HOUSE TONIC
Winter Warmers

SOHO HOUSE’S DRINK MAGAZINE
Boozy news • Cocktails in your Kitchen • Master Glass • Cocktail Competitions
Apples at Babington • Hackney Ales • New bars in New York
Issue 4
Welcome to the fourth issue of House Tonic – a magazine for bartenders and people who love bars.

We’re passionate about the drinks we serve in all our venues, from the Soho Houses in New York, London, Berlin, West Hollywood and Miami, to Shoreditch House, Pizza East, Cafe Boheme, BKB, The Electric, High Road House, Pizza East Portobello, Hoxton Grill and Dean Street Townhouse in London, as well as at Babington House in Somerset and Cecconi’s restaurants in LA, London and Miami. Whether it’s the perfect cup of tea, a cocktail party for a thousand guests, or an iced glass of water on a scorchingly hot day, we take it all seriously. And when we’re not working, we don’t mind the odd drink ourselves, either.

In this issue we meet another friendly bartender, Chris Hudnall, from Soho Beach House Miami - not a bad spot to work! We find out all the best tricks for making cocktails in your kitchen from our experts and welcome our new House sommelier, Christopher Cooper. Find out how he got the job on page 20. We also salute some of the unsung heroes behind our bars – the Soho House Group’s rising stars. All that, plus great cocktail recipes and loads more besides!

Cheers!

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All about gin

Angus Winchester from Tanqueray visited Soho Beach House and hosted a gin training with the bar staff, explains Chris Hudnall: “The training was exceptional. He gave us the breakdown on how to make proper gin martinis, explained their history, the pluses and minuses of certain vermouths, bitters, zest techniques and different ways to chill. Afterwards he had the bar staff come behind the bar and invent a new gin Martini with all the tips and knowledge he shared with us.”

Oktoberfest

Soho Beach House came over all beer obsessed when Oktoberfest took place. The teams went all out to bring a little bit of Germany to Miami, with pretzels, lederhosen, girls in gingham and plenty of steins of beer!

Warming up at Pizza East

With winter drawing in, Josh Judge-Talbot, bar manager at Pizza East, is devising a range of hot cocktails. Try the Old Man’s Ale cocktail, made with English ale, cinnamon, nutmeg, brandy and roasted crab apples. Perfect for a chilly day.

Getting competitive

Along with the quarterly House Tonic competitions held in Europe (see page 6), House Tonic is also about to launch US cocktail competitions – so get thinking, bartenders! In addition, several of the Houses have taken the initiative and are running in-house competitions too. At Shoreditch the team competed to design a Ron Zacapa cocktail for the new list after training from brand ambassador, and Cecconi’s Miami and the Club bartenders in Soho Beach House have also been facing off too.

Summit special

Look out for the next issue of House Tonic in the New Year when we will be reporting back from the annual House Tonic bartenders’ summit. In 2011 it took place in London but in January the best bartenders from across the Soho House Group are heading over to Soho House New York, where they’ll be wined, dined and housed for five days. It’s all about work though – they will be team building, training, swapping skills and designing new drinks for the year ahead.

Game on at Shoreditch House

Nathan Dixon-Jones at Shoreditch House has come up with an brilliantly inventive new cocktail list inspired by casinos. Try a Black Jack, Gin Ramuny or a Russian Roulette, made with homemade syrups like sage, caramel, hazelnut or blackberry.

Know your vino?

Soho House Group is thrilled to have Christopher Cooper as its new sommelier (Welcome Christopher!) - see page 23 for an exclusive interview with him. Christopher is going to be hosting a whole range of new and exciting events next year, but for starters he’s hosting Stump the Sommelier, a blind tasting of your favourite festive wines at Soho House. Check out houseseven.com to find out more, book in or discover more of Christopher’s top wine classes for members. Bartenders head over to sohohouse.com/housetonic to find out more about what he has in store for you!

Speed rack

Speed rack is a brilliant women only cocktail competition run across the US which raises money for the fight against breast cancer. “Mia Mastrolaani, bartender at Soho House West Hollywood competed last weekend!” says creative bar director Chris Ojeda. “She was placed in the top four out of 22 of the best female bartenders in L.A and performed magnificently! I couldn’t have felt prouder watching Mia take on L.A’s finest and shine.”

London Cocktail Week

Creative bar director Chris Ojeda took part: “London Cocktail week is a festival of all things bar related. We attended the Class Awards (House Tonic was nominated for an award) and Tom Kent (Electric House Bar Manager) and I also went to the Starting from Scratch seminar hosted by The Whistling Stop bar, a session on multi-sensory experiences of food and drink. They go to great lengths in the bar – when taking their guests through a history of rum. For example, they serve a rum flip and use a hot poker to heat the flip, as they would have in colonial times, while playing the sound of a cracking fire. This was just one of seminars we loved – others included the Six Sense of a Barkeep by Tony Comigliaro and History of Cocktails with Jared Brown and Anastasia Miller. We’ll be back next year...”

Get online

Check this out – it’s our new QR code. Just zap it with your smartphone and you’ll be taken straight to our website (sohohouse.com/housetonic) for loads of extra content.

Bonfire Night

Babington got toasty on November 5th with a lovely bonfire party – guests kept warm with 120 litres of mulled cider and hot wine! Gluh glug.
Another excellent Soho House Group cocktail competition took place last month thanks to Grey Goose vodka. Teams from all the UK Soho House venues sent representatives to try and wrestle the cocktail champion title from Shoreditch House and the level was extremely high.

This quarter, the comparison round involved making a Grey Goose Le Fizz (15ml fresh lime, 15ml elderflower cordial, 35ml Grey Goose vodka, topped up with chilled soda). As Joe McCanta, Grey Goose’s brand ambassador and mixologist explained as he demonstrated how to make it, it’s such a simple drink that it can be deceptive. A Le Fizz needs a bartender’s full attention for just that reason.

