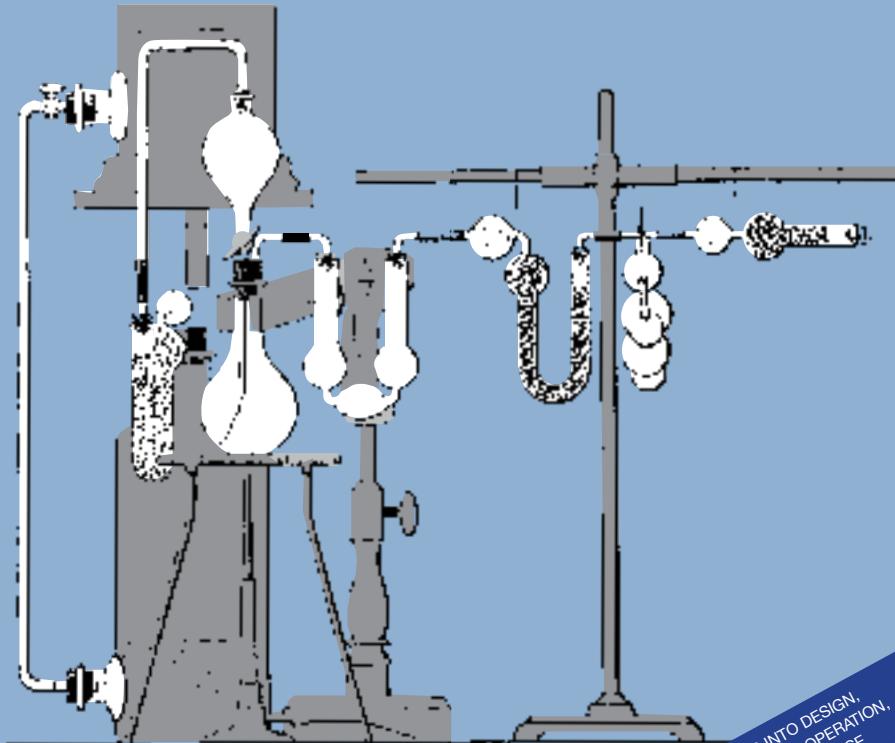


CALLOOH CALLAY

Rivington Mk 65
Nov 2008 to 2019



Cocktail Bar Manual



INSIGHTS INTO DESIGN,
CONSTRUCTION, OPERATION,
AND MAINTENANCE



The Callooh Callay Rivington Mk 65 has proven a popular cocktail vending venue since its introduction to the market in 2008.

This manual showcases some of the lessons learned across the past ten years of operation. It is hoped that these instructions will help you get the best value from your own cocktail enterprise.

We take great pride in the history of our award-winning venue, but no liability can be accepted by the authors of any loss, damage, or injury caused by the misapplication of these instructions.

Please build responsibly.

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Tales of the Coconut £10.5

Bulleit bourbon, Merlet Brothers Blend cognac, coconut gomme, absinthe, Peychaud's bitters

Rust & Oil £11

Bacardi 8 Year Old rum, Smith & Cross rum, Velvet Falernum, Cynar liqueur, lime

Raspberry Supernova £10.5

Ketel One Grapefruit & Rose vodka, Chambord black raspberry liqueur, lemon, sugar, grapefruit, lemon sherbet, Franklin & Sons grapefruit & bergamot tonic

The Plan

Nan's Orchard £11

Apple cider brandy, El Gobernador pisco, dry vermouth, ginger cordial, lemon, apple pie syrup, citrus, ginger ale

Five Step Adventure £10.5

Maker's Mark bourbon, honey & ginger gastrique, cream, Smokey Monkey spray

Five Star Joe £11

Belvedere vodka, fino sherry, Luxardo Maraschino liqueur, citrus sherbet, prosecco

Belladonna £12

Tanqueray gin, Merlet trois citrus, Rinomato aperitivo, Moët & Chandon Champagne, lemon, sugar

The Location

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Tapatio tequila, spiced chocolate bitters, sugar, Fair coffee liqueur

Artful Eight £11

Ocho tequila, Bruxo X mezcal, Yuzushu liqueur, blue curaçao, lime, agave, oat milk, sesame oil, hellfire bitters

Big Smoke Gamble £12

Jack Daniels Single Barrel whiskey, Smokey Monkey blended scotch, lapsang tea, honey syrup

