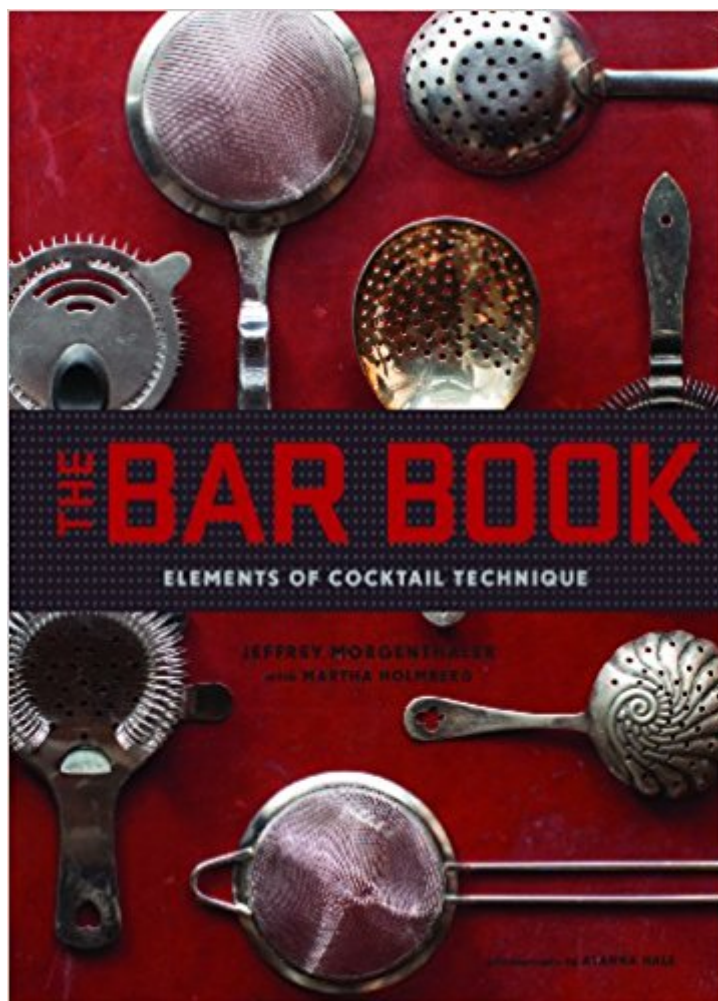


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# The Bar Book: Elements Of Cocktail Technique



## Synopsis

Written by renowned bartender and cocktail blogger Jeffrey Morgenthaler, *The Bar Book* is the only technique-driven cocktail handbook out there. This indispensable guide breaks down bartending into essential techniques, and then applies them to building the best drinks. More than 60 recipes illustrate the concepts explored in the text, ranging from juicing, garnishing, carbonating, stirring, and shaking to choosing the correct ice for proper chilling and dilution of a drink. With how-to photography to provide inspiration and guidance, this book breaks new ground for the home cocktail enthusiast.

## Book Information

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## Customer Reviews

"...my favorite drinks book of the year is *The Bar Book: Elements of Cocktail Technique*. Mr. Morgenthaler, a well-regarded Portland, Ore.-based bartender and blogger, notes that a great cocktail requires a combination of three elements: recipe, ingredient and technique. He admits that the first two have been well-plumbed in existing books, then lasers in on the third. Just learning how to make his ingenious but simple "MacGyver Centrifuge" with cheesecloth and a salad spinner to filter fruit juices is nearly worth the cover price." - Wayne Curtis, *The Wall Street Journal*"Jeffrey Morgenthaler is our kind of guy; an obsessive practitioner of lost arts and an inventor in his own right." - from *Playboy*"An accessible but sophisticated primer that could render the rest of the cocktail library obsolete." - *Library Journal*

Jeffrey Morgenthaler is an award-winning bartender and blogger who manages the bar at Clyde

Common in Portland, Oregon. Martha Holmberg is the author of *Modern Sauces* and *CrÃfÂpes*.

There's "Setting the Table" by Danny Meyer, to learn about being truly hospitable. There's "The Fine Art of Mixing Drinks" by David Embury, to learn about the theory and practise of mixology. And now there is "Bar Book" by Jeffrey Morgenthaler\*. I've trained about 60,000 bartenders in 60-odd (sometimes very odd) countries in the last 15 years. I've founded Europe's largest bar school as well as an award-winning craft cocktail bar, and if I could go back in time I would give Jeffrey's book to each and every student I've ever had. As it is, I will give it to every student I have from now on. Jeffrey's research, insight and experience have resulted in a book that will shave years off the time needed to master drink making, leaving more time for professionals to concentrate on creativity and hospitality, and for interested Cocktailians\*\* to concentrate on seducing your neighbours' wives (and husbands) at the excellent cocktail parties you will henceforth be able to effortlessly throw. This is where you click "buy now". Now! \* Disclosure: Jeffrey is a friend and contemporary of mine, but such a cheap, thoughtless bastard that not only did he not think to offer me a financial inducement in return for a positive review, I even had to buy my own copy of this annoyingly excellent book. \*\* Cocktailian = cocktail equivalent of a foodie.

Really interesting to hear the ins and outs of bartending from a pro. Lots of great recipes and procedures to make syrups, compound syrups, infusions, tinctures etc etc. Required reading if you want to get a job tending a bar but very helpful for anyone that wants raise the level of their home/party giving skills.

Very informative in that he not only explains how things are done, but also, why. Even if you just like an occasional quality cocktail or you're a home enthusiast this book will expand the scope of your understanding & knowledge into the mysteries of mixology. To use an analogy he goes from the fundamental of how to boil water into how to prepare a 5 star meal. Great read.

My husband is getting into craft cocktail making as a hobby. This book discusses the technique, tools, and products best used to make a quality cocktail, not just recipes. It has some recipes but isn't all inclusive. He got it for Christmas and has enjoyed reading, learning, and making us some delicious libations. So much better than a generic "how to" book.

This book is unlike any other bar book I own. Talk about going into really great detail on things we

take for granted (e.g. best ways to juice a lemon, best drinkware to heighten cocktail's aroma/flavor). If you're a "dinner party bartender", you'll love this book. I have a great bar down in my basement and I've been buying expensive alcohol only to \*ruin\* them by not respecting the tools, glasses & garnishes with which we take a good drink and make it a great drink.

I bought this book as a gift for my husband who absolutely LOVES it. Please pay attention to the fact that this is not a recipe book, but rather a book on cocktail finesse. For my husband, who had regaled me a few weeks ago with an entire article he had read online on different kinds of ice and how they make a difference in a cocktail, this book was perfect. There's even a chapter on ice for him. Beautiful pictures, easy-to-read and comprehend writing. And for me, it is one pretty book that will look great displayed on the home bar. ;-)

I think this is the best bar book in the market. Buy this and you do not need any bartender school:)

I've been following Morgenthaler on-line for years. When I saw he had written a book, I bought it without hesitation. This is NOT a book full of recipes (although there are a few). It's more about how and why. If you are a professional Bartender or just want to know more about Bartending technique/history, this is a must have. I own many books on Bartending, but this one is, by far, my most valuable. It is full of "how to" information and Morgenthaler's insights are unique and genuine. Buy the book!

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