Each of the 20 competitors had also come along with their own signature drink to serve (vodka-based) and there were some brilliant creations. Mariusz Kisiel from Babington served his delicious Dragon’s Goose, a vibrantly coloured blend of rhubarb, vanilla and dragon fruit. Jay Newell from Café Boheme paired a Le Delice, a drink he made with Kammerlings and infused Grey Goose La Poire, with a delicious caramelised pear tatin. From Soho House, David Andrews served his fantastic absinthe-misted cocktail with a tiny teapot spouting absinthe and dry ice on the side and Evan Shay turned things hilariously on their head by making juniper-infused vodka and a quinine tonic – the Mother Goose Ruin. Things got even more unexpected when the judges were presented with a hot tea-infused Grey Goose Chai Express by Deniz Can, and then a “postmodern cocktail, a cocktail that you can’t drink” by Erdem Kayalar – who’d turned his entry into a toffee dessert. Phew.

The winners were the last to compete and baffled the judges by presenting them all with a tiny pink ‘pill’ on a plate. These were miracle berries, an African fruit which temporarily knock out bitter and sour taste receptors in the mouth. The two gold and silver drinks – containing gold powders and liquid silver – served up by the Alchemist duo (Angel de Souza and Orestes Garcia) tasted incredible next to each other and particularly after the fruit pills. It was no surprise with that level of creativity and inventiveness that they won overall. However, there were only 2.5 points separating the top five scores so even though Shoreditch House retains the title for another quarter, the other venues are definitely snapping at their heels!

Master Glass is Soho House Group’s successful new recruitment tool – if you want to work at one of the SHG bars, come along to one and show off your skills. It’s all about proving that you can make great drinks. Gareth Jones (below right), who devised the programme, explains:

"The latest Master Glass was held in early October in the Soho House basement (for the first time). We had a strong turnout of 10 bartenders and the day had a slightly different twist as Electric House bars manager Tom Kerr (above left) got behind the bar to show off the style of drinks and bartending that we are looking for. This was followed by a Daiquiri test and then a speed round (Manhattan, Mojito and Collins). I then jumped behind the bar to demonstrate a White Lady. The signature round (where interviewees invented their own drinks) was mixed – an orange and coffee Martini was the standout performer...After the session we recruited several new bartenders. Result!"

Want to work in a Soho House bar and develop your career? Find out when the next Master Glass is at sohohouse.com/house tonic or call 020 7851 2569 to find out more
I’ve been with Soho Beach House for just over a year now and was here from day one. Being there from the beginning is great because you get to be a part of setting up: creating the menus and choosing the products. And designing the bar set ups, which were changed numerous times until we figured out what the best one was. It’s chaotic when you’re opening, so it’s fun when you start to see everything evolve and the bar programme develop. And being a part of this beverage programme, which really is thinking outside of the box, is pretty cool.

Although I love it now, I never imagined myself being in this industry when I was younger; I fell into it. I had trained to be fire fighter but after 9/11 more people applied to become fire fighters than ever before, so it suddenly became a really competitive field. I was living in Arizona at the time and applying to work in Phoenix. For 15 positions they had 4,000 applicants, and I couldn’t get a job!

So my friend got me a job as a bartender. I worked in that bar for a couple of years and then I started working for the Mondrian Hotel Group, and it was with them that I transferred to Miami. Then it just clicked that this is what I wanted to do with my life.

For me, the best thing about bartending is the variety: every day when you walk in to work there’s something new. It’s never going to be that cookie-cutter everyday-is-the-same job, which doesn’t appeal to me at all. So I love that I can walk in and think ‘I have no idea what’s going to happen today’.

If you’re having a bad day you really have to check it at the door. It’s like a theatre in that sense – you have to put your face on and you have to put the show on. But I think that once you get in and are behind the bar, if you really enjoy what you are doing, you can turn a bad day into a good day.

Customers have more attention to detail than most people think. When I’m making a drink, to me it’s just normal but you don’t realise that guests are really watching you. The smallest things that are part of your day-to-day life you don’t think about, but they enjoy that show and I think a lot of bartenders need to understand that.

If you put passion into every single drink you make, it really changes what people think about your cocktails or your bar. So whether you’re making a vodka soda or you’re making a Daiquiri, the vodka soda should get just as much love as the Daiquiri. That took me a while to learn and work out.

For anyone starting out my best advice would be to take full advantage of the people you work with who have been in the industry a long time. Pick their brains every day until you form your own way of working. Act like a sponge and just take in as much knowledge as possible: it’s only going to make you that much better a bartender.

If I didn’t work for Soho House, I would love to go and train in Japan for a couple of years. Over the years I’ve seen bartenders from Japan develop into some of the best in the world. The way that they work and do things is almost perfect. They’re very technical and I find that fascinating. The Japanese only got into whisky in the early 1900s (compared to the Scottish and Irish who’ve been in the whisky business for hundreds of years) and already their whisky is so much better than everybody else’s. They were also the first ones to really develop an ice programme in terms of blocked ice and chipping ice. I’m actually a quarter Japanese but I’ve not been able to get over there yet. So if they ever opened Soho House Tokyo that could be pretty cool!

If you’d like to work and learn behind our bars email: housetonic@sohohouse.com
Apples at Babington

Kelly Wardingham takes us on a guided tour of Babington House’s orchards as the team presses its own apple juice for the first time.

The trees in the walled garden at Babington never fail to provide us with a huge array of fruits. Year-on-year, we use them to keep the fruit bowls around the house bulging while the chefs use as many as they possibly can in their cooking. Sadly, the rest fall to the ground and end up on the compost heap…but not this year.

Local members James and Helene Sherwin from Court Farm Standerwick offered us the use of their apple press so that we can harvest our apples and make some amazing fresh juice to serve alongside freshly squeezed orange and grapefruit juices at breakfast. James and Helene run a lovely farm with a beautiful self-contained cottage and guest rooms in the attic of their house, which they rent out all year round. (It’s the perfect location for a quiet week in the country.)