South Facing Highball £11

Ketel One Botanicals Mint and Cucumber, lime juice, sugar, soda

The Design

Through the Looking Glass £11

Fords gin, St-Germain elderflower liqueur, lemon sherbet, cucumber essence, Franklin & Sons tonic

Made to Measure £11

Bruxo X mezcal, Rinomato aperitivo, lime, sugar, pineapple, passionfruit kombucha

A Pop of Colour £11

Ardbeg 10 Year Old scotch, Green Chartreuse, lemon, rosemary & sage syrup

The Build

Builder's Breakfast £11

Bacardi Carta Blanca rum, Hennessy VS cognac, Smith & Cross rum, porter beer, Skipper rum, lemon sherbet, tea syrup

Jabberwocky Milk £11

Tanqueray gin, lemon, marshmallow syrup, egg white, cream, soda

Nuts & Bolts £10.5

Glenmorangie Scotch, Bulleit rye, dry vermouth, creme de cacao, creme de chataigne, maple, lemon, chocolate bitters, absinthe, ginger ale

Taming of the Snark £11

Hendricks gin, Melonade, grapefruit juice, lime juice, sugar, soda

Officers' Mess £11

Theodores gin, Gewurztraminer, fino sherry, neroli oil

The Team

The Crowd Pleaser £11

Belvedere Lake Bartezek vodka, dry vermouth, rhubarb liqueur, sugar, prosecco

The Explorer £10.5

Tapatio tequila, Japanese plum wine, Campari, dry vermouth

The Innovator £11

Slane Irish whiskey, nettle cordial, apple honey, lemon, egg white, absinthe

The Off Duty Relaxer £10

Monkey Shoulder Scotch, Amer Picon, ginger cordial, Franklin & Sons ginger ale, 1936 lager

