



JAMESON[®]

**GROW YOUR OWN
COCKTAIL**



MISSION — STATEMENT



“Grow your Own Cocktail” is a Jameson initiative encouraging the bar community towards more sustainable practices by leveraging their local resources, promoting collaboration with local farmers & producers, and by exploring new and more sustainable methods of bar operation.

This toolkit will act as a guide for any hospitality operators that have ambitions to move towards a more sustainable and profitable system of operation. It is designed to help you get started on your sustainable journey by encouraging you to take small steps towards your ultimate goal.



We encourage you to share it with other Bar Community members, as we strive to develop a community of like-minded, aspirational operators to take this journey together, in the hope that this will foster knowledge sharing, support and growth.

Together, we will widen the circle and make a difference.

Follow us : [@JamesonHOSTS](#)

Website : [Jameson Grow Your Own Cocktail](#)



OUR — JOURNEY



The grow your own cocktail initiative sparked a collaborative movement of discovery, promoting the best of what local communities have to offer.

Through local foraging sessions, interactive workshops and our webseries, GYOC has created a community of kindred spirits from the bar, the farm and the craft community alike to collaborate, support and share knowledge.



Grow your own cocktail seminar
Berlin, 2019.



Web-series championing local produce and
urban farming in 6 cities across the world

<https://www.jamesonwhiskey.com/en/jameson-hosts-hub/grow-your-own-cocktail/>



Hosting a foraging session and cocktail
workshop in partnership with local urban
farm in China.



WHAT TO — EXPECT

This toolkit will:



Inspire hospitality operators to explore more sustainable methods of operation.



Provide resources to educate and inform you on the small actions you can take, to make a big difference.



Encourage the exploration of new flavours and recipes with locally sourced ingredients.



Demonstrate how venues can grow their own ingredients in house and provide resources to educate and inform you on how to cultivate a bountiful harvest.



Support the venture from the seed in the ground to the drink in hand.



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INTRODUCING ———
OUR HOSTS



ANDY FERRERIA

Expert in the field —————





About Andy

After bartending his way through various countries during his 20's and then a ten year stint in Cork's Long Island bar, Andy Ferreira is now concocting tasteful and stylish cocktails in his own bar, Cask in Cork.

"Our cocktail menu changes every eight weeks and it's seasonally inspired. We use interesting ingredients we can either forage or get from one of our amazing suppliers. Seaweed, gorse flower and interesting herbs feature at the moment but it's always changing.





“Every ingredient has to be grown on this island”

In Cask, we developed a rule very early. On our cocktail menus, every ingredient outside of the spirits and modifiers had to be grown on this Island. That meant no tropical fruits, no citrus, basically no air miles.

The reason we decided to work this way was two-fold. Firstly, we wanted to try and operate Cask as sustainably as we could, secondly we wanted to build relationships with the native ingredients at our disposal.



A woman with her hair in a bun, wearing a grey t-shirt and a white apron, is smiling while holding a bouquet of yellow sunflowers and a bunch of rainbow chard. She is standing in a greenhouse filled with various plants, including leafy greens and tomatoes. The background shows the structure of the greenhouse with plastic covering and support beams.

TARA LINNANE

Expert in the field —————





About Tara

Tara Linnane swapped the hustle and bustle of Dublin city when she married a mushroom farmer and moved to Cavan to live and work on a mushroom farm.

With a keen interest in the environment, sustainability and permaculture, Tara makes a clear statement with her gardens. Her aim is to educate and showcase sustainable gardening that's functional as well as beautiful.





Foodscape Design Co.

Founders of The FoodScape Design Co. husband and wife team, Tara and Barry Kiernan are passionate about growing food and creating a more sustainable way of living. They are qualified in Horticulture and Agri Food Business, and using their knowledge and experience, want to help you achieve your gardening goals.

They offer tailor made packages to suit your needs, whether you just want some help and support to grow your own vegetables, or you are looking for a garden design incorporating edible plants, they will have a package that works for you.



SMALL STEPS TO A — SMALLER FOOTPRINT

Tips from our HOSTS



TIPS FROM — OUR HOSTS

1. Sourcing



2. At The Bar

3. Team Behaviour

4. The Bar World Of Tomorrow

5. Carbon Assessment (the big step)

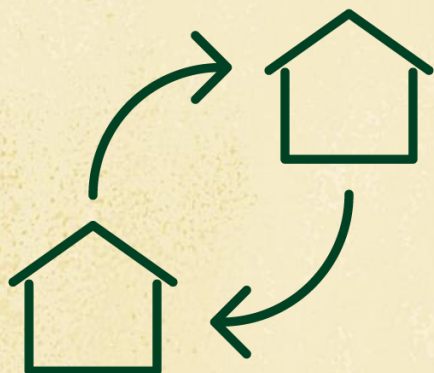
6. The Bin Challenge



TIPS ON — SOURCING



SOURCE LOCAL



Collaborate with suppliers in your community to source fresh produce locally & seasonally.

Working with local produce minimises transport associated carbon emissions, and has social benefits, like establishing thriving local food networks and championing national food heritage and culture.