The apples needed picking, but first we needed a plan so James drew a map of the garden, naming each tree individually so that we can label each batch of juice and trace it back to its tree – a great way to get people involved in the garden. With this plan and all the crates labelled, James set out picking all the apples (and pears) that we had left to harvest, even after a huge amount had already fallen and found their fate in the compost.

With the apples picked the 60 crates needed moving to the trailer so they could head to the farm to be juiced. We had to make use of every spare man and boy we could find (and me, might I add) lugging heavy loads out of the garden up to the car park.

When the apples reached the farm the fun began. The process is simple: wash the apples, put them through the cutter to turn them into pulp, put the pulp into the juicer and watch the juice flow. Then we decanted the juice into a keg before filling bags with juice ready to be pasteurized. After half an hour of pasteurizing we released the pressure in the bags and once it had cooled we had drinkable juice!

James and Helene have some hungry friends who love to indulge in leftover apples, so the grand finale to the day was taking leftover apple pulp down to their pigs to see them make use of every last bit.

Next year nothing will reach the compost heap. Maybe there will be time to make some cider too…

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“The process is simple: wash the apples, put them through the cutter to turn them into pulp, put the pulp into the juicer and watch the juice flow”
Christopher Cooper
Soho House Group Sommelier, 33

Nobody tells you at school that you can be some sort of wine person. Wouldn’t it be great if when you did that careers test at school it said, “And your chosen career is... sommelier!” I got started in the drink industry when I was at university in Australia, studying environmental science and working in a microbrewery. When I finished my degree I didn’t really want to get involved. I started working at Clos Maggiore in Covent Garden which has the fourth or fifth biggest wine list in London. Then I was approached by Stuart Gillespie as they were opening up the Savoy Grill. I did that for a year and then this came up and I’m massively excited. Like a bartender, you learn your own style as a sommelier. I’m very relaxed and easy going and the same age as me, if not slightly younger, screaming and shouting in French, telling me to get this bottle of Chablis, not that one, from this producer, not that one and it’s not a Premier Cru it’s a Grand Cru and I’m just going “What?” I’d have no idea what had just been said to me – obviously a steep learning curve! You learn very quickly otherwise you don’t have a job. I guess it’s like anything; riding a unicycle, juggling, art appreciation, the more you do something the better you become at it.

It took two or three years to become a sommelier. I didn’t do any exams. I liked the fact that you didn’t have to sit in a classroom and listen to someone droning on about wine because I wouldn’t have been able to learn like that. If you’re learning in a restaurant and actually tasting the wines by the glass each time then your knowledge just goes up and up.

Next, I worked for Angela Hartnett at the Connaught and she was really cool. Then an opportunity came up when Marcus Wareing was at the Savoy Grill, and that was my first head sommelier position. Next I worked at St Alban, sister restaurant to the Wolseley at the time, with Chris Corbin and Jeremy King. It was an interesting restaurant and a complete eye opener and change of tack compared to the Michelin-starred nature of my job before. Then I went to work at Clos Maggiore in Covent Garden which has the fourth or fifth biggest wine list in London. Then I was approached by Stuart Gillespie as they were opening up the Savoy Grill. I did that for a year and then this came up and I’m massively excited. Like a bartender, you learn your own style as a sommelier. I’m very relaxed and easy going and I speak normally in very plain language about wine, rather than the flowery “wine speak” a lot of people have. I think that’s what makes the way I teach about wine much more accessible – because it’s not terrifying, you’re not talking herbaceousness or descriptions about wine that just make people go ‘whaaa...?’ Tell me what the wine tastes like! If you start doing a powerpoint presentation on wine, everyone’s asleep within five minutes.

“Wine just excites me all the time”

Now my job is about all sorts of things as each site is so different. If you look at Pizza East compared to Cecconi’s, compared to Soho House, compared to Shoreditch House or High Road House in Chiswick, they’re all completely different so you really have to be site specific. There’s food and wine matching, being in the restaurant, talking to the staff, generally being around as a point of contact so that people can come to me. I’ll be liaising with each GM, with each bartender or bar manager about how we can create the best wine selection for them and for their guests, working with them and the staff about how we can do the best training for each venue and how they can get the best out of me. We’ll be doing more guest events as well – some really quirky, new events, hopefully one every month or six weeks in each venue.

Wine just excites me all the time. It’s always seen to be a bit of a stuffy subject and you always imagine gentlemen with beards and tweed jackets being all la-di-da. I don’t think it’s like that. It should be approachable and normal – it should be accessible to all and essentially that’s what I’ve always been about.

The New Year is going to be a completely new dawn and we’re going to really approach our wine selection and wine list completely differently. 2012 is our drinks year. It’s our boozy year, so let’s talk about wine, let’s talk about cocktails and let’s really get stuck in.

Next Issue Christopher Begins a New Regular Wine column. Here’s a Taster for Now

Christopher Cooper – what’s on in 2012

The wishful thinkers among us may be determinedly sticking to their New Year regimes of detox and healthy living in the vain hope of eternally committing to a more youthful and fresher them. But for those hoping for support – be disappointed: the coming year you’ll be under the growing pressure of our refreshed and renewed wine and drinks offerings. Repolished and revamped we’ll be, with an attention to detail in quality and price. The wine lists and staff at your favourite places are hungrier than ever to deliver you great wines. We’ll be fighting your corner for what you really want... a decent glass of grog.

Revised also will be the wine club but in a more exciting guise: the events team and I will be putting our creative thinking caps on (we are most inspired during the hazy of festive frivolity and holiday indulgences) and coming up with amazing and heady themes... watch this space everyone (and the infinite space that is our online presence).

The road is a long one and the journey is fraught with confusion and flannel, but I’m here now to create clarity and passion in every bar, restaurant, guest house and townhouse in your area.

