

1972

## Bartenders and Cocktails of Ireland 1972-1979: Extracts from 'Bartenders Association of Ireland: a History Extended Version

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**Bartenders and Cocktails of Ireland 1972-1979**

[Extracts from '*Bartenders Association of Ireland - A History Extended Version*]

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

Cumann Tabhairnithe Éireann

Bartenders Association of Ireland

B. A. S. I. L.



NEWSLETTER AND COCKTALES

NO 1

BEALTAINE 1972

# Bartenders and Cocktails of Ireland 1972-1979

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<u>CUMANN TABHAIRNITHE ÉIREANN</u>		
<u>BARTENDERS ASSOCIATION OF IRELAND</u>		
<u>OFFICERS AND COMMITTEES</u>		
<u>INAUGURAL YEAR 1972</u>		
President:	Jerry Fitzpatrick	Gresham Hotel
Vice President:	Gary Benson	Dublin Airport
Joint Hon. Secs:	Sean Keating Paddy Halpin	Shelbourne Hotel International Airport Hotel
Hon. Treasurer:	Vincent Doyle	Dublin Airport
Liaison Officer:	George Buller	Hibernian Hotel
Trustees:	Mr D Heather Mr M Brosnan	Irish Distillers Ltd. Cantrell & Cochrane
Hon. Auditor:	Mr R Burrows A.C.A.	Edward Dillon & Co.
Hon. Solicitor:	Mr N Connelly	13 Batchelors Walk
Chairman Education:	Mr P J O'Neill B. Comm.	Head of Licensed Trade Dept., School of Retail Distribution, 75/76 Marlboro St.
Committee:	G Benson G Brennan	
Functions Director:	Sean Kavanagh	Intercontinental
Committee:	C O'Grady E Walshe	BURLINGTON HOTEL Shelbourne Hotel
Competitions Director:	Jimmy Kelly	
Committee:	P Kelly P Reid	
Sickness Scheme: Committee:	V Doyle D Toland	Dublin Airport
Social Committee:	John Fitzpatrick B Cunningham P J McNally	Shelbourne Hotel BURLINGTON HOTEL
National Organisers:	S Keating V Doyle S Kavanagh	
International Delegate:	Gary Benson	
Panel of Professional Judges :	Mr C O'Grady Mr C Hogan	Mr J Walsh Mr J Duffern Mr J Carvil

Please Pass This Newsletter To A Colleague.



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### LAUNCHING OF BARTENDERS ASSOCIATION OF IRELAND

For six months the B.A.I. Executive Committee met weekly - sometimes twice weekly - to mould ideas, aspirations policies and guide lines suited to the requirements of Irish Bartenders and the "Trade" in Ireland.

With the Rules and Constitution adopted, the various Committees elected and our Pennant designed (by Vincent Doyle) everything was set for our Official Launching in the Martello Room, International Hotel, Dublin by Mr Joseph Brennan, T.D. Minister for Labour and Social Welfare. The Minister warmed to the occasion amid nods and becks from Mr Michael Mullen, Mr Lawrence Jones, Director C.E.R.T. Mr Michael Marley, Training Advisor C.E.R.T. Mr James A Flannery, Controller Acem. Standards Bord Failte, Mr P J O'Neill, Head of Licenced Section, School of Retail Distribution, Mr J Bacon deputising for Mr A Mulligan, Chairman Guild of Sommeliers. Mr A I. Pratt, President I.N.V.F. Mr R Burrows, A.C.A. Ed. Dillon & Co Ltd. Mr D G Heather, Irish Distillers Ltd., Mr M Brosnan, Cantrell & Cochrane Ltd. Mr M McNulty, Bord Failte, Mr Jerry O'Sullivan and Mr John Rowley, Evening Press, Mr Tom Hennigan, Evening Herald, Miss Colette Redmond Guinness Harp, Miss Maire Moore, Bamba Review, Mr Malachy Magee, Licenced Vitner, Mr Jack Fitzpatrick and Mr Frank Grennan, Man. Dir. and Editor, Irish Licencing World, Mr Donal H Doherty, Irish Independent, Miss Moira Prone standing in for Miss Terry Prone, Irish Press and Committee Members of B.A.I.

Founder Member Sean Kavanagh and his capable staff ensured that all arrangements in this exquisite room were A.1. Members Ted, Edwards and Brian Cunningham expertly produced the first cocktails under the B.A.I. Pennant.

Mr Brennan endeared himself to all present especially the Bartenders when he scrapped his prepared address and spoke from his heart sincerely and effortlessly he expounded the role of the Barman in all its aspects, and it was very evident he had first hand knowledge of the trials, frustrations and difficulties encountered in our "Trade". For 29 years, Mr Brennan catered for the Thirsty needs of Donegal Folk.

Sub EDITOR and Layout: Carmel Benson

EDITOR: Garry Benson

Typewriter: Supplied by Mr Richard Burrows  
Hon. Accountant to  
B.A.I.

PRODUCTION: Felix Carpenter



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Bartenders Association of Ireland

B A S I L



NO 2 NEWSLETTER

IÚIL 1972

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### PRESIDENTS MESSAGE

Dear member,

I am delighted to be able to report that our membership is now over the one hundred mark and still growing and I have great hopes that by the end of 1972 we will be two hundred strong. The wonderful support and encouragement which the trade continues to give the B.A.I. leaves no doubt that our formation was eagerly awaited and indeed long overdue. The many letters from members of the International Bartenders Association congratulating the B.A.I. and promising their wholehearted support of our forthcoming application for membership of the I.B.A. is most heartening and I feel sure each of you will join me in thanking all concerned.

May I close by reminding you that our next meeting will take place on the last Sunday of September and to please try and attend, as its only by constant getting together that all of us can make the Bartenders Association of Ireland the great movement it deserves to be.

Yours faithfully,

.....  
JERRY FITZPATRICK  
PRESIDENT,  
B.A.I.

### THE NEW BURLINGTON HOTEL.

B.A.I. member Damien Benson and I went to visit the new Burlington Hotel, where we met member Herb Whiston, who very kindly brought us on a tour of this luxurious hotel. He was an excellent guide and we found it all very impressive.

This hotel will have over 500 bedrooms, a conference room which has every modern convenience and a ballroom that can accommodate 3,000 people. The Pool Bar which overlooked the swimming pool was most unusual and was a most delightful way of spending an evening.

Ladies! you will be absolutely delighted with the facilities regarding the Ladies Hairdressing Salon, Boutique and Bijouterie, and while the men can talk shop in the bar, you have plenty to interest you.

I must say I enjoyed the continental flavour of this hotel.

Rosemary Keating.

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### APPRENTICESHIP COURSE

The three-year Apprentice Bar Course for employees of the Hotel industry will recommence in September, 1972.

The Course was devised by a Sub-Committee of C.E.R.T. Ltd. which comprised representatives of C.E.R.T. Ltd., The Dublin Vocational Education Committee and B.A.I. founder members, specifically for apprentices to the hotel bar trade.

The subjects covered are:-

- Communications and Speech Training
- Business Methods
- Accounting
- Commercial Calculations
- Commodities
- Legal Aspects of Bar Service.

Visits to breweries, distilleries, wine cellars and other places of relevant interest are arranged throughout the country.

There is no fee for this Course.

Enrolment will take place on Thursday, 7th September, 1972 at 3.00 p.m.

Further particulars from C.E.R.T. Ltd., Milesbury Road, Ballsbridge, Dublin 4, or Head of Licensed Trade Department, School of Distribution, 75/6, Marlboro' Street, Dublin 1.

*Shrinkage is the polite word used by the retail trade to describe discrepancies in the paper-work caused by shoplifting, downright dishonesty and genuine error. What goes where or how the money disappears is the subject of a new service devised by a U.K. detective agency.*

*Shoplifting accounts for only about 25-30 per cent and the detectives believe the same amount goes through dishonesty or error. That's why they will be watching cash transactions in shops, pubs, hotels and garages. Called test purchasing detectives will pinpoint shrinkage; shop assistants who make too many mistakes will be retrained and the dishonest ones or customers caught.*

*A boon to the retail trade it might frighten even the most honest shopper off, but say the experts: "There is no question at all of people being suspected of, or charged with, a theft offence without proper evidence. Shoppers have nothing to fear from detectives — provided they steal nothing."*



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### EDUCATION AND TRAINING COURSES

A monthly series of Short Courses, each of 2 - 3 days duration, will take place in the School of Distribution, 75/6, Marlboro' Street, Dublin 1. Each 2 - 3 day module will be devoted to a particular aspect of bar training and the following subjects will be dealt with:-

- Stack
- Cocktails
- Spirits
- Wines
- Beers
- Communications
- Accounting
- Business Documents

#### When

The modules will commence in October, 1972 and will continue each month until March 1973.

#### Who for

Attendance at all modules is compulsory for provisional members of the B.A.I.

At the completion of the series an examination in all aspects of the Course will be held. Prospective B.A.I. members will have to achieve the required standard in all subjects.

Exemptions may be granted in certain subjects to suitably qualified applicants.

Applications for the courses will be welcomed from all other senior bartenders throughout the country who may wish to attend all or some selected modules.

Further details will be available in September 1972 and applications should be made then to the Head of the Licensed Trade Department, School of Distribution, 75/6, Marlboro' Street, Dublin 1.

### E. TURBETT & SONS

Our Associate member at 123 Abbey Street, Mr J. Ward has a demonstration of Rum, racking and bottling in the pipe line  
for us

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Cumann Tabhairnithe Éireann

Bartenders Association of Ireland

B. A. S. I. L.



NO 3 NEWSLETTER

SAMHAIN

1972



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### I.B.A. AND B.A.I.

And so to B.A.I.'s big moment of becoming members of the I.B.A. at 09.03 on the 16th September 1972. Brazil were initiated with us.

Other points of interest were - the idea of three zones with an I.B.A. vice president for each was explained and MR. LEONARD CASTEEL was elected vice president of the Americas. MR. BRUNO WINTER was elected vice president of Europe and the African countries. MR. KISHIGAMI was elected vice president of the Asian countries. MR. ANGELO ZOLA held the presidency unopposed. MR. CHARLES TUCK is again vice president I.B.A., treasurer MR. ROGER LEBET, secretary MRS. SILVIA FOGLINO, Milan.



### Successful International Team

Left to Right: President of the Bartenders Association of Ireland Jerry Fitzpatrick, with Carmel and Garry Benson Vice-President and International Delegate B.A.I. on their return from I.B.A. '72 in Stockholm.

### I.B.A. TRAINING CENTRE.

An item that aroused great interest was the U.K.B.G. proposal to transfer the I.B.A. training centre from Luxemburg to Blackpool. MR. JOHN WHITE in an impressionable manner presented the U.K.B.G. case with the aid of slides, charts, brochures, syllabus etc.

In seeking the I.B.A. course for Blackpool for a two year period he submitted that other guilds would have the opportunity to have it for two year sessions and if the same course was being produced in the three I.B.A. zones simultaneously then this would be progress. To do the U.K.B.G. and



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### BARTENDERS ASSOCIATION OF IRELAND BENEVOLENT SOCIETY

We have great pleasure in announcing that our new Benevolent Society has got off the ground. It has been approved by the President and committee of B.A.I. and we hope it will be accepted generally by members. In future years we hope to be in a position to improve benefits depending on our financial position.

We have laid down certain rules for the Board of Management to protect Association funds, also for application of benefits. The following rules are of most interest to members.

(4) The board of Management shall consist of the President of the Association, Hon. Treasurer of the Association and one other member who shall be elected annually at the A.G.M. of the Association.

(7) Funds available for relief purposes and Prescribed Benefits. The sum available for relief by way of donations, annuities, loans or otherwise shall consist of the funds of the Society after providing for its expenses. Sickness benefit shall be paid at the rate of £7 per week for a maximum period of three weeks in any one calendar year. In order to qualify for benefit, members must have been continuously absent from work due to illness for three weeks and a medical certificate covering the relevant period of illness must be produced when the claim for benefit is being submitted. Benefit, therefore, will be paid for the THIRD, FOURTH and FIFTH week provided a medical certificate is furnished for the said period.

In addition to our set rules consideration will be given to special cases of hardship. We would also hope to visit members in hospital.

We appeal to members to support functions etc. run for our Benevolent Society as they are run for members benefit.

---

DANNY TOLAND

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**CUMANN TABHAIRNITHE ÉIREANN**

**Bartenders Association of Ireland**

**B. A. S. I. L.**



**NO. 5 NEWSLETTER**

**Meitheamh 1973**







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Powers Gold Label Scholarship 1973.

Picture shows from L. to R. Mr. Gerry Fitzpatrick, President of the Bartenders Association of Ireland; Paul McNally, one of the Scholarship Winners receiving his cheque from Mr. G. D. Heather, Marketing Operations Manager, Irish Distillers Limited; and on extreme right, Sean Keating, Secretary of the Bartenders Association of Ireland.



Mr Digby Welch, Grants of Ireland Ltd. congratulates Con McCullagh winner of the Martini Scholarship to Turin. 1973



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### COPENHAGEN - WONDERFUL.

Beamish & Crawford Ltd., were hosts to a happy group of senior bar personnel from the Dublin Area one fine day in May. Almost 400 hardworking men were lucky to be included on a Carlsberg Jumbo Jet for a one day trip to Copenhagen.

The Officers of the Bartenders Association of Ireland and Council of Bamba Hall were special Guests and received Carlsberg "special" treatment all the way as only the kind people of Beamish and Crawford can dispense!

Leading the group was Mr. D. Broome Managing Director of Beamish & Crawford Ltd., and close by was President of the Co., Mr. R. Beamish, a delightful gentleman.

At the crack of dawn Aer Rianta staff led by Head Chef Jimmy Doyle and Captain Pat. Hayden "stopped that gap" with light refreshments and a lot of not so light stuff too. Aer Lingus ushered us aboard the Boeing 747 and in as long as it takes to find out that A. McCormack is President of the Union and that Andy Byrne is manager of the Cedars Lounge, Raheny, we were in Copenhagen.

Kind Carlsberg Colleens and cultured Couriers commentated on all facets of the world famous Brewery, a brief break for refreshments and an interesting tour of the city followed. We were free for a few flicks of an eye-lid to look-see! Friends for life who kept a fatherly eye on us were Messrs. G. Wallace, Noel Howell, Peter Owens, Martin Ryan and partners, bless them.

On the return journey we had a full load-- stop the lights and more B & C hospitality, it was wonderful wonderful all the way. Many thanks Beamish & Crawford Ltd.



Pictured at Dublin Airport before departure were left to right: Mr Noel Howell, Sales Manager, Beamish & Crawford Ltd., Mr George Fitzpatrick, President, Bartenders Association of Ireland and Mr Neil Fitzpatrick, Catering Manager, Aer Rianta.



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C & C == Cathy & Con.

E.A.I. founder Member Con McCullagh who won the Ed. Dillon Scholarship and the Martini Scholarship has now won the heart of a fair Lady. Their engagement was announced in the social and personal columns of the National Press a few days ago. We reproduce same and extend our congratulations to the young couple.

\*\*\*

CATHY WHELAN, a petite, ebullient blonde from Carrick

on Suir, is the Irish nurse who was chosen to go to Monaco when Princess Grace was expecting a baby six years ago. Two days after she arrived in the palace, however, the princess had a miscarriage, so Cathy returned home. If it wasn't for that she would have stayed on, and indeed might even have married a Frenchman.

She tells me she has no regrets for, some years ago she met the handsome Con McCullagh from Drimnagh at a dance in Dublin, and they have now announced their engagement. Con works in Slatteerys pub on the long mile road, and they plan to marry next March. Vive L'Irlande.

As far as Cathy knows, Temple Hill, Dublin, is the only place in Ireland where one can train as a children's nurse. The course takes two years in residence there and a further year outside getting practical experience with a family. Cathy herself was one of thirteen so she was well used to caring for babies before taking it up as a profession.

However, what was Princess Grace's loss was Mrs. Smurfit's gain, for Cathy has been with her for the last six years. In fact it was Mrs. Smurfit who ring me about her engagement. She says Cathy is "a real treasure and Con is a very lucky man".



Congratulations to Marcie McHugh on presenting James with another son; that brings the family to a formidable quarter of a dozen.  
Constant readers of BASIL are the Messrs. Molly Keating, Margaret Toland, Marie Doyle Pauline Kelly.

FOOD AND DRINK FAIR

The Guild of Wine Waiters in Ireland shared the French Wine Committees Stand at the recent Food and Drink Fair in Dublin. There were many inquiries and some new members enrolled. I hear there was a hospitable Guinness stand and Private Bar adjacent too!

WINGS OF SONG

The Aer Lingus Musical Society have released an L.P. record under the ARA label called "Wings of Song".

Arrangements by Dr Tadgh de Brun ranging from Reisin Dubh to the Flying Machine. Whether you have an ear for Irish music or Mod. Best group numbers you will find a pleasant Musical Cocktail here. It would be a welcome gift to our friends abroad at Xmas or anytime. Price: Less than £2.



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### Report from B.A.I. Education Committee.

On the results of the Special Course for senior Barmen, the Irish Distillers Scholarship and the Martini Scholarship we recommend that the following Members who are not full Members would now qualify for promotion to that status if they are not already in that class.

Declan Foley, Con McCullagh, Sean Norton, Jim Gogarty,  
Paul McNally, Brian Cunningham, Noel Graham, Ailby Brennan and  
Noel Murphy.

May we remind Members that there is little time left for enrollment for senior or apprentice courses for 1973/74.

### COURSES FOR APPRENTICES.

Apprenticeship courses are run in the School of Distribution, 75 - 76 Marlboro Street, Dublin. This is part of the City of Dublin Vocational Education service and are free of charge.

First year students will attend at the School for four X 4 day periods between September and May. During each four day period he will be released on two days by his Employer and attend two days on his own time.

The four days of attendance will Monday to Thursday inclusive. Time of attendance on each day will be 9-45 to 1 p.m. and 2-15 to 5 - 30 p.m. Each student will be advised as to his dates of attendance for the year.

Already there are seven full classes enrolled so please hurry or it may be too late.

Applications to:-

Mr. P. J. O'Neill B. Comm.

Chairman B.A.I. Education Committee,

75 - 76 Marlboro Street,

Telephone No. 786580.

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### SHORT COURSES FOR SENIOR BAR PERSONNEL

A series of 6 short courses will be held at the School of Distribution, 75/6 Marlboro' Street, for senior personnel in the Licensed Trade.

The Courses have been specifically designed to enable them to be regarded as independent, yet at the same time complementary. The organisation will be on a sandwich basis to enable participants to derive maximum benefit from the in-depth treatment of course content by allowing an adequate time factor between the course modules to permit of practical implementation of systems and procedures.

	MODULE DATES 1973/1974	TIME	SUBJECT	COURSE CONTENT	FEE
MODULE 1	Thursday, 11th Oct.	2.30 - 5.30	STOCK	Taking, Valuation, Control, Validation, Rotation, Stock-turn, Profit and Loss, Common Mistakes, Buying Procedures, Film and Case Study	£3.00
	Friday, 12th Oct.	9.30 - 12.30 2.00 - 5.00			
MODULE 2	Thursday, 25th Oct.	2.30 - 5.30	ACCOUNTING	Business Documents Mandatory Records, Final Accounts, V.A.T., Wages and P.A.Y.E. Case Study	£3.00
	Friday, 26th Oct.	9.30 - 12.30 2.00 - 5.00			
MODULE 3	Thursday, 15th Nov.	2.30 - 4.30	PRACTICAL BAR SESSION	Cocktails and Mixed Drinks, Preparation, Demonstration and Participation	£3.00
	Friday, 16th Nov.	9.30 - 12.30 2.00 - 5.00			
MODULE 4	Thursday, 31st Jan.	2.30 - 5.30	PUB GRUB	Buying, Preparation, Presentation and Pricing of Food suitable for licensed premises. Three distinct food categories will be featured	£3.00
	Friday, 1st Feb.	9.30 - 12.30 2.00 - 5.00			
MODULE 5	Thursday, 21st Feb.	2.30 - 5.30	BUSINESS COMMUNICATIONS	"That's not what I was told". Business mistakes are frequently due to bad communications. The module highlights "danger zones" with emphasis on audience participation	£3.00
	Friday, 22nd Feb.	9.30 - 12.30 2.00 - 5.00			
MODULE 6	Thursday, 21st Mar.	2.30 - 5.30	WINES	How wine is made. Main wine producing areas. Sales Presentation. Tasting. Films. "20 Questions"	£3.00
	Friday, 22nd Mar.	9.30 - 12.30 2.00 - 5.00			

Intending applicants should indicate on or before Tuesday, 2nd October, 1973, the particular Module(s) in which they are interested.

Course Fee: £3.00 per module; £12.00 per 6 modules, to include Tuition and Documentation.

Applications to: Head of Licensed Trade Department, School of Distribution, 75/6, Marlboro' Street, Dublin 1.  
Telephone: 786433/786580

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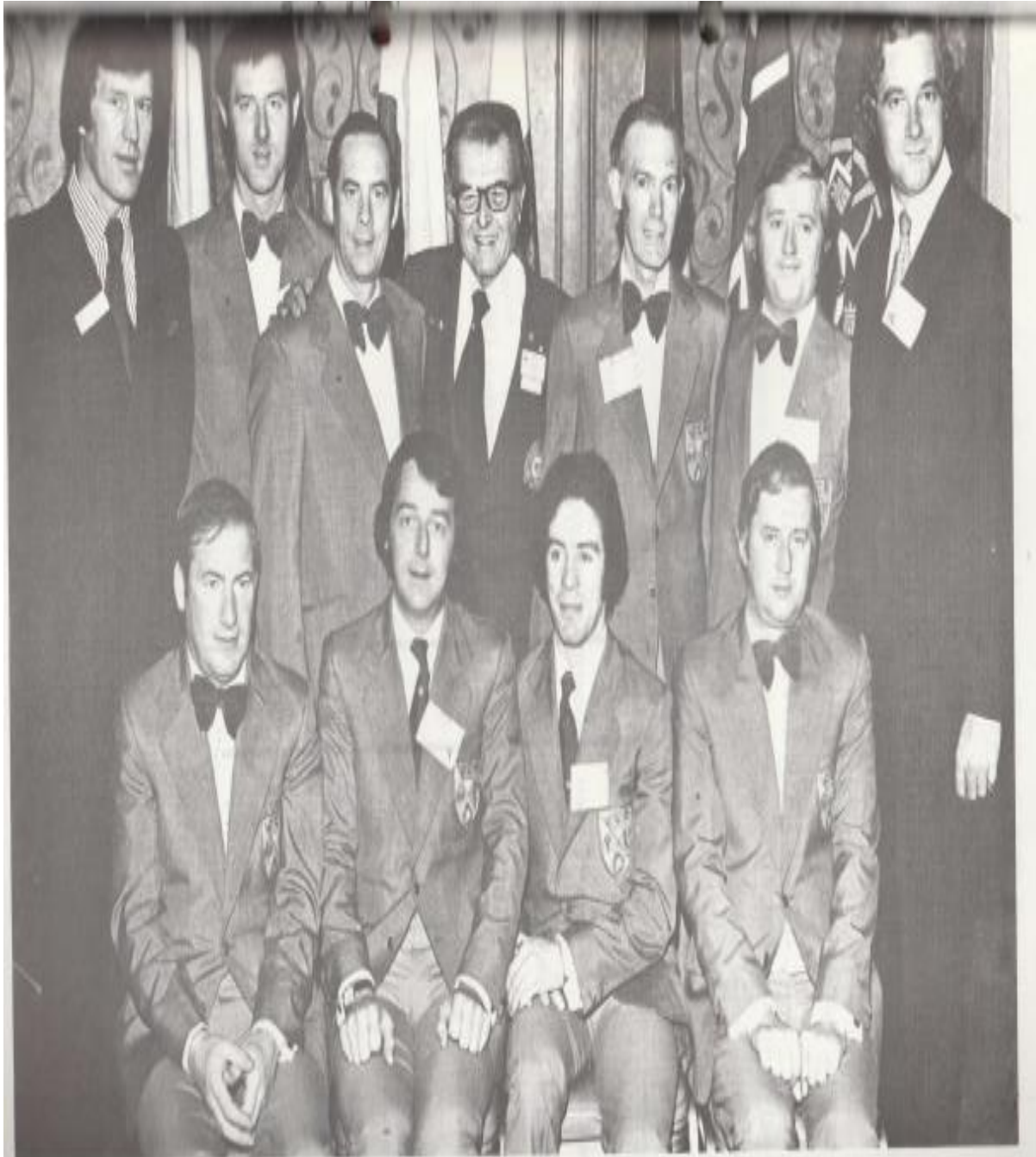




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IRELAND'S AMBASSADORS AT I.B.A. AND I.C.C. LOS ANGELES 1975.

STANDING:- LEFT TO RIGHT MR JACK McGOWN I.D.L., MICHAEL STRATFORD, JERRY FITZPATRICK BAI  
PRESIDENT, MR LEONARD CASTRILL USIG PRESIDENT, GARRY BENSON, PADDY KELLY, MR JOHN RYAN I.D.L.  
FRONT:- JIM GOGARTY, MR CON O'GRADY, CON McCULLAGH, JOE CASEY.

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The delegations from Canada and Ireland



The team from Yugoslavia and Ireland placed 4th I.C.C. 1973

Prepared by: James Murphy, Assistant Head School of Culinary Arts and Food Technology, TU Dublin.

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I. Associate Member Mr T P Whelehan who is Chairman of Irish Bartenders and our mutual friend Jimmy Beggan gave sound advice on the programme Tangents recently.

Murphy, Marketing Manager D.E.W. one of the main driving forces behind Mr W Jaffray behind the new range of Royal Irish Liqueurs, supplied the B. A. I. team with ingredients to meet the strict standards of the food laws. Many thanks, and success Royal to Royal Irish. Ever the B. A. I. Globetrotters required butter they call out as the Log English Please "

as Casey would say " Thanks for the fab Tin of Fruit "

### SONG OF THE I.B.A.

LYRICS: Charles J. Chop

MUSIC: Henryk Reiss  
and Peter Zamuto

MODERATO

Here's to mem-bers we hold so dear To them we  
raise our cups of cheer To them from near and far a-  
-way To the mem-bers of I - B - A De - di -  
-ca - ted and true are we To serve our fel-low men Roy - al-  
-ly Let's all raise our cups on this day to us  
men of the I - B - A.

Chord progressions: B<sup>b</sup>, E<sup>b</sup>, B<sup>b</sup>, G<sup>m</sup>, G<sup>7</sup>, F, F<sup>7</sup>, B<sup>b</sup>, D<sup>7</sup>, G<sup>m</sup>, C<sup>7</sup>, C<sup>m7</sup>, F, B<sup>b</sup>, E<sup>b</sup>, B<sup>b</sup>, B<sup>b7</sup>, B<sup>b7</sup>, E<sup>b6</sup>, E<sup>b6</sup>, B<sup>b</sup>/F Bass, C<sup>7</sup>, F<sup>7</sup>, B<sup>b</sup>.

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Bartenders Association of Ireland

B. As. IL.



NO 8 NEWSLETTER

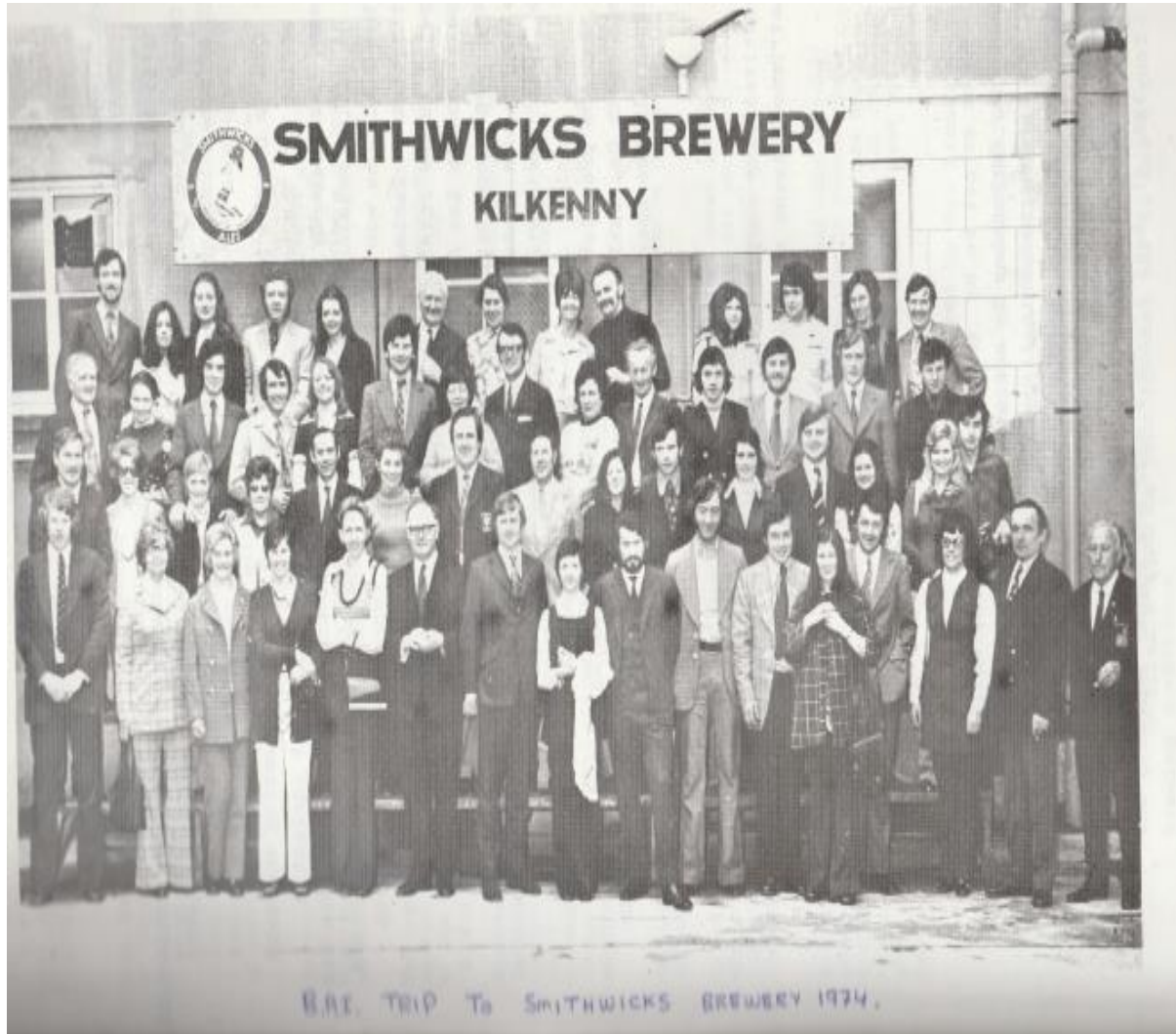
AIBREÁN 1974



## Bartenders and Cocktails of Ireland 1972-1979

[Extracts from '*Bartenders Association of Ireland - A History Extended Version*]

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.