11% of Ireland's land is used to grow crops. Cocktail menus can be local and seasonal, just like food menus!

SOURCE CREATIVELY



Discuss sourcing 'ugly fruits', 'wonky fruits' or 'second selection' from your suppliers, perhaps at a discounted rate.

Speak to neighbouring businesses, farmers or suppliers who may have excess produce or by-products which you could use.

Globally, on average 26% of fruit and vegetables are wasted before leaving the farm.

GROW YOUR OWN



Growing your own ingredients onsite using outdoor seasonal gardens or indoor hydroponics system is a great way to ensure the freshness of your cocktail ingredients – and it's a nice selling point for the customer, that the garnish for their Mint Julep was grown 15 feet away.

Half of all Irish adults are more likely to choose a hospitality business that supports local business and the community.



TIPS ON — SOURCING



THINK BEYOND CITRUS



Experiment with local acidic flavours, such as dairy, apples, rhubarb or vinegars from your ferments, rather than relying on fresh lemons, limes and oranges which travel from the continent or further afield.

Experiment with acid replacements, such as Citric Acid, to emulate a similar flavour, without the waste or food miles!



10% of all fruit and veg travels to the UK by air, but it accounts for 90% of the carbon footprint!

USE ALL YOU SOURCE



Use all of your produce, from pulp to skin, to maximise the ingredient and extend the shelf life of your seasonal supply.

Use processes such as dehydration, fermentation, make syrups or shrubs, to elongate the produce's lifespan.

An average orange is 30% pith and peel, which if fermented, candied or dehydrated, makes a perfectly edible garnish. For every 3 oranges you get one free!

INTEGRATE SUSTAINABILITY INTO YOUR DESIGN



When curating your cocktail menu, design them to absorb waste across your operations, such as your kitchen.

Ensure your cocktails have minimal inedible garnish, and any by-products from production are used elsewhere in the menu.

75% of hospitality food waste is avoidable, making it key that menus are designed with minimal waste in mind.



TIPS AT — THE BAR



MINIMISE SINGLE USE



Aim to eliminate single use from your business by sourcing reusable solutions. Key single use contributors in a bar include cocktail sticks, cling film and blue roll BOH and straws, napkins, coasters FOH, all which could be replaced with reusable alternatives.

CLEAN GREEN



Switch out harmful chemicals for eco-friendly cleaning solutions. Where possible, use washable linen instead of blue roll to minimise single use from your clean down process. Minimise on cleaning products which come in single use bottles, but opt for refills or concentrates.

REDUCE WATER & ENERGY CONSUMPTION



Consider LED lights, timed faucets, motion sensor switch lights, automatic doors or walk in fridges, to minimise excess energy use and cost.

Efficient dishwashers and ice machines should also be selected to minimise excessive water consumption



Estimates suggest we could wrap the world 3,000 times in the amount of cling film used by UK hospitality.

Some commercial cleaning products contain between 90 to 95 percent water.

LED uses 80% less energy than traditional bulbs and last 20 times longer.



TIPS AT — THE BAR

Ice used in **JUST** the shaking/serving of one whiskey sour can account for up to two litres of water!

BE CLEVER WITH ICE



Although ice is essential in cocktail making, think about where savings can be made. Chill glassware. Use leftover ice to fill mop buckets, water plants or for kitchen use.

Don't melt ice with hot water.

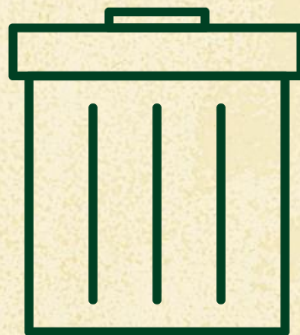
Ensure your ice maker is serviced and running efficiently.

Talk with your ice supplier about sustainability, can they swap disposable packaging for reusable?



Ice used in **JUST** the shaking/serving of one whiskey sour can account for up to two litres of water!

REDUCE WASTE



Audit where your waste is coming from, is it prep waste, spoilage or glass?

If it's prep waste, can those peels be turned into another ingredient?

If it's spoilage, do you need to address your stock rotation or staff training?

If it's glass, does that garnish need to be there?

Follow the principles of Rethink, Reduce, Reuse, Recycle, Respect, when reviewing your operations.

An average of €20,000 of food waste is generated by a venue annually

DIGITISE PROCESSES



No one wants reams of paper everywhere! Can your suppliers swap to digital invoicing?

Can your menus swap to digital or at the very least be on recycled paper?

Producing one sheet of A4 paper can use up to 20 litres of water. In some nations, 10% of all freshwater use is for the production of paper.



TIPS ON — TEAM BEHAVIOUR



EMPOWER STAFF



Enrol your team in sustainability training to ensure they understand what this means.

Appoint a green team, or environmental ambassador to lead on different sustainability initiatives. Alternatively, provide an environmental KPI per employee.

INCENTIVISE STAFF



Set clear, realistic, and achievable sustainability goals and targets. Incentivise staff to deliver on these via rewards.