Cheers all to a prosperous 2012

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At this time of year it’s great to be able to rustle up some storming drinks at home. Whether it’s for 50 friends, or pre-dinner drinks for four people, hand-made cocktails are always impressive. However, few of us have the right kit in our cupboards and no-one wants to spend a packet on ingredients for one night only. Here, House Tonic’s mixing experts, creative bar director Chris Ojeda and Bacardi category trainer, Ben Carlotto share their top tips for great drinks, whatever the occasion. Below, some of Soho House Group’s best bartenders share their tricks of the trade too.
**Bartenders’ favourite kitchen cocktails**

**Chris Ojeda’s perfect punch**

Punches are great for events or small parties where you don’t want to mix a cocktail.

**The Garrick Club Punch**

3 lemons peeled (this is for the oleo saccharum)  
6 barspoons of caster sugar  
120ml / 8 oz Luxardo Maraschino liqueur  
750ml / 1 liter (US) bottle Bombay Sapphire gin  
180ml / 12oz freshly squeezed lemon juice  
120ml / 8oz simple syrup (to taste)  
180ml / 12oz Brut Champagne  
large ice block  
Nutmeg lightly dusted over top

Muddle the lemon peels with the sugar to create the oleo saccharum that will give its punch its life. Pour over the lemon peels and muddle the peels and sugar together until the sugar turns clear. Muddle the sugar and peels turn into oil and there’s no trace of the sugar. Measure and combine all the liquids (except the champagne and ice) over the peels and stir. Let sit for at least 30 min (still without the ice and champagne). Strain out the peels and pour into a punch bowl and add the ice block. Pour the champagne into the bowl and dust with freshly grated nutmeg. Serve in teacups garnished with nutmeg.

**Motty’s Aussie Christmas Punch**

I’ve just spent six years in Australia and loved every minute of it. For the past few years a seafood platter has been Christmas dinner and my contribution was a fruity Christmas punch to aid in the jollies of the day.

- 2 navel oranges  
- 1 punnet strawberries and 1 of raspberries  
- 2 lemons  
- 2 Granny Smith apples  
- 2 x 750ml bottles fruity medium bodied red wine  
- 1 x 300ml bottle of Cointreau VS  
- 1x litre bottle of lemonade  
- 250g caster sugar  
- large ice block  
- Nutmeg

Cut the oranges into quarters and carefully slice off the flesh leaving the skin with the pith on intact. For a skilled bartender who makes 37 Old Fashioneds, the next day remove from the fridge and stir well - maybe have a cheeky taste to see how it’s coming along. For Motty, who’s coming for Christmas dinner then add some more lemonade! Not the classiest but it must be able to take the heat! 50s. 2oz of Dark Rum and 1oz 1/3oz of Sugar Syrup Add 3 Coves and a Cinnamon Stick, Top up with Boiling Water. Add 2 Teaspoons of Unsalted Butter and grate some Nutmeg on top.

**A FEW EASY WINTER COCKTAILS BY SABINA WESTFALL, SOMO HOUSE BERLIN**

**BRANDY WINTER COCKTAIL**

4-6 SLICES OF FRESH GINGER MUDDLED WITH 4 SLICES OF LEMON, 10ML HONEY AND 50ML  
2oz BRANDY, CHURN IN AN OLD FASHIONED GLASS AND TOP WITH CRUSHED ICE.

**BRANDY BLAZER**

50% 2oz of COGNAC, ONE SUGAR CUBE, AN ORANGE TWIST AND A LEMON TWIST, FLAMBE THE MIXTURE, STIR WELL, WITH LONG SPOON, EXTINGUISH THE FLAME AND STRAIN INTO A SHINER GLASS.

**HOT BUTTERED RUM**

THIS IS A WARMING WINTER DRINK, ADD INTO AN IRISH COFFEE GLASS (OR ANYTHING SIMILAR, BUT IT MUST BE ABLE TO TAKE THE HEAT) 50s. 2oz of DARK RUM AND 10s  
1/3oz of Sugar Syrup Add 3 Coves and a Cinnamon Stick, Top up with Boiling Water. Add 2 Teaspoons of Unsalted Butter and grate some Nutmeg on top.

**HOUSE DAQUIRI**

2 BARSPONS OF WHITE RUM  
25s. 1/3 LIME JUICE  
HALF SHELL USED LIME  
50s. 2oz BACARDI RUM  
METHOD: ADD INGREDIENTS INTO SHAKER, SHAKER SEVERAL TIMES AND ADD THE RUM AND ICE, SHAKE AND STRAIN.

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**Top Tips**

Use empty red wine bottles to store syrups. If you have a two-sink kitchen, line one of the sinks with plastic or a clean trash bag and you now have an ice well and dump sink. Use a coffee filter as a strainer and stir multiple cocktails in vases.

*(Chris Hudnall in Miami)*

Use a rolling pin to muddle ingredients and a potato peeler for zesting citrus fruits.

If you don’t have enough glasses, serve the drinks in jam or mason jars – just stick a straw in them. Go through your cupboards to find great ingredients you already own. Orange marmalade goes with whisky, lime marmalade is rum’s domaine. Blueberry jam is delicious with gin.

If you’re using fresh berries there’s no need to muddle them, the ice will break down the fruit when you shake.

Think about achieving a balance between bitter and sweet or tart and sweet, and use your breakfast honey as a sweetener. Try brewing some tea, and mixing it with honey and vodka or gin for a long iced tea-style drink.

Use spices like cinnamon, nutmeg or cloves in warm drinks. Add them to a pan of red wine, citrus zests and rum and warm - but don’t let it boil. Alcohol begins to evaporate at 78.3°C / 172.9°F. Then it can sit in the pan all evening, keeping warm and ready to be served.

We’ve seen bartenders buy a cheap kettle just for the evening and use that to warm up juices. Go for warm cranberry with gin and orange, or warm pomegranate juice.