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by Con McCullagh.

The second B.A.I. Dinner-Dance was held in the Collar of Gold Restaurant, Dublin Airp. There were "panic-stations" earlier in the week, before the Dance, as there was a limited number of tickets available and the demand was great. The night was fantast from the beginning, the Reception was attended by a crowd of over 300. It went off very smoothly. It must have been the busiest bar at 8.30 in Dublin that night.

The Dinner started promptly at 9 p.m. with a few stragglers still coming in. The meal was beautiful - congratulations to Chef Doyle and crew - and was highly praised by everyone. Certainly the best meal I have ever seen presented at a function. The Guest of Honour was Mr. Ben Kenny, I.D.L. Ben told a few nice jokes and was well received. All the companies were well-represented, Mr. Richard Burrows and his wife came down from the North; Mr. Gay Quin represented the U.K.B.G; Mr. Pat O'Neill and his lovely wife, Ann, were there, also Mr & Mrs John Loftus, Clarence Hotel and Mr & Mrs Tom Giblin representing Bord Failte completed our Special Guests. Apologies for absence were received from Senator M.C. Mullen, Mr. Neil Fitzpatrick Aer Rianta, Mr. B. Daly Lock Egish, Mr. Colm Galligan, Mr. John Lombard G.G.S., Mr. Leo Smith Coca-Cola, Mr. D. Howell, Mr. W. Jaffrey and Mr. L. Jones, C.E.R.T.

Later there was a draw which was warmly subscribed to. Some very nice prizes were given and the running commentary was by Paul McNally. The band were great and dancing was interrupted for half-an-hour while David Beggs kept everybody entertained. The night was enjoyed by everybody.

Mick Stratford and Brian Cunningham did a great job of organising and Paul McNally - a versatile Master of Cermonies.

A special word of Thanks is due to Aer Rianta's Manager of Catering, Mr. Neil Fitzpatrick and his assistants who foresaw and solved every little problem. Their organisation of the evening and direction was superb. Nowhere could one expect to receive such V.I.P. treatment for such a large party. The service under the experienced eye of Mr. D. Lord had a stately tone, and warm friendship attached.

As anticipated, the bar service, fluid, frightening and first class - B.A.I. style, of course!

### CONTRIBUTORS TO B.A.I. DINNER DANCE - 25/3/1974

P J Carrolls  
Player Wills  
Gallaghers  
Beamish & Crawford  
Gilbeys of Ireland  
Jas McCullagh Son & Co Ltd  
Turbett & Sons  
The Lord Edward  
Centrell & Cochrane  
Batchelors Beverages Ltd  
Grants of Ireland Ltd  
Royal Irish Liqueurs  
Irish Distillers Ltd

Fitzgerald D W Ltd  
Edward Dillon & Co  
Guinness Group Sales  
Wm & P Thompson Ltd  
Wine & Spirit Traders Ltd  
Mr Vard. Furrer, Grafton St  
Jurys Hotels Ltd  
Beckman  
"Janelle" Fashions  
"Morco" Drogheda

Thanks



## Bartenders and Cocktails of Ireland 1972-1979

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### Bartenders Association of Ireland 1974

President	Jerry Fitzpatrick	Gresham Hotel	Dublin
Vice President	Joe Casey	Clarence Hotel	"
Hon Treasurer	Paul McNally	Dublin Airport	"
Hon Secretary	Con McCullagh	Deer Park Lounge	
		Roebuck	Co. Dub.
Liaison Officer	Michael Stratford	Gouldings Social	
		Club	Dublin
Hon Auditor	Mr R Burrows	Bushmills Distillery	
		Bushmills	Co. Antr
Hon Solicitor	Mr N Connolly	13 Batchelor's Walk	Dublin
Hon Chairman Education Committee	Mr P J O'Neill	School of Retail Distribution	
		75/76 Marlboro Street	Dublin 1
Hon Trustees	{ Mr D G Heather	Irish Distillers Limited	
	{ Mr M Brosnan	Bow Street Dublin 8	
		Cantrell & Cochrane Limited	
		Kylemore Park West	Dublin 10

x Committee:- Sean Keating, Joe Tyndall, Eamon Preston, Tom Blake, Brian Cunningham

Editorial Committee of BAS/L: S Keating, E Preston, J Tyndall, G Benson

The following officers and founder members of the B. A. I. did not seek re-election George Butler, Garry Benson, Sean Keating, Jimmy Kelly or John Fitzpatrick.

Miss Shelia Nugent G.G.S. has kindly consented to act as Asst. Hon. Sec. to our Hon. Sec. Shelia tickles the typewriter good.

#### MONTHLY MEETING

Monthly meetings will be held on the First Sunday of each month in the Clarence Hotel at 12 noon.

NO MEETINGS - JULY or AUGUST

Dates for your diary - Sun. 5th May

Sun. 2nd June

Sun. 1st Sept

... Etc.


Venue: Clarence Hotel.

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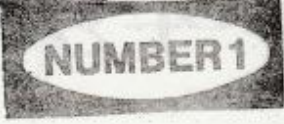
Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

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**CARROLLS**

By Danny Toland

**P J CARROLLS B.A.I. NIGHT - 1/4/74**

  
**NUMBER 1**

On Monday the 1st April 1974 a large party of B.A.I. sporting members accompanied by their wives and sweethearts accepted the kind invitation of P J Carroll & Company to attend a Golf film and reception in their beautiful Head Office at Grand Parade on the banks of the Grand Canal.

We were met on arrival by our hosts and great friends of B.A.I. Mr Pat Rossi and Mr Jim Gibbons. Mr Gibbons was patiently explaining that he never was in charge of Agriculture in Ireland. Guests sampled various brands from Carrolls No. 1 to Afton Major and repaired to the beautifully appointed Carrolls Theatre to watch Lee Trevino explain how easy the most difficult golf shots are to play. Not alone is Lee Trevino a great golfer but he must be the games No. 1 comedian too. He showed us how simple it was to putt downhill, put uphill. How to get out of the rough and even how to blast out of a sand bunker with your head, I mean ball buried in the sand. The following film was the famous British Open Classic. All the world famous golfers competed and we were delighted our, by now friend Lee Trevino reached the final, only to lose to Weischoff, another great U.S. golfer.

After our President, Mr Garry Fitzpatrick thanked Messrs Carrolls on our behalf for the very pleasant evening, Mr Gibbons and Mr Rossi invited us to sample both the liquid and food refreshments.

A wonderful evening was had by all and it was a pleasure to watch the best of the worlds golfers in the comfort of Carrolls Grand Parade. We noticed member Joe Kelly enthusiastically practising his putt, putting like a professional sometime after the film.

Many thanks to P J Carroll and our hosts Mr Jim Gibbons and Mr Pat Rossi for a most enjoyable evening.

# Old Bushmills

**NEWS** IN A £2.27 MILLION DEAL the Irish Distillers Group is buying an additional 55 p.c. of the equity of the Old Bushmills Distillery Co. from Distillers Corporation—Seagrams Ltd. The purchase will bring the I.D.G. stake in the Co. Antrim distillers to 80 p.c. and



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**Whiskey is Power's.**

### POWERS GOLD LABEL SCHOLARSHIP

Irish Distillers Ltd have the interest of young Bartenders at heart as again this year they have awarded two scholarships to the International Bartenders Association Training Centre in Blackpool. We in the B.A.I. are fortunate indeed to have a sponsorship such as this because through it we are achieving one of our principle aims namely to "promote Higher Standards among our Members".

Deserving winners were DECIAN POLEY, Jurys Hotel for whom it was third time lucky and JOE CONNOLLY, Gresham Hotel who met success at his second attempt.

Mr D G Heather on behalf of Irish Distillers Ltd. congratulated the Winners and said he was very pleased with our two members; they would be worthy ambassadors for the B.A.I. and for Ireland. He thanked Mr P J O'Neill for making the school of Retail Distribution available for the occasion and the judges for their attendance.

**THE Minister for Labour, Mr. Michael O'Leary, in producing disturbing figures last night about drink asked: "How would one characterise a society that spent up to £200m. on alcoholic beverages last year?"**

This expenditure represented 11% of total consumer spending and was the highest rate of all countries which keep similar statistics.

"If we were to combine with this figure the equally inordinate amount spent on tobacco, the cost of the smoke and the drink will amount to more than half of total Government expenditure in the coming year."

Special attention had been given by the Tanaiste and by the Government to the great problem of alcoholism and excessive drinking, said the Minister.

A substantial part of the Department of Health's publicity and education budget had been allocated to the promotion of a campaign to inform people of the nature of alcoholism.

"Drink dominates the leisure time of our people. The lounge bar vies with the livingroom as the venue of family reunions.

"I do not wish to join those who bemoan the depravity of the times we live in as a matter of course. I do have the impression, however, that in the earlier years of this State's existence, the pub was less the centre of community living than now.

"We are on the point of becoming or, indeed, have become, to paraphrase Michael Collins, a





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Cumann Tabhairnithe Éireann

Bartenders Association of Ireland



NEWSLETTER



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Observe this :-

B.A.I. Honary Member Mr Richard Burrows launched his 29 yacht in the 1974 Royal Western/Observer 2000 mile race around the British Isles and Ireland. At the helm with RB was brother Johnny Burrows who served in the Merchant Navy. They were the only Irish entries and they plunged their energies and resources against the best Big Boys in the Yachting circles, such as — British Oxygen, Cherry Blossom, and Galway Blazer.

No doubt one luxurious item tucked away in the hold was one precious bottle of Old Bushmills whiskey, because as we all know, Richard Burrows is Chief Executive of the Old Bushmills Distillery Co Ltd. where stocks are coming back on an even keel after a long period in the Doldrums due to world wide demand and local hi-jackings. (The last lot that was commandeered has been recovered T.G.)

Another interesting "Point" is the fact that the Lions Rugby player — MIKE GIBSON — has gone on board the Old Bush Co. and this no doubt has given them a kick ahead! (in other words a Garryowen).

Let me drag you back on tow again, Sir Richard did most of his Yachting with the Malahide Club, he got ducked several times, plays Rugby with Coleraine and enjoys Squash in his spare time.

The brothers - Burrows, set sail from Plymouth and were washed ashore at Crosshaven, Isle of Barra, Lerwick and Lowestoft to cast an eye around for Eight Bells or Ship Ahoy or to sip Bushmills on the Rocks or something! However, we guaranteed that Sir Richard and Johnny would be back in Bushmills on August 9 with great expectations for the second Burrows Heir!

We wish the B.A.I. King Neptune continuous fair weather and our Best Regards to Mrs Burrows. 'CONGRATULATIONS ALL AROUND'

Garry.

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### HENNESSY HANDICAP

By GARRY BENSON

Let me state straight away that Hennessy is no handicap; on the contrary on a wet dull day it can warm the cockles of one's heart as it did mine in Leopardstown for this grand equestrian occasion.

The Bookies took all my money (20p each way) "they have no regard for the poor", said Joe Casey when I told him my tale of woe. My wife Carmel had better luck, getting a free entry ticket for the Tote and nearly winning a case of Hennessy if we only had known the number of countries in which Hennessy is the Brand Leader. But Martin Judge gave us ALL the winners - but the prices were sub-zero.

My wife and I were privileged to represent the B.A.I. with Vice President Joe Casey at this Annual event. There was a huge crowd present including our Taoiseach Mr Liam Cosgrave. I counted five Ministers of State and many stately Ministers. Every visitor to Ireland seemed to be present for the Hennessy Handicap and paternally mixing and greeting his many friends was Mr Nigel Beamish B.A.I. of Ed Dillon and Co. Ltd. the agents in Ireland for this ever popular Cognac. Accompanying Mr Beamish was his charming wife dressed like a queen in a delightful lilac ensemble, not alone did the lady look like a queen I felt I should address her during my brief audience, with "Your Highness" or at least "Your Grace".

Mr M Hennessy was present to present the deserving winner with his trophy.

Many thanks for including the B.A.I. representatives on your Honours List.

Many punters at the Hennessy Handicap hoped to win a bottle of Bras Arme by answering three questions Joe, Martin and Garry had all the answers :-

- (1) The Hennessy Handicap was introduced in 1962.
- (2) Capt Hennessy left Cork about 200 years ago.
- (3) Hennessy is the largest selling brandy in 52 counties.

All you ever wanted to know about brandy — but didn't like to ask — is revealed in a little booklet printed for Hennessy Cognac, entitled the Gourmet's Guide to Cognac.

Those stars on the bottle for instance aren't really a guide to quality as they are with hotels. Originally they were used to indicate fine brandies — but since no limit was set on the number of stars this system of marking is now practically meaningless.

The letters VSOP, in case you had always wondered what they stood for are short for Very Special Old Pale. (Not very special old brandy as someone we know believed!) This is simply a decorative term. The term Napoleon brandy doesn't carry much weight either — since there just happens to be a brandy named after

Balloon glasses are not for snob value there is a reason for their shape. When held in the palms the warmth causes the brandy to vapourise slightly and the narrow neck of the glass ensures that you get the maximum benefit of the bouquet.

It certainly isn't sacrilegious to mix brandy — in fact it makes a perfect base for a variety of cocktails. Two ideas from the Guide are — Green Chartreuse — Hennessy, 1 Green Chartreuse — stirred with 1 Green Chartreuse — strained into a cracked glass, or — Hennessy Sour — with the juice of half a lemon, 1 teaspoon of sugar, and shaken well with ice. Strained into a sour glass, ice and a slice of orange.



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### VODKA VOGUE

By G Benson

#### ANCIENT TIMES:

#### MODERN TIMES:

#### THE FUTURE:

My first introduction to vodka was in 1950 approximately when I used the one and only vodka in stock namely Wolfschmidt. Vodka was then practically unknown and therefore was the slowest moving spirit on our shelves.

Poland claims that vodka originated in their country and so does Russia, rather like the Irish and Scotch in relation to whiskey. In Poland small family owned distilleries produced the fiery spirit and usually added herbs for flavouring sometimes it was left to mature in wood for a few years. It was mostly consumed for medicinal purposes and it is believed that a Pole never has to have his tonsils removed!

The last Czar of Russia banned the production of vodka as the populus were continuously in good spirits. So he was the last Czar in Russia. One could draw a parable to that when an Irish Minister for Industry & Commerce banned the export of Irish whiskey at a crucial time of our export drive. However, our good neighbours Scotland admirably filled the gap!

Now-a-days a State monopoly in Russia produce all Russian vodka while in Poland many of the old family names have lived on in the "Trade" and their products are widely appreciated in Eastern Europe. While your President and I were in Stockholm last year we savoured many of these vodkas such as Wyborowa and they are very different from our anemic spirits, they had flavour and character, were served neat and well chilled. They would sure make your toes open and shut.

In modern times vodka has taken over in popularity from gin, this trend commenced in America then Canada now Europe and Australia. Instead of the famous dry martini cocktail one is asked for a vodkatini which is 2/3 vodka (or more if requested) to 1/3 dry vermouth. The Bloody Mary with its many local additions, drops and shakes is more popular than ever. Any new mineral water, juice or cordial will readily "marry" vodka. One of the advantages?? of English or Irish produced vodkas at 65.5° proof is that it leaves one breathless!

Continued/...

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VODKA VOGUE Continued/

They are described as pure, smooth, subtle, light, unsweetened, dry unflavoured etc. I believe there are approximately 30 brands of vodka on the Irish market to name a few Smirnoff Huzzar, Nordorf, Saratov, Cossack, Vladivar, Roman off Zhivago, Calverts, Borzol etc.

For future reference BAI members should note that vodka distilled from grain has always been regarded as being best. Vodka can also be distilled from malasses or potatoes or almost anything. Ireland is ideally suited for growing corn for brewing and distilling - that is a fact and that is one of the reasons why we can and do produce the best whiskey, gin, vodka and stout, ale and lager in the world.

The best vodkas are twice or three times distilled, and filtered through special activated charcoal for filtering. As is generally accepted vodka produced from pure grain spirit is best it is now up to you to be more discerning, aware of the facts and be in a position to recommend the best to your customers.  
Slainte.



1974

MR JOHN LOMBARD GUINNESS GROUP SALES

Mr. Gerry Fitzpatrick, president of the Bartenders' Association of Ireland, was presented with a chain of office by Guinness Group Sales at a lunch in the St. James's Gate Brewery attended by committee members of the association.

Pictured at the lunch are (from left) Mr. Don McCullagh, secretary, BAI, Mr. Jerry Neville, eastern regional sales manager, Guinness



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### GUINNESS PRESENTATION by Sheila Nugent OF BAI CHAIN OF OFFICE.

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At an excellent luncheon in Guinness Brewery on Wednesday 10 July, Mr John Lombard, Regional Manager of Guinness Group Sales (Ireland) Ltd., presented Mr Gerry Fitzpatrick President of the Bartenders Association of Ireland (B.A.I.) with a magnificent silver chain and medalion to represent the B.A.I. Chain of Office.

Mr Gerry Fitzpatrick on acceptance of the Chain gave the following address:-

"It is a very great honour for me to accept this wonderful gift from Guinness Group Sales on behalf of the B.A.I. The Chain of Office was composed of many links, but the strongest link was not one that was visible or one that could be worn, but yet it is the strongest of all links, that of Friendship. This Friendship has always existed between us and I have no doubt that it will continue to grow even stronger. I am sure that all future Presidents will wear this Chain with great pride and honour in the years ahead. I again thank you Mr Lombard, Mr Howick and Mr Don Mooney on behalf of all Members of the B.A.I."

The President took this occasion also to wish Mr John Lombard a happy retirement and hoped that he would be able to spend some leisure hours visiting the B.A.I. members who would also be delighted to see him.

A presentation of two drinking Goblets were presented to Mr Lombard on behalf of all B.A.I. members and Honorary Membership was bestowed also on Mr Lombard.

Those present at the Luncheon were:

Mr R B Howick, Sales Director, Mr John Lombard, Mr Gerry Neville, Mr Don Mooney, Mr H Roycroft, Mr Justin Collins, Mr Greg Cunniam, Mr D O'Kavanagh, Miss Sheila Nugent and Miss Kathleen Bolger and the B.A.I. party was Mr Gerry Fitzpatrick - President, Mr Con McCullagh, Secretary and Committee Members - Mr Sean Keating, Mr Paul McNally and Mr Joe Casey

GF/SN 15.7.74

#### Birr vintage

Up at Guinness's one afternoon last week, among the vintage cars and the Birr worthies in period costume who came along to announce Birr Vintage Week, there was a citizen from Birr in vintage costume who bore down on a beautiful young thing from the brewery who was acting as one of the hostesses, beaming in an amatory way.

He peered at the name-tag pinned over the young lovely's left breast, and inquired: "Tell me, love, what do you call the other one?"

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### THE 'MIXOLOGIST OF LIFE'

Our lives are a conglomeration of many a thing  
Out so long as man never forgets to sing  
He'll survive the conflict of our world of today  
And elevate himself onwards along the way.  
The doctor, with his satchel, has proven it to us  
The psychiatrist, with his couch, is also a must  
But have you ever thought of the "mixologist of life"  
Who has surmounted these trials of daily strife?  
He stands alone amidst the crowd  
He hears the multitudes yell good and loud  
With his weapon of the tongue, he answers them all  
While they're busy drinking from glasses tall.  
Some weep their sorrows away  
Others mourn the darkness of the day.  
The young tell him of their experiences with L.S.D.  
The lawyer says of how he'd love to flee.  
The prostitute reveals her love for a writer  
Who weakened in the bottle and is no longer a fighter.  
The professor cradles his very tall glass  
As if it's his last hold the silly ass.  
The millionaire escapes to the bar with his money  
While shouting to the world that he lost his honey.  
He tells the mixologist that his wife left his big home  
To live in poverty in a village near Rome  
Amidst these surroundings the mixologist makes the drink  
For these human beings, who are ready to sink  
With water in his glass, he turns to them all  
And while sipping away, he talks of their fall.  
None of you have a B.A. degree  
The Professor there, has his P.H.D.  
To you and your circle, this was the greatest wealth  
But along the way, you lost your health.  
You also lost the meaning of life  
And you, Mr. Millionaire lost your wife  
You forgot the rule of the "survival of life"  
And have escaped to my bar before you took to the knife.  
Look upwards, dear friends, and see the star  
Glittering with brightness, though very far  
It's a guiding light for your little soul  
And will lead you onwards to make your life whole.  
If you follow it faithfully, it will lead you to your shore  
Where you will be welcomed gladly by the "royal door".  
To you, Madame Prostitute, you'll meet your writer,  
And with this star to guide you, you'll make him a fighter  
To you Mr. Professor, with your P.H.D.  
Look yonder ahead and brightness you'll see.  
To you, Mr. Millionaire, join your wife in Rome  
She has found peace and contentment in her humble home  
She left your money for peace of mind  
And with candlelight in her home, she knows how to dine.  
This glowing candle is like the star above  
It emanates a brightness filled with love.  
It's "love" you are seeking  
And this "love" you will find  
But substitute your degrees and money for peace of mind  
My degree of life is being a "mixologist"  
And my best friend of life is a psychologist  
His name has four letters and is known as "love"  
Which was guided into my soul by the "star" above.

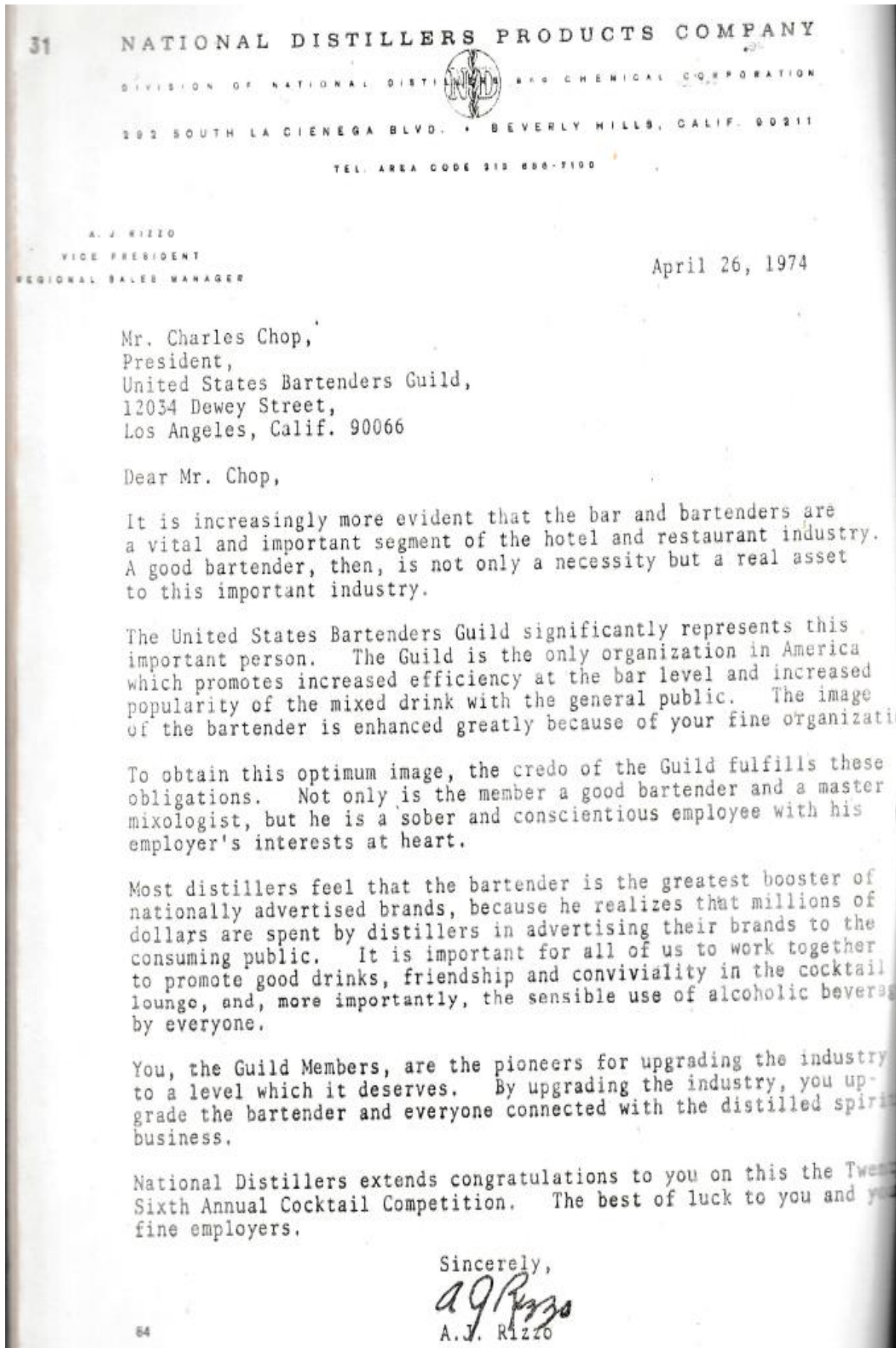
Dedicated to all Bartenders by: MISS IRENE SPERDAKOS, MONTREAL, CANADA



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# Cumann Tabairtice Éireann

## Bartenders Association of Ireland

48, Sharnard Road,  
Dublin 8.  
Tel. (01) 378876.

Gresham Hotel, Dublin.

Dec. '74.

Gentlemen,

May I take this opportunity to wish all of you the Compliments of the Season and Best Wishes for a Happy and Prosperous 1975. I also bring best wishes from Angelo Zola the I.B.A. President.

Vice-President Joe Casey and I attended the I.B.A. 23rd Convention in Copenhagen last November, a more detailed report will appear elsewhere in B.A.S.I.L. and to judge by the constant fast action of Joe's pen during the event its quite possible the report might appear in book form? Congratulations are due to Hans Henriksen, the Danish Bartenders President and his hard working committee for the great success of this 1974 Convention.

I conclude by asking each of you to attend our meetings, check if your sub. is due, take a more active part in our affairs and live up to our "Motto" Be Always Interested.

yours faithfully,  
Jerry Fitzpatrick,  
President, B.A.I.

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Y-U-G-O-S-L-A-V-I-A

by Con McCullagh.

I was chosen to represent The B.A.I. in Opatija, Yugoslavia, after a selection which proved to be controversial. I made up two Cocktails to present there:

1. Orange Capri.

4 ounces Orange juice

1½ ounces Coffee Liqueurs (Royal Irish)

1½ ounces Kiskadee

Shake - add slice of orange.

2. Royal Tara.

½ ounce Vodka

½ ounce Citron Liqueur

Dash of Lime Cordial.

DES HEATHER of Irish Distillers Ltd., supplied me with enough Kiskadee to make cocktails for everyone over there. Unfortunately, this cocktail was not successful as there was no fresh orange juice to be bought in Opatija - only canned orange juice was available. I was not the only competitor without their ingredients the French and the Austrian Representatives were without grape fruit juice and orange juice respectively. Well, luck did not leave me altogether (I came third in the short drink category.) The continentals were amazed at the Citron Liqueur which Tom Mullet made available to me and Lime Cordial is also very hard to get in Yugoslavia. The overall winner was MirkO Babic who we met in Los Angeles last year also used Lime Cordial in his winning drink. He had to smuggle it into the country. The contest was well organised with the Sponsors being in attendance all the time. The Yugoslavians had a great understanding of English and went out of their way to make us welcome. I brought along my wife Cathy to keep me company. While we were there we toured the country-side with Ernest Ed. Hofner and his wife who could speak the native language fluently. There are three spoken languages in Yugoslavia. We had a most enjoyable stay in the Ambassador Hotel which was situated on the sea-front.

I made a presentation of Waterford Glass to the President S.B.Y. Emil Jankovic. We also met Jozef Faflik who is Secretary of S.B.Y. and is a very jolly man indeed. He was asking for Pat McConnell who he met in Luxembourg.

I must say after our visit to Yugoslavia both Cathy and I have very happy memories of this wonderful country.

