



# GUIDE

great drinks

## The "Weekend Brunch" HAPPY HOUR

Probably the most leisurely of all Happy Hours! This is the time for bacon, eggs, toast, pastries, coffee. Usual drinks are the Bloody Mary and Sour. For a crowd, see the "Open House Punch" recipe (it's like a king-size sour) . . . and there's nothing so smooth as a *Comfort*<sup>®</sup> Sour!



### Ordinary Sour

1 jigger Bourbon or rye  
½ jigger fresh lemon juice  
1 teaspoon sugar

Shake with cracked ice; strain into glass. Add an orange slice on glass rim and cherry. For improved sour, use recipe at right!

### And the smoother Sour

1 jigger (1½ oz.) Southern Comfort  
½ jigger fresh lemon juice  
½ teaspoon sugar

Mix it just like the usual sour. But you'll enjoy it much more. The switch in basic liquor gives this drink a smoother, more delicious flavor; no other sour can match.

The way they mix it at Hotel Mark Hopkins, San Francisco

### GIMLET

4 parts gin or vodka  
1 part Rose's sweetened lime juice

Shake with cracked ice and strain into pre-chilled cocktail glass. This drink's unusual flavor offers a refreshing change of pace.

### RUM SWIZZLE

Juice ½ lime  
1 tspn. sugar  
2½ oz. light rum  
2 dashes bitters

Mix in glass pitcher with lots of crushed ice, and stir vigorously till mixture foams. Serve in a double Old-Fashioned glass. Super swizzle! Use Southern Comfort, ½ tspn. sugar.



### MINT JULEP

4 sprigs fresh mint  
1 tspn. sugar • dash water  
2 oz. Bourbon

Crush mint and sugar in water in a tall glass. Pack cracked ice to top of glass and add liquor. Stir until the glass frosts.

Next time mix a julep that's worth a mint in flavor. Use Southern Comfort instead of Bourbon, no sugar.



### RUM 'N COLA

Juice, rind ¼ lime  
1 jigger light rum • cola

Squeeze lime over ice cubes in a tall glass. Add rind, and pour in rum. Fill with cola; stir. Now try your drink this way.

Omit the rum. Mix this tall one "southern style" . . . see what a comfort Southern Comfort is to cola.



### GIN 'N TONIC

Juice, rind ¼ lime  
1 jigger (1½ oz.) gin  
Schweppes Quinine Water (tonic)

Squeeze lime over ice cubes in a tall glass. Add rind, and pour in gin. Stir; then fill with tonic.

This favorite wins more fans when you skip the gin . . . and enjoy Southern Comfort's talent for tonic.



### LEMON COOLER

Served at El Mirador Hotel, Palm Springs

1 jigger (1½ oz.) Southern Comfort  
Schweppes  
Bitter Lemon

Pour Southern Comfort over ice cubes in tall glass. Fill with Bitter Lemon; stir. It's so simple . . . and so refreshing!



### GIN RICKEY

Juice, rind ¼ lime  
1 jigger (1½ oz.) gin  
Sparkling water

Squeeze lime over ice cubes in 8-oz. glass; add rind and gin. Fill with sparkling water; stir.

To rev-up your rickey the way that's really "in" . . . Mix it with Southern Comfort, instead of with gin.



### STINGER

1 jigger (1½ oz.) brandy  
½ jigger white creme de menthe

Shake with cracked ice till chilled; strain into a cocktail glass.

For a stinger that's a real humdinger, mix one with Southern Comfort instead of brandy . . . It's dandy!



### ALEXANDER

1 tbspn. (½ oz.) fresh cream  
½ jigger creme de cacao  
1 jigger (1½ oz.) Southern Comfort

or gin or brandy  
Shake thoroughly with cracked ice; strain into pre-chilled cocktail glass.



### ST. LOUIS COCKTAIL

At Stan Musial & Biggie's, St. Louis

½ peach or apricot  
Chilled  
Southern Comfort

Put fruit in sherbet or champagne glass; add crushed ice. Fill with S.C. Serve with small spoon and a cocktail straw.

