

WORLD SHAKING

The International Bartenders Association Newsletter

2011 July

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INTERNATIONAL BARTENDERS ASSOCIATION :

60 countries
soon met for the
60th anniversary !

In 2011, the International Bartenders Association celebrates its 60th anniversary. After a very lively congress in Singapore (about five hundred participants), Poland gets ready to organize the next meeting which will take place from 5 to 9 November in the Hilton Warsaw Hotel.

For this anniversary, the number of members will be 57 following the entry into the IBA, in 2009 in Berlin, of Macedonia (Pdt. : Darko Angeleski), Rumania (Pdt. : Bogdan Gheorghiu) and Vietnam (Pdt : Vo Tan Si). This time, Ecuador (Pdt : John Alexander Barreno Escobar) and China (Pdt : Frank Lee) were officially admitted.

Three countries participated in the meeting as observers : Korea represented by Max Kim, Mexico represented by its young president, Eduardo Adrian Juarez, and Monaco represented by Giovanni Speziale. Note that Mexico was already a member of the IBA and organized the meeting and the World cocktail Championship in Mexico City in 1990. These countries have to wait for another two years before being able to become members.

And there will be further developments because the Vice-president Europe, Ron Busman, is in touch with a bartenders association of Moldavia, the Vice-president North America, Jose Ancona, is in touch with the Canadian bartenders who would like to rebuild a professional association, and the Vice-president South America, Nepomuceno Ramirez Gonzales, is in touch with the associations of Nicaragua, Colombia, Guatemala, Chile and Dominican Republic.



Derrick Lee

De Kuyper,
since more
than
300 years

World Shaking :
When was the
company De Kuyper
created?

**Albert de Heer
(Marketing De
Kuyper) :** For more
than 300 years, the De

Kuypers have formed a unique family business
in spirits.



World Shaking :
In the first
years, what did
they produce?

Albert de Heer : From 1695, Petrus De Kuyper
produced gin as did most of the Dutch distillers.
Then the family diversified to produce liqueurs of
fruit which are today, our main speciality.

World Shaking : How has this company lived
through three centuries and is still so healthy?

Albert de Heer : It was not always easy and the family
stronghold withstood many crises, from Napoleon's
ban on exports and the US Prohibition through
both World Wars. Today, the 11th generation
stands at the helm of a strong global company,
ready for many more centuries of De Kuyper.

World Shaking : Did the manufacturing processes
change?

Albert de Heer : No, because we always selected
the best natural extracts, coming from all over the
world, and the Master Distiller takes the neces-
sary time to reach perfection. Over many years,
our liqueurs have frequently received medals and
prizes in the international competitions. And we
are very proud to be honoured as "Royal Distillers",
a designation given by Her Majesty Queen Beatrix.

World Shaking : Is the range of liqueurs large?

Albert de Heer : De Kuyper offers 36 premium range
liqueurs of fruit that match every taste and form the
bases of many cocktails, including world famous
liqueurs like Peachtree, Mandarine Napoleon or
Warninks Advokaat.

World Shaking : What is your position on the interna-
tional market?

Albert de Heer : We are a leader who exports all over
the world with an annual production of 50 million bot-
tles. De Kuyper works in Schiedam in Holland is the
heart of the company, but we are particularly strong in
the United States and in Canada. On all the markets,
De Kuyper has a lot to give to both consumers and
professionals.

World Shaking : In facts, you are very involved with
bartenders ...

Albert de Heer : Yes, it is very important for us and we
are proud of being Associate Members of International
Bartenders Association. Throughout the year, we
conduct training courses and cocktails workshops in
Schiedam. Everybody can check out one of the profes-
sional bar training sessions at www.dekuyper.com

Grzegorz Pawel Szumski (Poland) : A specialist for technical prizes

Really, Grzegorz Pawel Szumski who is hardly 30 years old has
proved his expertise once again. 5th last year in Berlin and 1st
technical prize of the Grand Marnier Trophy last June, in Nice,
he ends in the sixth place in the general classification in Singapore.
A great professional.

