



Hello, World!

THE GCI NEWSLETTER

PROGRAM PLANNING IDEAS FROM THE GLOBAL CULINARY INITIATIVE COMMITTEE

October 2018

The Beverage Issue: Exploring the World in a Glass

by The Global Culinary Initiative Committee

This year is the 10th Anniversary of the Global Culinary Initiative. We're celebrating the milestone with a stimulating beverage newsletter on current and emerging trends. What's in your glass? Beverage trends are moving beyond hydration; consumers want specific [health benefits](#) with bold and exotic flavors. "Restless palate syndrome" is inspiring mixologists to create a genre of "shock cocktails" with [unique ingredients](#), flavors, textures, and techniques. People expect more from their morning coffee; it has gone from a drink to an [experience](#). We focused on several beverages, but we didn't dip into wine due to space limitations—watch for wine articles and trends in the 2019 summer Quarterly. [Follow the trail of blue links for stories, inspirations, and ideas to develop chapter cultural exchanges.](#)

Community Brewed Culture

- [Americans](#) drink more coffee than ever! Coffee trends move in [waves](#). The current third wave in the U.S. is characterized by pedigreed, single-origin coffee, latte art, and a focus on coffee beans as an artisanal ingredient.
- Suzanne J. Brown (Atlanta), a global marketing expert in the coffee and tea industries, says the world's first coffee cultivation dates back to 15th century [Yemen](#). The exit point for trade was Yemen's Port of [Mokha](#) on the Red Sea. Visit GCI at the [LDEI](#) website to read Suzanne's story about her trip to Yemen and a visit to the home of a Sheikh.
- Coffee is liquid sunshine in [Seattle](#), the world center for coffee roasting. Five coffee shops set an example of sharing [philanthropy](#) and

kindness with every cup.

- [Japan](#) brews up a rich coffee culture as coffee is on the rise.
- [Nitro coffee](#) is cold-brewed and infused with nitrogen gas, which creates a unique, thick, creamy texture and slightly sweeter taste.
- Starbucks serves gin [barrel-aged](#) cold brew at Reserve™ Roastery in Seattle.
- The Tea Terrace in London offers the [Selfieccino](#), which is a cappuccino topped with a selfie—your face printed in foam. "What better way to espresso yourself!"
- Charleston cornered the market on cute! Miniature [drink-vending vehicles](#) (e.g., Pedal Pub and Espresso-A-Go-Go) are an offshoot of the food truck trend; entrepreneurs sell cocktails, nitro coffee, Charleston tea, and other liquid refreshments.
- [Buttered coffee](#) doesn't seem bizarre considering the ancient Ethiopian custom of blending ghee (clarified butter) with brewed or ground coffee or the Tibetan custom of [yak butter](#) tea.

Turn Over a New (Tea) Leaf

- Tea is regarded with the same reverence as coffee according to [BENCHMARK®](#), A Global Hospitality Company. What's next—tea bars, craft-tea blending, nitro tea on tap, and [tea cocktails](#)?
- Millennials are pushing for tea [upgrades](#), demanding functional benefits, more quality ingredients, and more of a fresh brewed experience.
- London's Michelin-starred Fera at Claridge's combines millennia-old, Far East [tea traditions](#)

with modern European fine dining to present fine brew teas at room temperature in crystal wine glasses.

- Tea [Craftsman Certification](#) strengthens tea businesses.
- The [Hartman Group](#) Retainer Services shares trends and insights into the flavors and functions of coffee and tea.
- [Cheese tea](#) from Taiwan (*zhi shì chá*) has legions of fans worldwide. Rich, frothy, cream cheese foam tops cold tea, making it taste even better and the consistency creamier.

Hard Cider

- Hard cider vanished from America's landscape during [Prohibition](#), but it's making a strong comeback.
- The world's first apples were small, mottled [cider apples](#) with a bitter, tannic taste. Natural yeast on the skins fermented the juice into a flavorful beverage.
- South East Kent, South West Somerset, and Devon are [England's](#) principle cider-producing counties. Exceptional [perry](#) (pear cider) comes from the Herefordshire-Gloucestershire border.
- Fine ciders, Calvados, and pommeau (apple liqueur) are produced along the 25-mile cider route in [Normandy, France](#). Make this homespun [Quarante-Quatre](#)—aka French Moonshine.
- [Apfelwein](#) (apple wine) is a specialty throughout the German state of Hessen and especially in Frankfurt.
- The Spectator: Techniques for creating Champagne were born in the forgotten [cider boom](#) of the 17th century.