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## Bartenders and Cocktails of Ireland 1972-1979

[Extracts from 'Bartenders Association of Ireland - A History Extended Version']

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

### B.A.I. TRAINING

P.J. O'NEILL,  
Chairman,  
Education Committee

At a recent meeting of the B.A.I. Education Committee it was decided that

1. Modular Courses of 1½ days duration each be arranged early in 1975 in the School of Distribution, 75/6, Marlboro' Street, Dublin 1.
2. Attendance at such courses be a prerequisite for anybody intending to become a fully-fledged B.A.I. member.

Three courses will take place. The subjects will be (a) Stock, (b) Accounting, (c) Cocktails. These topics were chosen for the following reasons:

- (i) they had immediate practical application in that their content would be valuable in an on-the-job situation for each participant.
- (ii) courses on these topics had already been run in the School and proved to be successful, evidenced by the favourable feedback from participants.

The duration of each course will be 1½ - 2 days. There will be at least a week's interval between courses.

The content of courses is so designed as to render them beneficial to existing as well as prospective members. It is hoped that all B.A.I. members regardless of seniority will participate.

An approach was made to C.E.R.T. Ltd. through the good offices of Mr. Harry Connolly, Head of Training, to seek financial assistance in the running of the courses. I understand the request is meeting with a favourable response and that there is every possibility the necessary finance will be forthcoming in the form of grants towards fees and subsidy towards overnight accommodation for provincial participants.

It is intended to circularise each B.A.I. member and prospective member with details of the courses and application forms after Christmas. We look forward to a deluge of applications.

Further information available from me at (01) 786433 or (01) 786580.

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### BARTENDERS' ASSOCIATION OF IRELAND

Balance Sheet at 28 February, 1975

	<u>1974</u>	<u>1975</u>
	£	£
<b><u>ASSETS</u></b>		
Balance at Bank	722	918
Deposit with Credit Finance Ltd	233	201
Subscriptions Due	167	245
BAI Subscription partly paid in advance	-	50
Stock of Pennants & Stationery	-	135
Typewriter	-	65
	1,122	1,614
less: Sundry Creditors	19	-
	1,103	1,614

**Represented by:**

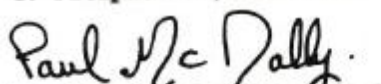
Capital Fund: Surplus to Date	908	1,385
Benevolent Society Fund	181	201
Subscriptions in Advance	14	28
	1,103	1,614

Note: Membership of Association at 28 February

	<u>1974</u>	<u>1975</u>
Full Members	62	68
Associate Members	76	76
Provisional Members	10	6
Honorary Members	30	35
International Members	7	4

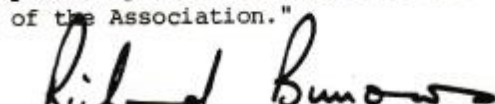
Signed:

  
G. Fitzpatrick, President

  
P. McNally, Hon. Treasurer

Auditor's Report to the Members of the Bartenders' Association of Ireland.  
"I hereby certify that these Accounts are in accordance with the books and records of the Association."

Signed:

  
Richard Burrows, Hon. Auditor  
28 February, 1975



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# CERT purchases school property for £150,000

IN AN IMPORTANT expansion move, the hotel and catering industries' training organisation, CERT, has paid some £150,000 for the former De La Salle Brothers schools property at Roebuck Road, Dublin 14 (outlined in aerial picture on right), and a national training college is to be established on the site.

CERT was established in 1963. Its original brief, to look after the training and associated problems of the hotel industry, was last year extended to take in catering and tourism.

The organisation has a permanent staff, at present, of 33. It is currently surveying elements of its enlarged sphere of responsibility. Hotels, catering and tourism are areas that have taken something of a beating in the recessionary past, but they are still living with the rapid physical expansion of the post-jet tourist boom. CERT is dealing with a large and complicated sector, at multiple levels.

It is also a seasonal sector, with some 12,000 hotel employees in the off-season, and between 20,000 and 22,000 in the summer. There are

many thousands of other potential CERT 'customers' on the staffs of restaurants, in industrial and hospitals catering, and, ultimately, in cafes.

For all of these people, Roebuck will assume national importance in the future. The plans now being finalised envisage a training complex at Roebuck which will effectively function as a national educational 'campus' for hotel, catering and tourism staffs. While there are no specific plans for a residential college at this stage, such a move cannot be permanently ruled out, depending upon the availability of funds and the growth of the sector's needs.

CERT's secretary, Mr. Raymond O'Connor, emphasised that the Roebuck facility is not designed to supplant the Shannon hotel school. The two will be complementary.

## Gilbeys' blend an award winner

A NEW DRINK, branded under the label of Gilbeys of Ireland, offshoot R. & A. Bailey, has won a gold medal award at a major international wine and liquor exhibition in Amsterdam.

The drink, called Bailey's Irish Cream — described as a blend of Irish whiskey (Gilbeys' "Redbreast" brand), cream and chocolate — had its initial launch here around Christmas.

At a reception in Dublin yesterday to announce the Amsterdam award, directors said the product had already begun a test launch in Britain and plans were in hand to introduce it to the Australian and American markets before long.

One significant factor about the launch is the inclusion of Gilbeys' "Redbreast" whiskey in the product. Gilbeys gets its whiskey supply from monopoly producer Irish Distillers and at the moment has no guarantee of continuity of supply after the 1980s. A successful launch of the new product, it was felt, would go part of the way towards assuring this continuity.

The directors of Gilbeys — a division of the British hotels and catering giant, Grand Metropolitan — explained that they chose Baileys as the name of the subsidiary which would handle the new product because it was easy to pronounce in any language, including Japanese.

CERT, which has a current annual budget of some £1m, owns its present headquarters building at 1 Ailesbury Road, Dublin 4. Since all of CERT's HQ functions are to be moved to the Roebuck complex, presumably the sale of the Ailesbury Road property will go a considerable distance towards covering the initial cost of the acquisition.

The Roebuck school buildings are to be incorporated in the CERT complex from the start. The structures, designed by Robinson Keefe and Devane, were built in 1966, and were used for some years as a primary school. The design concept involved a central assembly hall surrounded by five self-contained lecture rooms, offices and ancillary accommodation.

There is a 1,300 sq. ft. assembly hall, with a stage of 350 sq. ft. Each of the rooms off the hall has its own wash basins and toilets, and there are also staff rooms and store rooms.

### 4-ACRE SITE

The four acre property has a frontage of 490 ft. to the Roebuck Road, close to Clonskeagh and about three miles from the city centre. The holding is in an area zoned for residential purposes in the county plan. A major new road is scheduled to run along the eastern boundary, but the proposed line of the road does not interfere with the property.

The former school buildings, totalling 5,684 sq. ft., are part of a scheme for a larger educational establishment. The outline planning permission which is extant for the enlarged complex will no doubt be of use to CERT in any future expansion plans.

The sale to CERT was by private treaty, and the selling agents were Lisney and Son.





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He re-entered the Hotel Business under Sean Kavanagh in the Banqueting Section at Jurys Hotel, where Declan Foley revealed the advantages of the B.A.I. to him. Declan counselled and encouraged him on the right lines so he became a Member last year. Jimmy says he received great tuition at Jurys and as he now presides in the Dubliner Bar, he gets many opportunities of promoting and mixing cocktails.

Jimmy is also engaged to a lovely young lass, May Lucas, but the date is not yet fixed. We wish you continued success Jimmy.

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(Right) Mr D G Heather Irish Distillers Ltd presenting a cheque to the winner of the Powers Gold Label Scholarship Jimmy Woulfe, Jurys Hotel Dublin. B.A.I. President J Fitzpatrick resplendent in Chain of Office looks on approvingly.

EST 1824

*P. J. Carroll & Company, Limited*

Cigarette and Tobacco Manufacturers  
Grand Parade Dublin 6

NOT FOR RELEASE BEFORE TUESDAY 4TH FEBRUARY 1975

CARROLLS IRISH OPEN GOLF CHAMPIONSHIP

After a lapse of 22 years Ireland will once again have an Irish Open Championship. Irish golf followers and enthusiasts will have the opportunity of seeing top international golfers, professional and amateur, vie with each other to become the first Irish Open Champion since Eric Brown won the title in 1953.

This was the news from Mr Des Ryan, Managing Director, P.J. Carroll and Company, Limited, at a Press Reception in Dublin on Monday 3rd February, when he announced that the Carrolls International Golf Tournament would be replaced by the Carrolls Irish Open Golf Championship.

"With our closer association with Europe", said Mr Ryan, "where countries like France, Italy, Spain, Portugal, Holland, Germany, Switzerland and Scandanavia all have National Open Championships, the lack of a National Open in this country became very apparent and we are delighted and proud to play our part in reviving this great event. We are extremely grateful for all of the help and advice we have received from the professional and amateur golfing bodies."

The Carrolls Irish Open Championship will have a prize fund of £25,000 with a first prize of £5,000 and will be played at Woodbrook Golf Club, Co. Dublin, on 28th - 31st August. The Championship, a 72 hole stroke play event with a pre-qualifying round on Tuesday 26th, will be open to all members of the P.G.A. and amateurs with a handicap of scratch or better.

B.A.I. Members wish P. J. Carroll & Co. every success.



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### OBJECTIVES OF THE BARTENDERS' ASSOCIATION OF IRELAND

- 1 To promote generally the interests of the Trade in which the Members of the Association are engaged by encouraging a higher standard of competence and conduct.
- 2 To assist in the Training of Apprentices.
- 3 To provide for the registration of new Cocktails through the medium of the Association Cocktail Competitions and to organise such other events as the Committee may decide.
- 4 To keep members informed of trade and BAI news and events.
- 5 To do all such other lawful things as the Committee may deem to be in the interest of the Trade.
- 6 To organise such other events for the benefit of its Members, as the Committee decides.

### MEMBERSHIP

Membership is divided into 5 classes as under:

(a) **FULL MEMBER**

Any Male Cocktail Bartender who is over 21 on the date of election and actively engaged in the profession of Cocktail Barman and has had not less than 3 years' experience as such. Annual Subscription £7.

(b) **PROVISIONAL MEMBER**

Any Male Cocktail Bartender who is 18 years of age or over at the date of election and actively engaged in the profession of Bartending. Every Provisional Member must enrol for the BAI Education course. He must be proposed and seconded by two full members of the BAI. Annual Subscription £3.50.

Provisional Members with three years experience as a Cocktail Bartender and who are 21 years of age or over may apply for Full Membership, provided they are recommended, in writing by two Full Members.

(c) **ASSOCIATE MEMBER**

Any male person engaged in a professional or commercial capacity. Minimum Subscription £7.

(d) **HONORARY MEMBERSHIP**

At their absolute discretion and only by their unanimous decision, the Committee may confer Honorary Membership upon any Member or person who has rendered distinguished service to the Association.

(e) **INTERNATIONAL MEMBER**

Any Male Cocktail Bartender who is actively engaged in the profession of Cocktail Barman and who is a member of his own National Bartenders' Association or Guild. Annual Subscription £4.

The Membership year runs from 1 March to the end of February. New Members pay a full year's subscription upon joining, irrespective of the date of entry.

## Bartenders and Cocktails of Ireland 1972-1979

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# A SWEET MARTINI FOR ARTHUR



Prepared by: James Murphy, Assistant Head School of Culinary Arts and Food Technology, TU Dublin.

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## Bartenders and Cocktails of Ireland 1972-1979

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### 6TH BISQUIT COCKTAIL COMPETITION

Irish Vintners Ltd, under the leadership of Mr Donal Murphy General Manager, provided "the French spirit" at the Clarence Hotel aided and abetted by the BAI committee members.

Adjudications of international standards were recorded by TV personalities Tony Butler and Cathal O'Shannon, Trade Press Representatives Mr & Mrs Kay Wharton Licensing World, Wine & Spirit Trade by Mr J Chamney and Mr Edward G Robinson Williams, Travel Trades by Mr E Doyle and Mr John Hartnet, ITLGWU by Mr & Mrs R Lennon.

Some new BAI members figured prominently in the early stages particularly Joe Mc Knight International Airport Hotel, Liam Walsh Ard Ri Hotel Waterford and John Murphy Europa Hotel Killarney.

Miss Sheila Nugent GGS and Mr Phil Smyth, Savage Smith & Co. Ltd scrutinised all marks impartially. Proxi shaking was performed with precision and flare by J Casey, P Kelly and P McNally. MC of star quality was D Toland while Tom Blake was masterful marshal. Reigning supreme over all proceedings was BAI President Jerry Fitzpatrick.

Rare and randy creations were compounded, new products to the Irish palate were sipped, old favourites flourished and faded in the tides of an eventful evening.

At last the winner was announced, Ken Brennan Dublin Airport had performed the envious feat with his recipe named "Kendino"

*1/2 Bisquit Cognac  
1/4 Creme de Banane (Bols)  
1/4 Lemon Squash  
Dash Egg White  
Shake, Add Slice Orange*

In the tension packed final Ken was tested to the last drop by his airport colleagues who finished in this order 2nd Danny Toland's "Voodoo", 3rd Arthur Hook's "Brandy Hook" and 4th Paddy Kelly's "Airport '75" a creditable performance indeed.

Our congratulations to each and everyone.

Ken filled the Bisquit Cup and spent a fair share of his £100 prize money during the most enjoyable social evening that followed.

BAI President thanked Bisquit, Irish Vintners Ltd, The Clarence Hotel and everyone who helped make the occasion such an outstanding success.

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The winner of this year's All-Ireland Cocktail Competition, held in Dublin was Ken Brennan (right), Dublin Airport, receiving the Bisquit Cognac Trophy and £100.00 from Mr. Domhnall Murphy (centre), General Manager, Irish Vintners Limited, and Mr. Gerry Fitzpatrick, President, Bartenders' Association of Ireland, the organisers.

### Airport win

A clean sweep by the barmen of Dublin Airport last night in the Clarence Hotel in the Bisquit Dubouche Cocktail competition.

All the top bar men in town came along. The creations had to have a Bisquit Dubouche base.

It was nearing midnight when the judges produced the remarkable result . . . the top four places were won by the Dublin Airport team of Ken Brennan, Dan Toland, Arthur Hook, and Paddy Kelly.

These are the courteous men whom you meet at top level at the airport.

Ken Brennan's winning recipe I know, but I must be allowed some time to practice in privacy. I have the Bisquit Dubouche, but there is the little matter of the beaten-up white of an egg. Not even my friends of "A la Carte" can help me here.



Mrs. Domhnall Murphy, left, Clonskea, and Mrs. Genevieve Aherne, Swords . . . at the All-Ireland Bisquit Cognac cocktail competition, in the Clarence Hotel



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SOCIAL & PERSONAL.....G. Benson.

Please note that all correspondence and application forms etc. should be posted to Miss Sheila Nugent. 63 Old Cabra Rd. Dublin 7. Your co-operation will speed up replies etc. and help the B.A.I. to run more smoothly.

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Mr. Eddie Clarke past President of the U.K.B.G. and his young wife Maureen spent a wee holiday in Sunny Newbridge away from sunny Tenerife where they are now living in retirement. Both looked fit, relaxed and suntanned and thru B.A.S.I.L. send greetings to their many friends in the Bartending world.

Mr. Eddie Clarke is an authority on our Profession and wrote a Book on the subject which he christened "Shaking in the 60's " I'M sure he is mostly shaking in the 90's in Tenerife.

A group of Irish Bartenders dined at his world famous Albamarle Club in London as guests of Hiram Walker with Mr. Thompson in 1968. The happy memories are still fresh and vivid in my mind.

\*\*\*\*\*

Aer Lingus executive Mr. Maurice Kennedy wishes to thank thru B.A.S.I.L. Mr. Tom Keavney B.A.I. for free swimming lessons dispensed in Miami.

\*\*\*\*\*

Mr. Jerry Cronin has been rediscovered travelling "round" the ring of Kerry for Browns Mineral Waters Ltd. The B.A.I. wish him many hot long summers and sparkling winter seasons.

\*\*\*\*\*

Rocket --- Sparkling Cola packeted in England for Savage Smyth in Merolite packs of 8.8 fl.oz is now on the Irish Market. This novel presentation is best described as a plastic bag in a cardboard sleeve approx 10 ins long and 2 ins diameter; its livery is mainly

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# What's the Kiskadee saying?



**20 Ultra  
Road Ranger  
Transistors  
to be Won**

*Write a jokey caption to this picture and it could win you an Ultra transistor radio. We're giving twenty trannies away for what our panel of judges decides are the wittiest and most apt captions. It's all part of a lively new*

*Kiskadee advertising campaign you'll be seeing around soon. So out with the pencil and on with the thinking cap. Send your entry on this page to Kiskadee Competition, Irish Distillers Ltd., Bow Street, Dublin 7.*

**ADVERTISING CAMPAIGN BREAKS—JUNE 1st 1975**

Name .....

Address of Licensed or Off-Licence premises .....

# Kiskadee

### **RULES**

The competition is open only to those directly engaged in the Licensed or Off-Licence trades in Ireland. There is no limit to the number of times you may enter, provided each entry is made on an official entry form. No competitor, however, may receive more than one prize. The competition closes on 15th September 1975 and no entries will be accepted after first post on that date. Winners will be notified, and their names published in the October 1975 issue of this magazine. Employees of Irish Distillers, their advertising agents or their families are precluded from entering this competition. The promoters disclaim all responsibility for entries lost or mislaid. Copyright on all entries shall become the property of Irish Distillers. The judges' decision will be final and no correspondence will be entered into.

Entry to the competition shall denote acceptance of these rules.



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# Cork Dry Gin

## 15th ALL-IRELAND COCKTAIL COMPETITION

Voted the best run ever Cocktail Competition, it had to be seen to be fully appreciated. The 15th All Ireland Cocktail Competition (the second to be organised by the B.A.I.) again Sponsored by Irish Distillers Limited was staged in the Gresham Hotel, Dublin on December 2nd 1975.

The main ingredients compounded to make this epic the success it turned out to be were (1) Planning ( by B.A.I. Committee aided and abeted by Des Heather I. Distillers Limited.)

(2) New marking system - (marks being awarded for taste and presentation).

(3) Keen Rivalry by Irelands leading Bartneders.

(4) Supreme judges.

by Garry Benson.

(5) Precision.



CORK DRY GIN ALL IRELAND COCKTAIL COMPETITION 1975

Action during the above showing from left to right:  
B. O'Mara, Clarence Hotel; F. O'Reilly, Gresham Hotel; J. Woulfe,  
Central Hotel - Runner-Up; and M. Maye, Jury's Hotel.

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Early in 1975 at a monthly meeting it was decided that the Buttery Challenge Cup would not be part of the prize for the All Ireland Cocktail Competition so Irish Distillers increased the prize money to £100.00, £50.00 and £40.00; plus an engraved mounted cocktail shaker for first prize.

The scene was set in the Gresham Hotel where the decor and lay-out added to the exciting atmosphere. Guests and judges availed of the welcoming Irish Spirit provided by our Host and Sponsor Irish Distillers Limited.

Before the first contestants mounted the stage to inspect ingredients and equipment the "Tote" was in full swing operated by a real swinger - Joan Dunleavy Irish Distillers Limited. One punter dashed in the door at the bell and said £1.00 on Garry Benson but he was nearly three years too late (thanks pal all the same). Early betting showed ex champions Danny McLaughlin, Walter O'Hare, and Jerry Fitzpatrick firm favourites, and a few dark horses, young and perhaps not yet too well known, mark you I said yet because as events turned out later they performed magnificiently. Some such talent was displayed by D. Hulgraine, the Club House; Pat Hanley, Sachs Hotel; and Paul McAuley, Jurys Hotel. Just at the "off" who dashed in the door only Joe Guinan from Monastervin, a man I had not seen for four years.

-/



*Control Panel, Left to Right: Garry Benson,  
Phil Smith and Sheila Nugent.*



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Battling on into the semi-finals and final were hot favourites Joe Tyndall, Danny Toland, Brendan Meshan, Sean Keating, Paul McNally, Danny McLaughlin, John McGuirk, Martin Judge, Joe Connelly, Gresham Hotel, who also found time and showed consideration for committee men who were tied to their stations. Many thanks Joe for your expert attention, it was greatly appreciated. D. Hulgraine, Jimmy Woulfe, Ivor Williams, Brian O'Mara, Eamon Preston, Paddy and Joe Kelly pressed on relentlessly.



CORK DRY GIN 15th. ALL IRELAND COCKTAIL COMPETITION

The final chapter in the above event with all 6 judges deliberating and the 5 finalists tidying-up behind the bar.

The final picture produced four experts using all their experience and unlimited talent in an exciting, traumatic, finale. There to judge their magnificent cocktails full of mystery, magic and mystique were Mr. Liam Stanley (well tutored by George Brouke, President U.R.B. Brussels) Mr. Charlie Sinnott newly appointed General Manager Trust House Hotels Ireland; Mrs. G. Heather (protegé of D. G. Heather of Swedish Cocktail Competition fame and Honorary Member of S.L.G.) Mrs. Waddington, Miss L. Mulloy and Mr. Kevin McCourt that grand maestro of all spirits, internationally known and respected, a man of great vision. Mr. Kevin McCourt who with great joy and sincere admiration, presented the premier award, to, that lovable genius, that stout hearted champion of 1957 the noble bartender who used all the artistry of Picasso, all the ingenuity of Voltaire and efficiency par excellence Joe Tyndall, a true and deserving winner. Joe deserved to win for effort, for presentation and taste. He obeyed all the basic rules of professional cocktail bartending, took the competition very seriously, experimented and came up with the winner, a work of art, it has to be seen and tasted to be believed. I sincerely hope he gets an opportunity to enter it in an International Competition - "it would do Ireland

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proud" - mar adeirtear.

1st prize recipe "Kis-Kesay"

$\frac{1}{2}$  Kiskadee White Rum - Irish Distillers Limited.

$\frac{1}{4}$  White Crem de Cacao - Bols.

$\frac{1}{8}$ th Lime Juice - Roses

$\frac{1}{8}$ th Blackcurrant - MiWadi

Stir and Strain - Top with 'Orange Cream'- Flavoured with zest of Orange Peel. Twist Orange Peel.

"Kis-Kesay" is one of the most commercial prize winning cocktails of recent years. Joe who is head Bartender in the Shelbourne Rooms, Stephens Green, Dublin can concoct it profitably at 60p. Sláinte.



### CORK DRY GIN ALL-IRELAND COCKTAIL COMPETITION 1975

Kevin C. McCourt, Managing Director, Irish Distillers Limited, presenting the engraved cocktail shaker to J. Tyndall (Shelbourne), the winner. In centre, G. Fitzpatrick, President, Bartender's Association of Ireland.



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List of top 12 competitors and details of their cocktails :

..... Cork Dry Gin All-Ireland Cocktail Competition 1975.....

4th.	B. O'Mara	Clarence Hotel
		<u>"Irish Imperial"</u>
	1 1/4 oz.	Kiskadee Rum
	1/2 oz.	Roses Lime
	1/2 oz.	Bols Apricot Brandy
		Topped with cream, twist of orange and cherry
		Shake
<hr/>		
4th.	P. McAuley	Jury's Hotel
		<u>"Paul's Pride"</u>
	1 oz.	Huzzar Vodka
	1 oz.	Bols Lemon Squash
	1/2 oz.	Drambule
		Eggwhite and cherry
<hr/>		
6th.	P. Kelly	Dublin Airport
		<u>"Airport '75"</u>
	3/6th.	Huzzar Vodka
	1/6th.	Bols Creme de Cacao
	1/6th.	Bols Creme de Banana
	1/6th.	Fresh Cream
	1 Dash	Fresh Orange Juice
	1 Dash	Eggwhite
		Decorate with cherry and slice orange.
<hr/>		
7th.	M. Macken	Jury's Hotel
		<u>"Ballsbridge Boy"</u>
	1 oz.	Kiskadee Rum
	1/2 oz.	Bols Orange Curacao
	1 oz.	Orange Squash
<hr/>		
7th.	D. Hulgraine	Clubhouse
		<u>"Damiana"</u>
	1 oz.	Powers Irish
	1/2 oz.	Dry Orange Curacao
		Dash fresh orange
		Cream
<hr/>		
7th.	P. McNally	Dublin Airport
		<u>"Sweet Sensation"</u>
	1/4 oz.	Cork Dry Gin
	1/4 oz.	Lemon Squash
	1/4 oz.	Bols Creme de Banana
		Shake
<hr/>		
10th.	W. Connaughton	Jury's Hotel
		<u>"Billy's Joy"</u>
	1 oz.	Kiskadee Rum
	1/2 oz.	Cointreau
	1/2 oz.	Tia Maria
	Dash	Lime Juice - Roses
		Mix and strain
<hr/>		
10th.	J. Guinan	Hazel Hotel, Monasterevin
		<u>"1410"</u>
	1/2	Crested Ten
	1/6th.	Tia Maria
	1/6th.	Bols Cherry Brandy
		Fresh cold cream (float cream on top)
<hr/>		
12th.	E. Preston	Wicklow Hotel
		<u>"Citric"</u>
	1/2	Cork Dry Gin
	1/4	Bols Creme de Banana
	1/4	Galliano
	1/4	Grapefruit Juice
	Dash	Eggwhite and slice of Passion Fruit
		Shake
<hr/>		

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Prepared by: James Murphy, Assistant Head School of Culinary Arts and Food Technology, TU Dublin.

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## Bartenders and Cocktails of Ireland 1972-1979

[Extracts from 'Bartenders Association of Ireland - A History Extended Version]

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

### BARMANS' LAMENT

by David Nolan.

At the start of the day, you open your bar,  
Your first customer's a drunk who calls for a jar,  
You gently refuse him and then have to duck,  
When he decides to give you a puck.

With a start like that you realise quite soon,  
That the day could easily go to rack and ruin,  
The busy time nears, and you learn with dismay,  
Your commis just rang, he's off sick to-day.

And so it goes on from bad to worse,  
You begin to wonder if it's a curse,  
The draught is high, the bottles all flat,  
If this keeps up you'll be on the mat.

Your'e surrounded by people all quenching their thirst,  
And if you're not relieved soon, you feel that you'll burst,  
Alas and alack no help's on the way,  
You're all on your own, you'll just have to pray.

All things must finish and the end is near,  
Thank God, here they come, the late shift is here,  
You make your way home footsore and weary,  
And when asked "Good day darling"? say JUST NORMAL Dearie.

## Bartenders and Cocktails of Ireland 1972-1979

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### BARTENDERS ASSOCIATION OF IRELAND COMMITTEE 1976.

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President: Joe Casey, The Clarence Hotel, Wellington Quay, Dublin 2.

Vice-President: Paul McNally, Arrivals Bar, Dublin Airport, Co. Dublin.

Secretary: Danny Toland, Cocktail Bar, Dublin Airport, Co. Dublin.

Treasurer: Brian Cunningham, Dubliner Bar, Jurys Hotel, Ballsbridge,  
Dublin 4.

Assistant Secretary: Sheila Nugent, 63, Old Cabra Road, Dublin 7.

Auditor: Richard Burrows, Bushmills Distillery, Bushmills, Co. Antrim.

Trustees: Des. G. Heather Esq., Irish Distillers Ltd., Bow Street,  
Dublin 8.

Phil Smith Esq., Savage Smyth & Co. Ltd., Keeper Road,  
Crumlin, Dublin 10.

Committee: Tom Blake Esq., Shelbourne Hotel, Stephens Green, Dublin 2.

Michael Maye Esq., Dubliner Bar, Jurys Hotel, Ballsbridge,  
Dublin 4.

Brian O'Mara Esq., The Clarence Hotel, Wellington Quay, Dublin 2.

Eamonn Preston Esq., The Royal Dublin Hotel, O'Connell Street,  
Dublin 1.

.....

#### IN THIS ISSUE:-

New Committee

International Affairs

Social and Personal

Irishman Honoured in France

The Beautiful Blonde

Guinness Lunch

Mineral Waters

Budget Blues

Racing Night

Answer Time

B.A.I. Annual Dinner Dance

Cocktail Competition



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### BARTENDERS ASSOCIATION SUB-COMMITTEE MEMBERS for 1976.

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Public Relations Officer and International Delegate: Paul McNally,  
Arrivals Bar,  
DUBLIN AIRPORT.

Sickness Benefit Scheme: Jerry Fitzpatrick, Gresham Hotel, Dublin.  
and Sean Keating, Shelbourne Hotel, Dublin.

Sports Secretary: Tom Balke, Shelbourne Hotel, Dublin.

Cocktail Competition: Paddy Kelly, Arrivals Bar, Dublin Airport.  
Joe Tyndal, Shelbourne Hotel, Dublin.  
Tom Ryan, Master Mariner, Amiens Street.

B.AS.I.L. Distribution Agents: Phil Reid, Joe Kelly, Pat McConnell  
Arthur Hook (all of Dublin Airport).

Social and Dance Committee: Paul McNally, Arrivals Bar, Dublin Airport.  
Brian O'Mara, Clarence Hotel, Dublin.  
Brian Cunningham, Jurys Hotel, Ballsbridge.

Education Committee: Con McCullough, Madigans, Donnybrook  
Garry Benson, Dublin Airport.  
Pat O'Neill, College of Marketing,  
75/76 Marlboro Street, Dublin 1.  
Andy O'Gorman, ditto

BASIL Editorial Committee: Garry Benson, Dublin Airport.  
Andy O'Gorman, School of Marketing,  
Joe Tyndal, Shelbourne Hotel, Dublin.  
Sean Keating, Shelbourne Hotel, Dublin.  
Eamonn Preston, Royal Dublin Hotel.

