

Chic cocktails

250 words

The classic cocktail is back.

Bartenders have dusted off their oldest cocktail books for a revival of drinks that stand tall without preservatives, powdered mixes or cheap liquor. Think the Manhattan. The Old Fashioned. The Negroni. All made with only the freshest, highest quality ingredients.

The genesis of these and all cocktails in North America can be traced to the early 1800s when brandy, gin and whiskey were the rage. Bartenders were just starting to get creative when Prohibition shut it down in the 1920s, driving cocktail culture underground, but never squashing it entirely.

By the time World War II was through, the world needed a good stiff drink. The familiar classic cocktails were once again on the lips of one and all before the drug culture of the '60s took over, followed by a wholesome preoccupation with wine and beer.

Cocktails made a reappearance in the 1980s when the world started shaking martinis, spawning fruity elixirs like the Fuzzy Navel and B-52. Even Tom Cruise was slinging cocktails on the big screen and Carrie Bradshaw and her girls would soon be sipping Cosmos on *Sex and the City* every week.

Today, the popularity of the smooth-talking, hard-drinking ad execs on *Mad Men* has certainly helped raise the cool factor of the classic cocktail, but bartenders in the know say that we've simply come to our senses. Again.

And it's from these old traditions that new trails are being blazed. What's next is anybody's guess. But it'll be good.