- Two of the world's top ciderists share 12 [interesting facts](#).
- Here's what you should know about the latest [rosé cider](#) trend.
- New [flavor trends](#) for craft ciders include hops, wine, habanero peppers, elderberry, and prickly pear cactus.

Cocktails & Libations

- Mexico: Jose Cuervo recently launched [Golden Rosé Margarita](#), a bartender-quality margarita with three liquors: Jose Cuervo tequila, Grand Marnier liqueur, and rosé wine. (see photo) Serve chilled; blend with ice for a twist on [frozé](#) (frozen rosé); mix with club soda for a spritz; or add a scoop of [rosé sorbet](#).
- [National Geographic](#) explains how "alcohol isn't just a mind-altering drink...it has been a prime mover of human culture since the beginning."
- Top beverage trends for [2019](#) focus around marine-based collagen, turmeric, tart flavors, and organic.
- New [spirit](#) trends include regional varieties of [mezcal](#), a Scandinavian spirits renaissance, and the Japanese gin category.
- Beyond the Singapore Sling, mind-blowing cocktail inspirations in Singapore include the [dried octopus sour](#) and Hainanese chicken-rice cocktail. The Peranakan is a botanical cocktail misted with [royal rose cologne](#).
- "15 Ways To Toast the South"—[Garden & Gun](#) magazine raises the bar on Southern cocktails.
- The world's top-selling [classic cocktails](#) in 2018 include Mexico's [Paloma](#) (grapefruit juice and tequila) and Edinburgh's [Bramble](#) (blackcurrant and gin).
- Discover five American [whiskey](#) trends.
- [Jack Daniels](#) Tennessee whiskey isn't bourbon, and it doesn't aspire to be. Yet Jack Daniels is everything bourbon is... and more!
- [Travel experts](#) named the world's 50 most delicious drinks to sip, gulp, and enjoy when traveling to destinations around the world—with and without alcohol.
- [Mead](#), the fermented honey "wine" of the Vikings, is fast becoming a drink of the future.

Zero-Proof Drinks

- Game changers in the beverage industry include high-end, alcohol-free drinks like [Seedlip](#)—the world's first distilled, non-alcoholic spirit from London.

- Try these [tips](#) for making the best zero-proof drinks.
- Non-alcoholic drinks are booming; millennials can't get enough of the latest hip [mocktails](#).
- The [low/no-alcohol](#) movement is one of the biggest drinks trends in years; low-alcohol beer and cider sales are soaring.
- A top London spot for hot [chocolate](#) is Rococo's Chocolate Café in Belgravia; sip a cup of the seductive treat in a secret Moroccan garden. Rococo is owned by London Dame [Chantal Coady](#) OBE.
- How [bottled water](#) became America's most popular beverage.
- A collection of [nonalcoholic recipes](#) for every occasion: punch, mulled drinks, juices, spritzers, cordials, and coolers.

Craft Beers

- Six trends that dominate the [beer scene](#) are here to stay.
- The beer renaissance reignited interest in beer and food pairings in recent years. Host a party with [chocolate and beer](#) pairings.
- [Vancouver](#) has been named the best beer town in Canada. Here is a [guide](#) to drinking area craft beer.
- Download a useful beer and food matching [chart](#).

Drink for the Health of It

- Europe: The spice-infused, golden [turmeric latte](#) launched milk as a healthful drink worthy of social media attention.
- Kombucha isn't just for health nuts; add it to [cocktails](#).
- [Tea polyphenols](#) can be good for your teeth.
- Up your game with a body cleanse drink of [activated charcoal](#).
- In a new twist on [traditional Chinese medicine](#) (TCM), many ingredients used in TCM are used in cocktails at Tiger Fork, a Washington, D.C. restaurant.
- Beverages lead the [functional](#) food and drink revolution—even more so than food. [Nootropic](#) supplements may enhance mental capacity without harmful chemicals. In Canada, Koios Beverage Corporation will release the world's first [cannabis](#) nootropic beverage.
- [Coca Cola](#) is in talks with Aurora Cannabis to add CBD (non-psychoactive cannabidiol) to Coke products. Consumers won't get high and may experience health benefits; scientific studies are ongoing.
- "Understanding Kombucha Tea Fermentation: [A Review](#)."

