

**QUOTE: 'QUINOA IS THE BEST GRAIN YOU CAN EAT.'** — Chef Francois Payard



Bartenders are getting into the greenmarket act using fresh local ingredients such as Red Jacket for cocktails.

# Tipplés get the green makeover

By Dan Dunn  
Special to amNewYork

There was a time — not all that long ago, really — when cocktail ingredients at most watering holes were more limited than Verne Troyer's career prospects.

Mixers consisted of the artificially flavored stuff that came from the soda gun, or if the place was fancy, a jar of olive juice and a few industrial-sized cans of fruit-like juices beneath the bar.

These days, however, as any bartender ... er, mixologist worth his or her organic sea salt will attest, making drinks with processed mixers and low-quality, mass-produced hooch is a no-no.

"Like so many chefs have in their cuisine over the past few years, we want to take advantage of the opportunities to use fresh, local and seasonal ingredients along with sustainably distilled spirits in cocktails," says Allen Katz, mixologist at Southern Wine & Spirits of New York and the chairman of the board of directors for greenmarkets booster Slow Food USA.

Katz has dubbed the high-minded mixology method he espouses "Greenmarket inspired," a nod to NYC's open-air farmers markets.

Tonight, Katz will conduct a sold-out seminar at the Astor Center on what he calls "the new wave of responsible drinking."

He'll be mixing cocktails using so-called "green" spirits such as

## RECIPE

### La Nueva Vida

- 2 oz 4Copas or any reposado tequila
- ½ oz dry vermouth
- 1 ½ oz Red Jacket Orchards Fuji Apple Juice

#### Directions:

Shake ingredients with ice and strain into a chilled cocktail glass. Garnish with a thin slice of apple

Created by Southern Wine & Spirits mixologist Allen Katz

4Copas (the only organic tequila in the world), Square One (an organic vodka produced in the U.S.) and Maker's Mark (one of the world's most environmentally friendly distilleries).

Katz will discuss the liquor industry's impact on the environment, including how companies are lightening carbon footprints on the environment, and how they are

forging a more personal connection between consumers and producers. (A few ways that liquor companies are thinking more consciously include using geothermal heat or steam in distillation, less glass in bottles, and recyclable corks, labels and shipping boxes.)

"Ultimately, this is all about creating great drinks and good times," says Katz, "but by adding a cultural context to it ... it makes the experience that much more rewarding."

In any case, it gives new meaning to the term "please drink responsibly."

Dan Dunn talks wine and spirits Fridays from 1-2 pm on Sirius Satellite Radio channel 108.