The Mindset

Kombucha of the Week £5

House made kombucha with a new fresh flavour each week

Citrus Sherbet £5

Orange & lemon sherbet, lemon soda

All Flora No Dora £5

Ginger cordial, lime, fresh raspberry, ginger ale

Piña Con Nada £5

Coco Lopez coconut cream, pineapple, lime

Teekee Total £5

Mint, lemon, apple, almond, ginger ale

Beer & Cider

1936 Biere Lager £4.95

Hobo Three Hop Lager £4.95

Freedom Pale Ale £5.95

Crafty Dan 13 Guns IPA £5.5

Broken Dial Amber Ale £5.5

Devon Red Cider £5.5

Wine

175ml glass / 750ml bottle

White

Ai Galera 'Mistico' Fernao Pires

Verdelho, PO £6.50 / £27

Adi Badenhorst 'The Curator' Chenin

Chardonnay, SA £7.50 / £31

Land Of Plenty

Sauvignon Blanc, NZ £9 / £38

Red

Forge Mill Bush Vine

Shiraz, SA £6.5 / £27

El Primero Graciano

Garnacha, SP £7.5 / £31

Man Meets Mountain

Malbec, ARG £9 / £38

Rose

La Vie en Rose Cinsault

Rosé, FR £7.5 / £31

Sparkling

125ml glass / 750ml bottle

Biscardo Millesimato

Vintage Prosecco Brut £9 / £40

Moët & Chandon

NV Brut Champagne £13 / £75

NV Rose Champagne £90

Ruinart Blanc de Blancs

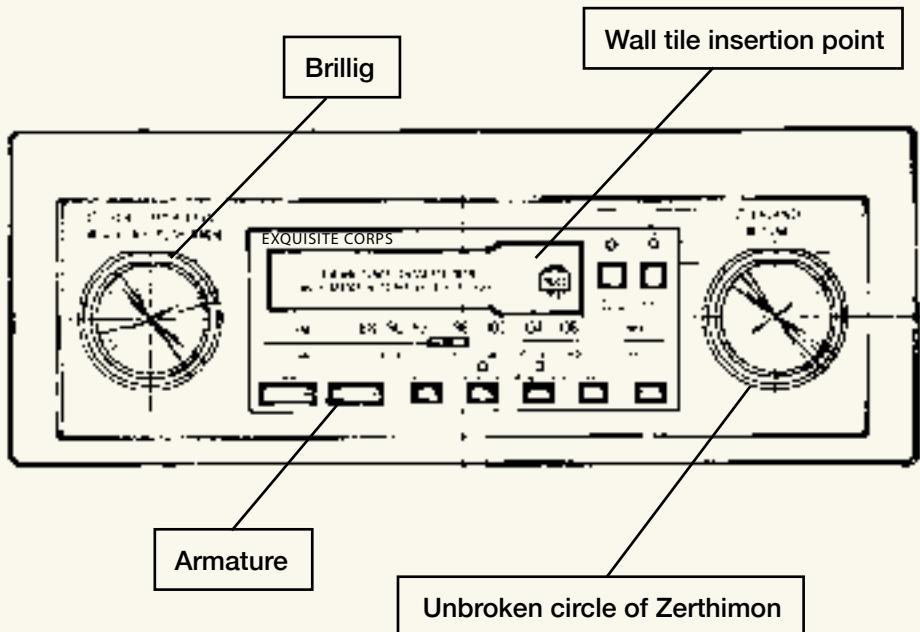
NV Champagne £95

Dom Perignon

2009 Vintage Champagne £180

2. The Concept

When opening your own bar, you begin with an idea; something to pique the curiosity of partners and patrons alike. The concept behind Callooh Callay was a simple one: world-class drinks at a price to suit the everyman. From this beginning, we've built our name on reinterpreting classics through the lens of the ludicrous; a process that we call "Calloohnacy." The drinks that follow showcase this sentiment.



**2.1
Tales of the
Coconut
£10.5**

Bulleit bourbon, Merlet Brothers Blend cognac, coconut gomme, absinthe, Peychaud's bitters.

A riff on the classic New Orleans cocktail; this Sazerac derives its name from The Spirited Awards at Tales of the Cocktail. It's the Oscars of the bar world, very dear to our hearts, and we are the proud recipient of two of the awards which can be seen in our Jubjub bar.

**2.2
Raspberry
Supernova
£11**

Ketel One Grapefruit & Rose vodka, Chambord black raspberry liqueur, lemon, sugar, grapefruit, lemon sherbet, Franklin & Sons Grapefruit & Bergamot tonic.

We went disco on this Calloohification! The classic Paloma gets a 90's revamp with black raspberry, vodka, and grapefruit. It may seem like the Queen of the disco era of cocktails but it still packs a decent punch!

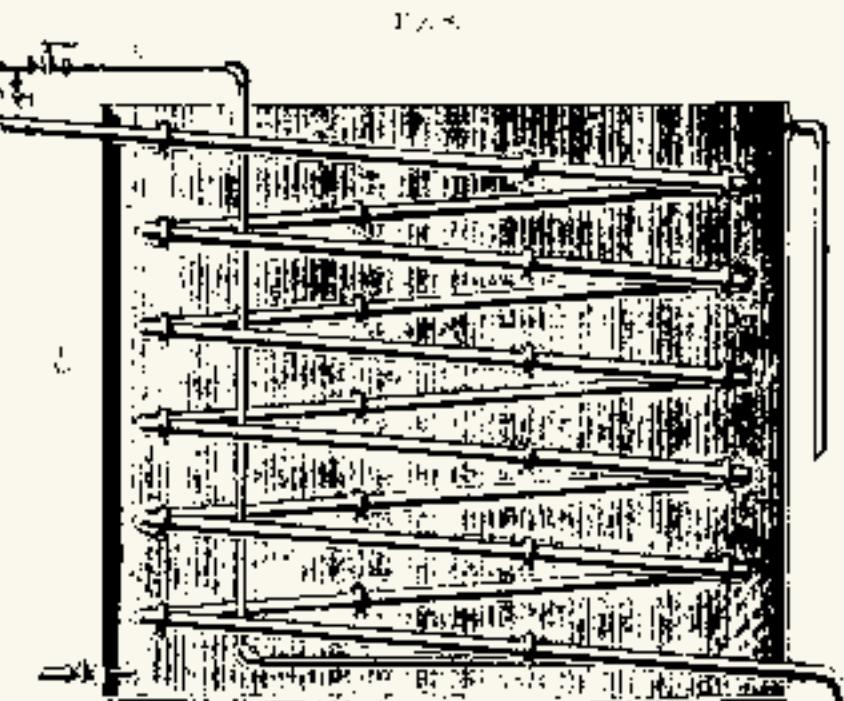
**2.3
Rust & Oil
£10.5**

Bacardi 8 Year Old rum, Smith & Cross rum, Velvet Falernum, Cynar liqueur, lime.