*My bartender's career began 7 years ago, at the restaurant Columbus
in Szczecin, the city situated on the banks of the Oder, in the northwest
of the country, but it was only in 2006 that I decided to improve my skills
by following a course of training organized by the Polish Bartenders
Association.*

*Now I am working in a night club in the city, the "Baile", where all the
bartenders are very professional. I am really fascinated by my job and
very happy to have the opportunity to meet bartenders of the whole
world during the IBA Championship.*



The Uruguayan bartenders confirm their ascendancy in Flairtending



For the fifth time since the
creation of the IBA Flairtend-
ing Competition (Singapore
in 2000), it is an Uruguayan bar-
tender, Juan Pablo Santiago who
has won the title in 2010. A real
domination which has lasted since
Danilo Oribe's victory in 2004 in
Las Vegas. Those bartenders im-
posed a spectacular, constructive
and elegant style, making also
absolutely perfect cocktails.
Venezuela was also again in the top
five (Nike Trivino, 2nd) as well as
Taiwan (Hsu Po Sheng, 3rd) quite
as Great Britain and Austria.

"Modern Times"

Shake

- . 4.5 cl Absolut
- . 1.5 cl Mozart Amade
ChocOrange
- . 1.5 cl Monin Mango Syrup
- . 1.5 cl Monin Passionfruit Syrup
- . 6 cl Carabos Orange Juice

Mario Hofferer : A romantic and enterprising World Champion



Having been selected among about 55 competitors for the second round of the Classic World Championship in 2010, Mario Hofferer, a 27-year-old Austrian, with a handsome physical appearance, has won easily with a sophisticated, very aesthetic cocktail : a G clef was drawn on the surface of the creamy mixture, a gold cherry... "romantic", it is the right word for a delicious cocktail recipe including the liqueur Mozart which is made in Salzburg.

I began to learn the bartender's job when I was very young in the Parkhotel at Pörschach, one of the famous hotels of Carinthia, then at Wörthersee, with a renowned bartender Hannes Stani. After that, I left to work in the winter sports resorts of Ischgl, of Obertauern and of Lech before returning to my region, to Bad Kleinkirchheim. After these first work experiences, I decided to improve my skills by following Michele Galmarinis's bar courses in Zurich before finally launching my own company.

A member of the Austrian bartenders Association, Mario is delighted to have received the unconditional support of his president, Alexander Radlowski, and the valuable help of a very experienced bartender, Peter Weissnegger who participated several times in IBA World Cocktail Championship and in the Grand Marnier Trophy.

Peter made me work relentlessly during months before Singapore, which allowed me to approach the competition with determination and energy. He inculcated in me the fundamental rules of "the real old good mixology".

I think that it is essential to get ready well in advance for these championships because the standard is very high. It is thus necessary to find that little "extra" which will distinguish you and only very experienced bartenders can help you get it.

Since this victory, Mario is thinking about a new project : to open an Italian restaurant in Carinthia with one "nice apero bar" where the cosmopolitan - its favourite cocktail - will be certainly "à la carte" as well as Bacardi 8 years old and the vodka Grey Goose, its favourite spirits.

For the record : Austria was world champion in 2008 in Puerto Rico (René Hetzlinger) and in 1997 to Karlovy Vary (Angelo Ganner).

"Rosemarie"

Stir

- . 2 dashes Bacardi Superior
- . 2.5 cl Grand Marnier Cordon Rouge
- . 0.5 cl Mozart Amade ChocOrange
- . 1.5 cl Kahlûa
- . 1 cl Monin Lychee Syrup
- . 1 cl cream (float)



Born in Anjou, Everywhere in the world



World Shaking :

The Cointreau company exists since 1849. What was the beginning of the story?

Maud Rabin (Communication and Public Relation Manager Rémy Cointreau) :

A family story which began with two brothers, Adolphe and Edouard-Jean Cointreau, very well known in Angers, in France, in the Loire valley, 300 km West of Paris. At first, they were confectioners but they decided to open a distillery to make liqueurs with the local fruits.

World Shaking : The liqueur Cointreau did not exist at that time?

Maud Rabin : No, it was the son of Edouard-Jean, Edouard, who had the idea to distil a spirit from sweet and bitter orange peel with a highly crystalline robe which was a major novelty at this time. He also invented the square-sided amber-coloured bottle, the modern version of which still remains the signature of Cointreau liqueur to this day.

World Shaking : Was it famous at once?

Maud Rabin : Very quickly, in fact, because artists were immediately attracted by the product and worked for the brand. Among the most well known : Nicolas Tamagno who created the famous "Pierrot" who became the symbol of the liqueur used for promotional objects and films realized from the end of the XIXth century.