Sports Committee: Tom Blake, Shelbourne Hotel, Dublin  
Michael Galligan, Lett Bros Limited,  
Val McMahon, Coca Cola Bottling Company.

### MONTHLY MEETING:

Monthly meetings are held on the First Sunday of each month in the  
Clarence Hotel, at 12 noon.

NO MEETINGS - JULY OR AUGUST.

## Bartenders and Cocktails of Ireland 1972-1979

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Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

# Budget Blues

by David Nolan.

.....

The pint is too dear, that's all I'm being told,  
It seems the bold Ritchie, wants us out in the cold,  
The pint is too dear, they grumble all night,  
One drink per hour what a terrible plight.

A whiskey's too expensive is their constant groan,  
"Will he ever take pity", they cry and moan,  
When asked who "HE" is, they reply with a sigh,  
"Ritchie Ryan of course, he'd make strong men cry".

To buy a glass of orange, take's a lot of money  
It's gone beyond a joke, it's definitely not funny,  
And as for a beer, your thirst which to quench,  
From the pit of your pocket, some cash you must wrench.

Drink prices up again, what a bitter pill,  
Now there's very little cash, coming into the till,  
To the revenue men a warning I'll print,  
If you keep upping prices, we'll start our own mint.

.....

One of the thousands of visitors to Shannon Airport told me he visited the bar there for a pre-prandial drink after an arduous days work. Bartender Sheehan suggested a Whiskey Sour and proceeded to shake after a nod from the jaded client: *Fresh lemon juice, a dash of lemon squash (instead of the more troublesome sugar) dash egg white, Jameson, topped with bitter lemon.* It was excellent, just what the doctor ordered - full of vitamins! Where did he get the recipe? From "Runway" the Aer Rianta staff magazine.



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### JACK LEE RETIRES

"I've been getting a pain in my back since I packed it in and d'you know why? It's all the sitting down after all those years standing up!"

So said Jack Lee (formerly of The Buttery) when he spoke to Quidnunc of the Irish Times. Jack retired early in May after 51 years on his feet. He started in Jammets (the old one in Andrew Street) in 1920 or 1921. He also spent some time in the Dolphin and the Metropole before joining the Hibernian Hotel in 1925.

According to Jack The Buttery was the first Cocktail Bar in Ireland catering for a "very post clientele". The customers in the early days included well known artists, actors, diplomats and the cream of Dublin's society. One of the highlights of Jack's career was when he took part in a Buttery scene in the film "Another Shore" with Moira Shearer and Robert Beatty.

He was Hon Treasurer of the U.K.B.G. for twenty-one years.

On a parting note Jack commented "When I started in the Buttery we were twopence over the ordinary bar rates, so you paid half a crown for a glass of brandy and one and tenpence for a ball of malt. When I left, a glass of brandy was £1.10 and a ball of malt 80p... Inflation how are ye?"

On behalf of all Jack's friends and colleagues in the Trade, we wish him many happy years of retirement.

AER LINGUS MUSICAL SOCIETY

*presents*

*A Musical Review*

*in the Supper Room of*

*the Mansion House*

*on behalf of the Donegal Association - Dublin*

*on Tuesday, 1 June at 8 pm*

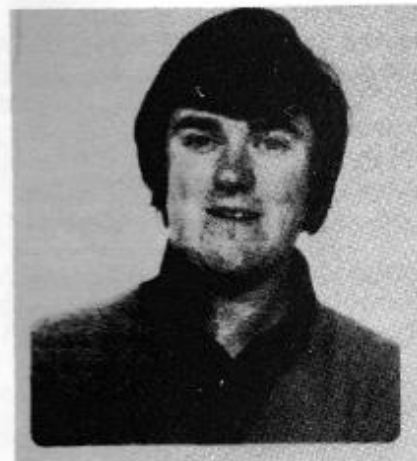
*Admission 80p*

### CON McCULLAGH

Congratulations to Con McCullagh, on his appointment at Madigans of Donnybrook, scene of the Campari Long Drink Competition. The "Guvnor" of the Madigan Empire, Mr. Paddy Madigan is an associate member of the B.A.I. who appreciates the efforts of our members to attain the highest standards of practice and ethics.

Con had a brilliant scholastic career in the School of Retail Distribution (now renamed College of Marketing), where he won an Ed Dillon Scholarship to Spain in 1970. In 1971 he graduated winning the L.V.A. Presidents Gold Medal and in 1973 he won the Martini Scholarship. He was selected to the first team ever to represent Ireland in an I.B.A. International Cocktail Competition, where he was placed 3rd in his category. In 1974, Con dashed off to Yugoslavia for their competition and before settling in his native Dublin, he took a final trip to America. On his return he commenced part-time Training at his old "alma mater".

We wish him continued success.



*Jimmy Woulfe who has transferred to SACHS*

*Best of good luck Jimmy*

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### NEW AUTO PINT MACHINE

This machine was primarily developed for the automatic dispensing of STOUT into Pint glasses, and can be readily adopted to dispense any type of liquid in measured amounts.

#### ADVANTAGES

- Machine will automatically fill glasses.
- Operates unattended.
- Automatically switches off when full.
- Switches on when full glasses are removed.
- Fills a single glass.
- Accurate filling, a consistently perfect pint a feature.
- Can fill up to 400 pints per hour.
- No waste.
- Hygenic.
- Easy cleaning.
- Multiple keg change over (optional).
- Setting of pour by electronic timers.
- Filling indicator lights fitted as standard.
- Digital counter (optional).
- Machine finished to suit customers requirements (optional).
- Demonstrations arranged.
- Leasing facilities available.



B.A.I. member Paddy Kelly (above) tries out the Auto. Capt. Pat tells me "its fantastic" while Con says "Pints of stout are on the way out". There I leave ya!



## Bartenders and Cocktails of Ireland 1972-1979

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# Mineral Waters

Augustine Thwaites established an apothecary's business in Dublin in 1769 and a considerable part of his trade consisted of importing natural spring waters from Europe.

His son, Augustine Thwaites, Jnr., while studying at Trinity College, Dublin, developed Sda Water, the same drink as we know it today. Father and son later formed a partnership in 1796. The Thwaites name is still associated with Soda Water and the Thwaites family must be credited with a major share of the development of the soft drinks industry. Their own personal involvement was small but it led to the formation of a major national industry.

Dr. Thomas Cantrell, an apothecary and surgeon, opened a shop in Belfast in 1852, where his business included the manufacture of aerated waters and sweet beverages.

In 1868 he went into partnership with Alderman Cochrane -later Sir Henry and Lord Mayor of Dublin - and they opened their Dublin factory in the following year.

Cantrell & Cochrane are best known for their perfecting the manufacture of Ginger Ale and for the development of the Club range of soft drinks. The name Club was first given to a range of products originally commissioned for the Kildare Street Club in Dublin.

1927 saw the amalgamation of Thwaites, Cantrell & Cochrane, Taylor Keith and several other old-established mineral water companies in the one company of Mineral Waters Distributors Ltd. The initial letters of this company title gave birth to the brand name Mi-Wadi, now synonymous with fruit squashes.

The company, now known as Cantrell & Cochrane (Dublin) Ltd. (including as well Schweppes Ire and Ltd.) moved to a new seven-acre site in Kylemore Park, Ballyfermot, Dublin in 1968 and their factory there contains some of the most modern bottling and distribution equipment in Europe.

C & C (Dublin) is a company with the Cantrell & Cochrane Group which has two other trading companies - Cantrell & Cochrane Ltd. in Belfast and Showerings (Ireland) Ltd./Grants of Ireland Ltd. in Clonmel.

C & C (Dublin) itself has two subsidiary companies - Taylor Keith (Munster) Ltd.

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in Cork and Slainte Ltd. in Dublin.

The latest addition to the large range of C & C manufactured products is Schweppes Slimline range of mixers. This new concept in mixers has just been launched in Ireland and the one-calorie drinks come in four flavours, Tonic, Bitter Lemon, White Lemonade and Ginger Ale.

The Slimline range is selling at the same price as standard mixers and has received a very high level of acceptability by the drinking public. The launch is being supported by one of C & C's biggest advertising campaigns ever.

The other products in the C & C portfolio include Club mixers, Schweppes mixers, Thwaites, Club soft drinks, Pepsi-Cola, Mirinda, TK, Spike, Mi-Wadi and C & C Pure Fruit Juices.

C & C provides employment for over 650 people at its Dublin and Cork factories and at its distribution depots in Limerick, Waterford, Galway, Athlone, Sligo and Kells.

It has a fleet of 120 trucks distributing their products to 20,000 customers in the Republic of Ireland.



(ends)



In later editions, BASIL hopes to LEAK information on POST MIX minerals and machines. Potter around with PRE MIX and squeeze out information on Squeez etc. A calorie countdown on 7 Up could benefit B.A.I. members also and to give BASIL his DEW he might reveal the secrets of "Three Stills".



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BARTENDERS ASSOCIATION MEETING IN IRISH DISTILLERS OFFICES CORK

Wednesday 29th September, 1976.

Danny Toland, Secretary.

This historic meeting of the executive committee of the Bartenders Association of Ireland with B.A.I. Associate member and Trustee Mr. G. D. Heather of Irish Distillers, with our colleagues down South John Pearson, Martin Bourke, Joe Kelly, Walter O'Hare and an invited number of Bartenders in Munster took place on schedule at 3 p.m. Wednesday 29th September in Irish Distillers Office, North Mall, Cork.

The idea of expanding the B.A.I. to all parts of Ireland was part of the plans of its founder members and our constitution and rules cater for that eventuality.

Our President Joseph Casey in his policy speech at his inauguration made it one of his main objectives, the expansion of the B.A.I. to all corners of Ireland and to have the B.A.I. flag flying proudly in all the best bars North, South, East and West. It was unanimously agreed by our Members that this was a healthy aspiration and would only do us good to be more broadly based and not Dublin orientated.

To this end Mr. G. D. Heather made his company's offices in Dublin and Cork available for meetings with the B.A.I. Executive. Indeed he did trojan work himself, doing research work for this project. Down South Mr. Jim Barry of Irish Distillers issued invitations to a number of interested bartenders to attend a meeting at North Mall.

The President Mr. J. Casey, Vice President Paul McNally, Secretary D. Toland, Treasurer B. Cunningham and Mr. G. D. Heather travelled by train to Cork. We were welcomed by Mr. Jim Barry, Irish Distillers, B.A.I. members John Pearson and Martin Bourke and after a very pleasant lunch in the Silver Springs Hotel and an introduction to Tony Sherwin head barman who joined us at the meeting later. We were then escorted to the North Mall offices of Irish Distillers to start the meeting. There were about 25 very interested and enthusiastic bartenders present including Walter O'Hare and Joe Kelly, B.A.I. Members representing Cork and Kerry.

Mr. G. D. Heather formally opened the meeting explaining its purpose and said:

"Gentlemen, firstly, may I introduce myself. My name is Desmond Heather. I joined the Distilling Company of John Jameson in 1949 and I have been with them and I.D.L. since its formation

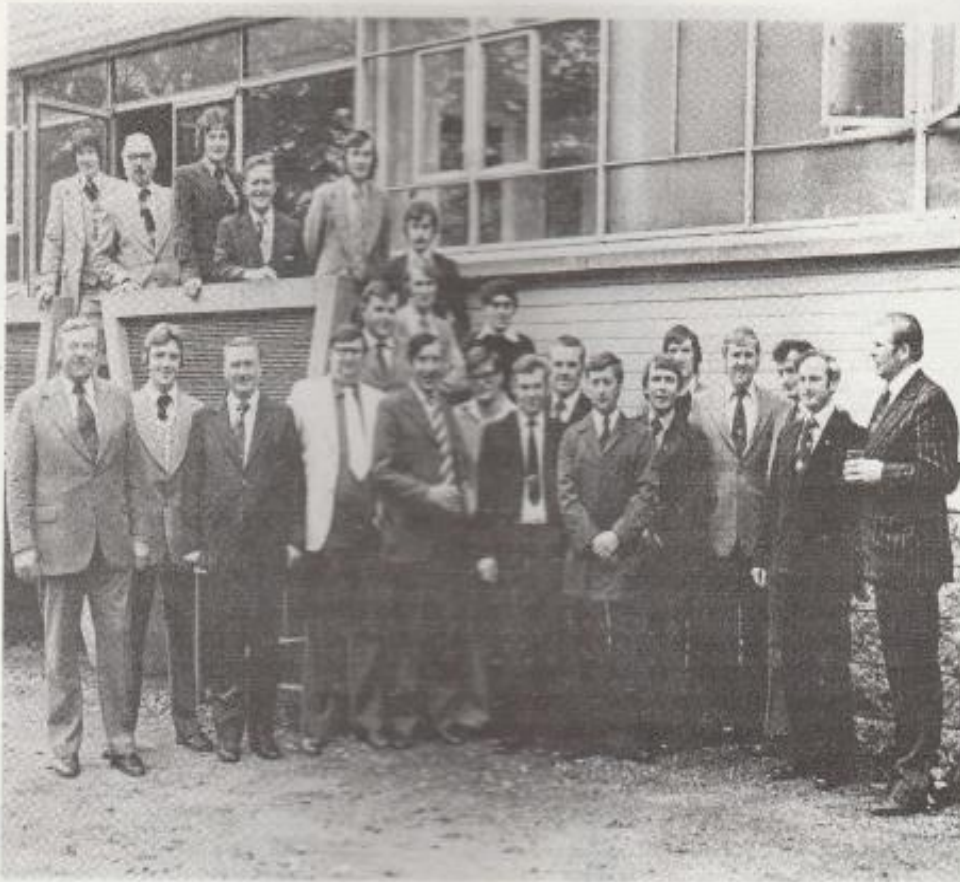
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who attended - Mr. Jim Barry our host who supplied refreshments and the room for the meeting and Mr. D. Heather, Marketing Manager, Irish Distillers for all his work in making the meeting possible. Our President said he was very optimistic for the future of the B.A.I. in Dunster and would like to thank everyone for their warm welcome and hoped to travel to see you all in the near future.



Top From Left: Michael Ereen, Hotel Europa, Killarney, Noel Collins, Oyster Tavern, Cork, Neil Fitzgerald, Oyster Tavern, Jim O'Brien, Oyster Tavern, John Heffernan, Hotel Europa, Paul McNally, Vice-President. Centre From Left: Michael O'Shea, Cork Airport, Patrick O'Brien, Marlboro Bar, Cork, Patrick Shins, Douglas. Ground From Left: Jim Barry, IDL, Philip Linihan, Tivoli Grill, Joe Kelly, Metropole Hotel, Walter O'Hare, Hotel Europa, Martin Burke, Tivoli Grill, Anthony Yehurton, Marlboro Bar, Tony Sheerin, Silver Springs Hotel, Danny Toland, Honorary Secretary, P G O'Brien, Imperial Hotel, Brian Cunningham, Honorary Treasurer, Michael Healy, Metropole Hotel, Joe Casey, President, Michael Pearson, Metropole Hotel, John Pearson, Metropole Hotel and Des Heather, Honorary Trustee.



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### INTERNATIONAL COCKTAIL COMPETITION 1976

On Thursday 11 November 1976, Irish Distillers Ltd will host a press reception to afford the intelligentsia of the media an opportunity to meet the members of the Bartenders Association of Ireland team and to sample their exciting creations. The cocktails that the BAI team will present are those entered for the International Cocktail Competition which takes place in St Vincent, Italy. AIBES look after the organisation of the international event. Supremo, Angelo Zola, IBA President shall pontificate in his usual paternal way!

*MIDDLETON:* 2/3 Cork Dry Gin                      Gin  
                  1/3 Sherry                                Tio Pepe  
                  Dash Orange Bitters  
                  Twist Lemon Peel

Mix

*IRISH BLARNEY:* 1/2 Jameson  
                      1/4 Creme De Banane  
                      Slice Orange, Cherry, Egg White

Shake

*SILVER COOLER:* 1/2 Vodka                                      Smirnoff  
                      1/2 Citron                                    Royal Irish Liqueur  
                      1/2 Porta Branca                            Sandimans  
                      Juice of Half Lemon  
                      Grenadine Syrup, Egg White  
                      Perrier Water  
                      Slice Lemon, Sqizzle Stick, Straws, Mint

BAI team members are Danny Toland, Aer Rianta, Dublin Airport, Joe Tyndall, Shelbourne Hotel, Dublin and Joe Kelly, Aer Rianta, Dublin Airport.

We have every confidence in this Irish team and wish them every success. The Irish delegation is comprised of President, Joe Casey, Vice-President and International Delegate, Paul McNally and International Judge, Sean Keating.

*NAME:* Joe Casey *BUSINESS ADDRESS:* Clarence Hotel, Dublin. *CAREER:* Served apprenticeship in the Old Dolphin Hotel, Dublin where he worked to a position of Head Bartender. Moved to Clarence as Head Bartender and he is currently the Bars' Manager of this Hotel. *COMPETITIVE SUCCESS:* Winner of three All Ireland Cocktail Competitions in 1962, 1966 and 1969. Has represented Ireland on various teams in Bar Efficiency Contests. *TRADE INVOLVEMENT:* Long term member and former honorary officer of the Irish Branch of the UKGB. Presently President of the Bartenders Association of Ireland. *PERSONAL:* Married with two children. *HOBBIES:* Racing, talking and authority on Dublin's "Ben Lang."

*NAME:* Paul McNally *BUSINESS ADDRESS:* Arrivals Bar, Dublin Airport. *CAREER:* Served his apprenticeship at Dublin Airport in 1961. Moved as Assistant Bar Manager to Harp Lounge, Dublin. Presently working in the Arrivals Bar, Dublin Airport. *COMPETITIVE SUCCESS:* Runner-up All Ireland Cocktail Competition in 1964. Winner of the Powers Gold Label Scholarship and represented Ireland at the International Bartenders Training Course in Blackpool. *TRADE INVOLVEMENT:* Former Treasurer, Bartenders Association of Ireland. Presently Vice-President and International Delegate. *PERSONAL:* Married with two children. *HOBBIES:* Painting, theatre.

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*NAME:* Sean Keating *BUSINESS ADDRESS:* Shelbourne Hotel, Dublin. *CAREER:* Served his time in Royal Hotel, Bray. Moved to the Shelbourne Hotel in 1950. *COMPETITIVE SUCCESS:* Twice 3rd in All Ireland Cocktail Competition. *TRADE INVOLVEMENT:* Very active in union affairs. Secretary of the Hotels and Restaurants Federation Golf Society. Former secretary of the Bartenders Association of Ireland. In 1971 received a 21 years membership pin from the UKGB. International Judge for the Irish Delegation to St Vincent. Well qualified by virtue of his past involvement in the cocktail scene. *PERSONAL:* Married with three children. *HOBBIES:* Golf.

*NAME:* Danny Toland *BUSINESS ADDRESS:* Cocktail Bar, Dublin Airport. *CAREER:* Served his apprenticeship in his own town of Donegal. Worked in Claridges Hotel, London. Moved to Dublin Airport in 1955, presently working in the Cocktail Bar. *COMPETITIVE SUCCESS:* Has been twice runner-up in the All Ireland Cocktail Competition and has won the Catering Exhibition Cocktail Cup presented by the Hotels and Restaurants Federation. Team leader for St Vincent. *TRADE INVOLVEMENT:* Active member of the Old Irish branch of the UKGB where he was honorary secretary for many years. Currently honorary secretary of the BAI. Lecturer on the Guinness Licensed Trade Management Courses. *PERSONAL:* Married with four children. *HOBBIES:* Amateur dramatics, football and horse racing.

*NAME:* Joe Tyndall *BUSINESS ADDRESS:* Shelbourne Hotel. *CAREER:* Served his time in the Shelbourne Hotel, Dublin 1952. Moved as bartender to the Dublin Intercontinental Hotel, later restyled the New Jurys Hotel. Presently working in the Shelbourne Rooms of the Shelbourne Hotel as Head Bartender. *COMPETITIVE SUCCESS:* Twice winner of the All Ireland Cocktail Competition and current holder. Has represented Ireland on several occasions on Inter Area Efficiency Competitions and was on the Silver Medal Winning Team on one occasion. *TRADE INVOLVEMENT:* Former representative of the Irish branch of the UKGB and committee member of the Bartenders Association of Ireland. Second member of the Irish Team for St Vincent. *PERSONAL:* Married with five children. *HOBBIES:* Gaelic Football.

*NAME:* Joe Kelly *BUSINESS ADDRESS:* Cocktail Bar, Dublin Airport. *CAREER:* Served his apprenticeship in the Red Bank Restaurant, Dublin 1958. Moved to Russell Hotel later to the Montrose Hotel, Dublin and worked in the Channel Islands. Returned to the Royal Hibernian Hotel, Dublin in 1966 and later moved to Dublin Airport where he works in the Cocktail Bar. *COMPETITIVE SUCCESS:* Winner of the Channel Islands Cocktail Competition. Third member of the Irish Team for St Vincent. *TRADE INVOLVEMENT:* *PERSONAL:* Married with four children. *HOBBIES:* Association football, tennis, badminton, squash, racing and polo. Recent winner of the Aer Lingus Darts Competition.

#### ACKNOWLEDGEMENTS

BAI President and Executive Committee extend their sincere thanks to the following companies and organisations who have donated either financial or other assistance towards the cost of sending the Bartenders Association of Ireland delegation to attend the International Bartenders Association Conference and Competitions in St Vincent, Italy. *Irish Distillers Ltd, Ed Dillon Co Ltd, CERT, Coca Cola Bottling Co, Ed Doyle & Son, Gilbeys of Ireland Ltd, Guinness Sales Ltd, P J Carroll & Co Ltd, Lett Bros Ltd, IT&GWU, Player/Wills, Murphy's Brewery Ltd, Royal Irish Liqueur Co Ltd, E Turbott & Son Ltd, Savage Smyth & Co, Seagrams Ireland Ltd.*



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### CAMPARI FIRST ALL IRELAND LONG DRINK COMPETITION *By Tom Ryan*

Madigans of Donnybrook was the venue for the first All Ireland Campari Long Drink Competition which took place on Thursday 17 June. The competition was sponsored by Gilbeys of Ireland Limited who also provided the prizes for the winners.

As the heats progressed noticeable good marks went to Con McCullagh, Danny Toland (who also acted as MC for the evening), Brian O'Meara and Joe Tyndall. However, the situation changed somewhat as the competition approached the final stages. Phil Reid, Dublin Airport, Joe Tivnan, New Jurys and Danny Toland, Dublin Airport were the three competitors who got through to the final. The first prize - a trip to the Campari Headquarters in Italy with £50 spending money - went to Phil Reid of Dublin Airport for his cocktail "Irish Rose" *1/2 glass Campari, 1/4 glass Galliano, 1/4 glass Orange Curacao, top up with 7-UP and float fresh cream on top. Garnish with a slice of orange on the side and grated chocolate on the drink.* John Tivnan of Jurys was awarded second place and Danny Toland, Dublin Airport won the third prize.

A number of well known personalities adjudicated the various heats of the competition. Among them were Mike Murphy, Brendan Balfe, Aine O'Connor, Valerie McGovern, Tom Doyle, Chris Curran, Noel Andrews, Sean Mac Ramon, Tony Butler and Senator Michael Mullen.

Prizes for the winning cocktails were presented by Mr David Dand, Managing Director, Gilbeys of Ireland.

The competition was a tremendous success and our thanks are due to Gilbeys of Ireland, Madigans of Donnybrook, particularly Manager, Niall Fleming and to Sheila Nugent, Correspondence Secretary BAI for their help and support throughout the competition.

## GILBEYS OF IRELAND LTD

### CAMPARI LONG DRINK COCKTAIL COMPETITION



## Bartenders and Cocktails of Ireland 1972-1979

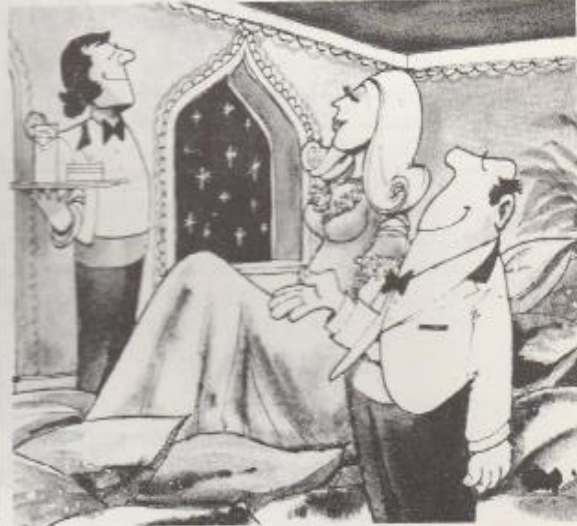
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# What makes a good bar?



A good location...



A good staff...



And Smirnoff on optic.

Seriously though, you know that there are certain brands that every good bar is automatically expected to have. And you know that Smirnoff is one of them. The reason? Mainly, simple product quality. It's that quality: the refinement of the spirit, the unique charcoal filtration, the exceptional control at every stage of production – that makes Smirnoff the Vodka that people ask for.



**GILBEYS OF IRELAND LTD**

NAAS ROAD DUBLIN 12 TEL. 503313



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SOUTHERN BRANCH OF THE BARTENDERS ASSOCIATION OF IRELAND FORMED



At a meeting of the leading bartenders from the Golden Vale of Ireland on 2 February 1977 in Irish Distillers Offices, The Mall, Cork a branch of the BAI was formed.

Chairman: Walter O'Hare, Hotel Europa, Killarney  
Hon Secretary: John Pearson, Metropole Hotel, Cork  
Hon Treasurer: Tony Sheehan, Silver Springs Hotel  
Trustee: Jim Barry, Irish Distillers Ltd, Cork

Twenty-three members were enrolled and two associate members, Jim Barry and Jerry Cronin, Browns Mineral Water Co.

Sub-committees will be elected - to handle promotional, financial and social activities.

The first committee meeting is being held today Sunday 6 February 1977 in the Silver Springs Hotel at noon, followed by a Press Reception.

There is great encouragement and support forthcoming from the "Trade" and the enthusiasm of the new members is dynamic and infectious. So success is assured.

Is go neirigh an bothar linn.

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### 1976 INTERNATIONAL COCKTAILS COMPETITION

Arranged by Associazione Italiana Barmen e Sostenitori

ST. VINCENT - 15 - 16 - 17 NOVEMBER





## Bartenders and Cocktails of Ireland 1972-1979

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Host, Mr A Cooke and European Ambassador for IDL, Mr L Courtney.



Little "PET" Tyndall, Mr Richard Burrows, General Manager, IDL, Founder Member of BAI and its Hon Accountant and Annette Casey, in joyful mood.



Sports specialist, Tom Blake, Shelbourne Hotel.



Mr G Heffernan, Aer Rianta with Major G Semple, Grants of Ireland Ltd.



BAI member, Mr P Hardy - "King" of the Seafood scene and "smoked specialist supreme."



Martin Judge, Dublin Airport, Joe Casey, President, Clarence Hotel and Sheila Nugent, Guinness Group Sales Ltd.



"Mother of the BAI" Carmel Benson.

## Bartenders and Cocktails of Ireland 1972-1979

[Extracts from 'Bartenders Association of Ireland - A History Extended Version]

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

### Remembrances of Drinks Past

by MAUREEN CAIRNDUFF

An Irishman's Pub is his Club. An Irishwoman's Pub is still his Club. Male dominated though they may be, we are well looked after, almost too well. Whatever aspirations I might have had to live dangerously, are quite deflated by the paternal care most Bartenders show towards lone ladies. Whilst I sit waiting for my husband to park the car, I am not left long alone, just long enough to get into mischief - which never happens. Rather like the girl in the cinema who told her friend that she had to change her seat three times. "Why?" asked the friend, "were you molested?" "Yes" was the reply, "Eventually".

I feel I should start with my earliest drinking memories, I don't mean at my mother's knee. I mean "Jammets", the old "Wicklow" and "Matt Smiths". I suppose our youth is always golden, perhaps it would be more accurate to say, that my boy friends' wallets were always golden. They were wonderful days, one would wander into Jammets on ones own, looking for a mythical friend, and a whole evening's revelry could and did follow. I loved the marble floors, polished mahogany and smooth smooth waiters. Far more sophisticated and worldly than the students he served, John knew everyone and everyone's parents. As well as the drink bar, there was that long curving stretch of mahogany with high stools, where culinary delights were dispensed. Oh for another of those steak Bernaise with their square fried potatoes. Even today, if I'm entertaining, and make a bearnaise sauce, it separates the Jammetites from the phillistines, pass it to a Jammets' man and, with the first taste, he says "the back bar".

The Wicklow I usually went to with rugby playing enthusiasts. The custom seemed to be to wedge you in a corner with a drink while they replayed every match of the week and a few of last year's Internationals as well. They say a womans best accessory is a handsome man, a rugby player's best accessory is a pint. There was always the hope that you could push your way out to make a telephone call and there meet a friend with "dinner" in his eyes.

THE bona fide was Matt Smiths. Everyone cramped into tiny cars to get there, stretched for a moment, and then packed once again like sardines, forced our way into the bar. I don't believe I ever saw the place in daylight, come to that, I never really saw it at all, just a sea of friendly chatty faces, all trying to find out where the party was afterwards.

Gerry in the Cocktail Bar of the old Gresham must have witnessed most of our courtship. My husband's offices were just across the road. Many an early evening was planned there. "We'll just have a quickey on the way home". Temptation is easy to find, even with half an eye open. There was always the makings of a great night on the town.