This is our take on a classic Tiki favourite known as the Corn n' Oil. It's a niche drink with a specific flavour so we Calloohified it with Cynar and lime which makes it a little more like riding a horse, and less like a dream about drowning in oil.

3. The Plan

Concept in hand, it's time to consider your finances: how will you fund this bold idea? Some traditionalists may spend their time honing that business plan 'til it gleams like Valyrian steel before presenting to the bank, but these days others turn to less conformist solutions for their capital, such as crowdfunding or a Ponzi scheme. Whatever your course of action, remember to set something aside for emergencies!



3.1

Nan's Orchard

£11

Apple cider brandy, El Gobernador pisco, dry vermouth, ginger cordial, lemon, apple pie syrup, citrus, Franklin & Sons ginger ale.

When our founder Richard heard that the bank wouldn't grant him a loan, he called on the help of one of the strongest women he knew and asked for advice. Over a freshly baked apple pie (made with apples from her garden) Richard's Nan decided to loan him the extra money and the rest is cocktail history. Charge your glasses to supportive Nans across the world!

3.2

Five Step Adventure

£10.5

Maker's Mark bourbon, honey & ginger gastrique, cream, Smokey Monkey spray.

A good drink is a lot like a good plan—break it down to components and offset the bitter with the sweet!
Acidity, Sweetness, Spice, Cream and Smoke!

3.3

Five Star Joe

£11

Belvedere vodka, fino sherry, Luxardo Maraschino liqueur, citrus sherbet, prosecco.

Jump in a DeLorean and return to 2008. Where will you find a decent sherry cobbler? Only at a Hotel! We knew this so we knew we had to deliver the best Cobbler we could at the best price. Everything has to come back to the concept; hotel worthy drinks in a relaxed environment at affordable prices.

3.4

Belladonna

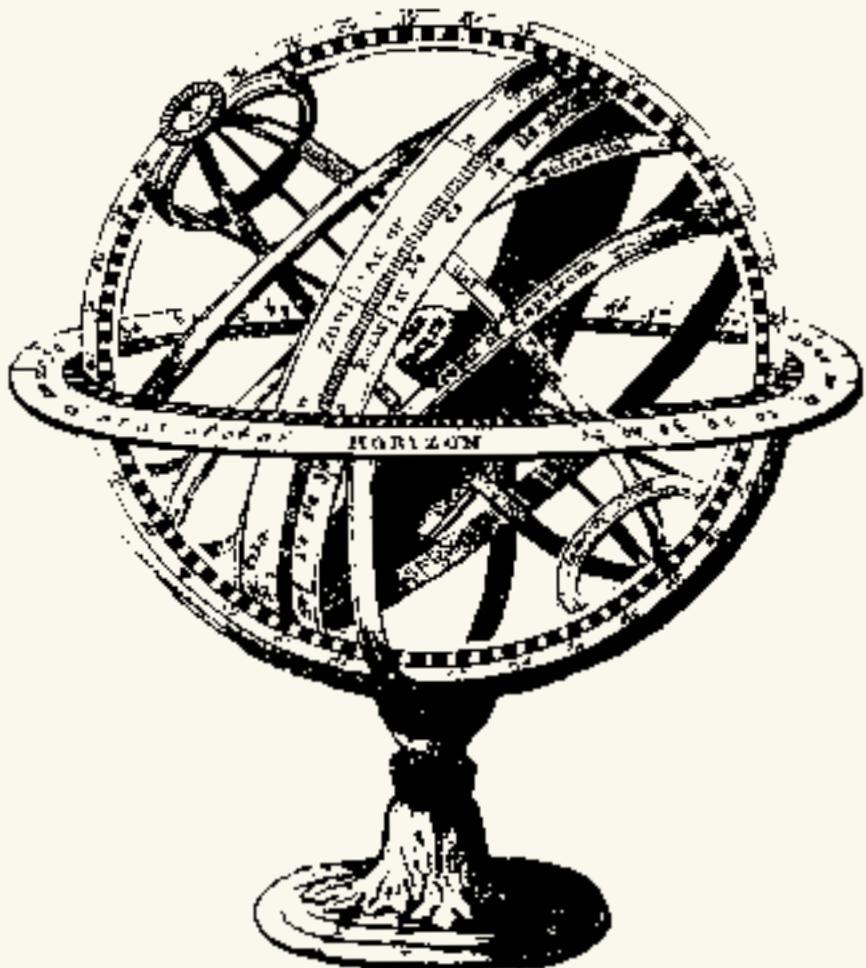
£12

Tanqueray gin, Merlet trois citrus liqueur, Rinomato aperitivo, lemon, sugar, Moët & Chandon Champagne.

