



As Seen In  
Mountain of crushed ice  
August 2012

## Tales 2012 – Curacao – The ultimate guide to the world’s favorite liqueur flavor



Who doesn't like curacao? and who doesn't use it? – but WHO has seen it being distilled live on stage? and been able to try it out after? – well...all the attendees of this seminar did..

“From the Bare Bellybutton Liqueur of 1500s Amsterdam to the very first orange liqueurs on Curacao, and from the Martinez to the Mai Tai to the Cosmopolitan, award-winning writer

and raconteur David Wondrich spars with Amsterdam resident, researcher and presenter Philip Duff and the Cognac-based artisanal distiller Alexandre Gabriel to reveal the real history of every bar's most important cocktail liqueur flavour – curacao.

SWOON! As Philip Duff lets you sample pre-liqueur liqueurs from 1500s Dutch recipes like the Bare Bellybutton, Kandeel and Quarter After Five! GASP! as you taste 80 and 90 year old versions of well-known orange liqueurs that have changed their flavour profiles over time!

WEEP! with joy as you get to deconstruct an authentic 1800s curacao made by Professor Wondrich himself, the closest you'll ever come to making a cocktail like Jerry Thomas did.

Well there you have it...it was a very interesting seminar indeed and the live-distilled curacao tasted very good!

**During the seminar we got to taste six different and interesting things:**



1 – Dutch occasional liqueur – it was drunk at different occasions and it tasted somewhat perfumy...

2 – A la minute Curacao – was very strong, almost made my throat crumble.

3 – Vegetal infusion – tasted aromatic

4 – Toasted aged cane sugar – sweet, dark with a THICK mouthfeel, was very sweet, deep and soothing...

5 – Standard Triple Sec – well...tasted Triple Sec..

6 – Pierre Ferrand Dry Curacao – Very balanced, not too sweet and full bodied in taste.

**SOME CITRUS AND CURACAO FACTS**



*Broken dried Laraha orange.*

# Citrus medica, reticulata and pomelo are the citrus that once started it... In tropical climates citrus fruits doesn't change color but stay green, only citrus fruits growing in temperate climates with cold winters change color.

# Citrus fruits does have so called umami and they also have medical properties.

# The first curacao was made in the Caribbean in 1802 – on the island of Curacoa – now Curacao – and was called Curacoa.

# The citrus fruit used was the Laraha orange, which when broken smells quite awesome. it wasn't eaten by anyone else but the goats.

# Curacao started to be used in cocktails around 1862.



After we tasted these we were also served three cocktails containing Ferrand's Dry Curacao:

**BRANDY CRUSTA** – Source: Julie Reiner, proprietor and beverage director at Lana Kai and Clover Club, NYC

2 oz Pierre Ferrand 1840 Original Formula Cognac, 0.5 oz Luxardo Maraschino Liqueur, 0.5 oz Pierre Ferrand Dry Curacao, 0.5 oz fresh lemon juice, Dash Angostura bitters

Rim a snifter with sugar. Shake all ingredients in a shaker with ice. Strain into the snifter filled with ice cubes. Garnish with a horse's neck of orange peel – aka the entire peel of an orange.

**THE WHITE LADY** - Source: Phillip Duff

2 oz Citadelle gin, 1 oz Pierre Ferrand Dry Curacao, 1 oz fresh lemon juice

Shake all ingredients with ice and strain into a chilled cocktail glass. Garnish with a lemon peel.

**BRANDY SHRUB** – Source: David Wondrich

Peels from 2 seville (bitter) oranges and 2 valencia (sweet) oranges, 1 cup (240ml) demerara sugar, 1 cup boiling water, 1 – 750 ml bottle Pierre Ferrand 1840 Original Formula Cognac.

In a 2 quart bowl, muddle orange peels with the sugar. Let sit for 4-5 hours. Pour boiling water into a bowl and dissolve the sugar. Add the entire bottle of Pierre Ferrand 1840 Cognac and let sit for 2 hours.

Strain out peels and put the liquid in a bottle. Store upright in a cool place for 2 weeks until the liquid have clarified considerably and can be siphoned off from the (harmless) sediment that will have settled to the bottom of the bottle.

Last thing that happened was that curacao was distilled live on stage and after that we got to taste it too...and it was good...













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## Cognac Pierre Ferrand 1840 Original Formula élu Meilleur Nouveau Produit lors des Tales Of The Cocktail



Un succès dont les frenchies peuvent être fiers, c'est le prix du Best New Product décerné à la Maison Pierre Ferrand pour son Cognac 1840 Original Formula lors de la dernière édition du salon Tales of The Cocktail à la Nouvelle-Orléans fin juillet. 17 juges internationaux ont voté.

**Pour Ann Tuennerman, co-fondatrice du festival,** « Le Cognac a toujours été un spiritueux respecté, mais avec peu de visibilité dans les cocktails modernes. En étant élu Meilleur Nouveau Produit cette année, le Pierre Ferrand 1840 a montré que le cognac est aussi capable de gagner le respect des barmen. C'est un produit qui possède à la fois les saveurs riches et sophistiquées indispensables à la dégustation, et la profondeur et la complexité nécessaires pour lui permettre de briller dans un cocktail. »

**Pour Joaquim Simo, élu Barman américain de l'année aux « Spirited Awards 2012 »,** « Le cognac est un ingrédient de cocktail historiquement important qui aurait dû se libérer de son emprisonnement dans les verres de dégustation il y a bien longtemps. Le Cognac Pierre Ferrand 1840 joue un rôle important pour les barmen, nous offrant un spiritueux délicieux à un taux d'alcool élevé, élaboré pour être utilisé à la fois dans des cocktails classiques et dans leurs déclinaisons modernes. Avec ses notes fruitées et florales, il se prête à des usages multiples, tandis que le taux plus élevé d'alcool amplifie les arômes, mettant ainsi l'accent sur le caractère traditionnel du cognac. Avec sa grande qualité, associée à un niveau de prix abordable pour un spiritueux à cocktails, on est sûr de le trouver sur les étagères des meilleurs bars du monde. »

Créé il y a un an par Alexandre Gabriel, propriétaire de Cognac Ferrand, avec l'aide de David Wondrich, historien des cocktails, le 1840 Original Formula renoue avec l'esprit de l'âge d'or des cocktails au 19ème siècle, s'assemblant dans des cocktails tels que les Crustas, Juleps et Punchs.

45% vol. Distribué en France par La Maison du Whisky.