At a later stage in my life there was the Airport - when it was all housed within one building. The Bar there gave us islanders our first touch of cosmopolitan living. Flights coming in and out from New York, London and Paris, and the two Dannels and Martin looking as smooth as jetsetters themselves. This Bar was a little like the Horse Show, here one saw friends from all over the country, and many a large country wedding party, stranded due to a flight cancellation.

Once the carnations start to droop, I think the wedding feast is over



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The drinks were normally a prelude to a delicious meal in the Restaurant which Johnny Øppermann had turned into one of the best in Ireland.

The Clarence was a less frequented spot, but none the less popular for that. We always enjoyed Joe's cocktails whether he was plastered or not. I do mean his leg. The old racing crowd from the Dolphin followed him there - it was a Punters' Heaven.

Christy in the Shelbourne's Horseshoe Bar seems to have been popular with everyone. It was standing room only. Unfortunately it was one of our less frequented spots, unless we were having a drink there before going in to the Ballroom. I enjoyed the place tremendously, but then I liked it for the very reason my husband disliked it. It was always full of dashing single men, single in state if not in status.

When the Inter-continental opened we went there quite a bit, moving from the first tiny Bar, designed by foreign architects for Irish drinkers, to the enlarged one and now to the even larger one. I don't go quite so often now but it is still my favourite place for a Pimms on a summer's evening.

Everyone has their own particular favourite, ours was the Buttery in the Hibernian Hotel. No event in our lives was complete without a visit there, even on our wedding day. We almost missed our honeymoon flight. George and Jack WERE the Buttery, one never noticed the decor or the lighting and certainly not the service, it just happened.

I sound as if I'm confined to a wheelchair or turned teetotaler. The truth is, times and people have changed, some friends have gone and so have some Bars. There is one thing that carries on even better than ever, and that is the Irish Bartender. They are unique. They know everything about everyone and say nothing. They are unfailingly kind and good humoured. They are always well informed on such diverse matters as who won the 3.30 or what chance the Government have in the next election. They are the thoughtful servants of Bacchus and guardian angels of our morality - all this and drinks too.

### SHELBOURNE HOTEL

We learn that the famous Shelbourne Hotel in Dublin is closing its Restaurant. This is sad news indeed but I guess it the "price of inflation".

### VINTAGE YEAR

Irish Distillers Limited have over two million pounds pre-tax profit for the year ending 30th September 1976. This is a tremendous performance and we wish I.D.L. continued success.

### INTERNATIONAL MEMBER?

The presence of a true Irish bartender in Schiphol Airport Hilton has been brought to the notice of BASIL. Donal Gallagher is the name and he graduated through Intercon Dublin and Cathal Brugha Street. We look forward to establishing closer links with Donal.

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### BALANCE SHEET AS AT 28TH FEBRUARY 1977.

	<u>1976</u>	<u>1977</u>
	£	£
Balance at Bank - Current Account	859	743
BAI Travel Fund - Deposit Account	595	5
Deposit with Credit Finance Ltd.	151	192
Subscriptions Due	58	243
Stock of Pennants, Ties etc.	74	230
Typewriter	195	195
Receivable Income - Dance	30	30
- Race Nite	-	15
	<u>1,962</u>	<u>1,653</u>

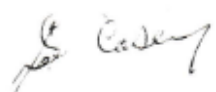
#### REPRESENTED BY:

Capital Fund Surplus to date	1,811	1,475
Benevolent Society Fund	151	112
Subscriptions in advance	-	66
	<u>1,962</u>	<u>1,653</u>

NOTE: Membership of Association at 28th February 1977.

Full Members	68	94
Associate Members	68	70
Provisional Members	7	7
Honorary Members	35	36
International Members	4	4

SIGNED :

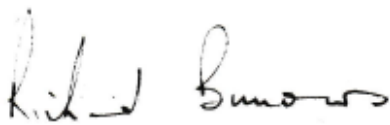
  
J. Casey (President)

  
B. Cunningham (Hon. Treas.)

Auditor's Report to the Members of the Bartenders' Association of Ireland.

"I hereby certify that these Accounts are in accordance with the Books and records of the Association."

SIGNED:

  
Richard Burrows (Hon. Auditor)  
2nd March 1977.



## Bartenders and Cocktails of Ireland 1972-1979

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#### SOUTHERN BRANCH

A meeting of the BAI members of the Munster Area was held at the Irish Distillers, North Mall on 2 February at 3.00pm to elect officers of the new proposed Southern Branch. It was suggested that Mr Jim Barry would chair the proceedings. The following were elected: *Walter O Hare (Hotel Europe), Chairman, proposed by Michael O Shea and seconded by J Kelly, Michael O'Shea (Cork Airport), Vice-Chairman, proposed by J Kelly and seconded by J Pearson, John Pearson (Metropole Hotel), Secretary, proposed by W O'Hare and seconded by Michael O Shea, Tony Sherwin (Silver Springs), Treasurer, proposed by Michael O Shea and seconded by J Kelly.*

The election of Trustee was unanimous in electing Mr Jim Barry, Irish Distillers, proposed by J Pearson and seconded by W O Hare. Mr Barry was thanked for all his help in previous meetings for the co-operation he gave in forming the Southern Branch. Mr Gerry Cronin, of Brownes Minerals, will be unique in that he will be our first associate member and that also Gerry, when a member of the UKBG-Irish Branch, distinguished himself as one of our outstanding bartenders in winning a scholarship to Blackpool, another to Copenhagen. It was suggested that it would be a good incentive to our apprentice members. At a discussion regarding the education of our apprentices, also it was suggested that a committee of three be set up at our first meeting to be held at the Silver Springs Hotel on Sunday 27 February at 12.00 noon sharp.

The President, Mr Joe Casey, Trustee, Mr Heather, Vice-President, Paul McNally, Secretary, Danny Toland and Treasurer, Brian Cunningham, who had waited in another room until such time as we had completed our election etc. They in the meantime had a tour of the Bottling Plant, this we are only led to believe.

The President, Joe Casey, congratulated the new officers as did Mr Heather and wished our branch every success. The President said they would start off our finance with £150.00 and that any spending etc could only be done through the Trustee and Treasurer working with a close liaison with each other signing cheques etc.

A further discussion started, firstly, requiring the education of our apprentices and the President said he would let it to our own discretion. Also that there should be a big drive towards new members and associate members. The officers elected were invited to the AGM, 6 March and informed that the Annual Dinner Dance date was Tuesday 8. The meeting closed, everybody in good spirits, thanks to the hospitality of Irish Distillers Ltd.



*Southern Branch Officers and members. Seated l to r - Tony Sherwin, Hon Treasurer, Jim Barry, Hon Trustee (Irish Distillers Limited), Walter O'Hare, Chairman, Michael O'Shea, Vice Chairman and John Pearson Hon Secretary.*



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The inaugural meeting of the Southern Branch BAI was held at the Silver Springs Hotel on February 27 at 12.00 noon. The attendance included Chairman, W O Hare, Vice-Chairman, Michael O Shea, Treasurer, Tony Sherwin, Trustee, Jim Barry and Secretary, J Pearson and Gerry Hogan, Michael Barry, Noel Daly, Christy O Sullivan, John Murphy, Michael Breen, Tony Murphy, John Heffernan, Pat Dwan, and Gerry Cronin. Apologies were received from Michael Daly, Jim Doyle and Tom Feely of Guinness's and Dermott Hopkins, Coca-Cola.

The Chairman having signed the minutes of the meeting at which the officers were elected opened the inaugural meeting by welcoming everybody present and in particular Brian Cunningham, Treasurer, National Executive, BAI. The Chairman also stated this being our first meeting that it should be brief. A discussion followed regarding the education of our apprentices and delegated the Secretary to get some information from CERT regarding same. John Butler, associate member, suggested that we should have a member on the National Executive. Jim Barry and Gerry Cronin also commented on the importance of this issue. The Chairman explained that the officers were invited to attend the AGM on 6 March in Dublin and would certainly put forward this proposal.



MARTINI PAISSA SCHOLARSHIP 1977

Grants of Ireland Limited / Bartenders Association of Ireland

*Martini Scholarship: Mr Pat Lawless, Area Representative for Grants of Ireland presenting Mr Dave Quinlan (Vienna Woods Hotel) with his cheque as winner of the Southern Area Martini Scholarship Competition organised by the B.A.I. at the Hotel Metropole, Cork. Also included are left to right Mr Michael Crawley (Cork Airport second and Christopher O'Sullivan (Innishannon Hotel) third and Mr John Pearson Hon Secretary, Southern Area, Bartenders Association of Ireland.*



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WHEN DAY IS DONE

By David Nolan

A bar is where I spend my nights  
Amid smoke, laughter and drink  
And when we close and I dim the lights  
It's then I start to think  
What am I doing in this lonely place?  
With hours of work still ahead  
When most other runners in the human rat race  
Are long since gone to bed.

A few hours ago when the night was still early  
I was the efficient dispenser of drink  
The prices I charged were honest, well fairly!  
Even to the man with the foul cigar stink  
But now as I stand here with work all around  
And the wee small hours creeping up towards two  
I think of my kids and the soft gentle sound  
They breathe, as they safely sleep the night through.

There's a mountain of bottles and a desert of glass  
I honestly don't know where to begin  
I'll meet the 'oul wans' on their way to first Mass  
If I don't hurry up well, I'll start with the gin  
And so I'll toil on 'till the work is all gone  
Then set off home in the fresh morning air  
The Eastern sky holds a hint of the dawn  
And to say that I'm tired, would be only fair.

MARTELL MAGIC



*Our picture shows BAI associate member Mr Sean Pigot, Sales Director, Lett Brothers Ltd, on extreme right briefing the crew of the J & F Martell, Cognac, France, executive twin engine jet, Mystere Falcon at Dublin Airport, prior to President, Joe Cassy's departure. Táinig sé slán abaille.*

Our President, accompanied by associate member, Mr Brian Hood, Director, Lett Brothers Ltd and other leading personalities in the "trade", made a quick and exciting dash over to Martell in Cognac in that firm's executive jet. The hospitality was lavish, the chateau beautiful and the vineyards glistening in the spring

sunshine. Host M Maurice Martell and his colleagues made the Irish party feel very much at home and left no stone unturned to ensure their complete enjoyment.

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L to R: C McCullagh, P J O'Neill, M Crowley, J Fitzpatrick, B Roche (winner), J Casey (President), C O'Sullivan and D Quinlan.

figure President Joe Casey, Vice-President Paul McNally, Brian O'Mara and yours truly with the Eastern Region finalists Billy Roche, John Fitzpatrick and Con McCullagh.

The serious business of the day started around 3.00 p.m. after F O'Keefe set up the bar for the practical test. Mr P O'Neill and Mr Andy O'Gorman with exam papers ready for the written exam and also the oral test - it was all systems go. President, Joe Casey, Major G Semple of Grants of Ireland and Mr D Toland supervised the practical examination in all aspects of practical bartending.

The standard of the finalists was exceptionally high and we had to be hyper-critical and award marks for appearance, neatness, grooming, manner, attention to customer needs, technical ability, hygiene, accuracy and quality of cocktails and maintenance of system. The written and oral questions ranged from the manufacture of various bar products to general knowledge.

All the finalists acquitted themselves well and are a credit to their various establishments. When the marks were all totted up a winner emerged. It was Billy Roche of the Concorde, Raheny who received the first prize of nomination to International Paissa Prize Competition at Pessione, Turin, plus travel, accommodation and £75 spending money.



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### B.A.I. ANNUAL DINNER DANCE

Júrys Hotel was the venue for the 1977 Annual Dinner Dance where we had a record attendance. The "Trade" was well represented with top executives from all leading producers, agents and wholesalers. A welcome trend was the increase in the number of Hotel Managers and Licensees. A final comment on attendance by our own members who turned out en masse with moral support from their elegant escorts.

A major attraction each year on this prestigious occasion is the reception where all inhibitions are quickly dispelled, old friendships renewed and new and interesting introductions made. Use your imagination and think of the wide variety of beverages supplied by the following firms and you will realise the exciting tempting nectars dispensed by Sean Kavanagh's bevy of Bartenders to appreciative captive companions.

B.A.I. President, Executive Committee and members extend their thanks to the following firms for the fine fare provided during the reception. Irish Distiller Ltd, R. E. Turbett & Son Ltd, D. E. Williams Ltd, Butler & Hedges Ltd, Beamish & Crawford Ltd, Barrow Bottlers Ltd, Cantrell & Cochrane Ltd, Mitchells Ltd, Pernod Ltd, Lett Bros, F. J. Nugent Ltd, Irish Vintners Ltd, Ed. Doyle & Son, J. Heffernan Esq-Aer Rianta, P. Hardy (Seafood), Royal Irish Liquers Ltd, E. Dillon & Co. Ltd, Gibleys of Ireland Ltd, Coca Cola Bottling Co. Ltd., Grants of Ireland Ltd., Guinness Group Sales (Ireland) Ltd, Player-Wills Ireland td, Gallagher & Co. Ltd, P. J. Carroll & Co, Murphys Brewery, Savage Smyth & Co. Ltd, Seagrams of Ireland Ltd.

Gilbeys of Ireland Ltd, offered each guest a selection of red or white wines and Royal Irish Liquers Ltd, laid on ample liquers to aid the digestive systems.

Speeches were great - gentle and brief, personified by our President Joe Casey and our Hon. Auditor and Hon. Member Mr.

Revellers included Jim and Alice O'Shea, B.A.I. and U.K.B.G. member from Eastbourne, England. Pat and Mary Briody, Kells Co Meath and Tony and Theresa Sherwin, Silver Springs Hotel, Cork, Mr R B Howick, Jimmy Dickson, Clef d'Or President, Mr P Beamish and Mr T Mullet and partners helped to make this one of the most memorable and outstanding social events in anybody's calendar. Danny Toland was his usual brilliant self as MC.



*Mr. R. Burrows who replied to a toast to "our guests".*

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### THE 1977 NATIONAL CATERING EXHIBITION

by P.J. O'Neill,

Garry Benson and I spent an informative afternoon recently at the exhibition in the Burlington Hotel.

My objective is to give a brief outline of some of the exhibits of interest to the bar sector of the catering industry. Much, which was interesting is excluded, as it does not fall within my self-imposed narrow terms of reference.

Our first stop was at the Batchelors stand where we had a pleasant chat with Jim Lawlor, Home Sales Manager, Green Isle Ltd. He told us of their range of prepared foods many of which would be of interest to providers of bar food. This range includes prepared pizzas suitable for popping into a micro-wave oven. At this stand we were introduced to Mr. Jan Pasver representing the Dutch manufacturer of the Mocomat Drinks Dispenser. Green Isle Ltd. are the agents for this machine in Ireland. The machine dispenses tea and coffee and both of these products in concentrated form, are supplied frozen - yes thats correct - by Green Isle. Having defrosted the products they are then poured into containers in the Mocomat from which they are dispensed.

The Automatic Keg Changer was demonstrated for us at the Hugh Jordan & Co. Ltd. stand. This equipment was first launched in Ireland at the Vintra Exhibition in 1976 in the Burlington. I spoke to Mr. J. Brennan, Director of the firm, who told me that the installation of the machine has to date been confined to the Dublin and immediately surrounding areas. This is a deliberate policy to allow careful monitoring by the service staff of the machine in actual operating situations. To date he is happy to report, there has not been a single breakdown on machines installed.

The "secret weapon" within the system is the Fob Detector which warns of the imminent emptying of a keg. The warning light is at the dispenser. The system allows for the changeover to another keg involving no waste and no effort. The machine is available in 3 or 6 keg units.

Phelim Kinahan of Irish Merchants Ltd. demonstrated equipment for the preparation and cooking of crinkly fried potatoes. There was the usual range of ice-makers and micro-wave ovens and we also saw the automatic beer pipe cleaning system "The Cellarman" at the Jiffi stand.

We spoke to old friends Michael Marley C.E.R.T. Ltd., Jimmy Kilbride, Michael Ganly and Christy Sands from the Dublin College of Catering and Jimmy Flahive of Aer Lingus.

#### OBITUARY

The President of the Bartenders Association of Ireland extends condolences on his own behalf and on behalf of the members to Mrs Margaret Toland and family on the death of her father in Donegal.

He also extends condolences to Mrs Ethna O'Connor and family on the sudden death of his colleague John O'Connor, Hon Secretary of the Clef D'Or who worked for 36 years at the Clarence Hotel.



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POWERS GOLD LABEL SCHOLARSHIP - I.B.A. TRAINING COURSE  
STRESA ITALY 1977

L to R. G. R. W. Burrows, General Manager, Irish Distillers presenting the Powers Gold Label Scholarship to Paul McAuley Jury's Hotel. Centre right, Joe Casey, President B.A.I., extreme right Paul McNally, Vice President B.A.I.

**Good Advice**

When you need a DRINK, have it --- not before;  
When you STEAL, steal away from bad company;  
When you SLEEP, sleep by yourself;  
When you SWEAR, swear by your Country;  
When you DRINK - drink at the  
\*\*\* STAR BAR

\*\*\*\*\*

CUSTOMERS are requested not to leave their seats while the bar is in motion.  
WE shoot every tenth customer who asks for money out of the till - the ninth has just left.

\*\*\*\*\*

**Ready Cash Only**

Customers came and I did trust 'em,  
So I lost their money and their custom;  
To lose them both it grieves me sore,  
So I have resolved to trust no more;  
Chalk is useful, say what you will,  
But chalk won't pay the brewer's bill;  
I strive to sell the best of ale,  
For money down upon the nail;  
Let these lines be no man's sorrow -  
Pay today and trust 't' morrow.  
I give credit and great credit  
To those who don't ask for it.

**Drunk**

When your heels hit hard and your head feels queer,  
And your thoughts go up like froth on beer,  
And you laugh like hell at some damn fool's song,  
You're drunk old man, you're drunk!

\*\*\*\*\*

How beautiful it is to do nothing AND THEN REST.

Work is the curse of the drinking CLASS  
Don't take life too serious - you will NOT get out of it ALIVE anyway.  
SINGLE men may be either tall or short.  
MARRIED men are always SHORT.  
A TEETOTALLER is one who suffers from THIRST instead of enjoying it.

\*\*\*\*\*

I hate guys who criticise,  
And minimise the other guys,  
Whose enterprize has made him rise  
Above the guys who criticise.

There may be good reason for drinking,  
And one has just entered my head;  
If a man doesn't drink while he is living  
How the hell can he drink when he's dead.  
All the world's queer, save thee and me,  
And even thee is a little queer.

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### A TRIBUTE TO TWO GREAT MEN

By ex-President, Jerry Fitzpatrick

Dear Members

I have no doubt that the sad news of the death of Mr Angelo Zola and Mr Charlie Tuck has shocked all members of the IBA.

Charlie was always a very good friend of the Irish Bartenders and indeed he had a warm spot for Ireland and always looked forward to visiting here whenever possible. He was one of the first to congratulate and wish success to the BAI on its formation. At the many functions I attended as President of the BAI, Charlie always made a particular point of greeting me and ask after his many Irish friends. A great void has been left with the passing of such a dedicated and warm person.

Angelo Zola I met at the IBA convention in Stockholm and I will always remember his friendliness and concern for the BAI and his encouragement to me and his personal offer of help a truly wonderful man and no words of mine could possibly describe his great loss to Italy and the IBA. May I express my own and all BAI members sincere sorrow to both families of these two truly great men.

ANGELO ZOLA - an appreciation by Garry Benson, Hon Life member, BAI

Both the President's letter and one from Jerry Fitzpatrick refer to the huge void that is left by the passing on to his eternal reward of Angelo Zola. Angelo was founder member, father, mentor, ambassador at large for the International Bartenders Association. He was a really great person with a warm friendly charm and had the ability to remember names and faces. Friendship was his main objective. Suffice to mention his achievement in allying the Vermouth giants. Angelo disregarded country barriers, red lines or anything that cried halt to the onward march of friendship and brotherhood as dispensed by the bartenders of the world. At IBA meetings Angelo "pontificated" with a great depth of feeling and understanding and no way would he hurt or hinder any association or member.

In Ireland Angelo had many friends commencing probably with George Buller, Hon Life member and carried through by myself during the delicate formative years of the Bartenders Association of Ireland. Angelo constantly gave me encouragement, he understood our problems and assisted in every way to make our membership of the IBA possible. We will sorely miss the paternal friendship of this great and noble man. His memory will be an inspiration to all Presidents as they know how Angelo gave all his talents in full measure to the International Bartenders Association.



Angelo Zola

From IBA news I select the last paragraph of the report on the IBA Training Course in Stresa, Italy 1977:

"To close this report, Angelo Zola, has given us a special message for the students of the course: the barman's profession is one that one never stops learning and it is a wonderful thing that it never allows you to grow old. I spent a part of my military service as a radiotelegraphist and one of Marconi's sayings particularly struck me, I penetrate the skies and connect the peoples of the world. Adapting this a little, one could say of a barman with spirits I connect spirits."



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Walter Callan, the company's assistant secretary, and member of a branch of the Carroll family, efficiently ran the VIP tent where the food and drink were dispensed to the important guests. One of them actually tipped Mr. Callan a pound because he had been looked after so well. The top executive accepted the money graciously rather than offend the donor and handed it over to the barman.

Carroll's chairman, Mr. Don Carroll, arrived by helicopter from a sailing engagement in Rosslare, for the final day of the golf and this was just an indication of the attitude of the company in its preparations for the event which must now be the best run on the PGA circuit.

Perhaps the luckiest man of all was John Hammond, the pleasant Yorkshire pro, who had 70 for 291 and a £580 prize. Hammond failed to pre-qualify at Royal Dublin for this tournament but, got in at the last moment when Scottish Ryder Cup player, Brian Barnes withdrew because of the London air strike.

Unluckiest could well have been the holder, Ben Crenshaw who was put off by an amateur cine-camera man as he played his tee shot to the 18th. The ball ended in a bad lie and his hopes of getting the birdie he needed were gone. The excitement was indeed tremendous, even hardened journalists were infected and the RTE commentator was excused by everyone when he announced that the Irish Open had been won by "Howard" Green.



*The low handicappers of the BAI from left: Sean Keating, Joe Casey, John McKiernan, Captain, Newlands, Golf Club and Jerry Fitzpatrick.*

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### CUSTOMERS

*By David Nolan*

Have you ever met a customer who spelled trouble  
Or are your clients always very nice  
Are you ever asked for service at the double  
Then have to look for payment twice or thrice.

You polish glasses 'til you sweat  
Or should that be perspire  
If a dirty one is found, it's a safe bet  
The consequences will be dire.

And then there is the man who has a : liver  
Perhaps his wife and he have had a fight  
One thing you'll spot, this man is not a giver  
His angry face is not a pretty sight.

You've surely met the type I call the Expert  
He has a knowledge vast, of drinks obscure  
He'll make you feel a moron, that's a dead cert  
For him alas there is no proven cure.

In case someone might get the wrong impression  
Most customers just want a friendly jar  
But the fact that in my case causes depression  
Why do these others always pick my bar.



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#### SUCCESS STORY

Irish Distillers Ltd in conjunction with Irish Homemaker and Gardener launched a cocktail competition through the latter's magazine. Some of our gardening enthusiasts had a go and the following are the results: 1st Frank O'Neill, Gresham Hotel, Dublin, 2nd Danny Toland, Dublin Airport, 3rd Joseph Kelly, 57 Grove Park Drive, Ballymun, Dublin II and 4th Joe Casey, Clarence Hotel, Dublin.

#### "PINE TREE" Frank O'Neill

2 oz Cork Dry Gin  
1 oz Creme de Banane  
3 oz Pineapple Juice  
Dash Fresh Cream

Shake, serve with cherry.

#### "MORNING KISS" Joseph Kelly

$\frac{1}{2}$  Kiskadee  
 $\frac{1}{4}$  Creme de Banane  
 $\frac{1}{4}$  Fresh Orange Juice

Shake with egg white, serve with cherry.

#### "SILVER HEATHER" Danny Toland

$\frac{1}{2}$  Huzzar Vodka  
 $\frac{1}{4}$  Galliano  
 $\frac{1}{4}$  Lemon Squash

Shake with egg white, decorate with slice of lemon and cherry.

#### "CLARENCE" Joe Casey

$\frac{1}{2}$  Cork Dry Gin  
 $\frac{1}{4}$  Cointreau  
 $\frac{1}{6}$  Raspberry Cordial

Shake with egg white.

Our congratulations to all winners - of course our two members D Toland and J F Kelly were mad fresh from the International circuit and no doubt added lustre and innovations to their creations!

#### GALWAY OYSTER FESTIVAL

A suave Suttonian friend of mine supplied a copious sackfull of oysters to boost my sagging spirits, bless him. He acquired them at Moran's of the Weir where they were "swinging" during the festival and during the year nourish an ever ending stream of gourmets from all parts of the world.

The oysters were small succulent and with delicious delicate flavour. I purchased a bottle of Chabilis at my local supermarket for £2.35 and the label read: *Chabilis 1975 - Bottled in France for Lee White Wines - by Quinson F&S* - the label fooled me!

#### THE OYSTER OPENING COMPETITION

Irish and International Champion 1977 - Willie Moran of Moran's, the Weir. Tony Burtonshaw was placed 3rd and Eamon Preston got top marks for presentation. Irish Lady Champion 1977 - Noreen Moran of Moran's, the Weir. 800 dozen oysters were opened and consumed. Competitors from Ireland, England, France, Switzerland, United States and Australia took part in the international competition.

#### PRICES FROM TERRY O'SULLIVAN'S DIARY

In Moran's of the Weir (where Mick Moran gave us his blessing), oysters are £2 a dozen. In Paddy Burkes in Clarinbridge, three miles away (where it all began over twenty years ago when oysters were nine shillings a dozen), they are now £2.50 a dozen.

In Dublin city they are £4 to £4.50 a dozen. In the Cladagh Restaurant on the roof top of the Great Southern Hotel in Galway (and this is one of the best restaurants in Ireland), they are £5 a dozen and Cork visitors whom I met in Galway said that they are also £5 a dozen in Cork's famous Oyster Bar. In Scott's of Picadilly they are £8 a dozen... and God knows what they are in Paris or Brussels.

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### MARTINI INTERNATIONAL COMPETITION

by Bill Roche

To have been fortunate enough to win the nomination to represent the B.A.I. at the International Martini Paissa Prize in Turin was the greatest thrill of my life. The help and encouragement that I received from fellow members and previous winners in particular, just goes to prove what a great Association we have. Brian O'Meara of "51" Haddington Road made every single thing that he had on the competition available to me, as did John Fitzpatrick of the Shelbourne and for all their help, I am most grateful. What I thought was a wonderful gesture, was on the day before I left, I received a telegram from Southern Branch B.A.I. wishing me every success.

So on the 22nd June at 9.50 a.m. I left Dublin on an Aer Lingus flight via Brussels to Frankfurt, where we arrived at about one o'clock. My connecting flight to Turin was not until 4.30 so I had ample time to look around the airport which is a city in itself. It has one hundred and eleven shops, including a Sex Shop (I didn't go near it, I swear), and a Restaurant seating 2,000 people. A Tuborg beer cost 3.50 marks and at around 19 marks for £5 it's easy to see that for the Continentals Ireland is still good value.

From Frankfurt I travelled with Lufthansa on to Turin and arrived at 7.00 p.m. to discover that quite a few of the other competitors had been on the same flight. We were met by a very attractive lady representing the Martini Company and were taken by coach to the Hotel Majestic, Turin. Time only for a quick wash etc., and we were whisked away (not shaken) to a country "Tralloria" for a get-together and dinner, and what a dinner. I lost count after about ten courses and a selection of wines, liquers etc.

Among the many, many nice people that I met, in particular Gunnar Eriksen the Norwegian rep, sent his best regards to Paul McCauley of Jury's and says he has great memories of the course earlier this year at Streca. So also Carmel Bonavia of the Grand Hotel, Verdale, Malta, asked to be remembered to Frank Taylor of the "51".

We got back to our hotel about 1.00 a.m. (very tired) and started out at 7.30 a.m. by coach for Pessione. On reaching the Martini Terrace we had ample time to change into our working uniforms and then we were given a number to tell us when we were being called. The forty-three competitors were divided into two, one half for the practical exam, the other for the oral exam. I was drawn No. 15 which meant I was called about 11.30 for the practical exam. One had to draw the Cocktail that one had to make out of a pre-selected ten of the fifty International Cocktails - I got a "Caruso". Apart from being nervous (with so many eyes on me), I was quite pleased with the way my drinks turned out.

I was called for the oral exam about twenty minutes later. Among the inquisitors were - Mr. Stefano Preti, AIBES Past President and Mr. J. G. van Hagen, President N.B.C. Holland. Mr. Preti sent his regards to our President, also Gerry Fitzpatrick and Garry Benson, as indeed did Mr. van Hagen who made a point of seeking me out at a later stage to give me a written message for Garry Benson, who he says is very, very Irish. In fact in the message that he gave me for Garry, he would only use C.T.E. (as Gaeilge) rather than B.A.I.



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Next morning quite a few of us travelled by coach to Milan to get our flights home, and as my plane wasn't going until 3.00 p.m. as was also true of the two German competitors, the competitor from Finland and several others we all had breakfast together and I was amazed at the interest shown by one and all about Ireland. I had brought about a dozen "Discover Ireland" brochures and they were snapped up.

I flew back again with Aer Lingus via Geneva and can only say what a wonderful and educational experience it all was and I extend my thanks in particular to Grants of Ireland Ltd., the Martini agents, who treated all the competitors in this year's competition so well - they certainly deserve our support.