INSPIRE STAFF



Inspire your staff to act on sustainability by inviting suppliers or experts into your business, providing them with inspiration stories, or encouraging them to attend events, or watch environmental content.

With 6/10 people saying they want businesses to act now on the climate crisis, it's time to take a stand for your employees and customers. Training your staff to become more sustainable will help them to be more efficient and save the business money.

85% of staff are more motivated when incentives are offered to act!

55% staff surveyed in Ireland said company's green credentials would effect job choice. Talk about your green initiatives with everyone you can, staff, customers and other businesses and inspire further change.



WANT TO LEARN MORE? — GREAT!

Check out 'The Bar World Of Tomorrow' by Pernod Ricard.

This digital education course was designed to help the bar and restaurant industry become more sustainable and responsible, by providing actionable solutions to everyday problems.

Here you'll find detailed descriptions and instructional videos on everything you need to know!

Just follow the link below for FREE access.

<https://www.edapp.com/course/the-bar-world-of-tomorrow/>

Created in partnership with. . .



GET A SUSTAINABILITY — ASSESSMENT

The Sustainable Restaurant Association developed the 'Food Made Good Rating' to provide consistency across how sustainability is defined and assessed in hospitality. The assessment requires you to answer questions and provide evidence on your governance, operations and influence across Sourcing, Society and the Environment.

This provides you with a one, two or three star rating and a bespoke report, written to help guide your focus.



To undergo the Food Made Good Rating, head to www.foodmadegood.org or email hello@thesra.org



THE BIN — CHALLENGE

Now that you've learned all you need to know, it's time to take your first practical step.

To practically reduce your material or food waste, you need to know what causes it.

1. Gather your team at the end of service.
2. Take a bin and empty it on a table.
3. Divide waste into different categories such as: organic, plastic, landfill etc
4. Now weigh each pile and decide on actions you could take for the next month to minimise the creation of that waste.

The challenge is to reduce these piles week on week!

Don't forget to empower your team, by setting goals, targets and rewards.



BUILDING A SUSTAINABLE —— COCKTAIL MENU





COCKTAIL MAKING BASICS

When making any cocktail, there are some basic principals and proportions of key ingredients to refer to as a starting point.

1 Part	50ml of Spirit
½ Part	25ml of Sour
¼ Part	12.5ml of Sweet



SUSTAINABLE — COCKTAIL MENU

For this sustainable cocktail menu, we've taken a selection of cocktails, identified which ingredients require the most energy and found a way to replace that element of the drink with a more sustainable alternative.

We've also further elevated this and additional ingredients, thus elevating the flavour.

This menu has been created based on the Irish ecosystem and therefore you will find lots of reference to native Irish ingredients, however rest assured, we're confident you'll find an equally diverse and pleasing selection of ingredients no matter where you live.

You just have to start searching and see what you find!



RECIPE
— #1



CLASSIC WHISKEY SOUR
— JAMESON WHISKEY

50ml Jameson Irish Whiskey

25ml Lemon ← *Sub with rhubarb*

15ml Sugar

10ml Egg Whites

← *Infuse with basil*



LET'S MAKE IT MORE — SUSTAINABLE

The lemon juice is the first problem and has the highest energy impact in this drink. Lemons are not native to Ireland, and therefore must be imported.

Do we have natural/native ingredients in Ireland that will replicate lemon's acidity? The answer is yes, but we may need to add a powdered acid to reduce the pH. Lower pH = higher acidity.

Native ingredients that could work as a replacement to lemons would be: apples, plums (especially damsons), rhubarb, strawberries, raspberries, blueberries etc.

RHUBARB SOUR

For this cocktail, we've chosen to use Rhubarb as it's naturally acidic and grows well in Ireland. While it may be challenging for bars to grow their own, it's very easy to access organic Irish grown rhubarb and we are supporting the growing community around us. Most of these native fruits are around 3 -3.5 on the pH scale whereas lemon is 2.3; more acidic. The addition of a powdered acid to these ingredients will help bring them in line with lemon.
(See Appendix Page 93 for Ph scale)



NOW LET'S — ELEVATE IT

BASIL SUGAR SYRUP

Any time you make sugar syrup, you have the potential to add a different layer or complexity to your cocktail by simply adding an ingredient to that sugar syrup.

For example; any number of herbs can be grown with minimal effort and then added to your syrup to help bring the drink in the direction the bartender has in mind. (e.g. basil, rosemary, thyme etc.) All these herbs work wonderfully in drinks.

We've chosen Basil, which works extremely well with rhubarb.



WHISKEY RHUBARB SOUR

— JAMESON WHISKEY

SUSTAINABLE TWIST

50ml Jameson Irish Whiskey

25ml Rhubarb

15ml Basil Syrup

10ml Egg Whites

RECIPE
— #1



WHISKEY RHUBARB SOUR

— JAMESON IRISH WHISKEY

METHOD

- Shake all ingredients without ice to emulsify egg.
- Shake all ingredients with ice.
- Serve in a rocks glass.
- Garnish: Small Basil sprig.

