

MIXOLOGY RELEASING



Drink experience
Science and technology to drink

Creativity, experimentation, curiosity, innovation: the mixology process starts here. What can arise from the meeting of the mixology and chemistry sectors? And how can modern technologies influence the professionals in the field?

Introduction

There is something that links the worlds of distilling, mixology and haute cuisine, and it is the ability to stimulate our senses. The relationship with the drink becomes emotional. Cocktails are conceived as compositions, dynamic blends capable of awakening our imagination through flavors and fragrances.

The innovative approach to the world of mixology transforms the bartender into an alchemist. A figure capable of creating a perfect marriage between raw materials, changing their form but without altering their substance.

Originally, alchemy was identified as the ancient science of transforming things and although it is not based on a scientific basis, the researches of the alchemists made an important contribution to the emergence of chemistry.

With this background, it is easy to understand why the introduction of chemistry-related methodologies within mixology and distillation is not so unusual.

What was initially a niche within this industry is growing more and more, and with it also the number of professionals seeking cutting-edge and consistently experimentation.

So many professionals in the field have approached our technologies that allow to extract aromas or flavors from raw materials without affecting their properties.

The use of Rotavapor® for example, thanks to the vacuum pump that maintains a lower boiling point, makes it possible to prevent products from being overheated, thus preventing damaging quality and flavor.

Imagination and creativity, combined with the innovation of Buchi solutions, allow endless experimentation capable of surprising customers by giving each drink a unique and unrepeatable experience.



Interview

Bartender: Simone Onorati



What is your idea of mixology?

Underlying our idea of mixology there is a classical conception of mixology that evolves into something more modern and cutting-edge. The expectation of the public is always higher and with our cocktails we aim to give new sensory experiences that live up to their perspectives.

What do you wish to convey with your creations?

The goal of every bartender is to give their guests a unique experience. From my point of view, the key lies in being able to make sure that while drinking a cocktail and fully enjoying its flavors and fragrances, the customer is able to re-live a pleasurable memory related to a personal experience. Drinks thus acquire a fundamental function: conveying and transmitting emotions that will be different and unique with each new sip.

Mixology and catering: can these two sectors influence each other

creating new synergies?

In my opinion mixology and catering both travel on two parallel tracks. Catering has always been a benchmark for the bar world in terms of level of experimentation, tradition and of consolidation as a market that has always positioned itself in the first place. The work done in large restaurants, such as Noma in Copenhagen with the publication of "The Noma Guide to Fermentation," continues to be a source of inspiration and study for us. The line between these two worlds is becoming thinner and in fact there are more and more collaborations between chefs and bartenders.

How do you respond to those who criticize the use of these techniques?

The most skeptical colleagues are those who are fond of classical mixology. The use of modern technologies in mixology is seen as a trend. It cannot be ruled out that in the beginning the use of Rotavapor was trendy but having now spread globally, it seems

"The goal of every bartender is to give their guests a unique experience"

clear that its use can bring considerable benefits and that it can help to express the fullest potential of the ingredients. In addition, those who have read the book "The Bartenders Guide, Jerry Thomas," will remember that at the end of the book it is explained how old stills work. At this point it occurs to me to think that if Jerry Thomas was here today, he would not be arguing with the skeptics but he would rather be the pioneer of these new technologies.

DRINK - GHOST OLD FASHIONED



- 50 ml Bourbon
- 2.5 ml Maraschino
- 7.5 ml Barley Koji Syrup
- 10 Dashes Angostura

The Ghost Old Fashioned takes its inspiration from a university study conducted in the United States that argued that visual stimuli have a decisive impact on the perception of flavor.

The particularity of the Ghost Old Fashioned is that it have the appearance of a glass of water but, precisely due to the characteristics of the ingredients that compose it, it stand out for a structured, masculine character with hints of aging given by the whiskey.