*Previous Martini Scholarship winners with their trophies and a happy looking President, Joe Casey and Vice President, Paul McNally. Smiling through are left to right: Vincent Doyle, John Fitzpatrick, Brian O'Meara, Arthur Hook, Declan Foley and Con McCullagh.*

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#### LEINSTER ARMS HOTEL

Peter Burke, a graduate of the College of Marketing, is manager of the newly refurbished and extended Leinster Arms Hotel in Maynooth, Co Kildare. The car park is at the rear of the hotel and if you enter the hotel itself from the rear you will bump into a lovely little cocktail bar and upstairs there is a new and exciting restaurant.

Special cocktails of the house are a Lillywhite and a Silken Thomas. The Lillywhite is very popular with the ladies from the short grass country while the gentlemen gamely go for a Silken Thomas.

#### SHELBOURNE HOTEL

Like most hotels in Dublin the 'Shel' has had a very busy summer season during which a variety of theatrical shows were staged in the ballroom. This meant busy nights for both Tom Blake and Joe Tyndall - not suggesting for one moment that Sean, Jimmy and John were standing idly by. I dropped in on a few occasions and each time our men were "swinging" as they say in the trade.

Niall Toibin filled the house for two weeks in June and for one week just recently, while Gay Byrne and Tony Kenny did likewise in August. So I'm expecting Tom will have increased his musical repetoir vastly and I'll be disappointed if Joe does not come up with a barrage of Toibin jokes on our next social interlude.

Claude Spillane (a disappointed Kerryman) supervised the service of supper each night and the fare was satisfying and great value at £2.50. Let knowledgeable Tom select your wine from the extensive Shelbourne wine list and you won't go wrong.

A Galwayman was filling in a crossword and he turned to his friend Jockser from Dublin for help. "What's a four letter word beginning with F...?" now don't jump to conclusions..... Here is the clue "Old MacDonald had a ..... I've got it said Jockser - its FARM. Janey you'r right said the Galwegian and how do you spell that..... e i e i o.

On one of Brendan Behan's celebrity engagements in Carnegie Hall the sound man said he followed in the footsteps of a previous Irish missionary namely St Brendan the navigator who discovered America long before St Columbas. But St Brendan had the good sense to leave it where it f....n well was.

Well it seems that this Brendan Behan joke did not go down too well with the Americans or as Brendan himself said...."it went down as well as a bath of crubines in a synagogue!".

#### WINE

During the summer months I tried several wines mostly white or rose - it was exciting finding a 17 year old white wine from Alsace in excellent condition - it was a Hugel '59!

I think it was fellow member, Lionel McKay, who recommended a Ch Michel de Montaigne 1973 to me so on checking the vintage chart I thought it might be too young - "not at all" said Lionel, "try it and I did - well my compliments to Madame Mahler-Besse of Bordeaux, it was delightful.



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### THE CHAMPION

BILLY CONNAUGHTON, JURYS HOTEL, DUBLIN

Billy is a most popular Head Bartender at the Dubliner Bar, Jurys Hotel, Dublin. Before that he looked after the bar in the Martello Room and back in his youth he served his apprenticeship in a little bar near Tuam, Co Galway.

Billy is married to Olive, a charming Cavan colleen, and they have three offsprings, Paul, David and Phillip. Most holidays are spent by a fishing lake near Olive's home where the boys can romp and explore while big daddy fishes with some success. Billy also finds time for the odd game of pitch and putt, reading and the odd game of darts.

27 PG 7



### CORK DRY GIN

### 16TH ALL IRELAND COCKTAIL COMPETITION

THE CHAMPION - Billy Connaughton of Jury's Hotel, Dublin  
the Cork Dry Gin All Ireland Cocktail Champion 1977.

Back to business and Billy tells me that bookings in his hotel are up by 29% over 1977 figures and '77 was a good vintage year. Billy has great confidence in the "new" management team at Jurys where a dynamic marketing policy is pursued. Continuous endeavours are maintained to raise standards of service, food and to provide staff development.

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### CORK DRY GIN - 16TH ALL IRELAND COCKTAIL COMPETITION

*Competitors at semi final stage - Frank O'Reilly, Gresham Hotel, Brian O'Mara, '51' Haddington Road, Joe Kelly, Dublin Airport and Billy Roche.*



Still (no not pot still) on schedule entering the final stages the executive committee decided we could afford a ten minute tea break - a nice surprise! Another surprise when Paul McNally, Vice-President of the Bartenders Association of Ireland gave "the break" to Danny Toland by taking over as MC while Danny oiled his vocal cords. The McNally crack was great and helped to ease the tension that had built up to astronomical heights. Meantime Andy O'Gorman and myself sipped strong coffee at the administration table. Pat O'Neill and Con McCullagh were kept busy interviewing all the competent contestants. Flashes here, there and everywhere sparked off by friendly ace photographer, Phil Diggin, Editor of Runway (Aer Rianta staff magazine) and the lady devoted a full page of her popular magazine to our biennial event.

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JUDGING THE FINAL



The battle raged onwards 'til we came to the final proper. Six astute judges were selected to sample the creations of Danny Toland's Deoch an Doras, "The Minstral" -  $\frac{1}{2}$  Huzzar Vodka,  $\frac{1}{8}$  Creme de Banane (Bols),  $\frac{1}{8}$  Galliano,  $\frac{1}{8}$  Tio Pepe and  $\frac{1}{8}$  Mi-Wadi Lemon Squash - Shake. Joe Tyndall's piece de resistance with which he won the previous All Ireland viz 1 oz Kiskadee,  $\frac{1}{2}$  oz Creme de Cacao (Bols),  $\frac{3}{4}$  oz Cointreau,  $\frac{1}{2}$  oz Dubonnet, top with cream, flavoured with Creame de Menthe. Pat McInerney's invention named "The Beefeater" -  $\frac{1}{2}$  Jameson,  $\frac{1}{4}$  Irish Coffee Liqueur,  $\frac{1}{4}$  Royal Irish Mint Coffee Liqueur, cream on top. Billy Connaughton's creation - "Galway Grey" -  $\frac{1}{2}$  Huzzar,  $\frac{1}{6}$  Creme de Cacao,  $\frac{1}{6}$  Cointreau,  $\frac{1}{3}$  Lime Juice, float fresh cream, twist of orange. Stir.

Here were four experienced experts pouring all the arts and crafts they mastered down through the years into this last tense moment. Hallelujah! The winner is announced, Billy Connaughton, Jury's Hotel, Dublin. Pat was placed 2nd, Joe 3rd and Danny 4th. Congratulations to all four - you are the cream off the top. Each man's performance was spectacular, their concoctions delightful and their expertise a pleasure to behold.

I was not at all surprised to see all the winning cocktails contained an Irish base - the foreigners like, Brandy, Rye, Scotch and Tranquila all took a beating. We Irish are sometimes called a nation of knockers - always criticising our own, but if proof is needed of our quality spirits the BAI members show their confidence and appreciation of them and rightly so.

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## PROFICIENCY AND PRESENTATION TEST

The Cocktail Committee of the Bartenders Association of Ireland initiated the above test in conjunction with the 16th All Ireland Cocktail Competition which, as usual, was sponsored by Irish Distillers Ltd.

Here is a copy of a Judges Card:

### BARTENDERS ASSOCIATION OF IRELAND 16TH ALL IRELAND COCKTAIL COMPETITION PROFICIENCY AND PRESENTATION TEST

Competitors will be judged under the following headings on 1st Round

Performance:

First Impressions, Hygiene and Department, Technical Ability, Presentation.

(Proxy Shakers not Included)

Competitors No.	First Impressions	Hygiene & Department	Technical Ability	Presentation	Total Points
	Marks out of 5	Marks out of 5	Marks out of 5	Marks out of 5	

Judge's Signature: .....

You will notice that each section carried a maximum of 5 points.

#### Section 1 - First Impressions:-

Requirements - an immaculate bartender from head to foot in well-fitted uniform and wearing a BAI emblem.

#### Section 2 - Hygiene and Department:-

Requirements - checking and handling of equipment, glasses and decorations etc. Personal hygiene, grace and good bearing (not subservient).

#### Section 3 - Technical Ability:-

Proper use and style in using equipment, products and utensils. Spillage, shortage and overage. Final condition of bar.

#### Section 4 - Presentation:-

The bartender's complete display in harmony, professionalism, showing flair and expertise - with confidence.



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### Irish Airports Duty Free and Tax Free Shops

Aer Rianta—Irish Airports operate Duty and Tax Free Shops at the three national airports—Dublin, Cork and Shannon. The shops are conveniently located in the Terminal Buildings of the Airports and offer the air traveller the "Best Buys" in a wide range of goods.

## Who may buy

### At Dublin

Effective 1st March, any air traveller departing for any destination outside Ireland.

Note: Air travellers to North America are welcome to purchase duty and tax free goods at Shannon Airport.

### At Shannon

Any departing air traveller going on a direct flight to any destination outside Ireland.

### At Cork

Effective 1st March, any air traveller on a direct flight for any destination outside Ireland.

## When you buy

Payment may be made in sterling, US and Canadian dollars, or in any major Western European currency. Travellers cheques and credit cards may also be accepted.

Your duty and tax free purchase will be wrapped and sealed and should not be opened until after take-off.

A new cocktail was created by our BAI members at Dublin Airport to commemorate this new venture by Aer Rianta. "CAREFREE"  $1/3$  Brandy,  $1/8$  Orange Curacao,  $1/3$  Orange Squash,  $1/8$  Cointreau, Dash Egg White - shake. It's absolutely delicious - full marks to our men.



## Do you know Bottle sizes!



The Standard Bottle is the bottle most commonly used for wines and spirits in Ireland.

The U.S. Quart is considerably larger, nearly as large as

The Litre bottle. This is a popular European size.

The Imperial Quart is one and a half times the size of the Standard Bottle.

## Customs Regulations

Customs regulations governing travellers' imports into their home countries vary. Sales personnel will try to answer customs queries, but unexpected changes in regulations prevent their information from always being up-to-date and accurate. As a result sales staff cannot be held responsible for the correctness of their information. For precise information on Customs regulations you may obtain a brochure from the Collector of Customs & Excise, the Custom House, Dublin (or Cork, Galway, Waterford, Limerick) or from the Customs Officer at Dublin, Shannon or Cork Airports.

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### LATEST BAR DEVELOPMENTS FROM AMERICA

Beverage dispensers take many forms, from manual portioners to motorized units. Pictured here is the EDI (Electronic Dispensers International) Cocktail Cruiser.



Many operators fear that customers will react to the loss of the bartender's personal touch, or infer that the house is pouring cheap-quality liquor.





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MURPHYS-BUILD HEINEKEN BREWERY

### *The Beautiful Blonde*

Murphys Brewery Limited is building a new lager brewery at the company's Lady's Well headquarters in Cork. The new brewery will brew internationally famous Heineken Lager for the Irish market. This announcement follows the initialling, in Amsterdam last month, of an agreement between Heineken and Murphys. Work has already started on the lager brewery, which will cost more than £1 million. The bulk of the construction and equipment contracts are expected to go to Irish firms.

Under the terms of the agreement, Heineken will set up an Irish subsidiary - Heineken Ireland Limited - which will hold the trade mark in this country. Murphys will brew and distribute Heineken Lager for this subsidiary and the brewing of Heineken in Cork will be under the direction of a full time resident Heineken brewer from Holland.

The extension of the brewery in Cork is the latest phase of the £2.5 million capital development programme which has been under way since L V Holdings took over Murphys in 1974. The brewery has been extensively modernised in the past three years, with the addition of new plant, to meet the increased demand for Murphy stout and to cater for the brewery's entry into the ale market with Younger's Ale.

Announcing the latest Heineken development, Murphys Managing Director, Michael Long, said,

*"It is a great honour for us to be associated with a superb firm such as Heineken. I think that I can speak for everybody associated with Murphys, employees and publicans alike, when I say that we look forward with great excitement to the coming year when Heineken goes on sale in Ireland."*

Heineken is a Dutch based company and the US is its biggest export market. Exports to the States began as far back as 1933, immediately after prohibition was lifted and sales increased by 40% in the past year, giving Heineken a 38% share of the market for imported beers in the US.

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Heineken is famous world wide and has breweries on the five Continents. The company's extensive technological expertise has contributed to the building of dozens of breweries world wide and besides its own breweries, the company has a financial interest in a number of other brewing concerns. Heineken is also involved in brewing under licence and in the system by which breweries are built to Heineken specification and then handed over to the principal involved. The company currently has a direct interest in over fifty breweries and apart from the well known Heineken and Amstel brands, markets many other local brands in various countries.



*Pictured in Ameterdan at the initialling of the agreement between Heineken and Murphys were, seated from left, Michael Long, Managing Director of Murphys Brewery, A H Heineken, Chairman of the Board of Managing Directors of Heineken and Bill McDonogh, Chairman of Murphys with, standing from left, J van der Werf, Managing Director of Heineken's International Division, A Vellekoop, Marketing Director of Heineken International and Heineken Legal Adviser, H Hellerman.*



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### *Social and Personal*

#### *NEW BABE*

Congratulations to BAI member, Frank O'Reilly, Gresham Hotel and his grand wife, Ester, on the birth of a beautiful little daughter whom they named Gillian.

#### *THE STEERING WHEEL*

Vincent Tynan, ex Gresham Hotel, has purchased the Steering Wheel at Bolton Street, Dublin. Our member, Tommy Ryan, is managing it. We wish all concerned smooth sailing.

#### *SOLD OUT*

Twice I visited Jury's Hotel, once in December and once in January - on both occasions they had sold out of Huzzar Vodka. I came to the conclusion that the ever efficient bartenders were selling so many Galways Greys that the Huzzar stocks were bound to be depleted.

On one occasion I was in the Bernie Inn where they were "sold out" of Madison. My escort was madly disappointed.

#### *Wedding Bells*

Congratulations to Don Lawlor B.A.I. a Corkman who presides in the Clarence Hotel, Dublin on his recent marriage. Bearded dapper Don has a bright future ahead of him in the Trade. We hope he is equally successful in the matrimonial state.

#### *Change of Address*

Sheila Nugent has changed her address to

9 The Grove,  
Kingswoods Heights,  
Clondalkin,  
Dublin 7.

#### *HOTELYMPIA:*

BAI members wish the panel of chefs and waiters presently competing in London every success. You have two outstanding Directors leading you - Mr Michael Marley and Mr Kevin O'Mara - so bring home the bacon.

#### *IH&RGS*

The Irish Hotels and Restaurant Golfing Society held their Annual Dinner at Bernie's Inn, Dublin. during the festive season.

Captain of the society, Robin Collins ensured that the "fare" and facilities were first class. A "full house" enjoyed an excellent buffet and wines of the best.

MC on these golfing occasions is our own Sean Keating who handled events expertly. He had no problems in enlisting songsters, Frank Hand, Billy Meade and Famonn McKay who happens to be Chairman.

Our own Jerry Fitzpatrick, Garry Benson and Ailbey Brennan, seemed to enjoy the occasion to the full. Michael Birmingham, Jury's Hotel, was their star player during 1977.

We wish the society many direct hits during 1978.

#### *WALLBANGER COMPETITION*

Billy Roche, BAI, tells BASIL that there is a competition to better the Harvey Wallbanger story in less than 150 words being run by "Galliano Competition" c/o Delanter Magazine 16 Black Friars Lane London EC4

Prize is dinner for two up to the value of £50.

#### *APPOINTMENTS - CANTRELL & COCHRANE*

Pat Cahalane (Associate Member) has been appointed Regional Sales Manager (Munster Area) by Cantrell and Cochrane.

Seamus Leydon the famous Galway footballer has been transferred on promotion as Divisional Sales Manager of the licenced trade in Dublin.

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*RICHARD BURROWS, NEW CHIEF EXECUTIVE AT IRISH DISTILLERS LTD - By Garry Benson*

From small beginnings in the Ed Dillon / Nora Fitzgerald combination a young Dublin man emerged who showed foresight and initiative - his name was Richard Burrows. Why do I pick these two of the man's many talents? Because he helped during the birth pangs of the BAI and became its Hon Auditor - a post he holds with distinction ever since.

Among the many other arts he mastered in Wesley College he acquired all the skills of rugby and during his adolescent days his famous father, naturalist George Burrows, Irish Times, introduced him to the sea. Richard took to the sea like a sea lion, even in winter. Sailing became one of his hobbies and with his brother embarked on some of the fiercest sea tests in these parts of the world. He is a man who can weather all kinds of storms, cool calm and collect and we are glad to have him on board the Bartenders Association of Ireland.

On the business front, Chartered Accountant, Richard Burrows, was given responsibility for Bushmills during the hungry season for Seagrams in Ireland. Following his achievements with these international giants (always good friends of the IBA) he was appointed General Manager at Irish Distillers at the tender age of 29. Quick as a wink he was whisked on to the Board of Irish Distillers Limited. Low and behold the Board realised the gem they had and they duly appointed him to the exalted position held with distinction by Mr Kevin McCourt - Managing Director.



*We, your fellow members in the Bartenders Association of Ireland, congratulate you on your achievement and wish you and your firm continued success.*

*Of course, being close to you, we know of one of your secrets to success - a charming understanding young wife with an educated palate!*

*Mr Richard Burrows, new Chief Executive at Irish Distillers Ltd.*

Increasing American fondness for the "ball of malt" has enabled Kevin McCourt to bow out of top executive role at Irish Distillers with a flourish. Announcing results from the "Jameson", "Powers" and "Paddy" group which recorded best-ever pre tax revenue of £4.8 million, Mr McCourt said the American sales showed a real increase of 20% against an overall growth in the market of a mere 1%. About 42% of group whiskey sales went abroad, he said.

His successor Richard Burrows has been set the target of improving profitability this year and Mr McCourt said the Board was confident it could be done. One of the problems that will be faced by the incoming Chief Executive will be that of stopping the continued slide in whiskey sales in the home market - even if, as the company argues, the home market income is being buoyed up by growth in the white spirit side.

Shareholders, however, will be only mildly intoxicated by the extent of their dividened hike. Total dividend is 19% gross - 6 points up - but the extent of the profit growth in the past year was enough to sustain a bigger payout. Dividend cover this time is 4.15 times, which seems to be leaning heavily on the side of caution. This, however, has not stopped market enthusiasm for the shares, up to 108p recently.



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### B A I SOUTHERN BRANCH NEWS

by John Pearson

The 5th meeting of the Southern Branch of the B A I was held at the "Hospitality Room" Beamish and Crawford, Cork.

The Chairman Walter O'Hare presided. Also present were: Messrs Jim Barry (Trustee) Michael O'Shea, Tony Sheerin, Pat Shine, Dave Quinlen, Paddy O'Brien, Joe Kelly, Michael Healy, Gerry Hogan, Michael Breen, Christy O'Sullivan, Noel Daly, John Pearson, Martin Burke, Arthur Hook, Seamus Leydon (Cantrell & Cochrane) Chris Reynolds and Michael Barrett (Beamish & Crawford) Jim Denby and Tony Lenehan of CERT.

Mr Chris Reynolds, Area Manager for Beamish & Crawford opened the proceedings by extending a Cead Mile Failte to us and kindly laid on some eats and some appropriate appetizers. Our Chairman thanked Mr Reynolds for their hospitality. The minutes of the previous meeting were read and signed folled by the Treasurer's Report.

The agenda included:-

- 1 Irish Distiller's Cocktail Competition.
- 2 Trip to Grants.
- 3 Discussion with Messrs Denby and Lenehan of CERT re education of apprentices.
- 4 1st Annual Draw.

The above agenda having been read was folled by a lively discussion.

A raffle was held for one bottle of VAT 69 and Bushmill kindly sponsored by our hosts and duly won by Martin Burke and Noel Daly. Having been given two hours to vacate the premises by Mr Noel Howell, the Chairman brought the meeting to a close so as the members could get down to some real "Beamish" sorry I meant business.

Our first Annual General Meeting will be held in the "Board Room" Murphy's Brewery on Thursday February 23 at 3.30 p.m.

*JIM MOUNTJOY*

Jim Mountjoy has been appointed Marketing Manager of Cork's Metropole Hotel. He has wide experience in the travel and leisure industry, having previously spent many years with Aer Lingus, Lucey Travel and Holiday Entertainment Cork.

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Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

### *DAY RELEASE COURSE - BAR OPERATIONS*

Organised by CERT and held in the Regional College, Cork for the personnel in the industry with at least one years experience. Students are prepared for the City/Guilds of London - Alcoholic Beverages 707/B and for the CERT Bar Operators Certificate.

Syllabus includes - Wines, spirits, cocktails, bar supervision, bar catering, all aspects of bar service and social skills. It is a one year course with sponsorship from Irish Distillers, Woodford Bourne and Murphys. Students visit local breweries and distilleries. The course instructor is John Pearson, B A I. Results for 1976 - 5 credits and 6 passes.

At the recent presentation of Diplomas - Irish Distillers presented a special award to Mr John Tynan, Imperial Hotel for the most outstanding student of the course.



Seated left to right: Some of the students who received Diplomas - Christy O'Sullivan, Gerard Flynn, Margaret Madden, John Tynan, Eileen O'Hanlon and Noel Daly. Standing: R B Murphy, Area Sales Manager, Irish Distillers, John Pearson, Secretary B A I, Course Instructor, Jarlath Killilea, Head of Catering, Regional College, Cork, Tony Lenehan, Training Adviser, CERT and Jim Barry, Public Relations, Irish Distillers.



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Picture taken at Beamish & Crawford premises.  
Mr. Jim Barry, Trustee Southern Branch B.A.I. presenting The Southern Branch Trophy to Breda Jordan of Jurys Hotel for the best student in the bar operations course 1977, held at the Cork Regional College, and run by C.E.R.T. Also included Mr. Tony Lenehan, Cork/Kerry Adviser for C.E.R.T. and Mr. John Pearson (Secretary Southern Branch B.A.I.)



### STEP IN:

A pleasant restaurant called the "Step In" was opened recently by our Food Friends Mary & Martin Burke (old U.K.B.G. and founder member B A I).

We wish them every success in their new venture. We know they both have taken the right "step" so when in Cork Dew Drop in or "Step In" Princes Street, Cork.



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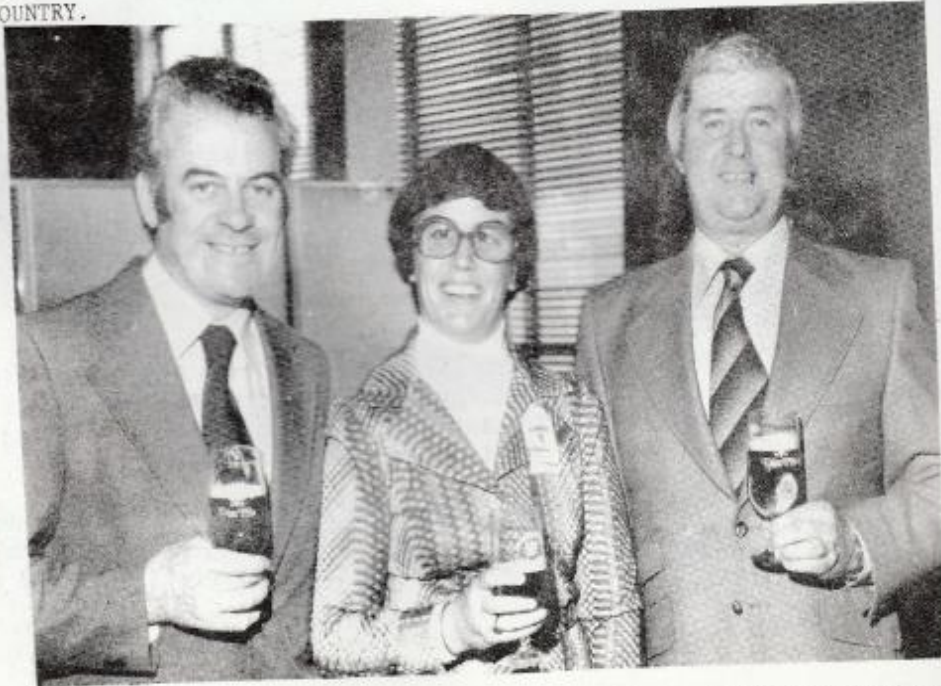
### INTRODUCING A NEW LAGER WITH VERY SPECIAL QUALITIES

SATZENBRAU IS A DISTINCTIVE CONTINENTAL TYPE, MEDIUM-STRENGTH PILSNER LAGER WITH A UNIQUE LOW-SUGAR CONTENT. INITIALLY IT WILL BE SOLD IN CONVENTIONAL HALF-PINT BOTTLES THROUGH THE LICENSED TRADE IN THE REPUBLIC OF IRELAND, AT A LATER STAGE IT IS PLANNED TO INTRODUCE IT IN NON-RETURNABLE BOTTLES FOR THE TAKE-HOME TRADE.

SATZENBRAU HAS AN EXCELLENT PEDIGREE, BREWED BY HARP, FOR MANY YEARS THE LEADING BRAND IN THE REPUBLIC, NORTH OF IRELAND AND THE BRITISH MARKETS. IT WILL BE SOMEWHAT STRONGER THAN HARP, AND BECAUSE OF ITS ADDED STRENGTH AND SPECIAL BREWING TECHNIQUES IT WILL COST ABOUT 8p PER BOTTLE MORE THAN HARP.

M. W. CUMMINS, MARKETING MANAGER HARP, SAID SATZENBRAU IS A NEW TASTE IN LAGER - A NEW CONCEPT WITH SEVERAL DISTINCT ELEMENTS THAT WILL APPEAL TO A WIDE VARIETY OF DRINKERS. SINCE IT IS MARGINALLY STRONGER THAN HARP, WE BELIEVE IT WILL BE AN ACCEPTABLE ALTERNATIVE FOR SPIRIT DRINKERS WHO REQUIRE A LITTLE EXTRA FROM A BOTTLE OF BEER, AND HE HOPES THE B.A.I. WILL GIVE IT THEIR SUPPORT BY STOCKING IT PROMINENTLY AND SERVING IT COLD WHERE POSSIBLE.

UNLIKE OTHER STRONG LAGERS, HOWEVER, ITS LOW SUGAR ELEMENT WILL GIVE IT EQUAL APPEAL TO MEN AND WOMEN IN ALL SEGMENTS OF THE MARKET. IDEALLY IT SHOULD BE SERVED CHILLED TO BRING OUT ITS SPECIAL SMOOTH REFRESHING QUALITIES. HE BELIEVES THAT WE ARE FILLING AN IMPORTANT SOCIAL NEED IN THE COMMUNITY AS SATZENBRAU IS THE FIRST AND ONLY BEER ON THE IRISH MARKET TO CATER ESPECIALLY FOR THE MANY THOUSANDS OF DIABETICS IN THIS COUNTRY.



Danny Toland, Sheila Nugent and Joe Casey, President B.A.I. at the Satzenbrau Launch 1978.



## Bartenders and Cocktails of Ireland 1972-1979

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### BARTENDERS' ASSOCIATION OF IRELAND BALANCE SHEET AS AT 28 FEBRUARY 1978

	1977	1978
	£	£
<i>ASSETS</i>		
Bank Current Account, Dublin	743	1,092
Bank Current Account, Cork	-	207
Deposit with Credit Finance Ltd	192	206
Subscriptions Due	243	242
Stocks of Ties, Pennants etc	230	240
Typewriter	195	195
Prize Bonds	-	100
Other	50	-
Scholarship Costs Receivable	-	275
	1,653	2,557
 <i>REPRESENTED BY</i>		
Capital Fund Surplus to Date	1,475	2,463
Benevolent Society Fund	112	66
Subscriptions in Advance	66	28
	1,653	2,557
 <i>MEMBERSHIP AT 28 FEBRUARY 1978</i>		
Full Members	94	116
Associate Members	70	81
Provisional Members	7	16
International Members	4	8
Honorary Members	36	36

SIGNED:

J Casey (President)

J Tyndall (Hon Treasurer)

Auditor's Report to the Members of the Bartenders' Association of Ireland.

"I hereby certify that these Accounts are in accordance with the books and records of the Association. The Accounts of the Southern Branch which have been incorporated into these Accounts were not audited."

SIGNED:

Richard Burrows (Hon Auditor)

3 March 1978

## Bartenders and Cocktails of Ireland 1972-1979

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ANNUAL GENERAL MEETING  
of  
THE BARTENDERS ASSOCIATION OF IRELAND  
in  
THE CLARENCE HOTEL, DUBLIN, 12.3.1978.

Garry Benson

- 1 Present:  
David Kelligher, N. Whelan, D. Toland, Garry Benson, Jimmy Kelly, M. Bolger, H. Connolly, J. Williams, F. O'Reilly, G. McLoughlin, F. O'Neill, P. Kiernan, T. Burtenshaw, E. Preston, B. Roche, M. Macken, A. Brennan, P. Yauerbaum, A. Hook, S. Keating, J. Fitzpatrick, J. Gallagher, H. McQuaid, J. Gogarty, P. McConnell, D. Fitzpatrick, B. Mulvanny, T. Blake, J. McGurk, Gerry Fitzpatrick, F. O'Keefe, Joe Connolly, M. Stratford, P. McNally, Joe Tyndall, B. O'Mara, Declan Foley, M. Davnet, M. J. Galligan - Lett Bros. Ltd., G. D. Heather - Irish Distillers, T. Mullett, D. E. Williams, A. O'Gorman - College of Marketing and Joe Casey, President who presided.
- 2 Minutes of the 1977 Annual General Meeting were adopted.
- 3 The President extended a special welcome to the Southern Branch representatives.
- 4 Harp flowed freely during the meeting with the compliments of Guinness Group Sales - to oil the vocal cords.
- 5 Harry McQuaid, Gresham Hotel, has been awarded the Irish Distillers Scholarship to attend the International Bartenders Association Education Course in Stressa, Italy.
- 6 After consultations with Mr. M. Dorney and Mr. D. Welch, Grants of Ireland Ltd., Garry Benson has secured a second Martini Scholarship for the B.A.I.
- 7 Next I.B.A. Conference date is Paris, December 1978.
- 8 I.B.A. President, Mr. Stefano Preti has circularised a new list of popular cocktails - they include P&B, My Tai, Rusty Nail, Screwdriver, Harvey Wallbanger, Black Russian, Margarite, Bullshot, and Skywasser.