SOUR RHUBARB

- Juice your Rhubarb, leaves and all, (quantity will depend on how many drinks you want to make)
- Fine strain the liquid through a coffee filter.
- Add 5% citric acid. e.g. 200 mls of strained rhubarb juice, add 10 grms of citric acid.
- Bottle, label, refrigerate.

BASIL SYRUP

- Dissolve 500 grms of caster sugar with 500 mls of boiling water (1:1).
- Add a generous handful of fresh Basil, roughly 100 grms.
- Let it sit for 1 hour.
- Fine strain through a coffee filter, bottle, label, refrigerate.



JAMESON BLACK BARREL — OLD FASHIONED

- 50ml Jameson Black Barrel
- 10ml Sugar Syrup *Sage*
- 2 Dashes Bitters
- Express Orange skin zest
- Spent Orange Tincture*



LET'S MAKE IT MORE — SUSTAINABLE

ORANGE TINCTURE

Orange zests are commonly used in making Old Fashioneds. Replacing them with Orange bitters is a simple way to cut down on your wasted Citrus; although as long as you are juicing your oranges after you cut the Zest, you are at least using all the fruit.

Zesting some oranges and infusing the zest in a neutral spirit like Vodka creates an orange tincture, which can be kept in an aromatiser bottle and sprayed over the drink to better impart the lovely orange notes. This works great with Cosmopolitans and any number of drinks that call for a zest.

Alternatively, bars often throw out the old wedges which were cut for gin and tonics etc. These can also be infused into vodka to create a citrus tincture.



NOW LET'S — ELEVATE IT

SAGE SYRUP

Sage (*Salvia*) is a strikingly bold herb that stands up well to a full bodied whiskey like Black Barrel. It's earthy, herbal flavour is slightly peppery with hints of mint, eucalyptus, and lemon.

It also grows very easily, much like the other members of the mint family, making it a great introduction herb to grow yourself.

Sage has many varieties. Experimenting with these different varieties can be a great introduction for bartenders into the world of herbal varieties; spearmint, peppermint, grapefruit mint, chocolate mint etc..

We recommend starting with Pineapple Sage and Common Sage.



RECIPE
— **#2**



JAMESON BLACK BARREL
— **OLD FASHIONED**

SUSTAINABLE TWIST

- 50ml Jameson Black Barrel
- 10ml Sage Syrup
- 2 Dashes Angostura Bitters
- 2 Sprays Orange Tincture



JAMESON BLACK BARREL

— OLD FASHIONED

METHOD

- In a mixing glass, add 1 spray of orange tincture followed by first 3 ingredients.
- Stir.
- Pour over block ice.
- Finish with a spray of orange tincture over drink.

SPENT ORANGE TINCTURE

- In a small Kilner jar, add 250 mls of Vodka.
- Take old discarded orange wedges and using a sharp knife, remove the fruit leaving just the zest.
- Repeat process adding zests to the vodka until jar is packed.
- Store for 5 - 6 days.
- Fine strain through a coffee filter, bottle, label, refrigerate.

SAGE SYRUP

- Dissolve 500 grms of caster sugar with 500 mls of boiling water (1:1).
- Add a handful of fresh sage, roughly 50 grms.
- Let it sit for 1 hour.
- Fine strain through a coffee filter, bottle, label, refrigerate.



RECIPE
— #3



JAMESON STOUT EDITION
— IRISH COFFEE

40ml Jameson Stout Edition

80ml Coffee ← Dandelion Root

10ml Demerara Sugar ← Sweet Woodruff

30ml Cream to top



LET'S MAKE IT MORE — SUSTAINABLE

DANDELION ROOT

The element in this drink we've swapped out is the coffee. Harvesting, processing and shipping coffee is hugely energy intensive, and it would be fair to have questions about its ethics.

That said, if you're sourcing your coffee for your Irish Coffees from a good, local supplier who respects "Fair Trade" then you're doing your bit and you're also helping the community by supporting a small local business.

Here, we've used Dandelion Root as a coffee substitute. It comes from Ireland and can be purchased in small health food shops, which are often very sustainably driven.

While its flavour is not a carbon copy of coffee, it's great to know that we can even find local substitutes for something as widespread as coffee,

Spent coffee syrup is also very easy to make and it's nice to reuse those granules before composting them.



NOW LET'S — ELEVATE IT

SWEET WOODRUFF

Native to Ireland, Sweet Woodruff is a low-growing plant that makes fantastic carpet-like ground cover under trees and shrubs where little else will thrive. Little white, fragrant flowers appear all over the plant in late spring and the foliage remains vibrant, and deeply green throughout the growing season.

When dried it imparts a vanilla like flavour, which can be integrated into any number of drinks. Vanilla and coffee is a great flavour combo of Dandelion Root and Woodruff is an interesting twist using ingredients native to Ireland. No more long flights from Madagascar!



