



FOR IMMEDIATE RELEASE

Contact: Dawn Sakamoto (808) 534-7170 or dawn@bookshawaii.net

The Cocktail Handbook: Cool Drinks from Hawai'i's Hottest Bartenders

Nationally recognized Waikiki bartenders Jesse Greenleaf and Amie Fujiwara – along with 20 other Island “star-tenders” – share more than 80 great drink recipes, plus inside tips on bar etiquette and tools and techniques of the trade, in *The Cocktail Handbook: Cool Drinks from Hawai'i's Hottest Bartenders*.

From old classics made new to creative libations infused with Island flavors, *The Cocktail Handbook* serves as a tried-and-true guide to mastering the art of mixology. For the amateur home bartender and the seasoned cocktail aficionado alike, this compilation offers new recipes to try out and inventive ingredient lists to inspire original creations. Contributors to *The Cocktail Handbook* boast more than 250 years of experience between them and have won numerous awards in bartending competitions. Some of the concoctions shared in the *Handbook* are featured on bar and restaurant menus throughout the Islands, and others are secret off-the-menu potions made only by their originators – until now.

Authors Jesse Greenleaf and Amie Fujiwara make their current behind-the-bar home at Duke's Waikiki. Greenleaf has earned multiple awards for his innovative creations, has appeared on the Food Network and Travel Channel and was featured on the drinks-focused travelogue show *Three Sheets* with Zane Lamprey. Fujiwara is also an award-winning cocktail creator and was voted one of Hawai'i's Hottest Bartenders by *Forbes Travel Guide*.

The Cocktail Handbook: Cool Drinks from Hawai'i's Hottest Bartenders is priced at \$15.95 (ISBN 978-1-9356900-8-5) and is available at bookstores, other retail outlets and online booksellers, or direct from the publisher immediately at www.bookshawaii.net.

Contact Watermark Publishing, 1088 Bishop St., Suite 310, Honolulu, HI 96813; (808) 587-7766; toll-free (866) 900-BOOK; fax (808) 521-3461; sales@bookshawaii.net.

#

1088 Bishop Street, Suite 310
Honolulu, Hawaii 96813
Ph. 808.587.7766
Fax 808.521.3461

The COCKTAIL HANDBOOK



Welcome to our wonderful world of local libations and Island intoxicants! After more than three years of researching, sampling, interviewing and compiling, we're proud to present this comprehensive handbook for building the best drinks in the Hawaiian Islands or anywhere—many of them long-time favorites never before published.

But who are we? What kind of behind-the-bar cred do we have? For starters, between the two of us we've spent more than 40 years working at 20-plus bars, lounges, night-clubs and restaurants in Honolulu alone. We've battled it out at more than a dozen bartending competitions throughout the Islands. We've appeared in food-and-drink publications and on TV programs from the Food Channel to the Travel Channel. And maybe most important, we have friends in "high" places—award-winning bartenders with devoted followings ("star-tenders," we call them) who have kindly agreed to share their closely held recipes with readers of this book.

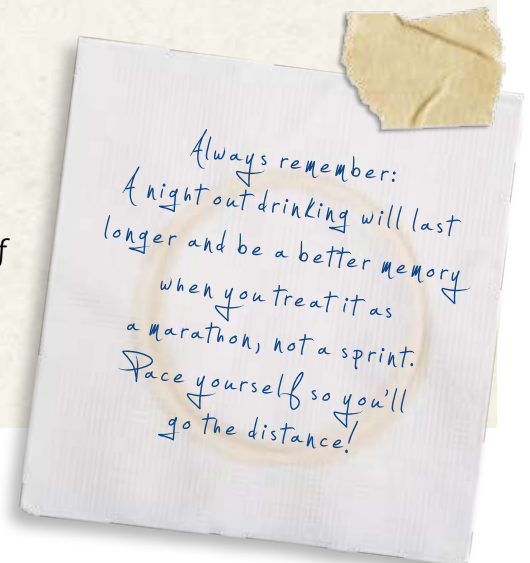
In the beginning, we planned to include only our personal recipes and stories from our professional perch in the heart of world-famous Waikiki Beach. But the deeper we delved into our cocktail collection, the clearer it became that this was a great opportunity to add memorable tales and tropical tastes from Hawai'i's hottest bartenders!

While not all these drinks may sound Hawaiian, all were conceived in Hawai'i with the spirit of the Islands and the genuine warmth of aloha muddled into them!

We hope you are able to find a few of your personal favorites within these pages and will use the easy-to-follow instructions in recreating them for family and friends, wherever you call home.

As we say in the Islands: 'Ōkole maluna! (Bottoms up!)

~ Amie Fujiwara & Jesse Greenleaf



Upper right: Amie's Ku'u Pua; all cocktail photography by David Croxford
Authors' photo by Craig Kojima

The COCKTAIL HANDBOOK

The occasion that launched the Mama-Jito happened to be Mother's Day. We were planning an outdoor barbecue brunch for our moms and wanted to create a great afternoon sippin' cocktail. While we were setting up in the backyard, we noticed how fantastic our herb garden looked—the mint was exploding, and the basil was standing about three feet high. We decided we couldn't get any fresher than our homegrown herbs. Our cocktail creation was underway!

