







HISTORY



- Created in 2000 by Master Distiller Tom Nichol
- Ground breaking, innovative production process
- Citrus forward flavor profile

GROUND BREAKING PRODUCTION PROCESS

- Made with whole, fresh citrus fruits, juniper, coriander, liquorice and angelica.
- Additions of chamomile flowers, Florida oranges, Mexican limes and pink grapefruits.
- Higher percentage of Juniper than Tanqueray Export
- Higher ABV intensifies citrus notes





CITRUS HEART

Fresh citrus botanicals
distilled together in
Tiny Ten still to create
the 'Citrus Heart'

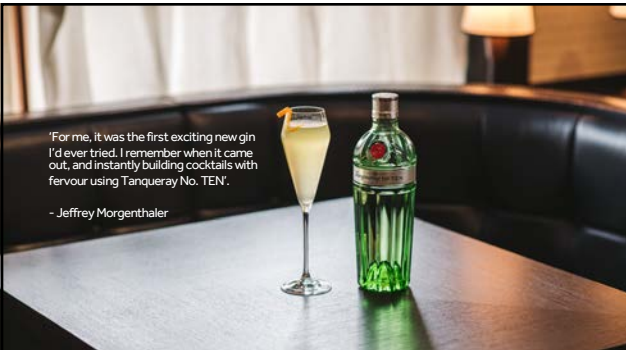


TASTING NOTES

NOSE: crisp, citrus oils, floral juniper

PALATE: Well balanced, grapefruit, floral citrus, fragrant juniper

FINISH: Long, lingering, spice



'For me, it was the first exciting new gin I'd ever tried. I remember when it came out, and instantly building cocktails with fervour using Tanqueray No. TEN.'

- Jeffrey Morgenthaler



THE GIN & TONIC

The World's Favorite Highball

THE ENDURING CLASSIC

Has stood the test of time

"The G&T is like a good quality pair of Levi's jeans – stylish, reliable and eternally fashionable."

- Jeffrey Morgenthaler

GLASS?

ICE?

SIMPLICITY?

WHAT MAKES A HIGHBALL?

WHAT MAKES A G&T?

BALANCE

The perfect harmony of sweet, sour & bitter, strong & weak, bolstered by effervescence and tapered with the addition of a fresh and uplifting garnish.

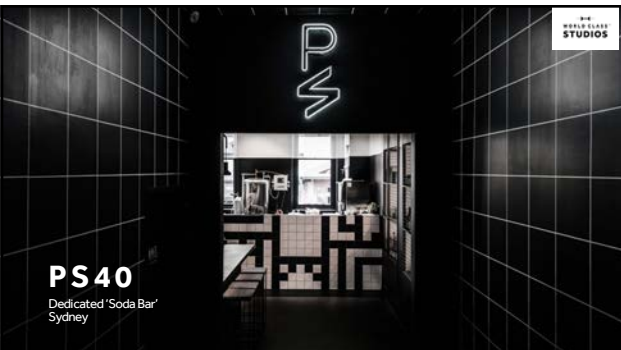
WHAT MAKES A G&T?