Consider the wisdom of the classic Italian Negroni Sbagliato; if mistakes are made, try turning them to your advantage.

4. The Location

If you don't know where you're going, then it doesn't matter which way you go. If you want people to find your bar, then do your utmost to ensure that it's in the last place they look.



4.1

Callooh Café

£10.5

Tapatio tequila, spiced chocolate bitters, sugar, Fair coffee liqueur.

A nod to the rich history of Shoreditch's cocktail scene; quaint coffee shops intermingled with quirky bars. With this serve, we doff our cap to two favourite fixtures from years gone by: Casita and Green & Red.

4.2

Artful Eight

£11

Ocho tequila, Bruxo X mezcal, Yuzushu liqueuer, blue curaçao, lime, agave, oat milk, sesame oil, hellfire bitters.

In Shoreditch you're never further than three feet from street art and this drink draws from such inspiration. The local art has always been an influence for us, indeed it provided the basis for one of our previous bar menus.

4.3

Big Smoke

Gamble

£12

Jack Daniels Single Barrel whiskey, Smokey Monkey blended scotch, lapsang souchong tea, honey syrup.

Before receiving the Callooh treatment, this site used to house an Asian restaurant. Translating the decor from Far East to the East End led to some curious discoveries, not least of which were the poker chips and playing cards stashed where the Jubjub bar now stands. Was it previously a gambling den? Surely not, as there was never a licence in place...

4.4

South-Facing

Highball

£11

Ketel One Botanicals Mint and Cucumber, lime juice, sugar, soda.

We all know that a south facing garden makes your home more valuable. Make sure when choosing a location you think of all the seasons and not just the one you are in now (or Christmas). Do you want an east facing bedroom window? Highly unlikely. Take a sip of this and then re-evaluate everything from the outside in, then repeat.

5. The Design

Designing a bar is a lot like being the ringmaster of a circus; you'll want to keep both your customer and your costs at the forefront of your mind, whilst doing your level best not to get eaten by tigers.

Budget constraints can lead to creative solutions; Callooh's bathroom walls are lined with cassette tapes because they were cheaper to source than tiles...

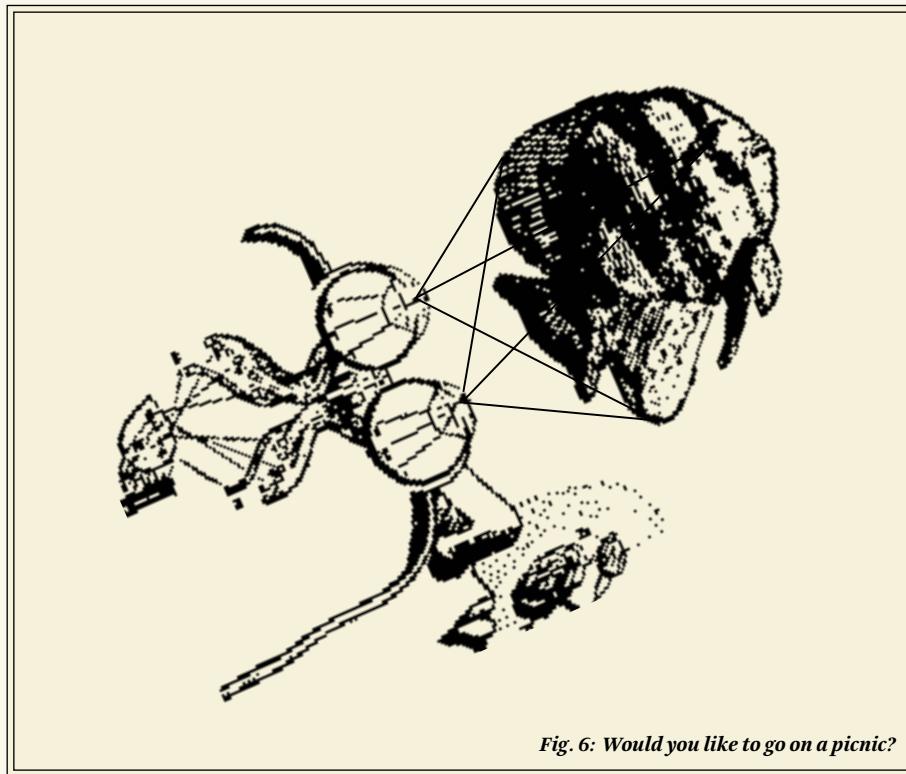


Fig. 6: Would you like to go on a picnic?