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### The Guinness Scene



For the past three years The Black Sheep public house in Coolock, Dublin have sold more draught Guinness than any other pub in Ireland, serving well over half a million pints of the Dublin brew in the past year alone. To celebrate this achievement and in recognition of their unrivalled position as the largest bulk draught outlet for Guinness in the country. Tony Cummins, the Manager of the Black Sheep and his assistant Tom Briody, were invited to a special lunch in St James's Gate and later toured the £7 million brewhouse.



*Pictured beside one of the new brewing kieves (from left): Greg Cunniam, Area Manager, Guinness Group Sales, Tom Briody, Tony Cummins and Brian Freer, Area Representative, Guinness Group Sales.*

#### DBL NEWS

We record from Bartenderen that many of our old colleagues are still active in DBL. Mention is made of Jens Thornbaek, Per Valet, Viggo Christensen, Borge Rittig, Bent Laulund, Leo Thorn, Kai Rossel, Kai Christiansen, Erik Andersen and last but not least Hans Henriksen.

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### SEX I TOPP



Above: *Sex-i-Topp* - that's Swedish for the top six, but B.A.S.I.L. only captured four beauties of the BAI.

### PICTURED IN CARROLLS THEATRE

Below: From left, Paul McNally, Tom Blake, Mr Jim Gibbons of P J Carroll and Co Ltd, J Casey and D Toland.





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### ENCOUNTER

By David Nolan

"I've spent forty years plying my trade"  
Said the old grey man to me  
"And here I sit more than half afraid  
And the same may nappen to thee"  
He pointed at me with a trembling arm  
And said "aye, it's well ye may grin  
For you're young now and see no harm  
And ye have'nt had time yet to sin"

"What has you afraid old man?" said I  
"I'm old and I'm cold" replied he  
"I have'nt got long before I die  
But I'm not welcome here, it's plain to see"  
I pitied him, so I gave him a drink  
Besides, he was quaint in speech  
He toasted me thus "may you stay in the pink"  
Then he said "if you'll listen, I'm willing to teach

I've lived all my life selling the jar"  
He smiled at my start of surprise  
"From the biggest hotel, to the dirtiest bar  
But I made one mistake, I drank with the boys  
But mark me well, young fellah me lad  
I was the very best  
But the drink" he said in a voice so sad  
"It mastered me, then gave me no rest

Two fine kids, it's them I miss most  
And the sweetest wife mortal man ever had  
If she saw me now she'd think me a ghost  
And the kids, I suppose, don't remember their Dad"  
He got up to go and gave me one glance  
And said "now remember, I've warned thee"  
The thought struck my heart, like an ice cold lance  
While I pitied him, was he pitying me?

### OBITUARY

It is with deep regret we announce the death recently of Mrs May Nugent "the first lady of the Wholesale Wine and Spirit Trade" and mother of Associate Member, Mr Michael Nugent. The President and Executive Committee extend deepest sympathy on behalf of all members of the Bartenders Association of Ireland.

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POWERS GOLD LABEL SCHOLARSHIP TO THE JOHN WHYTE COURSE STRESSA, ITALY  
ORGANISED BY AIBES - 6 - 18 MARCH 1978

By Harry MoQuaid



*BAI Honorary Trustee, Mr Des Heather of Irish Distillers Limited, with Paul McNally, Vice-President and Joe Casey, President, wishing bon voyage to Harry MoQuaid of the Gresham Hotel, Dublin, before take-off at Dublin Airport.*

It was my good fortune to be selected to represent the BAI in Stressa, Italy, this year. Mr G D Heather, Joe Casey and Paul McNally were at Dublin Airport to see me off on Sunday 5 March. I arrived in Milan Airport at 4.00 o'clock and went direct to AIBES offices where I met Mr Nino Cindrini who introduced me to the other participants who were from Finland (2), Germany, Great Britain (2), Holland (2), Italy (2), Japan, Malta, Portugal (2) and Switzerland (2).

We were then presented to Mr Luigi Perenti, AIBES President, before being brought to see Milan's famous "Bar Barso" where the owner presented his specialities. We then went to the Hotel Touring.

On Monday we were brought on a tour of the "Davide Campari" factory north of Milan and in the afternoon to the Galliano Distillery. That evening we were welcomed to the school by the Principal, Professor A Mainardi and Mr Gozzi and then we all had dinner.

On Wednesday Mr Larry Courtney, the Irish Distillers Representative in Italy, came to the school to give a lecture on the making and serving of Irish Coffee with Paddy Whisky. Mr Larry Courtney, Miss Mary Hannah, the Scottish Representative of the UKBG and I helped in making the Irish Coffee for lunch. All agreed that Irish Coffee was the perfect finish to a good lunch or dinner.

contd



## **Bartenders and Cocktails of Ireland 1972-1979**

### **[Extracts from 'Bartenders Association of Ireland - A History Extended Version]**

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On Thursday 9 March we met the President of the International Bartenders Association, Mr Stefano Preti, to thank him for the course.

The rest of the week was taken up with lectures on every aspect of the wine and spirit trade. It was most educational.

On Monday 13 March there was a bar work competition, directed by Mr L Perenti and W Cedrini followed by a trip to the island of "Isolabella" on Lake Maggiore - Isolabella is a delightful aperitif on similar lines to Dubonnet. Count Isolabella is a great IBA supporter. The British representatives and I were next to present the pre-dinner cocktails, I named mine "Irish Italian" which consisted of 1/3 Huzzar Vodka, 1/3 Aurum Liqueur, 1/6 Orange juice, 1/6 Lemon juice and shake well. The Irish Vodka was blendable and light, an excellent cocktail base that is in top world class.

On Tuesday 14 March Mr Neil Bamford of James Buchanan and Co Ltd gave a lecture on Scotch Whisky. We then had a film on portwine, followed by cocktails and dinner. Wednesday 15 was spent in Turin at the Cinzano factory and then to the Carpano headquarters. On Thursday we were brought to the Gancia factory and then on to the Martini Museum. Saturday 18 saw the end of the course with a summing-up of the past two weeks work. That night we had a fabulous cocktail reception and dinner and the presentation of the course's diploma "The Winner of the John Whyte Cup" was the Swiss representative Paul Elberhard, age 32, who has been Head Barman in a leading Zurich hotel for several years.

I would like to thank IDL and the BAI for choosing me to represent Ireland in Stressa and hope the experience of my trip will be a help to other young bartenders like myself who may be selected in the future.

## **INTERNATIONAL BARTENDERS ASSOCIATION EDUCATION COURSE**

### **STRESSA, ITALY 1978**

The above course, which is the annual training course for young bartenders from countries who are members of the IBA, is set up on an annual basis at an agreed location. 1978 sees the second such course at Stressa in Italy. Over the previous years the courses have alternated between Luxemburg and England. It has been customary over the 15 days of the course to cover all aspects of bar service incorporating elements of salesmanship, equipment, layout and display, work study, stock control and product knowledge. In addition to open forum sessions many visits to breweries, distillers, vineyards etc are also undertaken.

One of the prime areas of education for all participants is, in fact, the contact with bartenders of a similar age from the various parts of the world and the interchange of ideas and practices. This always manages to enrich the value of the course to each participant.

The Powers Gold Label sponsorship, which was inaugurated some 10 years ago, ensures that Ireland is always represented at this most important international training occasion. The recipients of this scholarship over the years have been selected either by a special selection seminar incorporating oral, written and interview situations or the scholarship has been awarded on the basis of outstanding ability to a promising young barman. 1978 sees the latter system once again in vogue whereby the committee of the Bartenders Association of Ireland selected Harry McQuaid, a most promising young bartender from the Gresham Hotel in Dublin to be the recipient of this most valuable scholarship. They are confident that he will uphold the prestige of the Bartenders Association of Ireland, his own establishment i.e. the Gresham Hotel; the brand of Irish whiskey which he represents and the Irish nation at this international gathering.

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### **SOUTHERN BRANCH FIRST A G M**

*by John Pearson*

The first Annual General Meeting of the Southern Branch (BAI) was held in the Board Room at Murphys Brewery Cork on Tuesday February 23, 1978.

Mr Michael Long, Managing Director of Murphy's gave us a Cead Mile Failte to their premises and said it was a privilege to have us as guests. He wished the Annual General Meeting and Branch every success.

Our Chairman Walter O'Hare, presided, also present were: President, Joe Casey, Vice-President, Paul McNally,, Executive Committee: Joe Kelly, Arthur Hook, Jim Barry, Trustee, Michael O'Shea, Tony Sheerin, John Heffernan, Thomas Murphy, John Murphy, Peter Flemming, David Quinlag, Pat O'Donovan, Paddy O'Brien, Gerry Hogan, Tim Watkins, Jack Barrett, Pat Shine, John Phelan, Michael Healy, Dan Daly, John Pearson, Christy O'Sullivan, Tony O'Sullivan, Pat McMahon, Paddy Lawless (Grants of Ireland) Gerry Cronin and Billy Browne (Brownes, Castleisland).

The minutes which were mislaid through a misunderstanding were not read at the AGM.

#### *SECRETARY'S REPORT*

Six meetings were held during the year, four in Cork, two in Killarney and were all well attended.

#### *NATIONAL AGM*

The Officers attended the AGM in Dublin at which our Chairman, Walter O'Hare, was elected to the National Executive Committee, thus giving him full voting power or he could be deputised for by any of his officers.

#### *MARTINI SCHOLARSHIP*

Seven of our members took part in this event in which three were selected to go on to the finals which were held in Jury's Hotel, Dublin. It was a tremendous success and was a great experience for our candidates. We do hope to make this year's event a much bigger one. The sponsors Grants of Ireland with this unique competition deserve such support. A special mention to Major Semple for his encouragement to our members and also for his hospitality both in Cork and in Dublin.

#### *ALL IRELAND COCKTAIL COMPETITION*

No less than eight of our members travelled to Dublin to compete in this well established event, which was the most successful to date. It was sponsored by Irish Distillers Limited. Our sincere thanks to our sponsors and in particular to Messrs Heather & Barry for looking after our members in such a hospitable manner.

**TROPHY:** The Southern Branch presented a trophy to the best student of a Bar Operators Course which was held at the Regional College, Cork and run by C.E.R.T.

#### *TREASURER'S REPORT*

The President, Joe Casey congratulated our Hon Treasurer Tony Sheerin on the fine way he has managed our financial affairs.



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### HEALTH AND FITNESS

# ALCOHOL —

*Alcoholism is an illness which, in the great majority of cases, develops almost unnoticed in the individual over a period of time.*

*When the illness develops, the sufferer will have a swiftly declining control over his drinking and will frequently require professional assistance towards recovery.*

*Alcoholism will create for the individual, very serious social, economic and family problems and will seriously impair both mental and physical health if allowed to progress.*

#### *INITIAL SIGNS - PSYCHOLOGICAL AND BEHAVIOURAL*

Gulping drinks - person looks for easy employment which offers facilities for drinking - frequent car accidents - behaviour problems in the family and inexplicable behaviour within it - frequent changes of residence - changes in social and business relationships - major disruptions; loss of job - aggression; resentment; jealousy - paranoid attitudes - depression; isolation.

#### *PHYSICAL*

Chronic gastritis - anaemia of various kinds - toxic amblyopia (dimness of vision) - signs of vitamin deficiency, especially pellagra and beriberi - cardiac irregularities - tachycardias and arrhythmias - flushed face - nocturnal sweating - bruising on body and limbs - cigarette burns - a decreased tolerance to alcohol.

#### *PROBABLE NEXT STEP - PHYSICAL*

Black-outs - increased infections - pancreatitis - peripheral neuropathy - alcohol myopathy and cardiomyopathy - odour of alcohol on breath at medical examinations - alcoholic features and vascular enlargement of face.

#### *PSYCHOLOGICAL AND BEHAVIOURAL*

Subjective loss of control - surreptitious drinking - morning drinking - repeated concious attempts at abstinence - excuses from work - changing drinks - loss of interest - outbursts of rage and threats of suicide - frequent references to alcohol - drinking for relief of anger, insomnia, fatigue, depression, social discomfort - spouse complains about drinking - feels he is 'losing his mind'.

#### *CERTAIN OUTCOME - PHYSICAL*

Withdrawal symptoms on stopping: tremors, hallucinations, fits, delirium tremors - tolerance - high blood alcohol level without intoxication - high consumption - liver cirrhosis - alcoholic cerebral degeneration - high blood alcohol at time of examination.

#### *PSYCHOLOGICAL AND BEHAVIOURAL*

Blatantly indiscriminate use of alcohol - drinking despite strong medical and social contradictions.

## Now take a look at

## Bartenders and Cocktails of Ireland 1972-1979

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### NO POWER BUT MANPOWER

I tore the following tribute to Hotel Staff in general from Terry O'S diary - I know he won't mind BASIL copying him.  
(By the way BASIL did not perceive the new Pavilion ..... yet ...)

What do you do when a tour comes in from America, with over 300 pieces of luggage, most of the tourists are on the top floors of your nine storey hotel. And, because of the power cuts, the lifts won't work.

That was one of the situations in Jurys yesterday. Every available male went to help build a human conveyor belt up the stairs, and the hundreds of pieces of luggage were hefted from hand to hand.

An elegant wedding party began with drinks in the Pavilion area, then contemplated the reception in the Martello Room . . . on the ninth floor. The management got the food carried up the stairs, but when it got to the top there was no way to heat it.

One visitor, on signing in, and being told of no hot water, no lift, and limited food, says "What a goddam country?" and headed for the phone.

By candle light and the glowworms of emergency lighting, some 150 farmers and seed salesmen from the Middle West of the United States, from the great corn belt, checked in to Jury's last evening, and their gay clothes cheered us all. They because of their ability in selling Security Seed - a huge company known to every farmer in the US had won a holiday to Ireland, and after three days in Dublin finish their holiday in Clare.

Most of the visitors were large and husky (the men, I mean), and they took the powercut situation calmly. Anyhow they were at once given pain killing injections of Bushmills etc., and fed almost by the hand with great trays of spare ribs heated on spirit lamps. After this they felt no pain, and indeed some began to dance.

### THE COMEDIAN AND ARTHUR

From Phil Treacy



The world famous mime artist, Marcel Marceau appeared in the Gaiety Theatre, Dublin recently for a number of weeks. Entertainment in his profession and even off stage it comes naturally to him as can be seen from this photograph taken when the master of mime arrived at Dublin Airport. Arthur Hook, Arrivals Bar, Dublin Airport enjoyed Marceau's mimicry.



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### APPOINTMENTS



Walter O'Hare, All Ireland Cocktail Champion, Dublin man with five Kerry children and one charming wife, Ade, has been appointed Bars Manager at Jury's Hotel, Dublin and so Walter returns to his native heath.

Walter, who is a member of the BAI, since its inception was also Chairman of the Southern Branch of the Bartenders Association of Ireland and kept the new branch on the rails, was a real father and guiding light at this crucial time.

Jury's are on a winner with Walter, we wish him every success.



Tommy Ryan returns to the Clarence Hotel from the Spinning Wheel which he managed for its new owner. I think he prefers hotel life as he can get a little time off to referee soccer matches and play outside left for the Dubs. In the latter days of the UKBG he and Jimmy McHugh represented Ireland in Luxembourg where he made many friends. We wish him every success.



Pat Kinsella, who has transferred to the Clarence Hotel, Dublin, to fill the void created by Don Lawlor's departure for Dublin Airport.

Pat served his apprenticeship under Paddy Kelly at the Arrivals Bar, Dublin Airport, he then progressed to Sach's Hotel and now he is settled in the Clarence. Pat got married recently and his other hobbies are photography, mountaineering and ski diving. B.A.S.I.L. will be calling on him for some photos for our file.

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### TRAINING



*BAI members, John Fitzpatrick (above) and Billy Roche (below) demonstrate their skills to students at the College of Marketing and Design, Dublin.*





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Picture shows (left to right)

Mrs H. Ludi, Mrs Maire Geoghegan Quinn, Minister of State at the Department of Industry, Commerce and Energy, Aldermen Paddy Belton, Lord Mayor of Dublin, Mr. Heinz Ludi, First Secretary to the Swiss Ambassador and Mr. Des Byrne, managing director Cantrell & Cochrane (Dublin) Ltd.

A gold medal and citation has been awarded to Cantrell & Cochrane (Dublin) Limited, the Dublin based soft drinks manufacturer, for their product "Club Orange" at the 17th Monde Selection de la Qualite Competition for non-alcoholic beverages held recently in Geneva, Switzerland.

This competition is organised annually in different countries by Monde Selection of Brussels who are an internationally recognised independent body set up to establish standards of quality in various consumer products. In this year's competition 217 manufacturers from 63 countries entered products. The award was presented to Mr Des Byrne, Managing Director, Cantrell & Cochrane (Dublin) Limited, by Mrs Marie Geoghegan-Quinn, Minister for State at the Department of Industry, Commerce and Energy, at a recent reception in the Shelbourne Hotel.

Club Orange was rated one of the world's best drinks in its class due to its high quality and natural flavour. The natural orange juice content is in excess of most other soft drinks, having almost three times the UK legal minimum juice requirement. It is, in fact, one of the few remaining orange drinks in the world that still contains real orange cells. Club Orange was developed from a special Californian orange juice which, to this day, remains exclusive to Cantrell & Cochrane. It was introduced to the Irish market in early 1939. Because of the war and the difficulty in obtaining supplies of the special juice, the produce had to be withdrawn, but it was re-introduced in 1950 and proved to be even more popular than its launch in 1939 had indicated. Since that time Club Orange has gone from strength to strength and, now completely dominates the orange sector of the Irish soft drinks market with 60% market share.

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### HOP-A-LONG TO CASSIDYS

BAI member, Con McCullagh, has performed miracles at Cassidys Bar in Camden Street, Dublin since he purchased it one year ago.

Con has renovated the complete premises which now has three bars, plush carpet, luxurious seating and a delicate pink hue on the walls, which blends beautifully with the overall scheme. During renovations Con discovered murals on the wall - cameo shape and rich in colour - he managed to save some of them for posterity and it would be most interesting to learn the history of them.

We wish Con continued success in his charming haven.



Con McCullagh

### SACHS v HIBERNIAN - Dolphin Cup

A short while ago, Sachs Hotel and Hibernian Hotel, went on a very wet Sunday afternoon to play the most important match in the Hotel League. Kick-off was at 3.15, the match ended in going into extra time and then into penalties, the final score was Sachs Hotel 5, Hibernian Hotel 4. Both teams played very well.

### SACHS HOTEL

Frank Donlan who served his apprenticeship at Dublin Airport, has now taken the lease of the bar in Sachs Hotel. His partner is Martin Hamilton. They have put a lot of work into it and they are doing very well. Keep up the good work.



Frank Donlan

### "IRISH MIST" CHAMPION

Janice Linden is a professional painter...of horses. She, reared with them, knows all about them and when she sets out to paint a notable horse, she has gone to much trouble to establish rapport. So she sketches a horse, drawing carefully the tiny differences of the animal's physique and then takes her drawings away and paints the animal. She has such an instinct for colour that she need not take away a hair or two, but she does take studies in colour with her camera. It was her painting of "Jack of Trumps" which was presented to owners, Mr and Mrs J P McManus, by Rory O'Mahony, General Manager of D E Williams Wine and Spirit Division, in the Hibernian recently. So "Jack of Trumps" is the Irish Mist Champion Chaser, declared so the Irish Racing Writers' Association.

B.A.S.I.L. was not invited.



## Bartenders and Cocktails of Ireland 1972-1979

[Extracts from 'Bartenders Association of Ireland - A History Extended Version']

Past Irish Cocktail Competitions, Bartending Activity, Famous Drinks, Bartenders and Famous Establishments.

LET'S GO ORIENT.....

By Patrick Shine

It was once felt that "East is East and West is West but ne'er the twain shall meet" but we in the mechanised and technised world of the twentieth century know that to be the contrary. One can travel wherever one wishes, be it to the South Pole, the Congo or the Yangste Tang River, due to constant improving forms of communication via aviation. However, one does not always wish to get from A to B like a flash in the pan hence they board any one of the minitature moving world communities to take their ease as they sail both the sunny and windy seas that lie between the various Continents, enjoying the comforts and pleasures of life aboard a Cruise Liner. But I begin to sound totally like a holiday advertising brochure I should like to say that there is method in my seeming word madness. You see, before re-settling here where once again my legs have found permanency I used to work for many years with one of the world's largest Cruise Liner Companies namely P & O. With them I have circumnavigated the globe several times, followed the sun through the Caribbean across the Pacific and up to the Far East, across the Indian Ocean to Africa round the Cape across the South Atlantic to Brazil onto Tenerife and home to bas town, Southampton. Such a trip usually takes eighty-nine days altogether. I thought it might be interesting to share with you the eating and drinking habits of some of those places where we have anchored.

Of all the ports-of-call the P & O have made those to Asia are the ones that I have enjoyed returning to again and again. Why? Mainly because of places such as Singapore, Malaysia and Hong Kong. Singapore is quite a modern city where Chinese, Malays, Indians, Europeans and others live rather colourful lives. It is not just place dotted with low priced semi-luxury hotels, it is also a great place to shop, it is the city of exotic gardens but above all it is the place where it is held that East meets West. Food is what Singapore is noted for; there is diversity in its menu. Cuisine there is called "Nonya" that is Malay food adapted to Chinese tastes or Chinese food prepared in the Malay style. Honestly it is not as complicated as sounds! They make use of coconut milk, a shrimp paste called "blacham" tamrind juice and deep frying in peanut oil. Nonya dishes can include pork and there is a Nonya dessert called, would you believe Bob Bob Cha Cha, it is a conglomeration of diced sweet potatoes and yam, stewed in coconut milk syrup. Pray tell me how does that excite if, at all, your salivary glands?! The most popular of Malay dishes is "Satay" bite-sized bits of mutton beef, chicken - alone or mixed together marinated and spiced and then cooked on thin wooden skewers over a charcoal grill. It is often served in a thick peanut sauce. Cantonese is what typifiers Chinese food; it is light cookery, non greasy and not too salty. It includes shark-fin soup and chicken with cashew nuts.

The Chinese are abstemious about drinking with meals. The Cantonese tend to take only jasmine tea before and after a meal. Their alcohol, quite truthfully, only make sense when you sip the Chinese rice wine generally served warm; Chinese wine is like rugged sweet sherry. Most Western travellers drink beer with Chinese food. Eastern chefs, however, are not unaware of Western menus hence any reputable restaurant has a wine list and a food menu that will offer selection from smoked salmon to Scott'sh beef.

Hong Kong must be one of the most lively cities in the world. The meaning of its name is worth knowing - Hong is a derivative of "heung" which can mean 'fragrant' or 'lincense', Kong may mean 'harbour', 'waters' or 'spring'. Incense was traded on the island at the then small harbour now called Aberdeen; it was a tree sap used by aristocratic ladies but then prized by unmarried girls so that it became known as "Maiden Incense". Therefore, Hong Kong is taken to mean "Fragrant Harbour" or "Incense Harbour". It can be rewarding to go on an eating expedition down the side streets of Hong Kong. Restaurants serve shark-fin soup with crab meat which can be digested with the aid of a palatable "shiao hsing" warmed rice wine.

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However, as already indicated, from experience it seems to me that beer is more desirable with Oriental food, from the point of view that grapes do not go extremely well with their food in the main. Apart from the scoopy ceramic spoon that comes with some dishes, Chinese restaurants in Hong Kong seldom make any allowances for the traveller who cannot use chopsticks. Is it vain of me to suggest that such commodities are comparatively easy to use? For those of you interested, the secret is that you never try to pick up anything by moving both. What you do is, anchor the bottom stick firmly, wedging it with the thumb against the middle finger and the fourth one. Move the top stick only for the pincering work using the fore-finger and the ball of the thumb. Do you feel all finger tied? It is not all that difficult.....not really! Any of you familiar with following intricate knitting patterns will think not!

There are, of course, many floating restaurants in Hong Kong as well as many European ones, indeed there is one called 'Jimmy's Restaurant' which serves Irish Coffee! Chinese food is considerably less expensive than European food. In all the number of Chinese dishes has been estimated to 80,000.....couldn't you just imagine the would be size of "The Complete Chinese Cook Book"!!! Differences in our eating habits and theirs are ones such that we generally commence a meal with a soup, the Chinese on the other hand serve one or two soups during the course of the meal. Such undoubtedly sounds strange but give it consideration and it does not, because the Chinese start with cold cuts and wash down a course with a soup. A novel idea of theirs is that Chinese restaurants provide a take-away box for the food that you could not eat at the time but would later! If you are being Chinese hosted rice is the only course that you can politely refuse, devouring into same at the end of a meal would be tantamount to saying that you had not been adequately fed.

It was in 1971 that topless bars arrived; they tend to be expensive, particularly, drinks such as Black Label, Johnny Walker and Cocktails. Some bars charge a hostess fee. There is a certain quality of elitism associated with such bars and there is an exclusiveness and expensiveness associated with the decor of these bars heightened by the girls being dressed sparingly but stylishly in frontless evening gowns. The bars have rather appropriate names such as "Bottoms Up"!

Hopefully this little insight has made the Orient somewhat less mysterious to you and brought the East somewhat closer in mind if not physically.

*Our scribe (on right) from the South, Pat Shine, who has left "the holy ground" - his native hearth and transferred to the luxurious pastures of Limerick.*



### EDITOR'S NOTE

Pat, please press on with your potent prose - its powerful and we are pleased to print it in B.A.S.I.L.

Garry



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\* ( INAUGURAL MEETING OF WEST OF IRELAND AREA BAI  
Held in Ballinasloe House, Salthill, Galway on 18 October 1978

Report by Brian O'Mara

Present were, Joe Casey, President, BAI, Paul McNally, Vice-President, BAI, Danny Toland, Hon Secretary, BAI, Brian O'Mara, Committee Member, BAI and John O'Shea, Chairman Western Area, who presided.

### ELECTION OF OFFICERS

B Hopkins, Vice-Chairman, J Treacy, Secretary, P Cook, Treasurer and T Feely, Trustee, Guinness Group Sales. John Sheehan, Shannon Airport, Dermot Egan, Imperial Hotel, J Rafferty, Twigs, D Burke Cellar Bar and Pat Keane, Topper Bar, Committee.

### MEMBERS PRESENT

Gerard King, The Square, Clifton, Brendan Duignan, The Yacht, Galway, Peter Cooke, Cooke's Thatch Bar, Michael Crossan, Great Southern, Michael Connelly, The Yacht, Francis Street, Declan Burke, Cellar Bar, Michael Kelly, Topper Bar, Paddy Keane, Topper Bar, James Rafferty, Twigs Night Club, Gerard Clancy, Parkway Hotel, Limerick, Harry Feeney, Parkway Hotel, Limerick, John Sheehan, Shannon Airport, Jim O'Shea, Great Southern and G Treacy, Ballinasloe House, Salthill.

### ASSOCIATE MEMBERS

Jimmy Ward, Guinness Group Sales, Ben Champion, Irish Distillers Ltd, Sean Carter, Beamish & Crawford Ltd, Liam Rafferty, Murphy's Brewery and Tom Feely, Guinness Group Sales.

Jim O'Shea opened the meeting and welcomed the President and Committee. The President, Joe Casey, addressed the meeting and welcomed all those present to the meeting. The President gave a very interesting speech about the workings of the BAI in Ireland and in the IBA. Paul McNally, Vice-President, gave a talk on the functions and social events of the BAI. In the absence of our Treasurer, Joe Tyndall, who could not travel due to illness, Paul also spoke about the many ways of fund raising - raffles, dress dances and generally how to make money and spend it! Danny Toland, Hon Secretary, gave the newly formed branch an insight in the aims and ambitions of the BAI. He also spoke about the opportunities for the young apprentices and the scholarships they may enter for i.e. "The John White Scholarship" which is held in Stressa in Italy, sponsored by Irish Distillers and "The Martini Scholarship" which is also held in Turin, Italy, sponsored by Grants of Ireland Ltd.

Brian O'Mara, Cocktail Committee Member, gave a few short words about the running and organising of Cocktail Competitions and said that Cocktail Committee would be only too glad to give the Western Branch a helping hand whenever they decide to hold a competition.

All in all it was a very successful trip to the West and they showed great spirit!

B McNamara, Sammons Bar, also attended the meeting.

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#### MEET JIMMY O'SHEA, CHAIRMAN OF WEST OF IRELAND BRANCH, BAI

Jimmy O'Shea was born in Ballinasloe, Co Galway. The son of a publican he was educated at Naas CBS, Naas, Co Kildare and Tullow PBS, Tullow, Co Carlow.

