



Negroni



Bombay Tonic



Bombay Cosmo

SA's cocktail code

– IT'S ABOUT A LIFESTYLE



Once regarded as the preserve of New York's celebrity set, cocktails are nowadays undoubtedly favoured by urban trend-setters the world over – and South Africa is no exception. Our warm Southern Hemisphere climate coupled with the growing status that both classic and contemporary cocktails offer, have resulted in a cocktail trend that shows no signs of abating.

According to Wikipedia, a cocktail is a style of mixed drink that would originally have consisted of distilled spirits, sugar, water and bitters. While the true origins of the actual name 'cocktail' remain unclear, one thing is for sure – a cocktail is not simply a drink. Rather, it is a cut above the ordinary – an artistic combination of ingredients that produces an offering that is both fabulous to sip and to see. Cocktails signify a sense of occasion and best of all, there is one to suit everyone.

While a brandy and Coke may have been the closest many South Africans once came to a cocktail, the tide has turned for both men and women in this country. A change in the average South African's drinks repertoire is reflected in the phenomenal growth of white spirits over the last few years. Premium and luxury gin and vodka brands are becoming immensely popular, mostly due to their versatility and perhaps also, thanks to the coveted lifestyle they represent.



By Elizabeth Senger



Bombay Bramble

A lifestyle brand

One such brand, Bombay Sapphire London Dry Gin, has certainly attracted the attentions of the local jet-set crowd. Recognised as the gin in the striking, translucent blue bottle, Bombay Sapphire has become as much of a lifestyle brand as it is a spirit.

It is the ideal spirit for cocktails as a result of the 10 botanical ingredients of the highest quality, and the unique 'Vapour Infusion' method used to infuse the spirit with their delicate aromas. While what makes Bombay Sapphire more than merely a gin is, among other things, it's extraordinary association with international design icons such as Karim Rashid, Marcel Wanders and Nicole Farhi. Countless prized works of art have been inspired by this brand and it is links such as this that perhaps contribute to a perception that exceeds the Bombay Sapphire Dry Martini you hold in your hand.

The role that the art of mixology has played in creating awareness around cocktails should not be underestimated either. While this field of expertise can be as intricate and scientific as molecular mixology, the fundamentals in terms of advice about using the finest ingredients and particular glassware have also encouraged many South Africans to try their hand at cocktail mixing at home.

Whether your preference is 'shaken or stirred', the chances are you'll be ordering cocktails for some time to come. As stylish bars across the country offer extravagant menus featuring a seemingly endless array of cocktails, ordering a drink has never before presented so many options. Remember, a cocktail is not simply a drink, but an art form or, perhaps, even a symbol of self expression – so be sure to choose yours carefully... □



“Cocktails signify a sense of occasion and best of all, there is one to suit everyone.”

Sapphire Rose

Bombay Sapphire Dry Martini

French 75

Shaken or Stirred