**5.1
Through the
Looking Glass
£11**

Fords gin, St-Germain elderflower liqueur, lemon sherbet, cucumber essence, Franklin & Sons tonic.

This drink is dedicated to the use of mirrors throughout our venue. Whether you're walking through one in our front lounge or surrounded by a roomful in our back lounge this drink gives you a moment to reflect. What will you see in your mirrored ice column?

**5.2
Made to
Measure
£11**

Bruxo X mezcal, Rinomato aperitivo, lime, sugar, pineapple, passionfruit kombucha.

Designers know that the devil is in the detail. We've tailored this drink with a twist—a nod to the East 8 Hold Up—it's a cousin to the iconic Pornstar Martini but mixed with our own subtle nuances.

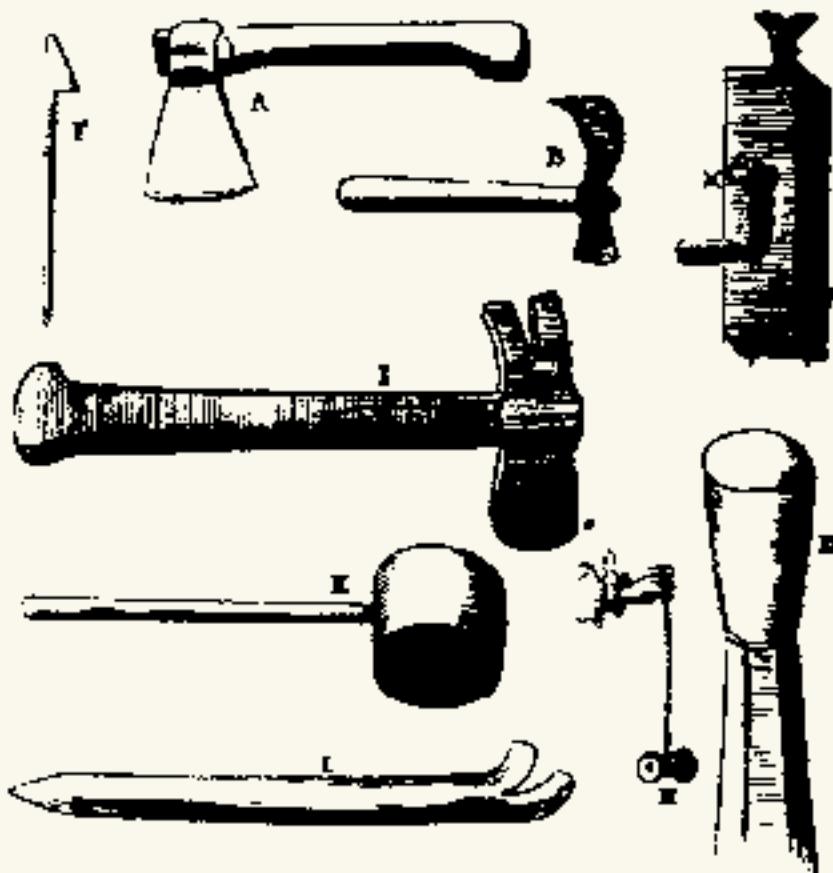
**5.3
A Pop of Colour
£11**

Ardbeg 10 Year Old scotch, green Chartreuse, lemon, rosemary & sage syrup.

Green Chartreuse adds a bright tone to any cocktail, and this drink is no exception. See if you can match this shade to any of the furniture around the bar, ideally not whilst our other patrons are drinking on said furniture!

6. The Build

Special care will be needed in commissioning a team to turn your two-dimensional renderings into reality. Nothing beats a personal recommendation when hiring contractors; you don't want to chance a leaky toilet on launch night!



