



**NEW JERSEY
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

NJCMA EDUCATION MEETING

EVOLUTION OF THE MARTINI



Presented by Dale DeGroff

Wednesday, October 28, 2020

3:30pm Registration
4-5:00pm Meeting
5:00- 6:30pm Dinner

1 Education Credit

Register online at www.njcma.org is required
You are requested to wear your name badge

\$65.00 per person

*Limited to 25 chapter members who are
General Managers and Food & Beverage Managers*

GOLFKITCHEN



Host Manager
Shaun C. Lewis, PCIII / CEC
Asst. General Manager/
Executive Chef



**Liberty National
Golf Club**
100 Caven Point Road
Jersey City, NJ 07305

NEW JERSEY CHAPTER CLUB MANAGEMENT ASSOCIATION OF AMERICA

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EDUCATION MEETING DALE DEGROFF

Wednesday, October 28, 2020

Registration Form

Space is limited to the 25 chapter members who are general managers and food & beverage managers.

CLUB NAME _____

CHAPTER MEMBER NAME: _____

POSITION: _____

CHAPTER MEMBER NAME: _____

POSITION: _____

Please make your check for \$65.00 per person payable to Liberty National Golf Club and send your check and reservation to:

Shaun LewisPCIII/CEC
Liberty National Golf Club
100 Caven Point Road
Jersey City, NJ 07305

Amount Enclosed: _____



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Wednesday, October 28, 2020

EVOLUTION OF THE MARTINI

5:00 p.m. –6:30 p.m.



The Evolution of the Martini examines the heritage of the martini cocktail, introducing guests to some legendary 19th century bartending pioneers like Jerry Thomas, the father of the profession whose 1862 manual: *How To Mix Drinks*, which served as the impetus for my work pioneering a classic cocktail menu at the Rainbow Room in the early 1990's and reviving the profession of bartending.

We'll also look at Cato Alexander, a freed slave who in 1810 whose reputation extended beyond our shores and was legendary for his Juleps, Slings and Nog; Harry Johnson's who wrote the *New and Improved Bartenders guide* in 1888, providing the first serious business plan and operating guide for anyone entering the bar business; William T. "Cocktail Bill" Boothby from San Francisco's Palace hotel, Charley S. Mahoney ... at the Hoffman House and Harry McElhone of Harry's New York Bar in Paris.

Actually, not a single one of these bartenders ever sat down one day and said... *I've got the perfect drink and I'm going to call it the martini and it is made with gin and vermouth!* The fact is the martini evolved as a result of the arrival of new products to the market, combined with a shifting over time of popular tastes-preferences which talented bartenders noted and then cultured. That is what we will explore in this presentation, while treating guests to some wonderful history and lore and a sampling of different versions of this iconic drink.

Join Dale DeGroff and taste your way through the history and evolution of the drink that became the modern Dry Martini.

5:00 pm—6:30 pm Dale Degroff Mixologist Program

Dale DeGross

Biography

Dale DeGross also known as *the King of Cocktails* or *King Cocktail*, is an American bartender and author.

The New York Times in 2015 called DeGross "one of the world's foremost cocktail experts", and wrote that his book "The Craft of the Cocktail" is considered an essential bartending reference.

^[1] From 1987 to 1999 DeGross rose to prominence in the [Rainbow Room](#) at [Rockefeller Center](#) in New York City. He is the founding president of [the Museum of the American Cocktail](#) in New Orleans, and a partner and consultant in the Beverage Alcohol Resource (BAR) group.^{[2][3]}

The [James Beard Foundation](#) awarded DeGross the 2009 Wine & Spirits Professional Award, and in 2015 inducted him into the Who's Who in Food & Beverage in America. He received the 2009 Lifetime Achievement Award from Nightclub & Bar Magazine, the 2008 [Tales of the Cocktail](#) Lifetime Achievement Award, and along with his BAR partners, the 2007 Cheers Beverage Industry Innovator of the Year.

He is the author of two best-selling cocktail books: *The Essential Cocktail*, winner of the 2009 Tales of the Cocktail Spirit Award for Best New Cocktail/Bartending Book, and *The Craft of the Cocktail*, winner of the 2003 [IACP](#) Julia Child Award in the First Book category.

In 2005 he founded The Museum of the American Cocktail in New Orleans, an eclectic collection of cocktail artifacts, books, and memorabilia.

