

In-House

with Tony Abou-Ganim



40-Love . . . better have a Pimm's

June ushers in one of sports' most anticipated annual contests. Celebrating 131 years as tennis's premiere tournament, Wimbledon brings out the Who's Who . . . and not just on the court. Did you know that Wimbledon also has a signature drink? Each year, upwards of 15,000 Pimm's Cups are served each day during the tournament. This wonderful libation is the perfect refresher, whether sitting through a five-set nail biter or just firing up the barbecue in your backyard.

A Pimm's Cup is fashioned from Pimm's No. 1, one of Britain's greatest contributions to the world of drinking. Made from gin and a secret blend of quinine, herbs, spices and other aromatic ingredients (the formula is allegedly known by only six people), it was invented in London in 1841 by James Pimm at Mr. Pimm's Oyster Bar. After World War II, the Pimm's Distillery offered several different Pimm's liqueurs, each made from a different base spirit. Pimm's No. 2 was based on whisky, No. 3 on brandy, No. 4 on rum, No. 5 on rye and No. 6 on vodka. Today in the United States only the original recipe is available.

Finally, there is the business of why a Pimm's Cup is called a "Cup." Much like a Fizz, Sour or Collins, a Cup is a specific style of drink generally served in a bowl or tall glass with some type of spirit, seasonal fruits, herbs, citrus juice and



lots of ice. A proper Pimm's Cup requires fresh fruit, generally sliced apples, oranges and lemons . . . even strawberries work well. It also includes herbs, traditionally borage leaves, which taste a lot like cucumber (borage is very hard to find in the U.S., so cucumber has become an accepted substitute), as well as a sprig of fresh mint. The citrus component comes in the form of British "lemonade," a carbonated lemon soda, also not available in America. Not to fret: Substituting fresh lemon juice and dry ginger ale will achieve a similar taste.

By resurrecting this classic, you may introduce your customers to a brand new way to enjoy Wimbledon. But remember, without the cucumber it's just not a true Pimm's Cup!

My Pimm's Cup

- 1-1/2 oz. Pimm's No. 1
- 1/2 oz. fresh-squeezed lemon juice
- dry ginger ale to top
- sliced apple, lemon, orange and cucumber
- mint sprig for garnish

In an ice-filled Collins glass add sliced fruits and cucumber, Pimm's No. 1 and fresh lemon juice; top with ginger ale and stir to mix. Garnish with a sprig of mint.

Pimm's Royale

Substitute chilled champagne for ginger ale.

Pimm's Rangoon

Substitute ginger beer for ginger ale. ■■