LOW ABV

The G&T is enjoyed for its
flavor over effects of the
alcohol contained inside




THE
WORLD CLASS
STUDIOS



PS40
Dedicated "Soda Bar"
Sydney

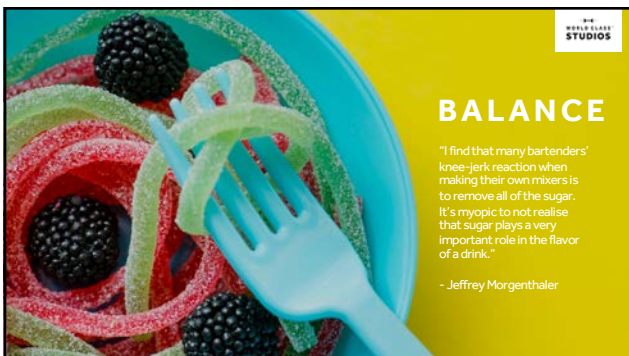
THE
WORLD CLASS
STUDIOS

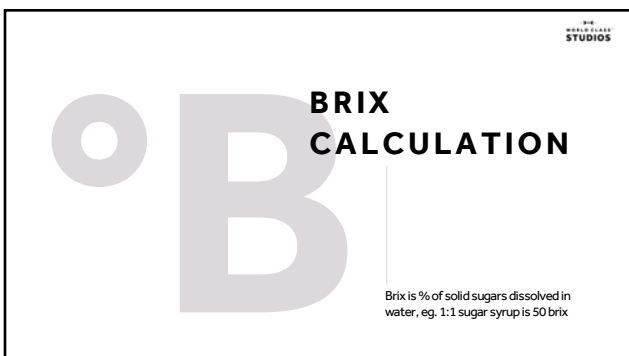


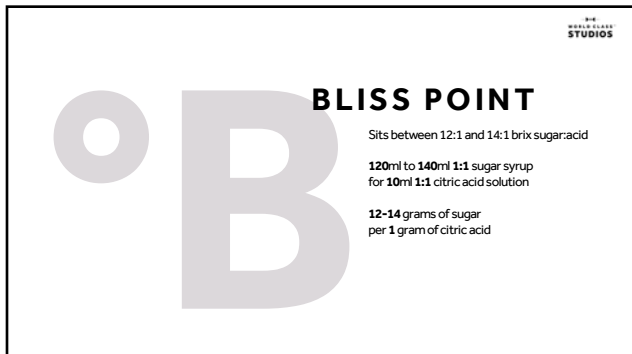
**MAKE
YOUR MIX**

THE
WORLD CLASS
STUDIOS









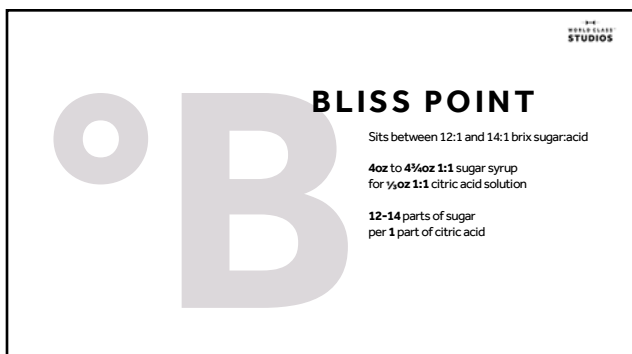
BLISS POINT

Sits between 12:1 and 14:1 brix sugar:acid

120ml to 140ml 1:1 sugar syrup
for **10ml 1:1** citric acid solution

12-14 grams of sugar
per **1** gram of citric acid

THE WORLD CLASS STUDIOS



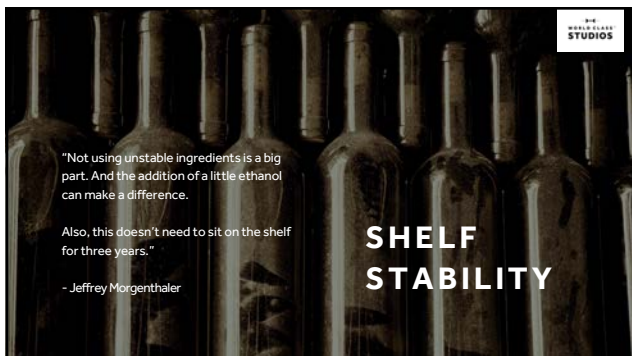
BLISS POINT

Sits between 12:1 and 14:1 brix sugar:acid

4oz to 4 1/2oz 1:1 sugar syrup
for **1/2oz 1:1** citric acid solution

12-14 parts of sugar
per **1** part of citric acid

THE WORLD CLASS STUDIOS



"Not using unstable ingredients is a big part. And the addition of a little ethanol can make a difference.

Also, this doesn't need to sit on the shelf for three years."

- Jeffrey Morgenthaler

SHELF STABILITY

THE WORLD CLASS STUDIOS







OTHER PRESERVATION METHODS



MODIFIED ATMOSPHERE
Some organisms can't survive lack of oxygen





FREEZING
Organisms can't survive low temperatures



PASTEURISATION
Organisms can't survive high temperatures



BITTER INGREDIENTS

DANGERS OF QUININE



DONOT USE
Can be fatal even in small doses



OTHER BITTER INGREDIENTS

"You can use fat, you can use alcohol, you can use sugar, or you can use water to extract those bitter flavors.

It's important to understand the ingredient you're working with and use the method that suits it best."