Make flavoured sugars a couple of weeks before your event. Just add citrus zests or vanilla pods to a jar of sugar and let them stand.

Try homemade lomincello. Make a 50/50 blend of sugar and a strong clear spirit (70% proof or 50% ABV). Add lemon zest and allow to stand for a week or two. Before serving dilute it with about 20% water, to bring the ABV back down.

Make your own gomme sugar syrup by heating a 1:1 mix of sugar and water to 60°C / 140°F. Then flavour it using fruit skins rather than flesh, as that’s where most of the flavour lies. Try
**Cocktails in your kitchen**

Making passionfruit gomme by adding passionfruit skins. If you want peach or nectarine gomme then use the stones instead of the skin.

To make ginger gomme, slice ginger really thinly and warm slowly on the hob until the flesh crystallises and goes clear. Strain syrups using a coffee filter paper and keep in the fridge. Turn your gomme into an invert sugar syrup by adding a bit of lime juice – this will actually make it sweeter.

Any juice that doesn’t have pulp in it can also be reduced to a syrup on your hob, like apple, pomegranate or white grape juice. White cranberry is really great – you can create clear drinks that are really fruity with a white cranberry syrup.

**Squeeze some lemon and lime before the party starts. Mix it with sugar and water and you’ve got a basis for lemonade or Daiquiris, or mix it with vodka or gin.**

**Make up an alcohol-free mix and let people add the booze themselves, to their taste. This works well if you’re having people over for brunch and want to serve Bloody Marys.**

Get your hands on a soda siphon. You can make five serves at a time – just whack in the ingredients and fizz it up, and you’ll have fizz straight away.

And finally: don’t offer too many options. If you want to have a full bar at your party... hire a bartender!

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**House tonics to try at home**

**Eastern Standard**

- 3 Cucumber Slices
- 3 Mint Leaves, Hand Clapped
- 20 ml (3/4 oz) Sugar Syrup (1:1)
- 25 ml (1 oz) Fresh Lime Juice
- 10 ml (2 oz) Grey Goose Vodka or Gin

**Method:** Add cucumber, mint and wet ingredients to shaker with ice. Strain into a cocktail glass. Garnish with a slice of cucumber rubbed on the rim of the glass and placed in the cocktail.

**Chris Ojeda’s Applejack Toddy**

- 75 ml (2 1/2 oz) Applejack Bonded or Calvados
- 85 ml (3 oz) Of hot water
- 1/2 oz Mulled Spice Syrup
- A slice of a baked apple
- Lemon peel (expressed in the drink)
- Star Anise
- Grated Nutmeg

**For the mulled spice syrup:** Make simple syrup (1 sugar and water) and let the spices steep like you would a tea over a low heat, turn off heat and let them steep for 30 minutes. After the first week you’ll only need to stir it once a week for a minimum of 6 weeks. I like to add the zest of an orange for the last week but hey, each to their own! After 6-8 weeks you can then strain all the bits you don’t need or want and you’ll be left with a sweet, deep purple, viscous sloe gin! I feel it’s best served over ice with an orange zest.

**Home-made sloe gin**

Prick holes in 450g of sloe berries and place them inside a large Kilner jar. Add 225g of caster sugar and one litre of gin. Stir the mixture for a few minutes and seal the jar making sure it’s airtight, then place in a cool, dark cupboard. You’ll need to stir this every other day for the first week, always returning it to the cool cupboard. After the first week you’ll only need to stir it once a week for a minimum of 6 weeks. I like to add the zest of an orange for the last week but hey, each to their own! After 6-8 weeks you can then strain out all the bits you don’t need or want and you’ll be left with a sweet, deep purple, viscous sloe gin! I feel it’s best served over ice with an orange zest.

**Jamie Lehane, head bartender, Electric House**

**Watermelon Martini**

The Watermelon Martini is, bizarrely, loathed by bartenders and I have no idea why. It’s absolutely ideal for a home-made cocktail and is very much of the Brian Clough school of thought: keep it as simple as possible.

**Method:**

Buy a watermelon. Buy a bottle of (decent) vodka. Go home. When you get home cut the watermelon up and keep all the flesh. You’ll find the flesh is very wet – this is good. Save a quarter to slice some garnishes for the drink. Get a glass, throw some watermelon flesh in it, perhaps muddle it, add as much vodka as you want and shake with ice. The watermelon is sweet enough that it needs nothing else. The flesh breaks down beautifully and there is enough water in the fruit to give the drink volume from the shake. This is by far the best and most simple drink one can make at home. I have taught our guests about it and they’ve loved it.

**(Jamie Lehane, head bartender, Electric House)**

**Home-made sloe gin**

This is the perfect time of year for making your own booze at home and one I can’t get enough of myself is sloe gin. Yes it’s a bit of a slow process but it’s well worth it and it takes no effort at all and you don’t need an expensive copper still to produce it... just a Kilner jar!

Prick holes in 450g of sloe berries and place them inside a large Kilner jar. Add 225g of caster sugar and one litre of gin. Stir the mixture for a few minutes and seal the jar making sure it’s airtight, then place in a cool, dark cupboard. You’ll need to stir this every other day for the first week, always returning it to the cool cupboard. After the first week you’ll only need to stir it once a week for a minimum of 6 weeks. I like to add the zest of an orange for the last week but hey, each to their own! After 6-8 weeks you can then strain out all the bits you don’t need or want and you’ll be left with a sweet, deep purple, viscous sloe gin! I feel it’s best served over ice with an orange zest.

**(Jay Newell, bar manager, Cafe Boheme)**

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**House tonics to try at home**

**Eastern Standard**

- 3 Cucumber Slices
- 3 Mint Leaves, Hand Clapped
- 20 ml (3/4 oz) Sugar Syrup (1:1)
- 25 ml (1 oz) Fresh Lime Juice
- 10 ml (2 oz) Grey Goose Vodka or Gin

**Method:** Add cucumber, mint and wet ingredients to shaker with ice. Strain into a cocktail glass. Garnish with a slice of cucumber rubbed on the rim of the glass and placed in the cocktail.