- This [roundup of 56](#) fermented, probiotic drinks goes beyond kombucha and kefir.
- Read about the methods for fermenting [coffee cherries](#).



Floral Infusions

- Floral inspiration is in full bloom! Five [botanicals](#) in the form of whole flowers, petals, and infused flavors continue to enhance sparkling wines, cocktails, teas, and other beverages.
- Botanical from [Ketel One](#) is a low-proof spirit distilled like gin but more like vodka with fewer calories and no carbs. It is available in three expressions: Grapefruit & Rose, Peach & Orange Blossom, and Cucumber & Mint.
- Butterfly [pea flower](#) tea is popping up in beverages around the world. With slight shifts in acidity, the beverage color changes from blue to purple to pink.
- [Petal](#), from Chicago, is a certified-organic, sparkling drink with botanical essences and extracts. Free of sugar, caffeine, and calories, Petal comes in Original Rose, Mint Rose, and Lychee Rose varieties.
- A new London bar—[Mr. Fogg's House of Botanicals](#)—focuses on Mr. Fogg's unusual botanical finds in cocktails; upstairs, the menu is dedicated to a secret language of flowers.
- Macanese, Portuguese, and Chinese spices and [herbs](#), such as fresh coriander, give cocktails in Macau a fresh, local taste.

A Sip of Sustainability!

- [Euromonitor](#) discusses seven, dynamic, global beverage trends including hydration experiences; craft beer and nonalcoholic craft beer; clean labeling on beverages; and sustainable packaging.
- [Sustainability](#) may be the most important cocktail trend of 2018; it's about saving the world. Trendy new cocktails feature [unexpected](#) ingredients.
- Beverage experts create [compost cocktails](#) using herbs, fruits, rinds, and other kitchen scraps to garnish drinks. Plastic bottles will be replaced by biodegradable, edible water [containers](#) made of plants and seaweed.
- Legendary Scottish whisky maker [Glenmorangie](#) teams up with Maine craftsmen to repurpose oak

kegs into artisan surfboards.

Chapter Programs

- LDEI's 2018 [Trends Report](#) is jammed packed with noteworthy information. The

"Secret to the Perfect Food and Beverage Pairing" could be the basis for a potluck dinner with a (Dame) sommelier guest speaker to discuss why the pairings work.

- Host a discussion on the culture surrounding a Chinese wedding ceremony. This comprehensive [guide](#) provides historical background, tips on brewing and serving teas, etiquette, and more.
- [First Watch](#) is a unique chain breakfast eatery that sources coffee from female coffee [farmers](#) in the Huila region of southwest Colombia (Project Sunrise). This might be an inspirational program for Mother's Day.
- [Blue Bottle Coffee](#) is a major player in third wave coffee. Explore their stories, coffee tips, brew guides. Cold-coffee brewing and making coffee-based cocktails could be fun, interactive programs.
- Visit a coffee roaster for a coffee [cupping](#), a fun experience similar to a wine-barrel tasting.
- Explore [Chanoyu](#)—the Japanese Tea Ceremony, which has roots in China.



Global Culinary Initiative

GCI Committee: Co-Chairs Susan Fuller Slack (Charleston) and Roberta Duyff (St. Louis); Teresa Farney (Colorado), Cecilia Pozo Fileti and Anita Lau (Los Angeles), Margaret Happel Perry (New York). Photo Credits, page one: margarita drinks, Jose Cuervo, Mexico; latte, Lex Sirikiati; chocolate, Alisa Anton. Page two: Edible London tea tasting, Susan Slack.

Raise Your Glass! GCI was founded by Suzanne J. Brown in 2009. Past Chair Sandy Hu (San Francisco) launched the "Hello World" newsletter in 2014.

Nashville Conference, 2019: Explore [Tennessee](#) whiskey and [Kentucky](#) bourbon.