JAMESON STOUT EDITION

— IRISH COFFEE

SUSTAINABLE TWIST

- 40ml Jameson Stout Edition
- 80ml Dandelion Root “Coffee”
- 10ml Demerara Sugar
- 30ml Cream to top

RECIPE
— #3



JAMESON STOUT EDITION

— IRISH COFFEE

METHOD

- Heat glass with boiling water.
- Heat up Dandelion coffee so it's nearly boiling.
- Build first 3 ingredients into heated glass.
- Float fresh whipped cream on top.
- Grate a little Dandelion root on top of cream.

DANDELION ROOT “COFFEE”

- Grind dandelion root in a grinder.
- Add 250 ml boiling water to 5 heaped tablespoons of dandelion coffee.
- Let it sit for 15 min then re-heat as required.

DEMERARA SUGAR

- Dissolve 500 grms of Demerara sugar with 500 mls of boiling water, (1:1)
- Bottle, label, refrigerate.



RECIPE
— #4



WHISKEY SHANDY
— JAMESON IPA EDITION

45ml Jameson IPA Edition

50ml Local IPA

90ml Lemonade

Homemade
Kombucha



LET'S MAKE IT MORE — SUSTAINABLE

Trying to adapt a sustainable ethos in your cocktail making is not just about banning citrus or looking for alternatives to it. It's about **developing new skills and becoming less reliant on manufactured goods**, especially those delivered in plastic bottles as a lot of lemonade is!

The lemonade, however is a vital element of this drink, adding sweetness, carbonation and length, while not taking over the flavour profile too much. It's essentially a binding ingredient between the whiskey and the IPA. The negative though, is most carbonated drinks like lemonade are a mixture of sugar, carbonated water and artificial flavours.

HOMEMADE KOMBUCHA

Kombucha is our alternative to lemonade in this drink. Most health shops supply locally made kombuchas but ideally, we'd make it ourselves. Kombucha is a mildly fizzy, fermented drink made from sweetened tea and a specific culture known as a 'scoby', short for "symbiotic culture of bacteria and yeasts". The bacteria and yeasts in the scoby convert sugar into ethanol and acetic acid, which gives it a unique sour flavour.



NOW LET'S — ELEVATE IT

LOCAL INFUSIONS

In this recipe, our elevation element will also be incorporated into the Kombucha through local ingredients, which we can forage ourselves, adding a real seasonality to this drink.

Kombucha is very much alive, and it's carbonation comes from the fermentation but the exciting bit as bartenders, is that we control the ingredients and flavours. If you don't want to make it by hand, you can support a local business by purchasing their product.

(See Appendix slide 94 for our Kombucha recipe)

For this recipe, we have used black tea. To elevate the flavour profile, you can experiment with additional plants such as chamomile, nettle, raspberry leaf, blackthorn to name but a few. These are all native to Ireland. It's a good idea, however, to keep at least a quarter of the tea content as black tea.



JAMESON IPA EDITION

— HOP TO IT

RECIPE TWIST

45ml Jameson IPA Edition

50ml Local IPA

90ml Homemade Kombucha

To Taste Simple syrup

(will depend on Kombucha bitterness)

METHOD:

- Build all ingredients in a tankard.
- Add ice

RECIPE
— #4



JAMESON COLD BREW

— BANANA & COFFEE COOLER

*Homemade
Banana Liqueur*

50ml Jameson Cold Brew

15ml *Banana Liqueur*

100ml Cold Brew Coffee

10ml *Vanilla Syrup*

Woodruff

RECIPE

— #5



LET'S MAKE IT MORE — SUSTAINABLE

Running a sustainable bar is about minimising waste. Shrubs, sherbets, tinctures, kombuchas; the beauty of these ingredients is we use all of the fruit, from “skin to seed”. (TM Andy Ferreira)

Liqueurs are a very simple method of using up fruit that's about to go off or those bits of fruit, which may have turned too much to serve to your guests but are still packed with flavour. So, when you have fruits that look like they are about to turn, don't throw them out.

The good news is that liqueurs are also exceptionally easy to make and can often save your bar money!

HOMEMADE BANANA LIQUEUR

Different ingredients work well with other spirits, for this banana recipe, we use a combination of vodka and rum.

There is an endless list of inhouse liqueurs you can make with very little effort. A kilner jar works well or if you have a water bath / sous vide you can make them even quicker as the heats speeds up the infusion.

(See Appendix slide 98 for Homemade Banana Liqueur recipe)



NOW LET'S — ELEVATE IT

WOODRUFF SYRUP

Similar to our first recipe, we will be imparting another layer of complexity to this cocktail by adding an additional ingredient to our sugar syrup.

Like our Irish Coffee recipe, we will be using Sweet Woodruff as it pairs really well with the coffee notes in Jameson Cold Brew and the banana notes from our homemade liqueur.

METHOD

Dissolve 500 grms of caster sugar with 500 mls of boiling water (1:1)

Add a handful of dried Woodruff, roughly 50gms and let it sit for 1 hour.

Fine strain through a coffee filter, bottle, label, refrigerate.



JAMESON COLD BREW

— BANANA & COFFEE COOLER

50ml Jameson Cold Brew

15ml Homemade Banana Liqueur

100ml Cold Brew Coffee

10ml Woodruff Syrup

Shake all ingredients and fine strain into a highball glass.

