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***The New-Wave Mai Tai: New Twist on an Old Favorite***

The mai tai – that most tropical of tropical drinks – has come a long way from the early days of Trader Vic and Don the Beachcomber. Now Hawai'i publisher Watermark Publishing has released *The New-Wave Mai Tai*, a refreshing concoction of more than 50 cutting-edge mai tai recipes, along with dazzling photos, first-person encounters and fascinating historical tidbits.

In this colorful, 138-page book, author Cheryl Chee Tsutsumi traces the rich, swashbuckling story of rum – the mai tai's principal ingredient – and explores the origins of the famed drink, including the eternal debate over whether Trader Vic or Don the Beachcomber actually created it. Most important, she shares more than 50 innovative and easy-to-follow recipes that tweak the old classic with eye-opening new ingredients from schnapps to sherbet: the Mai Tai-Jito, Sassy Wahine, Smooth Shredder and many others. These creative cocktails from bartenders and watering holes throughout Hawai'i go far beyond what Don or Vic ever imagined.

Cheryl Chee Tsutsumi is an award-winning travel journalist who has covered Hawai'i, Asia and the South Pacific for numerous local and national publications, including *Travel + Leisure*, *Fodor's*, *Contra-Costa Times*, *Chicago Sun Times*, *Honolulu Star-Bulletin*, *HAWAII*, *Hawai'i Westways*, *Hawaiian Style* and *Modern Luxury*. She is the author of 10 books about Hawai'i; *The New Wave Mai Tai* is her second title for Watermark Publishing. Her first, *The Hawai'i Beer Book: Bars, Breweries & Beer Cuisine*, was released in 2007.

*The New-Wave Mai Tai* (ISBN 978-0-9815086-1-0) is available for \$15.95 at bookstores and other retail outlets, or direct from the publisher at [www.bookshawaii.net](http://www.bookshawaii.net). Contact Watermark Publishing, 1088 Bishop St., Suite 310, Honolulu, HI 96813; telephone (808) 587-7766; toll-free (866) 900-BOOK; fax (808) 521-3461; e-mail [sales@bookshawaii.net](mailto:sales@bookshawaii.net).

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# The New-Wave MAITAI



**Okay, I admit it. I was born and raised in the Islands, but I never sipped a mai tai—** a Hawaiian icon—until I started doing research for this book. The reason? I’ve always regarded it as a humdrum “tourist drink” without the sauciness of a margarita, the sprightliness of a mimosa or the sophistication of a martini. Nothing could be farther from the truth. The mai tai can be all of those things—and much more. But the mai tai hasn’t always received the respect it deserves. Film critic, writer and actor Joe Bob Briggs dismissed the mai tai as “a combination of cough syrup, pancake batter and the automatic transmission fluid from a 1973 Oldsmobile Toronado.” Mai tai aficionados, however, stand by their drink and have clear ideas about what constitutes a memorable one. It starts with premium rum and fresh ingredients (that means freshly squeezed juices and no syrups); it attains a nice balance of sweet and sour (a common error is to make the drink too sweet); and it is served cold (the ice can be shaved, crushed or in cubes, as long as there is a generous amount of it). Other than that, when it comes to making mai tais, there apparently are no boundaries, no hard-and-fast rules, allowing creative mixologists to reinvent the world’s most famous cocktail over and over again. While purists stick to the traditional ingredients (rum, orange curacao, orgeat, simple syrup and lime juice), others have boldly experimented with flavorings as diverse as blueberry preserves, sherbet, li hing mui powder, ginger and Jell-O. **Have fun mixing and tasting the 53 “new-wave” mai tai recipes I’ve selected for this book!**

Cheers!  
Cheryl Chee Tsutsumi

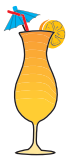




# The New-Wave MAI TAI



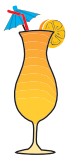
## Mai Tai Trivia



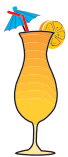
**Presidential Favorite**—According to writer Eric Felten, the mai tai was the favorite drink of Richard Nixon. In a 2007 article for the Wall Street Journal, Felten gives an account of a visit Nixon paid to the Washington, D.C., Trader Vic's. Nixon took his wife to the establishment for Valentine's Day, 1973, where he enjoyed a mai tai or two, and warned other patrons on his way out, "They're lethal!"