- Jeffrey Morgenthaler



WORMWOOD



GENTIAN ROOT



CASSIA BARK



CITRUS ZESTS



DANDELION ROOT



BURDOCK ROOT

BITTER TEA


showcases the most basic example of infusion

- 1bsp Gentian root
- 1bsp Wormwood
- 14oz water at 100C
- Infuse all for 4 minutes, strain using a muslin cloth or a superbag



DEMO TIME!

ULTRASONIC EXTRACTION




- Flavor molecules extracted at a higher speed with better preservation.
- No heat used.
- Increases yield of the product.
- Ultrasonic sound waves extract flavors from a solid (herbs or fruit) into a liquid.
- Creates microscopic currents and pressurized streams of liquid into solution.

DEMO TIME!

CHAMOMILE WINE

- 1oz Dried Chamomile Flowers
- 17½oz White Wine
- Sonicate for 15 minutes




THE
WORLD CLASS
STUDIOS

DEMO TIME!

CHAMOMILE WINE

- 1oz Dried Chamomile Flowers
- 17½oz White Wine
- Infuse for 24 hours



THE
WORLD CLASS
STUDIOS

BUDGET ULTRASONICATOR

Same science is available in a jewelry cleaner




THE
WORLD CLASS
STUDIOS

CARBONATION

PARAMETERS TO MEET


- ABV %
- Temperature
- Homogenous Solution




KNOW YOUR CARBONATION METHODS

"Knowing how to operate the equipment is probably the most crucial and oft-ignored component of carbonation"


- Jeffrey Morgenthaler



ISI CREAM WHIPPER



CORNELIUS KEG




SODA STREAM

CARBONATION EXAMPLE

CHAMOMILE SODA

- Carbonate 17ozl chamomile white wine, made in earlier practical example, with an ISI soda syphon

DEMO TIME!



DEMO TIME!



THE
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STUDIOS

BITTER TEA HEART

- 10½oz Bitter Tea
- 25oz Sugar
- 1¼oz Grapefruit Oleo Saccharum
- 1oz Citric Acid Powder
- 1bsp Malic Acid Powder
- 42oz Tanqueray No. TEN

DEMO TIME!



THE
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STUDIOS

BITTER TEA HIGHBALL

- 2¼oz Bitter Tanqueray No. TEN Concentrate
- 2¼oz Chilled Premium Soda Water

Build in a Highball glass over cubed ice, garnish with a pink grapefruit zest

DEMO TIME!



THE
WORLD CLASS
STUDIOS

CHAMOMILE SPRITZ

- 1oz Tanqueray No. TEN
- ½oz Sugar Syrup
- 2¼oz Carbonated Chamomile Wine
- ½oz Chilled Premium Soda Water

Build in a Copa glass over cubed ice, garnish with a lemon zest.



Jeffrey Mergenthaler

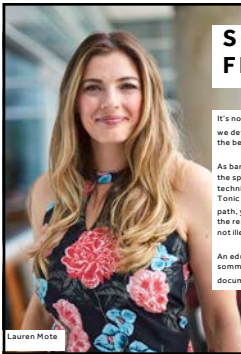
SOME WORDS FROM OUR EXPERTS

Have a concept and stick to that concept. If you can execute the concept correctly, you're halfway there. But if your concept is flawed, there's not much you can do about it. I like to discuss my ideas with those whose opinions I trust.

Remember, when making mixers for World Class (or just for use in your bar) that the best mixers out there aren't necessarily about subtlety; they hit you over the head with flavour. Be mindful of the fact that you're going to be adding additional ingredients to this mixer, and then likely diluting it with ice as it melts into water. I've had all sorts of mixers in my day fall flat because they simply didn't provide enough strong flavour from the beginning.

You're also going to be losing a fair amount of carbonation, so make certain that your carbonated mixers are plenty bubbly - I like mine just jumping out of the bottle.





Lauren Mote

SOME WORDS FROM OUR EXPERTS

It's not just about long drinks, it's about deliciousness - how can we develop new, exciting and innovative products to showcase the beauty and simplicity of the "spirit and mixer" format?

As bartenders, this is where your creative prowess comes into the spotlight - show us how well you understand the content, the techniques and how the final product elevates the standard Gin & Tonic to an entirely new level. Ensure as you embark down this path, you keep a journal of things that worked/didn't work, and the research on each ingredient you've used, to ensure they're not illegal or harmful ingredients to use.

An educated bartender pulls the best characteristics from chefs, sommeliers, distillers, story-tellers and scientists - ensure you document, trial and test everything.