Jimmy commenced bartending at Dolphin Hotel, Dtblin in 1945, under the tuition of Tom O'Farrell and the late John O'Farrell, RIP. He joined the United Kingdom Bartenders Guild in 1948, served on several committees, was elected Irish Branch Area Representative in 1954 again in 1958 and 1959. He went to Eastbourne, Sussex in 1959 to work as Assistant Bars Manager to the late R V Rogers, RIP at the Grand Hotel. He was elected South of England Area Representative in 1962, 1963 and 1964. In 1969 he left the Grand Hotel to become Bars Manager at the Royal Bath Hotel, Bournemouth, Hampshire, he then returned to Eastbourne as Bars Manager, Cavendish Hotel where he remained for seven years. In 1971 Jimmy was again Area Representative for the South of England Area, UKBG.

Jimmy was a winner of the South of England Area Cocktail Competition in 1968 and was runner-up in 1971. He is a member of the United Kingdom Bartenders Guild, a member of the Bartenders Association of Ireland and a member of the Guild of Sommeliers.

Jimmy and Phyllis O'Shea have been married for 25 years and have one son. Jimmy's hobbies are golf and gardening.

#### NEWS

Jimmy O'Shea and his wife were in Dublin Airport recently, seeing off their son who was travelling back to England. Jimmy is proud of the progress being made with the Western Branch, BAI. Their last meeting was Thursday 23 November 1978.

The Southern Branch with the help of Johnny Heffernan are organising a weekend trip to Killarney. All members can avail of this trip. The venue is the Glen Eagle Hotel, Killarney and amenities include tennis, boating, golf, fishing, snooker, pitch and putt, disco, horse riding and squash (Paul McNally's favourite). The price including bed/breakfast, Friday and Saturday, supper Friday, dinner Saturday and lunch Sunday is £19.00 per person. For the benefit of Dublin members wishing to attend, if 15 people travel the fare will be only £7 each way per person.

The Vice-Chairman of Southern Branch, Michael O'Shea, "Question Time Supremo", who hails from Waterford has settled in in his new post in the Brian Rose, Douglas, as Bar Manager. Michael was Bar Manager at Cork Airport for many years. He seems to know all the answers - a good candidate for mastermind!

#### FISHY STORY!



Aengus Benson (above) reveals the source of some fine brown trout - its Loughrea, Co Galway, where Aengus caught this 2½ pounder under the watchful eye of avid Angler, Mr R O'Reilly, who won the Angler of the Year Competition.

Aengus suggests the Suok at Ballinasloe for pike fishing.



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### AER RIANTA APPOINTMENTS

A new bar has been just opened in the Duty Free and Tax Free area at Dublin Airport. Recognising the undoubted talents within the Bartenders Association of Ireland, each appointee is a BAI member.

Ken Brennan who was Paddy Kelly's deputy has been named Head Barman. Ken served his apprenticeship at Dublin Airport in each of the three bars, thus getting wide experience. Ken won the last Bisquit Cocktail Competition and still holds the cup. He is a great believer in teamwork and is mustering an efficient young band of men around him. His hobbies include mountaineering and music. He even cut a disc named "Who's pushing my Swing".

Next in line to Ken is Joe Kelly - better known as Machine Gun Kelly - a very personable young gentleman with a charisma all his own.



Ken Brennan

Joe or JFK as some of his friends call him served in the Russell under Seamus Sparling, did a short spell in the Montrose and saw foreign service in Jersey. At Dublin Airport he did a tour of duty in all three bars. He is always keen to help and encourage youth on the right path, his example is exemplary and when it comes to cocktails he is an outstanding artist. Naturally he was selected to the BAI team that competed so admirably in Italy last year. Joe's hobbies are pony trekking, water polo (not the one with the hole!), hang gliding, show jumping, cricket, basket ball, volley ball, snakes and ladders, collecting toy soldiers, stuffing dolls, collecting money, ping-pong, rat-tat-tat, skiing, fishing and talking.



Joe Kelly

Jimmy Woulfe who has also joined Aer Rianta at Dublin Airport is another keen BAI member, who served his apprenticeship at the Mount Brandon Hotel, Tralee and then worked in Limerick at the Gavin Arms. Jimmy who won the Powers Golf Label Scholarship sponsored by Irish Distillers, represented Ireland and the BAI at the International Bartenders Association Training Centre in Blackpool, which was attended by delegates from 32 countries. He is a keen Irish traditional musician and an expert on the Bodhran and plays the bones, which doesn't allow any room for skeletons in the cupboard. He came 2nd in the All Ireland Cocktail Competition in 1976.



Jimmy Woulfe

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MARTINI COMPETITION

1978

By Paul Yaverbaum

To have won the nomination to represent the Bartenders Association of Ireland along with Tom Murphy from Europa Hotel, Killarney, in the Martini International Paissa Prize was one of the greatest days of my life. My thanks to Bill Roche, J Woulfe and B O'Meara for all the help they gave me to prepare for the International event.

On Monday June 26th Tom Murphy came up from Cork and I had arranged to meet him in the Clarence Hotel where we got some last words of advice from our President Joe Casey. Tom was my guest for that day and night, so I brought him over to meet Joe Tyndall in the Shelbourne Bar. Joe gave us pins and ties to exchange on our trip. Then I brought Tom to Jurys to meet Sean Kavanagh, Billy Connaughton and other members of the BAI. Back to my house then for dinner and a relaxing evening.

So on Tuesday 27th we made our way to the airport in plenty of time for our flight. Then the unexpected happened, when checking in I was told my passport was out of date by one month. The only thing that could be done was to let Tom go on alone and for me to make my way to the passport office to see if anything could be done. At first, they said no; but when I told them I was representing Ireland and the BAI in an International competition they renewed it for me!

When I got back to the airport I was met by Paul McNally who gave me some advice on what to do when I reached Italy. I left Dublin at 12.45 pm and arrived in Milan at 5.30 pm after a change over in London. Then I had another mishap, my suitcase did not arrive on the same plane so I had to wait till 8.00 pm for it. Then to make my way from Milan to Turin I had to take a train which arrived at 11.00 pm.

When I got to the Hotel Concord I was delighted to see Tom and the other competitors. After we exchanged the days happenings with each other we made our way to bed as we had to be up at 6.30 am. The following morning at 7.30 am we set out by coach for Pessione. When we arrived there we changed into our bar uniforms and were addressed by Stefano Preti IBA President. He outlined the course the competition would take and wished us all the best of luck.

From the book of fifty cocktails, which I forgot to mention I only received the day before we flew out, eight were selected. Each bartender would pick one of these cocktails from an ice bucket and make four of it, one for each judge. The eight cocktails were: Bronx, Caruso, Rob Roy, Martini Dry, Martini Dolce (i.e. sweet), Negroni, Affinity and Manhattan. I was called for the practical exam 13th and Tom 14th. I drew a Negroni and Tom a Roy Roy, we both did very well and were pleased with the way our drinks turned out. We then stopped for lunch which lasted for an hour and a half and was about fifteen courses long.

When the competition got under way again I had a lot of time to get to know the other competitors, as I was not called for the oral exam till 5.30 pm. I was surprised to hear so many of the bartenders asking for Irish friends which they had met in other competitions. Ron Busman from Holland sent his regards to J Woulfe and hopes to visit here soon and Paul Eberhard from IBA Training Centre was asking for P McCauly. When I was called for the oral exam I went into a room with six judges, among them were Stefano Preti and Mr Kotaro Kishigami from Japan. Each of the six judges took turns in asking questions.



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AREA  
HOW THE WEST WAS WON

FEASIBILITY

Our President Joe Casey is not a person to sit on a good idea but being a man of action likes ideas to bear fruit. One of his ambitions is to see the BAI flag flying in all the best bars in Ireland, North, South, East and West.

BAI being well established in the East under President Jerry Fitzpatrick and Vice-President Garry Benson, Joe Casey blazed the trail South and now a flourishing Southern area exists under the Chairmanship of Walter O'Hare.

The West of Ireland was the next logical area to be opened up. Fate dealt kindly to BAI, Big Jim O'Shea founder member of BAI arrived in Galway as bars manager in the Great Southern Hotel. Jimmy, well known in the UKBC as Area Representative in the South of England for many years, agreed to act as our liaison officer in Galway along with our good friend Tom Feely of GGS. A meeting was arranged with interested bartenders to be held in the Great Southern Hotel on the 22th May 1978 with the executive committee of BAI.



By Danny Toland

WESTERN AREA 1st meeting 1978.  
Joe Casey, President; Paul McNally, Vice-President; and yours truly travelled to Galway from Dublin with Paul McNally at the wheel. Paul asked us to fasten safety belts, extinguish cigars and muttered some sort of Oriental incantation, sounded like 'Toyota Corrolla', switched on Frank Sinatra and minutes later we arrived in the Western Capital.

We were met by Jim O'Shea and son Conleth, Tom Feely, Area Manager, Guinness Sales, also Jim Ward GGS. Tom was our host to luncheon in the beautifully appointed Corrib Great Southern Hotel.

Our meeting after lunch in the Great Southern Hotel with fifteen very interested bartenders was most encouraging. Joe Casey chaired the meeting and gave a brief history of BAI and said our organisation is non sectarian, non political and non union. Our objectives to promote generally the interests of the tradé by encouraging a higher standard of competence and conduct, to assist in the training of apprentices. To provide for the registration of new cocktails through the medium of BAI Cocktail Competitions. To organise other events for the benefit of its members. He also told those present that BAI is part of the International Bartenders Association and we are recognised worldwide.

Mr Casey also pointed out that members in the Galway area should be very proud of Galway man Garry Benson, who was the inspiration behind the setting up of BAI, All Ireland Cocktail Champion and International delegate BAI. Also Billy Connaughton, Jurys Hotel, current All Ireland Cocktail Champion as well as Jimmy O'Shea who are all Galwegians.

Paul McNally, Vice-President spoke on the various functions held during the year, and the social scene generally. He also stressed the importance of education in our organisation and raising of standards generally.



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In the unavoidable absence of Treasurer J Tyndall, D Toland Hon Secretary, gave the meeting an account of our financial situation and how we raise funds for welfare benefits, travel, and publishing our magazine BASIL.

Jimmy O'Shea said the BAI has an important role to play West of the Shannon. We all recognise how important the raising of standards in the trade is. The West of Ireland is a top tourist area and customers appreciate good service.

Mr Tom Feely, Area Manager of GGS said he was proud to be an associate member of BAI. The trade were greatly helped by BAI members and in turn the trade were delighted to sponsor various events. He personally would help in any way possible in the setting up of a western area of BAI.



*Jim and Ailce O'Shea*

A question and answer session followed. Mr Casey said if enough interest were shown a committee would be elected following the meeting and with normal progress a full area would be set up in the autumn. P McNally said there would be no conflict of views or collisions between BAI and local organisations.

Jimmy O'Shea agreed to go forward as Area Chairman and Mr Tom Feely agreed to go forward as Area Trustee with a full committee to be elected.

Afterwards we were introduced to Morans of the Weir, world famous for its oysters and seafood, by Mr Tom Feely where we enjoyed a beautiful seafood dinner.

Tom Feely was again our host and on behalf of Joe Casey, President, Paul McNally, Vice-President, and myself a big thank you to Tom for his help and encouragement in helping to set up the western area of BAI. Also for his kindness and hospitality and for giving of his time and energy and interest to BAI. We can be very confident of the success of this new area with such talented and dedicated men as Jimmy O'Shea and our good friend Tom Feely at the helm.

Again many thanks to all our friends we met in Galway who made our trip West such a successful and happy one. See you in autumn. Danny Toland.

### Editors Note

*The Connaught Tribune, which has the largest circulation of any provincial paper in the West of Ireland, gave very good coverage to this our first meeting.*

*Many thanks Danny for your excellent report.*

Congratulations to Edith and Jack Lee on their 50th Wedding Anniversary. They are celebrating with their family in the South of England. Jack is retired after many years in Dublin's Royal Hibernian Hotel. Rumour has it his old friend and ex-colleague George Butler has been spotted in the Italian Alps.

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BUSINESS AND FINANCE - 17 AUGUST, 1978

FOOD AND DRINK

SPECIAL SUPPLEMENT

### Soft drinks - a £65m market

by  
Phil Smith  
marketing director  
Savage Smyth



THE carbonated soft drinks market in Ireland is hotly contested by both multinational organisations with international brands and a goodly number of local companies, some with national brands and most with local brands. At the last count there were 37 manufacturers slogging it out for a share of the action. Why such interest in this particular market? Simple - the market is worth around £65m at retail selling price.

The mid-sixties and early seventies were in many ways a boom time for the soft drink manufacturers. Sales increased at around 10% per annum, that is, from 15m gallons in 1965/6 to 25m gallons for the current year. This period also saw the introduction of new packaging such as the 6oz non-returnable bottle packed in six packs and the ring pull cans. These new packs were particularly suitable to the cash and carry wholesale trade and supermarkets because no bottle returns were involved. The sale of six packs was dominated by the off-licence trade and the grocery trade with the local corner shop and newsagents doing particularly well with cans. This period also saw a massive expansion in both the number of young female drinkers and the sale of white spirits such as vodka. The explosion in vodka sales had a dramatic effect on baby mixer sales, particularly white lemonade.

Needless to say the soft drinks market did not escape the effects of inflation. Autumn 1974 marked the start of a decline in sales in sharp contrast with previous growth rates of 10%. In spite of two excellent summers during 1975 and 1976 there was no improvement in volume sales. The drop in real income meant that the housewife was now placing soft drinks in the luxury bracket and was cutting down on her normal purchasing. This hit volume sales of the six pack, the 26oz family size and other sizes suitable to the grocery trade. Inflation had a dramatic effect on the licensed trade. Spirit sales were down as much as 8% over a three year period. The consumer was now price conscious and traded down by ordering spirits which did not require a mixer or at the best was making one mixer last for two drinks. This had a disastrous effect on mixer sales there were now more manufacturers slogging it out for a share of a much smaller cake.

Our improving economic conditions and a new climate of optimism saw a return to growth in the market during 1977 which has continued into the current year. The return to growth has

been marked by the introduction of new packaging and new product concepts. Two new ideas in the packaging area warrant a mention. The introduction of the 6oz non-returnable twist off bottle and returnable litre bottle by Cadet has proved to be a winner with both the teenagers and housewives. Coke International has just introduced the first one and a half litre non-returnable plastic bottle into the market. This new bottle is aimed at the supermarket and grocery trade and is getting the full backing of a major advertising campaign.

On the new product front most attention has been paid to the introduction of slimming products such as sugar free 7-Up, One Cal Energin, Tab, etc. etc. While these products have been getting the full treatment in the media they have not as yet made major inroads to the overall market. However it is interesting to note that in the US diet drinks now account for 11% of the total market and last year recorded 15% group rate as against a 7% increase for the total market.

In the mixer field both Schweppes and Canada Dry in the UK are trying to brand and develop a lemonade type mixer to go with vodka. Some years ago this idea was tried by Cantrell and Cochrane with a product called Spike.

Another development has been the growth in private label or own brand business with groups such as Londis, VG, Dunnes Stores, etc. The introduction of Madison as a soft drink for consumption in a drinking situation is another interesting development.

So what of the future? It is my view that the industry can look forward to increased growth because of our growth in agricultural incomes, improving tourist traffic and, most important of all, the change in our population profile.





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BUSINESS AND FINANCE - 17 AUGUST, 1978

OF ALL beverages, wine has the most sophisticated image. This status has been conferred by the traditional "quality" of its consumer, its association with special occasions, its exotic sources of origin etc, etc. Yet its first faltering steps into the mass consumer market lacked definition, reflecting both a traditionally conservative trade and a consumer who was becoming more adventurous, with more disposable income, yet very unsure of himself and badly in need of encouragement and education.

Over the last few years those companies who continued to rely on the carriage trade with its demands for service, credit, etc, and failed to adapt to the changing market went to the wall. Those who monitored the consumer, producing wines to suit his taste and pocket and promoting through instore tastings, have strengthened their base, while at retail level the comfort of self service browsing in well appointed outlets has played a very significant role in the market's development.

While the expansion of consumption has been slower than generally predicted over the last few years the trade at every level is bristling with marketing oriented whizz kids who believe it can be doubled in a very short space of time. The recent formation of the Wine Development Board should also have beneficial effects through its missionary aspirations and worthwhile budget.

Certain things can therefore be said with a degree of confidence. The market will expand dynamically, wine will be stripped of its mystique, packaged and labelled in a meaningful way, stabilised for shelf life, and reflect the consumer taste which is for a fairly light, mild, almost bland style. It will then be sold like a can of beans through merchandising, instore promotion, advertising etc. With an increase in consumption we will get an increase in discrimination and perhaps worthwhile expansion in the premium end of the market.

The source of these wines will still certainly be from within the EEC but, who knows, if the dollar continues to weaken we may well see excellent American wines and indeed there are already two brands around in low profile. France has always dominated the market here and while over recent years she has suffered heavy assault from the products of Italy and Germany she still has a respectable 26% share (or 45% if only table wines are considered). In this volume about 55% are of *Appellation Controllee* wines. This latter qualification does not at all guarantee quality as many people think but only authenticity. By its control on output or production, the amount of finer wines available is necessarily limited and world demand for the finer growths of good vintage is pushing these latter wines to absurd levels which the Irish consumer cannot afford, and rightly will not pay. As an example the wonderful 1975 vintage first growths, which need fifteen years of maturing, are now costing £20 per bottle, while the fashionable wines of Beaujolais now enjoy a reputation and command a price far above their station and could well price themselves out of the volume market. However great efforts are being made to upgrade the quality and marketing of wines from the vast Languedoc-Roussillon region which accounts for

FOOD AND DRINK

SPECIAL SUPPLEMENT

## The wine market — excellent opportunities for growth

by  
T P Whelehan  
chairman  
Irish Vintners



40% of total French production and such wines as Corbières, Minervois and Fitou should enjoy increasing recognition. This area is also the bulk source for many brands, and therefore should grow in line with the market if their prices remain competitive, for brand owners have the great flexibility of changing source.

German wines have made dramatic progress on the Irish market reflecting both a style of wine appreciated by the consumer and a stable and realistic pricing policy by the producers. There are certain developments in this area that give cause for concern and probably reflect the cut-throat price war amongst the multiples.

The original market was almost entirely for the old reliables, Liebfraumilch, Niersteiner and Bereich Berncastel, not perhaps the great wines of Germany but nevertheless entitled to be described as Qualitätswein. Further competition saw the arrival of many brands with high sounding names but of Tafelwein (vin ordinaire) quality. More recently shipments of new brands have arrived on the shelves, and under the labels of well known German houses, this time with the small print "Tafelwein aus mehreren Mitgliedstaaten der Europäischen Gemeinschaft". This means a blend of ordinary wines from various EEC countries. There is no doubt in the writer's mind that the consumer could easily be misled into believing they were

buying a quality German wine, shipped by a prestigious house at a bargain price. The English wine trade recognised this and "in the interest of consumer protection and fair trading" pushed through a regulation in Brussels (in force since September 1977) insisting that the origin must be clearly indicated in English on the labels of EEC blends sold on the British market. It is to be hoped that, in the interest of the consumer and the good name of German wines, the Irish lobby will request similar action and quickly.

After languishing in limbo for many years and hardly being known outside the ethnic restaurants we have seen an extraordinary boom in Italian wines. Squeezed on the one hand by escalating prices in France and by a consumer who would not pay more than £1.50 (today £2 seems to be the upper limit) the trade, with great help and encouragement from the Italian embassy, "discovered" Italy. The consumer liked the light reds such as Valpolicella and Bardolino and enthusiastically received the big bottle packs. The finer wines such as estate-bottled Chianti from the premium growers are now beginning to appear and it is probable that hotels and restaurants will expand their Italian wine sections with these finer qualities.

It was estimated by this magazine that Irish people drink about 8,000,000 bottles of wine annually, and spend about £11m to £12m in the process. The interesting thing about these figures is the opportunities they reveal for growth. Even the British drinker, with much the same cultural habits as our own, consumes nearly twice the amount per head than the Irish drinker does. The Irish wine market is certainly growing — at about 13% to 15% per annum — but intelligent and vigorous marketing could accelerate the growth even further.

Traditions in the marketing of wine have been — when they existed at all — appalling. The old-fashioned merchant found it difficult to look out from his fine cellars and actually see people out there who might enjoy and buy wine in large quantities. These people now exist — foreign travel has helped to bring them in touch with wine — and the top merchants are now making a determined effort to locate and sell to them.





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# BASIL

By Garry Benson

THE NEW YORK TIMES, EVENING PRESS,  
EVENING HERALD, RUNWAY AND B.A.S.I.L.

All the above media carried the story of the liquid BASIL. The new creation of the BAI made world famous by the expertise of Danny Toland in Paris during the recent IBA Conference and Competition.

Danny, who is Hon Secretary of the Bartenders Association of Ireland and works, shakes and mixes at the Cocktail Bar, Dublin Airport, had three pedigree horses running for him (racing parlance) Tullamore Dew, Tia Maria and Grand Marnier. Try BASIL - it's delicious, it's a winner, sure to satisfy.

All BAI members should become familiar with this new world famous Irish cocktail - the name and ingredients are easy to remember.

### BASIL

5/10 Tullamore Dew, 3/10 Grand Marnier, 2/10 Tia Maria, mix. Float fresh cream on top. Flavour with zest of orange. Decorate with thin orange peel.



Danny Toland proudly smiles while flashing the three wonder ingredients. Phil Treacy, Editor-Runway, shot the lot!

### COCA-COLA CHILDRENS' PARTY - SPORTS COMPLEX, DUBLIN AIRPORT

By Joe Tyndall

Over 100 children thoroughly enjoyed the Annual Christmas Party of the BAI, sponsored once again by our very good friends "Coca-Cola". Venue was the sports complex at Dublin Airport. Thanks to the hard working committee, who left nothing to chance, on which they are to be congratulated. When handling so many children so much can go wrong, but this party had service almost as smooth as the Arrivals Bar. A special thank you to Val McMahon, Joe Casey, Danny Toland, Sheila Nugent, Paul McNally and of course the most authentic looking Santa Claus, our own Eamon Preston.

To Coca-Cola, on behalf of all members and their children, thanks a million "for the real thing".

PS - From the parents thanks for the wonderful service from Mr L O'Toole and associates at the bar.



VAL, I THOUGHT YOU SAID,  
"THINGS GO BETTER WITH COKE!"

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### BAI NORTHERN BRANCH

*By Billy Roche*

A team of BAI members, led by President, Joe Casey and Vice-President, Paul McNally, had the happy task of travelling to Dundalk on Wednesday 21 February to meet a delegation from Northern Ireland, led by our old and valued friends, Johnny Johnston and Pat McAnerney.

We landed at the Ballymascanlon Hotel on schedule, thanks to our pilot, Paddy and quite a few of the lads from the North had already arrived. We spent a very enjoyable half-hour or so just chatting to our new found friends and then we moved off to the Imperial Hotel where refreshments and lunch were all laid on, courtesy of Harp Brewery. An excellent lunch and words of welcome from Mr J Corr, Administration Manager, Harp Brewery. He said Mr J Neville had sent his apologies for non-attendance, but it was due to a family bereavement. Our President, Joe Casey, thanked Mr Corr and the staff of the Imperial, as did Johnny Johnston on behalf of the Northern delegation. We then moved to the Harp Brewery for our meeting, the purpose being, the formation of a Northern Branch of the BAI.

President, Joe Casey, opened the meeting and thanked the Northern delegation for coming. He briefly outlined the ambitions and aims of the Bartenders Association of Ireland with the emphasis on our image at international level and then Vice-President, Paul McNally, went on to deal with the education aspect. He outlined the facilities that are available in co-operation with the College of Marketing and Design and CERT, for the running of short courses, the Powers Gold Label Scholarship, courtesy of Irish Distillers of Ireland Ltd and from the Milestone Company in Carlingford for two to travel to France to a wine area. All these together with cocktail competitions, tastings, film shows etc assured members of a pretty full social calendar as well.

Hon Treasurer, Joe Tyndall, gave a breakdown on the finances and assured everybody that we are in a healthy state. He explained that each area was encouraged to organise its own activities to raise funds but that it has been agreed that from each subscription of £8 paid, £2 should revert back to the branch for travel funds etc.

Secretary, Danny Toland, spoke briefly, but pointedly about the need to uphold standards and pointed out that IBA membership was up to around 30 countries now and lets have Ireland up with the best of them.

Our Trustee, Mr D Heather of Irish Distillers Ltd, who took the trouble to travel up for the meeting stated that we need to project our image abroad as Ireland - not Dublin, Cork, Galway, or Belfast etc. We also had a telephone message from our other Trustee, Mr Phil Smyth wishing the meeting every success.

The Northern team were as follows: Chairman, *Johnny Johnston*, Secretary, *Michael Callahan*, Treasurer, *Paddy McAnerney*, Trustee, *Ronnie Hamill*, *Ed Dillan and Co.* A second Trustee is still to be decided. Also present: *Alan Anderson*, *Bass Group*, *Oliver McAleese*, *Gabriel McFadden*, *Pat Caulley*, *Christy Stephenson* and *Gattet Jones*, *College of Business Studies*, who expressed an interest in opening up a dialogue with the College of Marketing and Design.

Johnny Johnston, Paddy McAnerney and all their team and indeed to our President, Joe Casey, who has achieved everything that he set out to do in his tenure of office.

A great day for the Bartenders Association of Ireland.



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### BARTENDERS ASSOCIATION OF IRELAND NORTHERN BRANCH

The first meeting of the above took place at the "Inn at the Park" on Sunday 8 October 1978 with the object of forming a BAI branch.

The Chairman, Johnny Johnston, opened the meeting by welcoming everyone and thanked them for such a large attendance. Some members had travelled some 90 miles from Londonderry. The interest shown spoke well for the future of the area.

The Chairman then explained the objects of the Association which led to a lot of questions from the body of the hall and this made for a very good first meeting.

The question arose about lady members and the Chairman said, at the moment, he didn't think they were allowed but he would make inquiries for the next meeting which would be held early in January.

Mr Ronnie Hamill, Sales Manager of Edward Dillon and Company, brought greetings from Jerry Fitzpatrick of the Gresham Hotel.

The Chairman closed the meeting by thanking the management and staff of the "Inn at the Park" for all their help and also for the coffee and biscuits which were appreciated by all.



Pat McAnerney

### NORTHERN BRANCH, BAI

*By Michael Callaghan*

*Minutes of meeting held in Chester Park Hotel on Sunday 25 February 1979*

The first meeting of the Northern Branch was held in the Chester Park Hotel on Sunday 25 February 1979.

The Chairman, Mr Johnny Johnston opened the meeting by welcoming everyone and thanking them for such a good attendance. He also reported on his recent trip to Dundalk, where he met the President Mr Joe Casey and officers, it was a very good meeting and he expressed his thanks to Harp Lager for their hospitality.

The Chairman introduced Michael Callaghan as Hon Secretary, Pat McAnerney as Hon Treasurer and Ronnie Hamill (Dillons) as Hon Trustee.

The Chairman explained to the younger members that the area Martini Scholarship would be held in Belfast on 25 April and asked if anyone was interested to put forward their name after the meeting.

The members were told that the Annual General Meeting would be held in the Clarence Hotel on Sunday 4 March and anyone wishing to attend would be more than welcome. Attending will be Mr Johnny Johnston, Mr Pat McAnerney and Mr Pat Gawley. It was also noted that the Annual Dinner Dance will be held in Jury's Hotel on Tuesday 13 March.

It was suggested that we hold a Dinner Dance as soon as possible so we made enquiries from Mr McVeigh, Manager of the Chester Park Hotel and the date chosen was Tuesday 3 April, tickets will be limited to members only. It is hoped that the new President will be able to travel to our first function.

The Chairman closed the meeting by thanking Mr McVeigh and his staff for their hospitality.

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### BAI WESTERN BRANCH

*By Gerry Treacy*

Wednesday night, 7 February and all roads led to Galway. Why you might ask? It was, of course, our First Dinner Dance which was held in the Sacre Coeur Hotel in Salthill.

We had a large attendance augmented by a coachful of our Limerick and Shannon members with our good friend and Liaison Officer, John Sheehan at the 'helm'. We also received our guests from Dublin including President, Joe Casey, Garry Benson and Paul McNally. We also met for the first time Frank O'Keeffe from Jury's. Guest of honour was the Mayor of Galway, Mr John Francis King and his wife. Also on the guest list were the Chairman of Galway City VFI, Mr Oliver Gannon and his wife, Nuala, Vice-Chairman of the Salthill VFI, Mr Odran O'Leary and his wife, Myra. The clergy was represented by Fr Difilly of the Jesuits. The night got off to a great start and the first speaker was the Mayor. He was delighted to be associated with the BAI and pledged his support for any facilities that the branch may require down the years. Mr Joe Casey, President, spoke as did our friends from the VFI. Dancing then started and everybody enjoyed the night. A luncheon for the committee and guests took place in the Corrib Great Southern the next day and we wish to thank Mr Colm Smith and Mr Tom Feely of Guinness Group Sales who kindly hosted the function.

Next stop was a visit to Cooke's Thatch Bar where Mr Peter Cooke, Treasurer, BAI, presented Mr Garry Benson with a painting in appreciation of his training of management and staff of the Thatch Bar. A sing-song followed and we gave a great send off to our friends from Dublin and Limerick.



*A group photograph showing BAI President and officers with the Western Branch officers and committee on the occasion of their First Annual Dinner and Dance.*



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