RECIPE

— #5



JAMESON CRESTED — TIPPERARY

50ml Jameson Crested
25ml Sweet Vermouth
10ml Chartreuse
2 Dashes Angostura Bitters

Homemade
Sweet Vermouth

RECIPE
— #6



LET'S MAKE IT MORE — SUSTAINABLE

Vermouth is the number one category of modifier used in cocktail bars. An essential part of the sustainability journey for bars is asking yourself the question, is there a method where I can produce a version of this product, using ingredients that we can source locally, while also supporting the wider community around us.

Self sufficiency, wherever possible!

HOMEMADE SWEET VERMOUTH

Vermouth is a fortified wine, part of the “aromatised” wine family, flavoured with aromatic herbs and spices. Where it differs from other aromatised wines is that it's flavoured with wormwood.

Making your own Vermouth can reduce your bars air miles and increase your understanding of the flora around you.

You'll need to source a variety of herbs and botanicals, then mould your inhouse vermouth in a direction that works for your cocktail. Some ingredients will be native to Ireland, some won't. You'll also use up all those oxidised bottles of wine, which invariably seem to appear.



NOW LET'S — ELEVATE IT

LOCAL WINES & FLORA

Like the Kombucha, our elevated element will also be incorporated into the Sweet Vermouth. Like so many recipes in the food and beverage world, the process of making a Vermouth can be complicated or less so. The option we're recommending here is a starting base, which can with practice become more complex.

For the base, we have used a smorgasbord of Irish and international wines, fortified with Irish Brandy, and infused with local flora to create (as close as we can) an Irish Vermouth.

(See Appendix slide 100 for Sweet vermouth recipe)

During the summer months, you could also add locally foraged Strawberries and Raspberries for a lighter Rosé style vermouth. We found this really compliments the delicate sherry undertones in Jameson Crested.



RECIPE
— #6



JAMESON CRESTED
— TIPPERARY

RECIPE TWIST

50ml	Jameson Crested
25ml	Sweet Vermouth
10ml	Chartreuse
2 Dashes	Angostura Bitters

METHOD

- Stir over ice.
- Strain into a chilled Martini glass.





WHERE AND HOW — TO GROW

Throughout this menu, we've used some locally sourced, sustainable ingredients that are easily accessible.

Now, we'll find out from Tara, how to grow and care for those ingredients and more.

BIOPHILIA

Biophilia is defined as the innate human instinct to connect with nature and other living beings. The term is derived from the Greek words for “life” and “love or affection;” making it’s literal translation “love of life.”

Growing your own herbs, fruits and vegetables, brings with it many benefits. Not only will it increase your staff’s sense of well-being, but it also acts as a unique selling point for customers, who will be sensorially immersed in the ingredients they taste when they step into your bar.

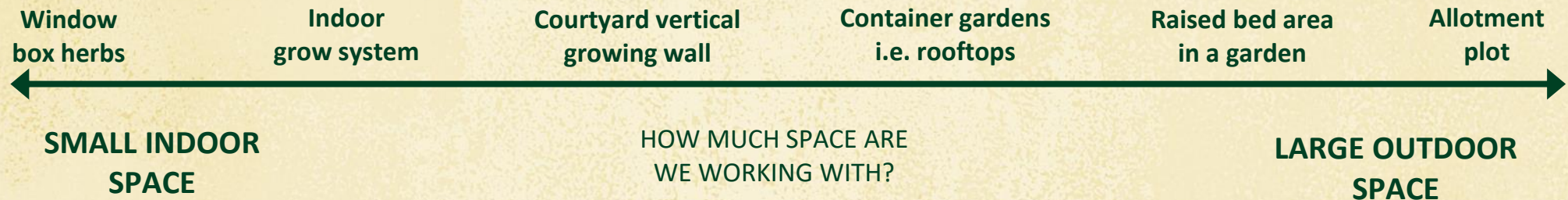


RETHINK YOUR SPACE



This toolkit has challenged you to rethink your bar's processes and approach to drinks creation. This final section will challenge you to rethink your bar's use of space.

Space is a key consideration when choosing to grow your own produce. Whether it's an unused or underutilized rooftop, courtyard or corner - an idle window sill, closet or wall space, we'll provide examples of how you can make the best use of your space to grow fresh produce on site.



SUNLIGHT GARDEN VS — GROW LIGHT HYDROPONICS

There are many ways that you can grow your own on-site.

Here, we outline some of the basics of growing and provide some inspiration around both sunlight and grow light garden set-ups.



SUNLIGHT GARDENS



SUNLIGHT GARDENS



From raised beds to rooftop gardens and wall mounted systems, there are endless options to choose from when it comes to designing a garden that fits your needs.

Gardens come in all shapes and sizes. Start with something small that maximises your space, is easy to manage and provides a bountiful harvest.

Consult a Garden Designer in your area to find the best solution.

Later, we'll take you through some bar friendly plants that taste great in cocktails!