**Chris Ojeda’s Applejack Toddy**

- 75 ml (2 1/2 oz) Applejack Bonded or Calvados
- 85 ml (3 oz) Of hot water
- 1/2 oz Mulled Spice Syrup
- A slice of a baked apple
- Lemon peel (expressed in the drink)
- Star Anise
- Grated Nutmeg

**For the mulled spice syrup:** Make simple syrup (1 sugar and water) and let the spices steep like you would a tea over a low heat, turn off heat and let them steep for 30 minutes. After the first week you’ll only need to stir it once a week for a minimum of 6 weeks. I like to add the zest of an orange for the last week but hey, each to their own! After 6-8 weeks you can then strain out all the bits you don’t need or want and you’ll be left with a sweet, deep purple, viscous sloe gin! I feel it’s best served over ice with an orange zest.

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**(Jay Newell, bar manager, Cafe Boheme)**
Redchurch Brewery

A visit for Shoreditch House staff to learn about their new range of local ales.

Take a left off Bethnal Green Road in London, cut through a concrete 1960s housing estate, across a car park and down an alley, and you might just find yourself at the front door of the Redchurch Brewery. You could walk right past its railway arch without ever knowing what goes on inside, but that would be a mistake, because this tiny brewery is knocking out an excellent selection of ales. Fortunately, though, if you don’t fancy a trek through this particular urban jungle, Shoreditch House is about to start serving them.

Over the last month, bars manager Nathan Dixon-Jones has arranged a series of visits for his teams. At just 15 minutes walk from Shoreditch House, the ales are properly local products and have all been designed to go with food – “Not many of them are session beers,” says head brewer and founder Gary Ward. They all have properly local names too: Shoreditch Blonde, Bethnal Pale Ale, Hackney Gold and Hoxton Stout.

During the visits, Gary went through the whole production process. From starting off with a 2,000 litre tank, water and a quarter tonne of grain (which could contain a mix of malts like chocolate, dark or pale malts, depending on what he’s making) to his ingenious para-flow heat exchanger which efficiently recaptures energy lost when the hot beer is cooled up to 70°C in a few seconds. He also showed off his fermentation tanks which hold 3,600 bottles of beer.

His beers are all bottle conditioned, meaning they aren’t filtered and false carbonated like a lot of beers, but are left to go fizzy and for the flavours to develop within the sealed bottles. “Triple cold-filtered beer is a funny thing,” says Gary. “It just means you lose all the flavour.” After sampling a few (all in the name of research), we can report that there’s certainly no lack of flavour in the Redchurch range. Grab a bottle as soon as you can.

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"Most beers are bottle conditioned, meaning they're filtered and false carbonated. Not ours"
At Sunday brunchtime, Soho House is all about the Bloody Mary trolley.

“The Sweet & Salty Mary is a great one for people who want something less traditional,” says Chris. “And as it’s made with fresh cherry tomatoes rather than tomato juice, you get a fresher flavour, almost like a tomato water. But you still get great flavours coming through from the chilli, sea salt and coriander. Then with the 1950s version you get a sweeter drink, with a different kind of acidity added to it by the port. The Hair of the Dog is perfect for a hungover Sunday, and with the spice, celery salt and Dijon mustard, it gives you a real kick in the morning!”

Grey Goose was the obvious vodka to use to make a perfect Bloody Mary. “Our philosophy is to use the best ingredients, and Grey Goose is simply one of the best vodkas available. We created these recipes with the team at Grey Goose so we know they really work.”

SOHO HOUSE CLASSIC BLOODY MARY
120ml 8oz TOMATO JUICE
20ml 3/4oz LEMON JUICE
40ml 1 1/3oz WORCESTERSHIRE SAUCE
1/4 TEASPOON TABASCO SAUCE
2 TURNS OF A PEPPER GRINDER
1 PINCH OF MALDON SEA SALT
50ml 2oz GREY GOOSE VODKA

METHOD:
BUILD COCKTAIL IN SMALL CHEATER TIN AND ICE AND ROLL BACK AND FORTH BETWEEN ANOTHER TIN THREE TIMES. STRAIN INTO ICE FILLED COLLINS GLASS. GARNISH WITH LONG, THIN CELERY, TWO OLIVES, AND A LEMON SLICE.

HAIR OF THE DOG
50ml 2oz GREY GOOSE VODKA
50ml 2oz TOMATO JUICE
5ml 1/6oz DIJON MUSTARD
1 PINCH MALDON SEA SALT
4 GRINDS OF FRESH GROUND PEPPER
30ml 1oz WORCESTERSHIRE SAUCE
4 DASHES OF TABASCO
1/2 FRESH GROUND HORSERADISH
3/4 TEASPOON CELERY SALT

METHOD:
BUILD IN A SMALL CHEATER TIN AND ROLL BACK AND FORTH IN ANOTHER TIN THREE TIMES. SERVE IN A COLLINS GLASS AND GARNISH WITH ONE CHERRY TOMATO STABBED WITH A BAMBOO PICK AND CELERY SALT HALF RIM, SERVE IN A ROCKS GLASS.

SWEET & SALTY MARY
50ml 2oz GREY GOOSE VODKA
4 SWEET CHERRY TOMATOES
5ml 1/6oz TABASCO
6-8 CORIANDER (CILANTRO) LEAVES
2 PINCHES OF MALDON SEA SALT
1/2 FRESHNO CHILE PEPPER
1/2 FRESHLY GRATED HORSE Radish
3/4 TEASPOON CELERY SALT

METHOD:
MUDDLE CHERRY TOMATOES AND PEPPER. HANDCLAP CORIANDER AND ADD REST OF INGREDIENTS. SHAKE AND FINE STRAIN. GARNISH WITH ONE CHERRY TOMATO STABBED WITH A BAMBOO PICK AND CELERY SALT HALF RIM, SERVE IN A ROCKS GLASS.

