

catersource

State of the Industry

STATS TRENDS PREDICTIONS for 2015

**Show
Details**

For more info on #CSES2015,
turn to the final 4 pages
of this digital edition

Click Here



Steal This! Creative plating {66}

Designing stations & buffets {46} • Sweet treats & eats {22}

The rise of beer cocktails {50}

Sodexo's Beth Winthrop on dietary compliancy {40}

CSES2015 is just around the corner! {10}



Story by Jeremy Zoss



There's beer in my cocktail!



ISTOCKPHOTO.COM/FREETRANSFORM

By now, it should come as a surprise to absolutely no one that craft beer is in the midst of an incredible boom. The number of American craft breweries topped 3,000 in the summer of 2014, a threshold that hadn't been crossed since the 1870s. The majority of Americans now live within 10 miles of a craft brewery. Craft beer is better, more accessible, and more inventive than it has ever been, and it's not just for drinking on its own. Craft beer and food pairings are now commonplace, and beer has even become a key ingredient in cocktails. To get to the bottom of the beer cocktail trend, we spoke to a diverse panel of experts, including Rogue Ales President Brett Joyce, Deschutes Brewery Corporate Executive Chef Jeff Usinowicz, and Chef and Food Network personality Emily Ellyn.

Our experts all agreed that the beer cocktail trend is a natural extension of the renewed cultural interest in quality food and drinks. "I find it interesting that it took so long to catch on," says Rogue's Joyce. "But it has been amazing to watch the renaissance of the craft cocktail. Whiskey is born from beer. It always seemed obvious to us to use both in a cocktail." Chef Usinowicz agreed that craft cocktails fit well within the world of craft beer. "All the nuances of craft beers lend themselves to mixing," he says. "I think it's awesome that mixologists have stepped up to getting crafty with our beers."

See Emily Ellyn @ CSES2015



Retro Rad Chef Emily Ellyn will be appearing on Sunday, March 8 in Las Vegas with Jack Taylor of Cool Cat Catering as they battle it out in a 30-minute quick fire challenge to craft a pop-up party complete with palate pleasing cocktails paired with sweet and savory dishes made with beer.

MORE EDUCATED, MORE DEMANDING

Chef Emily Ellyn compared the mixing of beer and spirits to the beer-with-food pairing phenomenon. "Restaurateurs are pairing these new brews with food and chefs are using the beer as an ingredient in food," she says. "Why shouldn't mixologists do the same?" Ellyn explains that bartenders have been upping their games by making very sophisticated craft cocktails and, like chefs, are always looking for inspiration to create something new. "What I find most interesting," Ellyn continues, "is that [the] focus



BLOODY MARY TAKES A RIDE ON THE PINEAPPLE EXPRESS

Recipe courtesy of Emily Ellyn

YIELD: ONE 8-OUNCE COCKTAIL

INGREDIENTS

- 3 oz LiDestri Bloody Mary Mix
- 3 oz Terrapin Pineapple Express Beer
- 1/2 oz Honey Baked Ham Jus, recipe below
- 1/4 oz Willet Pot Still Reserve Bourbon

GARNISH

- 2 or 3 two-inch ice cubes
- 1/2 oz balsamic glaze
- 1 oz Johnny Kabobs' Pork Rub
- Spicy pickled maraschino cherry, see recipe (right)
- Spicy pickled green bean, see recipe (right)
- Grilled pineapple
- Fried ham

GLASSWARE

Pint glass/Tumbler/Hurricane

METHOD

1. Prepare garnish ingredients by skewering a piece of fried ham, a piece of grilled pineapple, green bean, and a maraschino cherry and reserve for service.
2. Rinse a dry, room temperature glass with bourbon and discard extra bourbon. Rim glass with balsamic glaze, and a fine dusting of Johnny Kabobs' Pork Rub.
3. Add ice cubes.
4. In a shaker packed with ice add LiDestri Bloody Mary Mix, Terrapin Pineapple Express Beer and ham jus. Shake vigorously for 30 seconds.
5. Pour cold cocktail into the rimmed glass with ice cubes, garnish, and serve.

Note: "Bloody Mary Takes a Ride on the Pineapple Express" is Emily Ellyn's prize winning hopstail that took Silver recently at the Wine and Spirit Wholesalers of America (WSWA) Convention.

HONEY BAKED HAM JUS

Recipe courtesy of Emily Ellyn

YIELD: 1 CUP

INGREDIENTS

- 1 tsp ham bullion (Superior Touch)
- 1 cup water
- 3 Tbsp honey
- 1 Tbsp sugar
- 1 tsp cinnamon
- 1/2 tsp fresh ginger
- 1/8 tsp cloves
- 1/8 tsp nutmeg
- 1/8 tsp black pepper

METHOD

In a small heavy bottomed saucepot whisk in all the ingredients and cook on high until boiling for one minute and then remove from heat. Use or store in refrigerator.