## ous, decorative bowlsful of cheer iest way to entertain a crowd!

### HOUSE PUNCH

Southern Comfort • 2½ quarts 7-UP  
1 can frozen orange juice • 6 oz. fresh lemon juice  
2 cans frozen lemonade

Ingredients. Mix in punch bowl, adding 7-UP last. Add red food coloring as desired (optional); stir. Add ice, and lemon slices. Serves 25 . . . and pleases them all!

### HOSPITALITY PUNCH

1 cup (8 oz.) Southern Comfort  
1 cup Ocean Spray cranberry juice cocktail  
3 oz. fresh lemon juice  
24 oz. Squirt or Wink

Ingredients. Mix in punch bowl, adding Squirt or Wink cake of ice, and citrus fruit slices. Serves 8 to 10.

### COMFORT<sup>®</sup> EGGNOG

1 cup (8 oz.) Southern Comfort  
1 quart dairy eggnog mix

Pre-chill ingredients. Blend in punch bowl; dust with nutmeg. Especially smooth; serves 10.

## Comfort<sup>®</sup> Old-Fashioned

Served at the Gaslight Club in Chicago

Angostura bitters • ½ tspn. sugar (optional)  
Sparkling water • 1 jigger (1½ oz.) Southern Comfort

Ingredients. Sugar, water in glass; add ice cubes, S. C. Add twist of peel, orange slice, cherry. It's simple — and superb! For an Old-Fashioned. Use 1 tspn. sugar; replace Southern Comfort with Bourbon or rye.

## The "Imaginative" HAPPY HOUR

Base your party on an imaginative theme! Serve drinks to fit the occasion; add simple props. Example: A Luau Happy Hour. Serve Honolulu Coolers, greet guests with leis, etc. Or serve Comfort<sup>®</sup> Old-Fashioneds at a Gay 90's party; use "mustaches", turn-of-century hats.



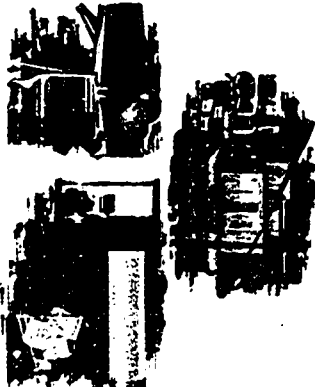
## Honolulu COOLER

## BACK-BAR SECRETS FROM THE COUNTRY'S TOP BARTENDERS

Never guess—measure! A good drink calls for exact measurement of all ingredients. Basic measures: jigger — 1½ oz.; pony — 1 oz.; dash — 4 to 6 drops.

Which comes first? As a rule, put sugar, fruit juice, other ingredients in glass first, then add liquor. But in carbonated drinks, put in ice, liquor, then add the mix.

When to shake, when to stir: In general, stir drinks made with clear liquors. Shake those with hard-to-blend ingredients like fruit juice. For a "frothy" collar, add a tablespoon egg white before shaking.



Pre-chill glasses! For better drinks, fill glasses with cracked or shaved ice. Let stand; dump ice. Add drink, and serve at once. To frost, put wet glasses in freezer.

Don't skimp on ice! Nothing is worse than a lukewarm "cold" drink. Be sure ice is fresh; "icebox" ice often absorbs odors, tastes stale. Change ice for each round.

For best results, use packaged ice! Professionally made ice is free of air bubbles, chemicals, impurities. That's why it's tasteless, crystal clear, slower melting; makes your drinks taste better — and look better!

## How much liquor will you need?

The biggest factor in planning is to have enough. Figure each guest for four 1-jigger drinks (total, 6 oz.); it'll average out. See below to determine how many bottles you'll need. 1 pint = 16 oz. . . . or 10 jiggers plus normal spillage. 1 fifth = 25.6 oz., a fraction over 17 jiggers. 1 quart = 32 oz., or just over 21 jiggers.

No. of Persons*	4	6	8	10	12
Total No. of Ounces	24	36	48	60	72
No. of Fifths**	1	1½	2	2½	3
No. of Quarts**	¾	1½	1½	2	2½

\*Averaging four 1½ oz. drinks each  
\*\*Approximate