

**The Bar Loves the Kitchen; Culinary Cocktails  
Demonstration Theater Booth 1957**

**Sunday, February 28, 2010**

**10:00 – 10:45 am**

**and**

**Monday, March 1, 2010**

**3:15 – 4:00 pm**

Shake it up with some of New York's top mixologists as they show you how to incorporate fresh fruits, vegetables and herbs into your cocktails. This session offers a hands-on opportunity to explore the pleasures of culinary cocktails and discover how adding this element to your beverage program can be cost effective and guest pleasing.

**Supported by Bluecoat Gin**



**Speakers:**

Francine Cohen – Editor in Chief, Inside F&B

Jonathan Forester – Food and Beverage Writer and Consultant

Jason Littrell – Bartender (Death & Company, Louis 649, Cain Luxe)

James Menite – Head Bartender (Porter House New York)

Heidi Merino - Culinary Expert/Mixologist (The Liquid Chef)

Junior Merino – The Liquid Chef

Douglass Miller – Lecturer, Culinary Institute of America, Hyde Park

**About Francine Cohen**



Nothing thrills Inside F&B ([www.insidefandb.com](http://www.insidefandb.com)) Editor in Chief Francine Cohen more than the opportunity to down with a chef, farmer, mixologist, purveyor, restaurateur or manufacturer and spend hours exploring the intricacies of their business.

A native Washingtonian, her passion for the world of fine food and spirits was ignited at age two, thanks to an invitation to visit the kitchen of a local chef who insisted on meeting the child who had ordered a meal of escargot, salad with gorgonzola dressing, and a napoleon.

Her interest in the industry continued through to her professional career where she worked on multiple food and beverage product accounts at various advertising agencies, put in some time in the communications department of ITT/Sheraton, and raised money and awareness for Food & Hunger Hotline as the Director of Communications before turning to a career in journalism.

Francine has been fortunate to serve as an honorary judge and taster at Saborea - Puerto Rico's premiere beachfront culinary festival, has been spotted judging the Cape May Food & Wine Festival Iron Chef competition, critiquing final projects at The French Culinary Institute, moderating beverage seminars at the Florida Restaurant Show, and is currently at work on a cookbook.

She lives in New York City with her husband of eight years where, much to the dismay of her pastry chef friends, she'd happily pass up dessert for something savory and she has never met a cheese that she didn't want to eat.

### About Jonathan Forester



Most recently Forester spent several years as partner in a small artisanal winery and built an adjoining brewery/distillery on the coast of Maine, with restaurant, event center, and culinary school. Now back home in NY, he is currently consulting to several distillery start-ups. In addition he is opening his own artisanal winery/brewery/distillery in the Catskills, with a focus on recreating 19th century style spirits; whiskey, brandy, and rum.

An avid cocktailian, he loves to research cocktail and spirits history, write and teach about it, and is a mixologist who creates his own cocktail recipes for restaurants, bars, and friends.

### About Jason Littrell



Oft referred to as the ringleader of NYC's bartender community, Jason Littrell is appreciated as much for the theme parties he throws to bring the industry together as he is for the well balanced cocktails he creates that span the decades from Prohibition-era style drinks to molecular gastronomy inspired concoctions.

Under Sasha Petraske's (*Milk & Honey, Little Branch, White Star*) tutelage Littrell developed his own signature style which is comprised of equal parts great drink and great delivery. And, as the newest member of the team at East Village cocktail Mecca *Death & Co.* ([www.deathandcompany.com](http://www.deathandcompany.com)), Littrell relishes the opportunity to troll the abundant seasonal green markets in

New York for ingredients he can incorporate into his repertoire and showcase on the house cocktail menus which get updated regularly.

Not one to be idle, Littrell has put drinks up for numerous national and international cocktail competitions, participated in the prestigious *Grand Marnier Mixology Summit*, was a Cocktail Apprentice at *Tales of the Cocktail 2009* in New Orleans, LA, consults for a select group of

brands, writes op-ed articles for various publications, and is the host of *12 Second Cocktails* for Lush Life Productions.

When not behind his own bar this voracious reader and true lover of cocktails and spirits can be found in one of the other cocktail bars in New York City, Boston, Philadelphia, Chicago, Los Angeles, and Washington DC; learning from his highly skilled and creative colleagues.

Littrell's recipes have been featured in *StarChefs.com*, *VanityFair.com*, *Time Out New York*, *The Village Voice*, and the *Associated Press*.

### **About James Menite**



Man walks into a party. Orders a Manhattan. From a six year old.

That six year old bartender was James Menite, a savvy youngster who learned at an early age to keep his aunt and grandma happy by mixing up their favorite cocktails, perfectly.

After a couple of decades keeping his relatives happy, Menite graduated to the big leagues (*aka* New York City) where he's tended bar at such notable establishments as Artisanal and Porterhouse New York. His passion for hospitality was ingrained in a young age when he stood behind the bar at family parties and it has imprinted Menite with a unique style that enables him to welcome new and returning guests to his bar and make them feel as if they are family.