SPICY PICKLED GREEN BEANS AND MARASCHINO CHERRIES

Recipe courtesy of Emily Ellyn

INGREDIENTS

- 1 jar (13.5 ounces) Bada Bing Maraschino Cherries
- 10 green beans
- 1/2 cup water
- 1/2 cup sugar
- 1/4 cup salt
- 3/4 cup balsamic vinegar (6% acidity minimum)
- 2 wide strips of orange peel, 2" long each
- 1 Tbsp red chili pepper flakes
- 1 tsp black peppercorns

METHOD

In a small heavy bottomed saucepot set over medium-high heat, combine the juice from the jarred cherries, sugar, salt, balsamic vinegar, orange peel, red chili pepper flakes, and peppercorns. Bring the brine and beans to a boil, add green beans then reduce the heat to low and simmer for 3 minutes.

Finally, remove from heat, add cherries, and transfer to a sterilized jar. Refrigerate until service.

Beer and spirits pairing guide

During our conversation, Emily Ellyn offered her reference guide to the five basic flavors found in beer and the spirits they best pair with. Follow these steps and you may be creating your own beer cocktails in no time.

Bitterness comes from the hops, roasted malt, and tannins.

Spirits pairings: spiced gin, spiced rum, armada, gin, rye whiskey, strong spice liquors, herbal liquors, citrus liquors, Galliano, some cream based liqueurs

Sweetness comes from malt, hops, and esters (created from fermentation with fruity floral notes), Diacetyl (created from fermentation that has a butterscotch flavor), addition of fruit.

Spirits pairings: single malt whiskey, bourbon, rum, sweet red sparkling wines, Tuaca, and liqueurs such as sweet floral, sweet citrus, nut, cream based, coffee, banana, and berry

Sourness comes from carbonation (carbonic acid), bacteria and wild yeast, and introduction of citrus.

Spirits pairings: cider, citrus liquors, limoncello, plant elixirs and tinctures, herbal liquors, Cynar, flower liqueurs, honey liqueurs, mead, some port

Saltiness comes from minerals.

Spirits pairings: Moonshine, bourbon, sweet red sparkling wines, plum wine, sweet floral liquors, Galliano, sweet citrus liqueurs, berry liqueurs, cream base liquors, smokey malt whiskeys and bourbons

Umami comes from hops (glutamates/ glutamic acid) and toasted in hops.

Spirits pairings: single malt whiskey, rum, Blanc de Blanc Champagne/sparkling wines, tea liqueur, cream based liqueurs, bacon infused spirits.

ROGUE ALES BREWMASTER JOHN MAIER EXAMINES HONEY OUTPUT FOR HIS BEER MAKING



on food and drink craft—much of which has been celebrated by the media over the last several years—is producing more educated and demanding guests. Yes, these guests are looking for quality, but most of all they are looking for an experience. The fact that beer is lower in alcohol also allows guests to enjoy more without falling over.”

According to Ellyn, the current craft beer boom isn’t the first time ales have been used as ingredients in cocktails. “Reports of mixing beers into cocktails date back hundreds of years,” says Ellyn. “[Beer cocktails are] trending today because of the emphasis on good food, attention to food and drink pairings, and crafting better and more innovative beers.”

HERE TO STAY?

Both Rogue and Deschutes operate restaurants at their breweries, and each offer beer cocktails at their respective facilities. “Rogue has quite a few signature beer cocktails and we rotate new ones in seasonally or based on the ingredients we are growing on our farms—honey, hazelnuts, hops, cherries, for example,” says Joyce. “Rogue brews a wide variety of beers. Each of them would add something different or unique to a cocktail. But, if I had to pick something, I would narrow it down to the Rogue Farms family of beers that are crafted using ingredients we grow on our farms here in Oregon.”

At Deschutes, beer cocktails are served primarily during special events. “We are currently serving

them on special menus and in our catering facilities,” says Usinowicz. “As we only use spirits in our Mountain Room (where we hold most of our catered events within the brewery), we enjoy creating specialty ‘beer-tails’ for individual special events. We are beginning to play with them more in our pubs as well. Most of our beers can be paired into a beer-tail. Some of our Reserve and Bond Series beers are already complex with flavors. I always look to our beers found in six packs as they are less expensive and usually less intense.”

All of our experts agree that the beer cocktail trend is likely here to stay. “I think beer has established itself as a reliable ingredient in cocktails,” says Joyce. “Whether it is forever called or identified as a ‘Beer Cocktail,’ we’ll have to wait and see. Regardless, beer is an excellent addition and not only offers a wide variety of flavors, but also a story.” Usinowicz agrees. “I see so many people having fun with beer-tails. I see it like sangria: a fun way to celebrate another fermented product.” Ellyn adds that the trend will likely continue for as long as there is interest in artisanal beer and food. “Since interest in quality beer and food doesn’t look like it will be going away anytime soon, we think this trend is here to say.” **CS**

Jeremy Zoss writes about craft beer for a variety of publications. He is based in northeast Minneapolis, a hotbed for local craft breweries.