At the time, pear vodka was new to the market and we loved it. We added it to our list of ingredients, along with a sweet-and-sour mix, fresh lime juice and a few dashes of a great ginger syrup we had picked up in Chinatown. To infuse the drink mix with the freshness of the aromatic plants, we simply muddled all the ingredients together as though we were making a mojito. For sweetness, we abandoned white sugar and tried something completely different—candied ginger. The result? A phenomenal mix of sweet, fresh and zingy—just like our mamas!



MAMA-JITO

Jesse Greenleaf & Amie Fujiwara

This recipe yields approximately 4 drinks (or 2 if your moms aren't around!)

- 1 lime, thinly sliced
- 10 - 15 fresh mint springs*
- 8 fresh basil sprigs*
- 1 tsp. ginger syrup*
- 4 - 5 candied ginger pieces*
- 6 oz. pear vodka
- 16 oz. sweet-and-sour mix
- 4 oz. club soda

In a large 30-oz. pitcher, combine lime, mint, basil, ginger syrup and candied ginger. Muddle until aromas from the herbs are released and the candied ginger is broken into fragments. Add vodka and sweet-and-sour mix; stir well. Pour into tall glass filled with ice and top each drink with about 1 oz. of club soda. Garnish with a mint or basil leaf.

*Ingredients can be adjusted to taste. Like a sweeter drink? Add more candied ginger and a touch more ginger syrup. More herbally inclined? You know what to do!

The COCKTAIL HANDBOOK

Admittedly, many of the best cocktail recipes are discovered by accident. A mellow Thursday afternoon in 1999, with the light sounds of Island music wafting in from our Duke's beachfront stage, was the setting for one such twist of fate.

Our friend Sean Briley, a famed big-wave rider, approached the bar. "I've got a jones for a mango martini!" he said, only half joking. Since I had no mangoes behind the bar, this presented a challenge. I knew I had my work cut out for me.

After a quick survey of my available ingredients, I began trying several combinations of liqueurs and juices, each one tested under Sean's close scrutiny—"Too sweet! Too coconutty! Not sweet enough! What's in here, anyway?"—until finally, "That's it! That tastes just like mango!" Sean left satisfied that day (and walking a little funny after tasting so many test samples), only to return the following week with a friend. He ordered a couple of my new "mango" martinis, but asked that his be served on the rocks. As I was mixing his cocktail, I noticed I was one ingredient shy of the classic Long Island Iced Tea. On a whim, I quartered my liqueurs and added gin, one of the main liquors in a Long Island Iced Tea. And surprise, surprise—it absolutely made the drink! Naturally, I named it the Hawaiian Island Iced Tea.

A couple of months later, I found myself competing in the first annual Iron Bartender Contest. I took a chance and entered the Hawaiian Island Iced Tea, and it won the Best New Drink award! I began mixing the drink for my Duke's patrons, and it took off, becoming a favorite for tourists and locals alike. It has found a permanent place on the Duke's drink menu and is enjoyed every day by people from around the world, all thanks to the quest for the perfect mango martini.

The Hawai'i episode of Three Sheets with Zane Lamprey features Jesse, making The Hawaiian Island Iced Tea.

HAWAIIAN ISLAND ICED TEA

Jesse Greenleaf

- $\frac{1}{4}$ oz. vodka
- $\frac{1}{4}$ oz. gin
- $\frac{1}{4}$ oz. Malibu coconut rum
- $\frac{1}{4}$ oz. banana liqueur
- Equal parts passion fruit juice and 7UP
- Pineapple wedge, for garnish

In a tall glass filled with ice, combine all ingredients. Cover glass with a mixing tin and shake well. Garnish with a pineapple wedge.



The COCKTAIL HANDBOOK

KU'U PUA

Amie Fujiwara

- 1½ oz. Ocean vodka
- 1 oz. passion fruit juice
- 1 oz. guava juice
- Splash of coconut syrup
- 3 - 4 slices fresh pineapple, cubed; reserve 1 cube for garnish
- 2 slices fresh orange
- Raw Hawaiian cane sugar, for garnish

Rim a martini glass with sugar. In a mixing tin with ice, muddle pineapple and oranges until fruit is broken up. Add vodka, juices and coconut syrup. Shake vigorously and strain into the glass. Roll reserved pineapple cube in sugar and use to garnish.

Over the 32 collective years that we've been slinging cocktails, we've entered—or been shanghaied into entering—all kinds of contests. Whether you win or lose, your speed, flair, accuracy and taste are judged, and your creative juices are shaken and stirred. So while not all were award winners, all were rewarding!



“Ku’u Pua” (My Flower) is the title of a beautiful slack key guitar medley composed by legendary Hawaiian musician Cyril Pahinui, and it’s the song that inspired my cocktail for Outrigger Waikiki’s Annual Signature Drink Contest in 2008.

I designed a sweet, exotic and unforgettable cocktail that embodied the fragrant flowers of the Islands. To create a truly Hawaiian “flower,” I used ingredients that are native to the Islands: Maui-made Ocean Vodka, fresh pineapples and oranges, guava and passion fruit juices and a touch of coconut. Sip this tropical martini wherever you are, and let the subtle sweetness of Hawai’i bloom.