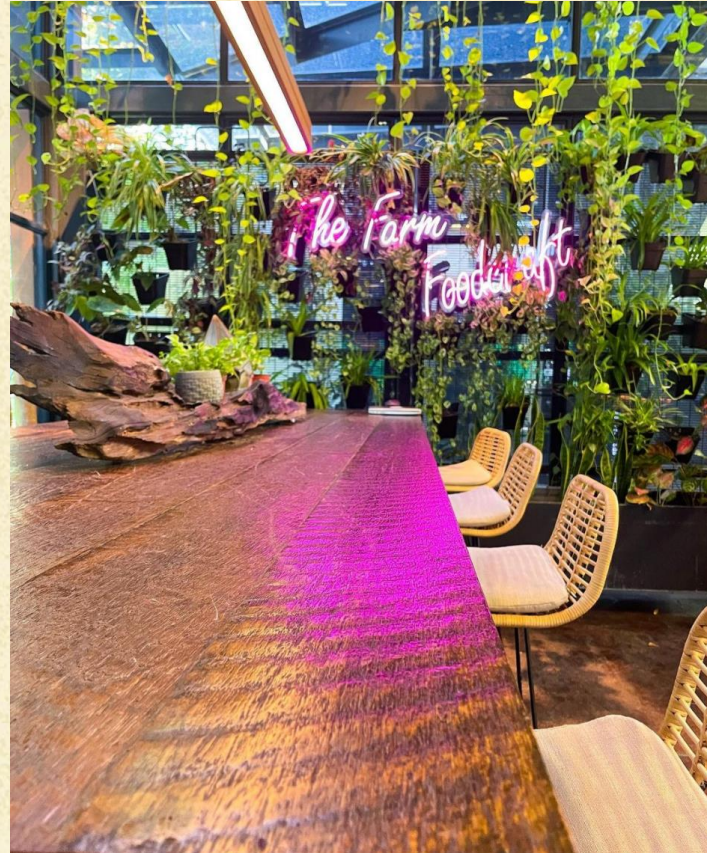




PLANT BOXES & TRELLIS VINES VERTICAL, ISTANBUL



VERTICAL GARDEN THE FARM, KUALA LUMPUR



ROOFTOP URBAN GARDEN CORK ROOFTOP FARM, IRELAND



PLANTS THAT GROW UP POTS AND PLANTERS



Basil
Mint
Rosemary
Thyme
Parsley
Dill

PLANTS THAT GROW DOWN HANGING BASKETS



Parsley
Thyme
Sage
Mint
Rosemary
Strawberries
Tomatoes

PLANTS THAT GROW ACROSS TRELLIS PLANTS



Jasmine
Rose
Raspberry
Hops



UNDERSTANDING THE BASICS

— SOIL GARDENS



LIGHT

Sunlight provides plants outdoors with the main ingredient for photosynthesis. Knowing the plant's sunlight requirements is key to a happy plant. Some plants are better suited to shady corners and some prefer direct sun. Plants should be positioned to suit their needs in this regard.

WATER

Outdoor gardens will need to be watered regularly during the summer months. Containers require more frequent watering than the ground, as they dry out faster. Maintaining a watering schedule is essential, using harvested rainwater is a more sustainable way of maintaining a garden and conserving water. Vertical grow walls can be sustained by installing an irrigation system with a timer to water the hard to reach places.

NUTRIENTS

Nutrients generally come from the soil but can also be added through organic fertilizers. Soil condition is vital for maintaining healthy plants. The soil structure can be improved to create lighter free draining soil which suits most edible plants. Feeding the soil annually can replace nutrients and ensure healthy plants each year. Making your own soil conditioning compost from raw kitchen waste i.e. veg peelings, eggshells..

AIR

Required for the plant to breath (leaves and roots). In the garden oxygen is taken from the atmosphere by the leaves and roots . A healthy soil structure will help the roots to breath. If the soil around the roots is wet and waterlogged this will cause problems for the plant.

SPACE

Spacing of plants is important for managing pest and disease in an edible garden. If plants are packed too tightly, the risk of spreading disease is higher as the air will not be able to circulate. This is a particular problem in high humidity gardens or polytunnels. Keeping the growing space clear of weeds so there is no competition for nutrients in the soil is essential.



OTHER CONSIDERATIONS

— SOIL GARDENS



IN A CONTAINER

Container gardens (small spaces, rooftops etc.) can be treated as any average garden with a few exceptions. Consider weight restrictions on rooftops as wet soil can be heavy.

Drainage is vital for successful container growing. Ensure there is sufficient drainage in the vessel and add gravel to the bottom of larger containers to help the water drain. Raising the containers off the ground during winter can help with drainage and subsequent root rot for some plants. Containers can be moved indoors in some cases making them ideal for growing tender perennial varieties. The growing medium should be adapted in containers to suit the plants growing i.e. some herbs from warm climates prefer very free draining soil while some other plants prefer humid/moist soil conditions. This can be tweaked by the quantity of sand or grit:compost ratio.