World Shaking : Has it always been a family company ?

Maud Rabin : In 1989, Cointreau merged with another French family company, the cognac Rémy Martin, itself established in 1724. The group Rémy-Cointreau forms today an important group of spirits chaired by Mrs Dominique Heriard-Dubreuil. The grandson of Edouard Cointreau, Pierre Cointreau, is the Honorary President.

World Shaking : Does the liqueur

Cointreau continue to conquer the world?

Maud Rabin : Yes, of course, with 13 million bottles of Cointreau sold in the world every year. This liqueur always produced near Angers is used in many classic cocktails as the Margarita or the Cosmopolitan. It has received many gold medals in international competitions.

5 to 10 November 2011

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Competition Venue:

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**XV
Pan American
Cocktail
Competition Islas
Canarias**

**Costa Adeje
Gran Hotel, Tenerife**

47 countries have just participated at XV Pan American Cocktail Competition, exceptionally organized, this year, in Europe. About 300 persons shared these moments of friendship during which 5 competition took place. Derrick Lee, Pdt of the IBA, and his board, Jose Ancona and Nepomuceno Ramirez, vice-presidents de North America and South America were there. In the head of the event : Pepe Dioni , Pdt of the spanish bartenders Association (ABE) and José Antonio Mesa, Pdt of the Tenerife Bartenders.

Ron Busman, Vice Pdt Europe, explains the genesis of this competition : "The initiator of this prestigious event is Jose Ancona. In 1996, he felt a growing necessity to display the many talents of elite bartenders from the Americas on a larger and more international orientated scale. Guils Presidents from Argentina, Brazil, Peru, Puerto Rico, Uruguay, United States and Venezuela joined for the number one edition. With the amount of participating (most of all South-American) countries growing as time passed by, participation of Spain was included five years ago.

The IBA Pan-American has been taking place for the past fourteen years in the Americas. The Island of Tenerife presented its candidature somewhere last year, right after local bartender Victor Suarez turned winner of the IBA Pan-American in 2010. Renamed "Friendship Cup Isla de Tenerife Pan-American Cocktail Competition" for this year's special occasion, it is exactly what united bartenders worldwide, other than passion and professionalism : friendship." Bacardi Martini, Finest Call, Grand Marnier, Monin, Francisco Guerrero, Ron Diplomático, Gobierno de Canarias, Cabildo Insular de Canarias, Ayuntamiento de Adeje were partners of the event.

Rafael Martin Torres from Spain has won The Pan American Classic Competition, Mathias Santurio of Uruguay has won The Pan American flairtending Competition, Pepe Dioni has won The Pan American Presidents Competition, Stojan Krizma from Slovenia has won The Classic Friendship Competition and Marek Posliszny has won The Flairtending Friendship Competition.

Next year, the Pan American Cocktail Competition will take place in Lima (Peru).

IBA 2011 (60th I.B.A.) meeting Warsaw – Poland

5 November 2011 (Saturday)

7.00 pm to 10.30 pm Welcome Dinner & show
Board Members will arrive on the 4 November 2011 for a meeting on 5 November

6 November 2011 (Sunday)

9.00 am to 6.00 pm IBA Annual General Meeting
7.00 pm to 10.30 pm Cocktail reception and Dinner (Polish Night)
10.30 pm to 1.00 am Hospitality Suite
Briefing of Competitors (WCC and Flair)

7 November 2011 (Monday)

10.00 am to 1.00 pm World Cocktail Championship Flairtending
1.00 pm to 2.00 pm Lunch
2.00 pm to 6.00 pm World Cocktail Championship Flairtending
8.00 pm to 10.00 pm Dinner
10.00 pm to 1.00 am Hospitality Suites

8 November 2011 (Tuesday)

10.00 am to 1.00 pm World Cocktail Championship Classic
1.00 pm to 2.00 pm Lunch
2.00 pm to 6.00 pm World Cocktail Championship Flairtending Finals
Prize Presentation
8.00 pm to 10.00 pm Dinner
10.00 pm to 1.00 am Hospitality Suites

9 November 2011 (Wednesday)

10.00 am to 1.00 pm Master Classes
11.00 am to 1.00 pm IBA Board dialogue with Associate Members
1.00 pm to 2.00 pm Lunch
8.00 pm to 10.00 pm World Cocktail Championship Final
Gala Dinner