Menite's drink repertoire stretches from classics like his beloved Manhattans and Sidecars, to his current springtime sipping favorite; Beefeater 24, Fee Brothers Grapefruit Bitters, and tonic. An expert in drinkology, Menite regularly reaches for (faves here) when customers look to him for drink inspiration. Guiding guests through their beverage choices, Menite takes a moment to assess their needs, offering aperitifs for those about to sit down in the dining room, fine wines for his connoisseur guests, and exquisitely crafted cocktails for those in need of stronger libations.

While Menite is fond of the classics and has customers who return for his Manhattans again and again, he prides himself on creativity and the ability to incorporate new ingredients into his cocktail menu. Exploring product viability is as exciting to Menite as keeping guests happy and he is a fierce competitor in the cocktail circuit, recently having won competitions utilizing Martin Miller's gin and Cherry Heering.

When not behind the rail at Porterhouse New York or competing to create a buzz about new cocktails, Menite is working on his television pilot that is pending at Bravo Networks.

## About Junior Merino



It is no surprise master mixologist Junior Merino The Liquid Chef has built his career on fusing exotic, unexpected flavors: He grew up in the culinary melting-pot of Central Mexico. Beginning when Junior was just 10, his food-loving parents taught him to cook with local produce ranging from indigenous cocoa beans, to pomegranates native to the Middle East, to cilantro, which has Mediterranean roots. Despite all these foods' varied origins, Junior saw that in combination, they created harmony--planting in him an early passion for culinary mestizaje or blending diverse flavors. It's a technique that's helped Junior rise quickly in his field along with his intense work ethic.

After immigrating to the United States at age 16, Junior rapidly progressed from busboy to bartender, and eventually to beverage manager at Roth's Westside Steakhouse in New York all while attending high school and studying English and graphic design. At Roth's, the wine list Junior put together--his first ever--won an award of excellence from Wine Spectator. Within months, Junior was initiated into the Court of Master Sommeliers' Guild of Sommeliers. Experiments with creating his own cocktails while at Roth's and later at The Modern spurred Junior to enter the International Bar Show's best cocktail competition in 2005--where he won first prize for his drink, "Coming Up Roses".

Since then, Junior has created signature cocktails for dozens of restaurants and bars across the world, including New York's Rayuela, Cafe Frida, 42 (located in the Ritz Carlton, White Plains, NY), Rix (located in Coronado Springs Resort, Walt Disney World, FL) and the Modern; Oprah Winfrey's The Color Purple show; Tokyo's ANA Hotel; and Mexico City's famed Izote restaurant, Crudo by Don Pedro, among many others. He has also created unique cocktails for numerous liquor companies, including Leblon Cachaca, Russian Standard Vodka, Siembra Azul Tequila, Castries, Combier, and Domaine de Canton. Due to his well-known creativity, Junior has won a "Rising Star" award from Star Chefs and a special recognition from Bartender Magazine in which he was inducted to the 2007 Bartender Hall of Fame and in 2008 received a recognition by Les Toques Blanches.

2009 brought the Liquid Chef a year to remember. In just a few short months, Junior Merino launched a cocktail program on board Mexicana Airlines as well as one on Celebrity Cruises Equinox. Also, Junior launched his line of products: foams, syrups, mixers, and salts.

In 2006, Junior decided to create a company that would focus nature's bounty into creative and one of a kind drinkable masterpieces within The Liquid Lab. The Liquid Chef, Inc. was founded to educate, create new experiences, and to show case the artistry and mixability of ingredients and liquors from all over the world. In 2008, Junior Merino added The Liquid Team, Mixologists which he trained to execute his vision, philosophy and his passion.

Always eager to share his extensive knowledge of spirits and ingredients, Junior has been featured in *Gourmet*, *Marie Claire*, *Time Out*, *Latina*, *Food & Beverage*, the *New York Times*, *Women's Wear Daily*, and *New York Magazine*, among many others, and has appeared on BBC Radio, Martha Stewart Radio, Fox & Friends and Televisa. He's currently working on a book.

### **About Douglass Miller**



Lecturing Instructor in Table Service

Douglass Miller is a lecturing instructor in table service at The Culinary Institute of America (CIA) in Hyde Park, NY. Mr. Miller serves as maître d' instructor in the dining room of The American Bounty Restaurant, one of five award-winning public restaurants on campus which is also a classroom. His front-of-the-house class, Advanced Table Service, emphasizes high-quality customer service, wine and spirits, restaurant trends, and sales. Mr. Miller's students also study reservation and point-of-sale systems, managing costs, and managing service.

Mr. Miller brings a wealth of hospitality experience to the CIA. He was assistant director of food and beverage for Four Seasons Hotels and Resorts in Santa Barbara, CA after serving a variety of front-of-the-house roles at Four Seasons properties in Aviara, CA; San Francisco, CA; Las Vegas, NV; and New York City. He also worked as opening and closing manager for Coco Pazzo Restaurant, as assistant PM restaurant manager for the Bristol Grill, and as banquet manager for the Wyndham Bristol Hotel, all in Washington, DC.

Mr. Miller earned his associate degree from The Culinary Institute of America in 1989.