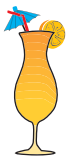
**Make Hers a Mai Tai**—After being kidnapped by the Symbionese Liberation Army (SLA), heiress Patty Hearst became a wanted woman when she participated in an April 15, 1974, armed bank robbery and proclaimed her loyalty to the radical group. Hearst was arrested in 1975, but released on bail. The first thing she asked for when she received her freedom? A mai tai.



**From Malihini to Kama'āina**—Although the mai tai has become as much an Island symbol as hula, surfing and Diamond Head, it was actually born in California. That is certain. Beyond that, however, a bit of controversy arises. Which brings us to...



**Don the Beachcomber**—Born Ernest Raymond Beaumont Gantt in Texas, Don the Beachcomber and his eponymous restaurants popularized tropical drinks and a certain style of eclectic Island décor—furnishings were culled from souvenirs picked up on his extensive travels. Gantt had a fondness for Caribbean rums, and in 1933 he came up with the "Mai Tai Swizzle." It was never his favorite creation, but it became the best known out of the more than 90 rum-based cocktails he devised.



**Trader Vic**—The son of an Oakland grocer, Victor Jules Bergeron, Jr. had a wooden leg, the result of a childhood accident. The peg leg only added to the exotic mystique of his establishment—he told credulous customers that he'd lost his leg to a shark while swimming in the Pacific. In 1944, he served a simple rum-based cocktail to friends from Tahiti who proclaimed, "Mai Tai—Roa Ae!" Out of This World—The Best! And so Trader Vic's mai tai was born.



# The New-Wave MAITAI



## Mai Tai-Jito

Duke's Waikiki, Outrigger Waikiki on the Beach



*In a mixing tin, muddle:*

- 6 to 8 fresh mint leaves
- 5 to 6 chunks fresh pineapple
- 4 to 5 fresh lime wedges
- 1 Tbsp. raw sugar
- 2 tsp. candied ginger
- 1 tsp mango purée

*Then add:*

- 1 oz. Myers's rum
- ¾ oz. Bacardi White Rum
- 1 oz. pineapple juice
- 1 oz. liliko'i juice
- 1 oz. guava juice
- ½ oz. Captain Morgan Spiced Rum

Rim a large martini glass with more raw sugar and/or candied ginger. Add ice to the mixing tin, shake well and strain into the glass. Float spiced rum. Garnish with a lime wedge.



# The New-Wave MAI TAI



## Mango'd Mai Tai Blues

Hukilau Sports Bar & Grill



- 1 oz. mango purée
- 1 oz. rum
- ½ oz. coconut rum
- 2 oz. pineapple juice
- 2 oz. orange juice
- 8 fresh blueberries
- 1 oz. sour mix
- ½ oz. dark rum

Pour the mango purée in a 12-ounce glass. Put rum, coconut rum, juices, five blueberries and sour mix in a shaker tin with ice. Shake vigorously. Gently empty contents into glass and float dark rum on top. Garnish with an orchid and remaining three blueberries.



# The New-Wave MAITAI



## Pakini Mai Tini

Embassy Suites - Waikiki Beach Walk



- Lemon wedge
- 1 Tbsp. sugar
- 1 ¼ oz. Jose Cuervo Oranjo Tequila
- 2 oz. passion-orange juice
- ¼ oz. dark rum

Rub lemon wedge around the rim of a martini glass. Put sugar in a saucer and run the rim of the glass through it to coat it. Mix tequila and passion-orange juice in a shaker. Shake and strain into the glass. Float dark rum. Sink a maraschino cherry as the garnish.



# The New-Wave MAITAI



## Smooth Shredder

Kōloa Rum



- 1 oz. Matusalem Platino Light Rum
- 1 Hawaiian vanilla bean, crushed
- ¼ oz. rock candy syrup or simple syrup
- ½ oz. orange curaçao
- Juice of fresh lime
- Juice of fresh Meyer lemon
- 1 oz. Black Seal Dark Rum

Pour light rum, vanilla bean, syrup and orange curaçao, in order, into a Collins glass. Almost fill with equal parts of lime and Meyer lemon juices. Add dark rum. Do not stir! Garnish with a sprig of mint.