The goal is to offer our guests the illusion of sipping a cool, refreshing beverage, as can be a glass of water, but which actually belongs to a completely opposite sensory spectrum.

We took advantage of rotary evaporator technology to redistill each individual ingredient, in the case of the Ghost Old Fashioned: the bourbon and angostura. Using the Rotavapor, we were able to separate the ethanol with its aromatic components from the rest of the pigments. The result? A drink with the same flavor as bourbon but without color.

For us at Jerry Thomas, this drink has represented a turning point in terms of research and development concept. We had always relied on a style called Twist on Classic. With the Ghost Old Fashioned on the other hand, by making use of sustainable technological tools such as the Buchi Rotavapor, we are going to modify the aromatic expression of a classic cocktail. We have thus introduced what we like to call the "Technological Twist."



Jerry Thomas Speakeasy
Vicolo Cellini, 30 - 00186 Roma (RM) - <https://thejerrythomasproject.it/>

Interview

Founding members: Alessandro Pancini and Luca Graffo
Distiller master: Enrico Battaglia



What does it mean to you to do distillation and how has it evolved over time in your project? ...The air smells of wet earth, leaves, fresh grass, wild flowers, wood, ripe fruits, wild animals. An endless range of olfactory nuances. A very light mist of steam water that, rising very high, meets layers of cold air, condenses and becomes water again, falling on the earth in the form of rain. Distilled water with micro scents that evoke the scent of the undergrowth. When we narrate the distillation during visits to the company, we like to start with this metaphor. We all know the scent of a meadow, a forest, a garden in the sun after the rain. For us, that's what distillation is all about: putting under an alcoholic spirit scents and tastes that are already present in nature, "making them ready to drink," pleasant and voluptuous to taste and smell. The Buchi Rotavapor, close to futuristic nature, is the ideal instrument for achieving these results. There is a poetry in

precision engineering that succeeds in reproducing the processes of transformation already active in nature. Through the rotary evaporator we can distill and concentrate, while maintaining control over every step of transformation and change of state. Evaporation temperature, rotation speed, vacuum and cooling. This capability facilitates and stimulates creativity, encouraging research and development toward new ways. Recipes are based on empirical tests in micro, repeated until they reach a degree of reproducibility appropriate for the beverage and spirits sector. We have been in the business since 2006 but have been working with Rotavapor since 2015. The approach to this type of "technical" distillation was born after experience with traditional liqueur making and macerations of organic medicinal herbs.

The state of the art of Italian gin: tradition or innovation? In our opinion,

“Without experimentation and new sensory combinations, tradition loses its strength.”

tradition and innovation are opposite poles that lead to a continuous process of regeneration. The Italian Gin of the past 15 years is a relatively new concept that can help in valorizing territories and agricultural supply chains with precise cultural identities. In comparing ourselves with the needs of our clients, we notice a growing interest that leads them to investing in biodiversity as an added value or on new ideas that open unprecedented ways in the market. Italy is a fortunate territory as it offers a lush nature, with ancient and deep-rooted traditions. We like classic gins but also very experimental products. Without experimentation of new recipes and new sensory combinations, tradition loses its strength.



Distilling, mixology, catering: how to make the most out of the synergy between these sectors? The hospitality sector plays a fundamental role. The kitchen in a restaurant has always been a laboratory of transformation, as much as mixology is behind a bar. The fundamental basis from which to start, which unites these sectors, is to work with high quality raw materials. The contribution of current technology makes it possible to develop detailed and complex recipes, providing new data on aromatic extractions and complex pairings. The distillery takes inspiration from these experiments to come up with new creations that will eventually end up on tables or in the hands of the best bartenders. Next to the production laboratory there is also a restaurant offering traditional cuisine, which we have been running for 10 years now. With it we have managed to create an excellent synergy. Semi-finished products from the distillery become parts of culinary

recipes and vice versa. The same argument can be made with drinks: a bottled distillate can give birth to a good cocktail and vice versa.