1950’S BLOODY MARY
50ml 2oz GREY GOOSE VODKA
50ml 2oz TOMATO JUICE
5ml 1/6oz TABASCO
20ml 3/4oz WORCESTERSHIRE SAUCE
10ml 1/3oz 10 YR OLD TAWNY PORT

METHOD:
BUILD IN CHEATER TIN AND FILL WITH ICE AND ROLL BACK AND FORTH INTO ANOTHER TIN THREE TIMES. SERVE IN A COLLINS GLASS AND ON A SMALL PLATE WITH GARNISHES ON THE SIDE (CELERY STICK, BLUE CHEESE STUFFED OLIVE AND BANANA PEPPER).

HARVESTED IN 1970
World’s Best Tasting Vodka
Members’ Favourite Drinks

Which cocktails have sold best around the world over the last year? The bartenders spill the beans...

Dean Street Townhouse

James Sandrini: For Dean Street Townhouse it’s got to be a Martini. Soho is Martini town. Don’t do it right and the sneers will be etched across faces, the grumblings loud and, eventually, the venue empty. We think we do OK and, presumably as a result, we shift quite a few. We make them up, down, naked, dry, wet, dirty, Franklin, Gibson, Bradford, Vesper, 15:1, 7:1, 11 but never in and out.

This version is a popular choice here: jugs of Tanqueray gin and a healthy splash of Lillet Blanc, stirred and served up when ice cold with a couple of cocktail onions. Just ask for a Gibson and we’ll know what you want, even if you don’t.

Electric House

Tom Kerr: The Clover Club has been one of our best sellers since we introduced it. It’s a classic cocktail that dates back to around the late 1880s with a balance of sweet and sour, great botanical notes from the gin and a smooth silky texture from the egg white which I have found members really enjoy. When one is ordered usually another one is ordered right after. Overall this drink is simply delicious and one of my all-time favourites.

Soho House Berlin

Bettina Petersen: Our absolute bestseller is the Soho Mule, closely followed by a classic Moscow Mule (for those who have not discovered our fab Soho Mule...). Then it’s the Mojito and our House Tonic classic, the Eastern Standard.

Hoxton Grill

James Mitchell: One of our top sellers is a Martini called a Great Eastern Spice. It’s a combination of vanilla, elderflower cordial, lime juice and fresh chilli. The drink is not a Hoxton Grill original, I think the idea came from one of Tony Conigliaro’s bars. The name, which we altered to suit, comes from the street address of the Hoxton grill. I think people like it for its simplicity; it’s a crisp drink with a warming, spicy finish that is easy to make and it’s not full of complicated ingredients.

Soho Beach House Miami

Chris Hudall: We have three bestsellers: the Azucar de la Sandia, the Coco Napoleon and the Picante Agave. All three fly off the bars.

High Road House

Paul Mott: Our bestseller is the Mojito. It’s long and refreshing and is easy to drink for both guys and girls. We jazz it up using other fruits such as raspberries, strawberries, apple and ginger, vanilla, and that way it’s a winner all year round.

Shoreditch House

Nathan Dixon Jones: The Elderflower Smash, made with Grey Goose Le Citron, St Germain, mint and elderflower has been the number one seller during and since the summer.

Ceconi’s Miami

Rick Nani: I would have to say it is a toss up between the Eastern Standard and the Picante de la Casa. Although they are completely different they both mesh well with our style: a light fresh breeze in our outdoor dining area begs for the Eastern Standard while our Miami Latin flavour screams for the Picante de la Casa!

Soho House West Hollywood

Vincent LaRusso: The Moscow Mule is definitely our number one. Oprah Winfrey even mentioned it on her show. It is our version (using fresh pressed ginger to make the ginger beer) of a Hollywood classic.
Three weeks in New York

David Andrews had only been working for Soho House Group for three months when he got the call asking him if he was able to go to Soho House New York. He spent three weeks helping to re-launch the SHNY Sixth Floor bar. This is his diary. Overleaf, we hear from New York’s new bar manager Juan Sevilla.

David Andrews

The first I heard of the refurbishment in New York was a phone call from Neil Walkington, my general manager at the Electric. The phone call was a shock to me really – it was the first time my general manager had tried to phone me since I was offered the job. As though I was back in school, I felt like the only reason he would phone me would be a bad reason. Obviously it was quite the opposite: I was being offered the chance to spend three weeks in New York helping with the relaunch of the sixth floor club.

Shock was my first reaction but it was followed (surprisingly) by a feeling of dread: I was supposed to be going on holiday with my partner – a holiday she had paid for – during the time they wanted me to go to New York. Thankfully she agreed that it was too good an opportunity for me to pass up. The phone call was on the Friday and only a week later five people I had never met and I were on the plane, flying to New York.

I’d never been to New York so I didn’t really know what to expect, but even so everything was very different from what I’d anticipated.

The set-up of the bar was exactly the same as the Electric. Everything from the products in the speed rails – although in America they run with one litre bottles – to the garnish holders on a removable plate above the ice wells. The only difference was the size; they had been supersized for the American market.

I was joined by Matt Slopper from London’s Shoreditch House bartop, amazing lampshades and the same cut glass that we bartenders in London love so much. However the menus were different, the style of drinks were different, and, most of all, the customers’ likes and dislikes were different.

“I’d never been to New York so I didn’t really know what to expect, but even so everything was very different from what I’d anticipated”
and by Pi from Hoxton Grill too. We teamed up with a brilliant bartender from Soho Beach House Miami called Brian and two bartenders from L&A, Adrian and Elizabetta. It was amazing to see how the passion that we bartenders from London had was matched by the passion of the American bartenders, especially Brian, who enjoyed being there as much as we did.