**6.1
Builder's
Breakfast**
£11

Bacardi Carta Blanca rum, Hennessy VS cognac, Smith & Cross rum, Skipper rum, porter beer, lemon sherbet, tea syrup.

Bernard Cribbins understood that all significant physical exertions were best peppered with frequent tea breaks. Here's a decent cuppa with a measure of rum to level you out. Feeling thirsty? Get yourselves a flask!

**6.2
Jabberwocky
Milk**
£11

Tanqueray gin, lemon, marshmallow syrup, egg white, cream, soda.

Hunting down the right shade of emulsion can be tiresome. Look no further than the milk of the Jabberwock! Any surface will feel warm when coated in this Ramos style fizz. No Jabberwocks were harmed in the making of this drink.

**6.3
Nuts & Bolts**
£10.5

Glenmorangie scotch, Bulleit rye, dry vermouth, creme de cacao, creme de chataigne, maple, lemon, chocolate bitters, absinthe, Franklin & Sons ginger ale.

We think we have this drink nailed. Mind you, nails are applied through force, whilst nuts & bolts are applied through torque. Whilst the pun may be over-engineered, this drink certainly isn't.

**6.4
Taming of the
Snark**
£11

Hendricks gin, Melonade, grapefruit juice, lime juice, gomme, soda water

Things don't always go to plan, and when the naysayers arrive, you'll need a composed, resilient commander at the helm. Regroup and refresh. This drink is all of the above and more.

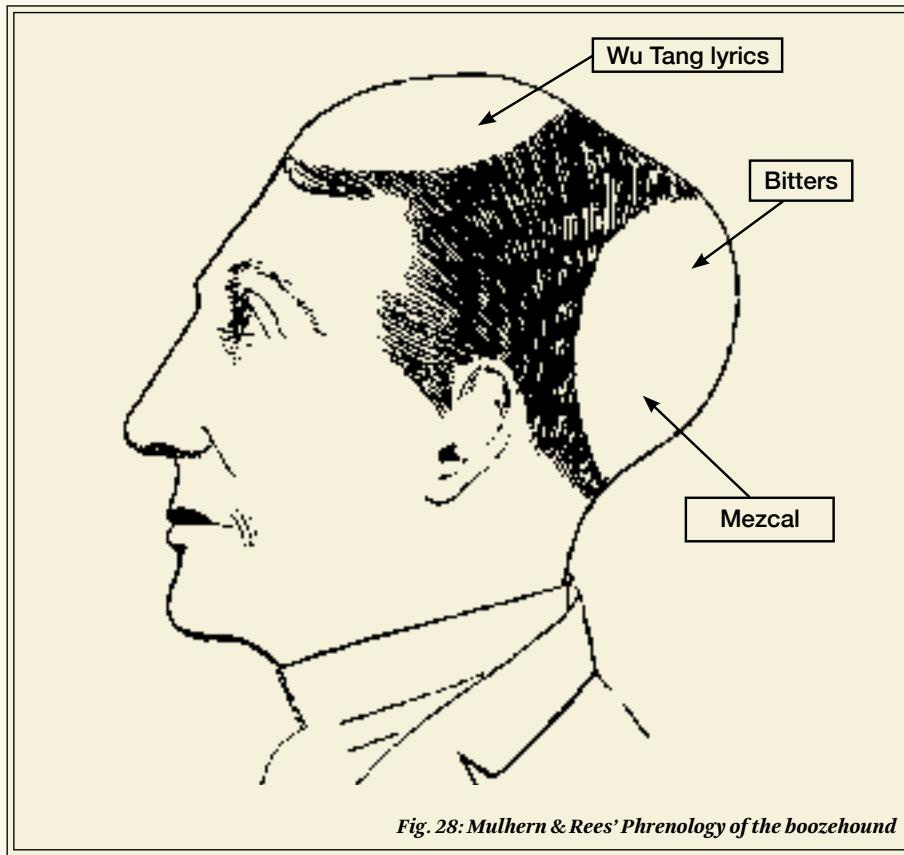
**6.5
Officers' Mess**
£11

Theodores gin, Gewurztraminer, fino sherry, neroli oil.

Gin? Check! Wine? Check! Sherry? Check! Leftover neroli oil? Yeah, throw that in as well. Guaranteed ice breaker, no messin'.

