After that the rest is really history as they say. The server's name was Daniel Richmond and from that day on he ordered one every night, hence The Richmond Gimlet. The once after

work experiment is now a Eugene institution.

While Jeffrey has his degree in Interior Architecture sitting in the wings, I am sure it will come in handy one day when he finally opens his own bar, which will be a momentous occasion for someone that absorbs information like a sponge. If his plans for travel and adventure take him over the world he surely will have some interesting techniques and tricks up his sleeve to make his concept stand out from the others.



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# OUTING THE CROSS DRINKER

The Consumers of Beer, Wine and Liquor

BY LYNDA CALIMANO

If you enjoy a jack & coke after a long hard day at the office, a glass of red wine with a juicy porterhouse steak, and an ice cold beer at a summer barbeque, then you are a cross-drinker and you're in good company.

According to Julia Herz, spokesperson for the American Brewers Association, "a majority of fermented beverage appreciators are cross-drinkers. Two-thirds of beer drinkers drink wine and two-thirds of wine drinkers drink beer, mostly higher end beer."

Cross-drinkers, a new label for an emerging and acceptable market group, can be defined as consumers with a palate mature enough to appreciate a variety of fermented beverages—whether it is wine, beer, or spir-

its.

It wasn't all that long ago that one's knowledge of wine was linked to pedigree and associated with cultural refinement, and ordering a beer as a meal accompaniment would make a sommelier tremble. Now, as consumers become more educated, they are becoming more experimental, even promiscuous, when pairing food and drink. Cross-drinkers are making deliberate choices. They are making their beverage selection based on personal preference and what their educated palate dictates to be the best drink to enjoy with the meal before them.

When challenged to find what would make the best pairing for a given recipe, beer or wine, the July

2008 issue of Food & Wine reported that a panel of judges "ate, drank and debated" finally admitting that "ales and lagers can be as good with food as wine—sometimes even better." With many acidic, heavy or spicy dishes for which wine is simply not suited, the culinary world seems to have accepted the fact that beer not only makes an acceptable pairing, but at times a superior one, going against conventional wisdom.

The explosive growth and popularity of craft beer has helped to create a new breed of cross-drinkers as wine devotees are introduced to micro-brewed beer. Since craft brewers make beer in small batches they can experiment with different ingredients and flavors, creating extraordinary cus-

tom-crafted beers. Cross-drinkers, on a quest for information, are uniting at local food and beverage tasting events in cities across the country.

Beer with brisket, saki with sushi, and pinot with pasta—cross-drinkers take comfort in adapting their choice of beverage to the occasion and meal at hand. Using experience and personal preference, they are confident in their ability to break "the rules" and achieve the ultimate gastronomic experience.

It was Benjamin Franklin, known to enjoy a pint or two in his day, who said "there can't be good living where there is not good drinking." So drink what you like, drink responsibly, and drink what enhances the flavor of your food. Bon appétit.



La Fin du Monde (from Canada's Unibroue) pairs beautifully with filet mignon as well as scallops.



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