

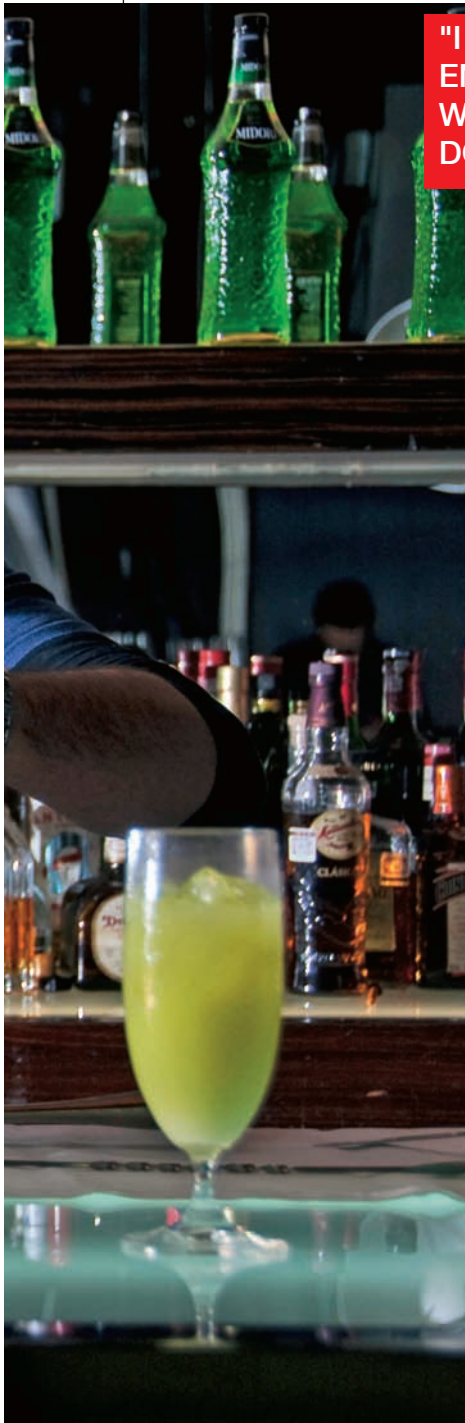
Rise of the Phoenix



Manuel Terron, Global Brand Ambassador, Midori, dabbled in computer programming before he eventually discovered the profession that he would embrace forever, one that would never cease to captivate him – the art of bartending.

Interviewed by Sharmistha Choudhury

Images: Courtesy Midori & Aspri Spirits



"I HAVE REACHED AN ENVIABLE POSITION, WHERE I AM ABLE TO DO WHAT I LOVE."

From Barcelona to New York to Sydney, with an impressive career spanning more than 20 years, how would you describe your journey so far?

Deeply interesting! It has been a growth from the very grassroots of hospitality to an enviable position, where I am able to travel the world, doing what I love, and teaching bartenders about a quality product. Little did I know that I would end up as an expert on spirits, liqueurs and the art of making cocktails!

What do you enjoy the most about bartending? When did you decide to take up this profession?

The best part about bartending is the customer and making his or her experience unique, something that I have always excelled in. I was doing a course in computer programming, which did not go very well. So, I decided that it was time to move on to something more interesting. It just so happened that with my love for performing and being an extrovert, who loves food and drinks, hospitality was the ideal choice for me.

What would your primary responsibility be as Midori's Global Brand Ambassador?

Firstly, to teach bartenders about the virtues of Midori and also about how versatile the product is to use in cocktails. Secondly, to cater to the immediate needs of the bartending community with information on mixology and what that lifestyle may hold.

Please tell us about how you intend to popularise Midori in India.

Well, the good news is that I have developed four cocktails specific to the Indian market. I have taken them around the world and discovered that many markets love these drinks. So, firstly, I intend to introduce these drinks to the culture that inspired them and secondly, show how adaptable Midori is to this vibrant, growing cocktail culture.

How has Midori evolved ever since it was launched in the United States in 1978?

Wow! In so many ways! It has become the darling of the bartending industry as a brand that was inspired by bartenders for the cocktail culture and it became enormously popular throughout the world. Then, it saw a slowdown of usage and the moment was ripe for an industry professional to come in, learn about the brand, and preach its virtues around the globe, which most fortunately became my job.