7. The Team

Recruitment and retention of the right team is paramount to a bar's ongoing success. You need individuals with good candour; folk who can keep the customers content whilst not losing sight of the fresh innovations that will keep you ahead of your competition. It also helps if they can mix drinks. Science is yet to establish the exact cognitive fingerprint of the perfect bartender. *Pssht. Lazy scientists.*



7.1

The Crowd Pleaser

£11

Belvedere Lake Bartezek vodka, dry vermouth, rhubarb liqueur, sugar, prosecco.

A good bartender should know what a guest wants even if they don't! They ease guests in to the world of cocktails and test the waters a little with flavour combinations that a customer wouldn't normally choose. This is our crowd pleaser. It's an easy-to-sip cocktail, great for all occasions.

7.2

The Explorer

£10.5

Tapatio tequila, Japanese plum wine, Campari, dry vermouth.

The curious bartender tests boundaries and explores every possibility with each new product and flavour they come across. This drink pushes the limits of the palate and could be considered by some as one for the industry.

7.3

The Innovator

£11

Slane Irish whiskey, nettle cordial, apple honey, lemon, egg white, absinthe.

An innovator isn't constrained by the same rules as the rest of us. They have a concept or flavour in their mind and won't stop until they obtain it. Our team were so determined to add nettle to this drink that they foraged it themselves. The secret ingredient is tenacity.

7.4

The Off-Duty Relaxer

£10

Monkey Shoulder Scotch, Amer Picon, ginger cordial, Franklin & Sons ginger Ale, 1936 lager.

The Boilermaker combo—beer and a shot of whisky—is the drink of choice for the hospitality industry. Nothing else quenches your thirst in the same way after a long shift. Looking for something that's less boozy? Try this without whisky for a delicious low ABV drink you can enjoy all evening!

8. The Mindset

Once you've begun trading, you may be tempted to sit back, but in reality this is the point where your oversight will be most crucial. You'll want a clear head and your wits about you...

All items below are £5, and alcohol-free

8.1 Kombucha of the Week	<i>House made kombucha with a new fresh flavour each week.</i> Hotels have soup of the day...we have kombucha of the week! Extremely sustainable and always delicious, this 'Health Food' drink is a no-brainer when you're not drinking. Ask your server for this week's kombucha.
8.2 Citrus Sherbet	<i>Orange & lemon sherbet, lemon soda.</i> We use every part of our fresh citrus fruit from the juice to the pith to make our sherbets and this drink has them all. A citrusy blend of lemon and orange, perfect for a warm day!
8.3 All Flora No Dora	<i>Ginger cordial, lime, fresh raspberry, Franklin & Sons ginger ale</i> A take on the simple classic 'Flora Dora' a light and refreshing long drink enjoyed easily when off the hard stuff.
8.4 Pina Con Nada	<i>Coco Lopez coconut cream, pineapple, lime.</i> A guilty pleasure for all and as we're heading into those summer months how could we not?
8.5 Teekee Total	<i>Mint, lemon, apple, almond, ginger ale.</i> A cheeky twist on a tiki-style classic. Fresh and floral with a slightly Caribbean feel.

9. The Day to Day

9.1 Beer and Cider	1936 Biere Lager 4.95 Hobo Three Hop Lager 4.95 Freedom Pale Ale 5.95 Crafty Dan 13 Guns IPA 5.5 Broken Dial Amber Ale 5.5 Devon Red Cider 5.5
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	Adi Badenhorst 'The Curator', SA White Blend Chardonnay. Chenin Blanc, Sémillon 7.50 / 31
	Land Of Plenty, NZ Sauvignon Blanc 9 / 38
9.3 Red	Forge Mill Bush Vine, SA Shiraz 6.5 / 27
	El Primero Graciano, SP Garnacha 7.5 / 31
	Man Meets Mountain, ARG Malbec 9 / 38
9.4 Rose	Rose La Vie en Rose Cinsault, FR Rosé 7.5 / 31

10. The Celebrations

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	Moët & Chandon NV Brut Champagne 13 / 75 NV Rose Champagne 90
	Ruinart Blanc de Blancs NV Champagne 95
	Dom Pérignon 2009 Vintage Champagne 180

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Callay Manuals explain best

- Step-by-step procedures with almost ten photos and illustrations
- Ingredients Index at the back for pin-pointing “that one with agave in it”
- “What’s that? A tasty snack?” Delicious food menu also available.

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