Without a doubt the best thing about being in New York was learning the way that things were done in America from all sorts of different people. The House Tonic programme sets amazing guidelines for the bartenders for the majority of drinks, however it was interesting to see how some things differed from London. For instance, as Pi fired out the most incredible coffees with beautiful flowers on them, the Americans could only stand back and listen. Being Scottish I was able to teach everyone about the different whiskys on offer on the bar: “it’s OBAN not ObaaaaN”. Overall it was great to see that even though we were in a different country the majority of things were being done the House Tonic way. Don’t get me wrong - there was plenty for the Americans to learn from us but I can say for certain that I learnt a lot too...

A milk jug is called a creamer

Whisky does not mean whisky it means bourbon

Herbs are called ‘herbs. Don’t try and ask for herbs because your lovely bar back will not understand what you are asking for.

Most people in America have no idea whatsoever what I am saying 99% of the time.

Limos are cheaper than taxis.

Juan Sevilla

And now it’s all finished... Juan’s relaunched and revamped lists are inspired by the city he lives in. If you find yourself nearby, you should definitely check out the refurbed sixth floor bar and pantry. A lot of blood, sweat, tears and tastings went into giving them the perfect set up - as much for bartenders as for guests!

“In a city surrounded by so many great cocktail bars,” says Juan, “it’s great that Soho House NYC showcases cocktails that were born here. When I first began to learn about cocktails I learned that the resurgence of classic style cocktails made taking a culinary approach in this country was spearheaded right here in New York City. Here are three of my favourites:

**Hemingway’s Old Cuban**

Rhum Agricole, mint, lime, grapefruit, maraschino, angostura bitters, champagne

This cocktail was created by Felix Perez from Soho House New York. Felix is a New York native and his creation was inspired by two cocktails, the classic Hemingway Daiquiri and Pegu Club’s Audrey Saunders.

**Penicillin**

Blended Scotch, lemon, ginger syrup, honey, Islay scotch spritz

This cocktail was created by Sammy Ross of Milk & Honey. I first tried it a few years ago at Varnish, one of my favourite bars in LA. Since then, I’ve seen it pop up on cocktail menus all over Los Angeles. I think it works brilliantly on our menu this time of year in NYC. The ginger-honey blending with the scotch really warms you up and it has just enough smoke on the nose.

Want to work with us? Email housetonic@sohohouse.com or telephone +44 (0) 20 7851 2569 or see www.sohohouse.com/housetonic
Rising Stars of the Bars

Every issue, we like to reward the rising stars and unsung heroes behind Soho House Group’s bars around the world. Here are the stars of Winter 2011.

Armani Ramos, barman, nominated by SBH bars manager Chris Hudnall
“Armani started with Soho Beach House as a barback and got promoted to a barman position six months after opening. He has really showed a strong interest in exploring creative ideas for handcrafted cocktails. He’s a fresh, young, bright face behind the bar and SBH is lucky to have him on board.”

Gintarus Kazlauskas, barback, nominated by Shoreditch House bars manager Nathan Dixon-Jones,
“Gintarus started with us here at SDH in September 2010 and is the most hard-working barback I’ve ever seen. He’s the bar back every bartender wants backing them, and who other barbacks look up to. He just doesn’t stop – a real machine behind any bar!”

Chris Martinez, senior bartender, nominated by Nathan Dixon-Jones,
“Chris has a solid knowledge and a real passion and has proved himself to be a Formula One bartender knocking out drinks with exceptional pace. His flair was recently displayed when he competed in the London Regional Bacardi Legacy finals – sparring against the world’s best bartenders.”

Victor Mora, AM Juicer/barback at Soho House West Hollywood, nominated by creative bar director Chris Ojeda
“Probably one of the most important people in the success of our fresh juice and homemade syrup programme. Victor is in charge of all our juicing. Victor is also the hardest working person on the property and always has a smile on his face.”

Mia Mastroianni, bartender, nominated by Chris Ojeda
“Mia has been with us since we opened West Hollywood and has been nothing short of amazing. She helped Miami when they opened and I believe they tried to convince her to stay. Mia is also able to stir with both hands, a trick she picked up while training for the competition Speed Rack LA to benefit breast cancer care.”

Christine Joaquin, bartender, nominated by Chris Ojeda
“Christine has such a presence about her. I knew she would be a perfect fit here. Christine was one of the stars who worked at the Toronto Film Festival and Canada had the pleasure of seeing exactly what Christine could do from behind the bar. We have really high hopes for her continuance with Soho House.”

Mariam ‘Sony’ Kauzlarkova, bartender, nominated by Tom Kerr
“Sony prides herself on coming to work and working 100% without fail and will always be the first on a training session or going that extra step to learn more. Sony has one of the best attitudes I have seen for a long time and her consistency with drinks is amazing.”

Felix Perez, bartender, nominated by bars manager Soho House New York Juan Sevilla
“Felix is always looking to the next cocktail. He’s constantly working on new ones and entering competitions; he was a finalist in the Pisco Porton competition. He likes to get very culinary and has a great passion for the craft. He is not the kind of guy that just clocks in and out.”

Alessandro Cattaneo, bartender, Electric House, nominated by Electric House bars manager Tom Kerr
“Alessandro is a top performer who came through the successful Master Glass recruitment programme. I only had to see him make one drink to know he was perfect for the Electric. Alessandro’s love for the industry shows through in his passion for drinks and his knowledge of spirits.”

If you’d like to join one of our bar teams in Europe or the United States then please get in touch: email housetonic@sohohouse.com, visit sohohouse.com/housetonic or call Gareth Jones on +44 (0) 20 7581 2569. We’d love to hear from you!

With sites in London, Somerset, Miami, Los Angeles, New York and Berlin, plus more on the way around the world, the Soho House Group is always on the look out for exceptional staff. We offer high quality training, excellent support, and you might even get the chance to work in venues overseas. We want to help you develop a great career in drinks.

PHOTOGRAPHY: ARTHUR WOODCROFT

FANCY WORKING IN OUR BARS?