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 the 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.
- **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 ReserveTM 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 shi cha) 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.
Cocktails & Libations

- **Mead**, the fermented honey "wine"
- Travel experts named the world’s top-selling classic whiskey.
- New spirit trends include regional American whiskey, and Edinburgh’s Bramble cocktail.
- 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 frozen (frozen rose); 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 mixed with *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.

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 legs 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.
- **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 Dufty (St. Louis); Teresa Farney (Colorado), Cecilia Pozo Fileti and Anita Lau (Los Angeles), Margaret Happl Perry (New York). Photo Credits, page one: margarita drinks, Jose Cuervo, Mexico; latte, Lex Sirikit; 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.