What gives Midori its distinct colour, taste and look?

Well, the colour and texture of the bottle is inspired by the musk melons that are exclusively sourced from the regions of Aichi and Shizuoka in Japan. The taste is a fine combination of two very distinct melons, musk as mentioned, and Yubari Melon, the world's most prestigious fruit. The production is strictly unique and quality-driven.

Being a premium liqueur, what makes Midori so versatile?

A broad spectrum of flavours! While musk melon gives it a light freshness, Yubari Melon brings with it rich fruit flavours. This allows many other flavours to be



incorporated alongside Midori in delicious cocktails. I have been able to create really lovely drinks by mixing Midori with every spirit, from vodka to bourbon to cognac.

Please elaborate on the level of expertise that the Japanese group Suntory brings to Midori.

Well, the Japanese are perfectionists, and when the American delegates of the International Bartenders Association expressed a keen interest in the melon liqueur from the Hermes range, Suntory developed it for seven years before releasing the new improved melon liqueur as Midori. The Hermes liqueur, although good for Japan, was not 'world class.' They needed to perfect the process and source the best ingredients with techniques honed over 100 years of operation in alcohol products.

Do you believe that Midori caters to a specific target audience?

Generally speaking, the average Midori drinker is female, between 20 and 45, but it is my job to find a wider demographic audience that can enjoy this great product

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in many different ways. From the most serious mixologist to the ever-flippant consumer, the idea is that there is a Midori drink or a way of drinking Midori suited to your taste!

How is Midori enjoyed best? What is your favourite Midori-based cocktail?

Over ice is easy and rewarding because you really get the true flavours of Midori coming through, but the classic 'Midori Sour' is again easy and a much more refreshing way of enjoying that rich fruity flavour. I love mixing Midori with any fresh melon available—the melon's natural flavour is enhanced by the Midori and makes for awesome summer drinks. Silver tequila, Midori and pomegranate juice is a new favourite of mine when I'm having a lighter fun drink, but for relaxing at home, I prefer the 'Midtown

Muse', made with 12-year-old single malt, Midori, bitters and a touch of vanilla, served straight up with a flamed orange peel.

In your opinion, what is the key to making a great cocktail?

Balance – plain and simple! All bad cocktails have one thing in common, too much of something!

Are there any particular trends that are being witnessed today worldwide in mixology?

The Classics revolution is pretty big now in all developed cocktail markets. This is the phenomenon of bartenders referring to cocktail books throughout history to find out about how the original classic cocktails were made by the people who created them. It is essential for bartenders to understand these classic cocktails, as they are the building blocks to modern mixology. So, if you don't know the principles of a martini or a sour, then you obviously can't have any basis for creating drinks.

Then there is Molecular Mixology, but this is not always a practical way of making a drink due to the expense of the extra equipment and ingredients needed for the average bar. Basically, it deconstructs the individual flavours of each cocktail and enhances them by changing their molecular structure, e.g. foam, air, freezing, gelatine, etc.

And finally, please tell us how has your stint as a television host been so far?

Awesome! Who doesn't love running around the world, talking to interesting people, and drinking in the world's best bars? That's why I love my role as the Global Brand Ambassador of Midori, with the addition that I believe in the brand 100%. 🍹



Midori Cosmopolitan

Ingredients:

30ml Midori
30ml Vodka
60ml Cranberry juice
15ml Lime juice

Glass: Martini glass

Method: Shake with ice and strain into a chilled martini glass.



Japanese Slipper

Ingredients:

30ml Midori
30ml Triple sec
30ml Fresh lemon juice

Glass: Martini glass

Method: Fill the shaker with ice. Add the ingredients. Shake and strain into a martini glass. Garnish with a cherry (optional).





Green Eyed Tiger

Ingredients:

1 inch Ginger knob
40ml Silver tequila
30ml Midori
20ml Orange juice
10ml Lime juice

Glass: Martini glass

Method: Muddle the ginger, then shake with ice and the remaining ingredients. Double strain into a chilled martini glass. Garnish with several very thin slices of ginger.



Midori Buzz Shot

Ingredients:

15ml Midori
15ml Espresso cream

Glass: Shot glass

Method: Layer with a spoon of cream over the top.