ON A WALL

When growing vertical gardens, be sure to consider a watering system to manage the supply to high areas. Also the wall that the structure is fixed to needs to be considered as it may need a waterproof membrane. Think about whether the supporting wall is suitable for carrying the vertical garden. Free standing vertical structures for growing can also be purchased and used in areas where walls are not suitable.

DIRECTLY INTO THE GROUND

Traditional veg plots were created by tilling, rotating, aerating the soil, and working organic matter in to produce a suitable medium for growing vegetables. Organic horticulture has challenged this idea by promoting 'No Dig' gardening. 'No dig' refers to a practice where you do not dig or till the soil in your growing area. Instead, you lay organic matter on top of the soil and you let nature do the work for you. The goal is to leave the soil as undisturbed as possible this allows the complex web of soil life to thrive. This method also requires less manual work and should be considered!



GROW-LIGHT GARDENS **— HYDROPONICS**



GROW-LIGHT — HYDROPONICS



Like soil gardens, Hydroponic growing systems come in all shapes and sizes, from self-contained click and grow pods, to the towering columns of vertical hydroponic farming. Using UV light and nutrient solutions, you can transform that empty cabinet or closet into a year-round indoor garden.

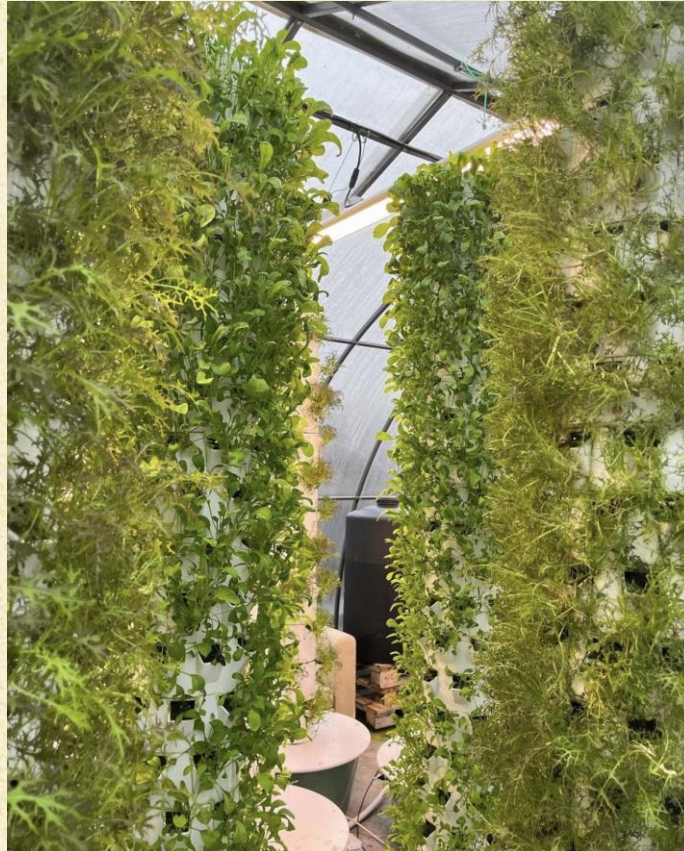




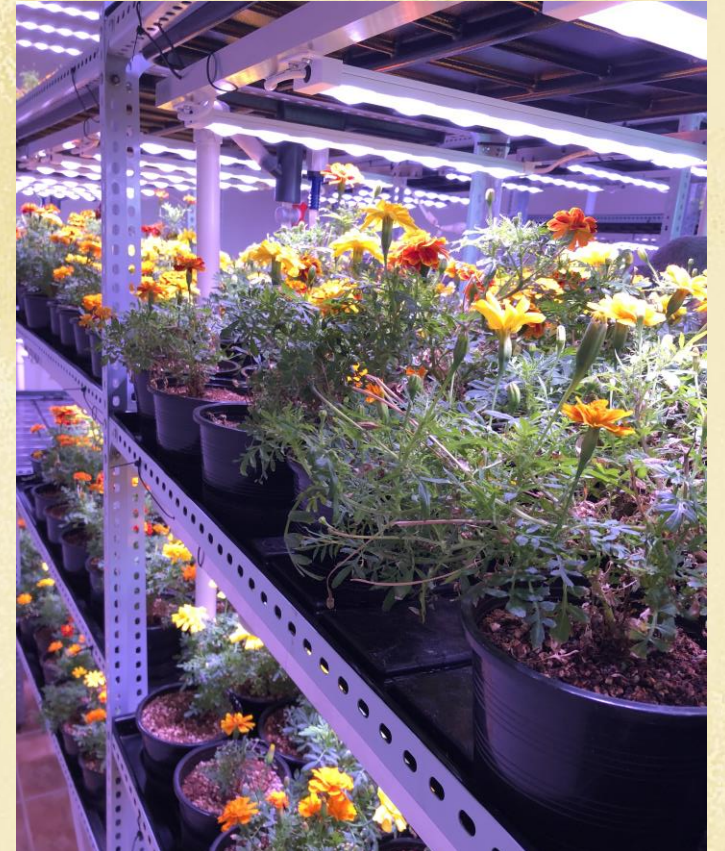
SELF-CONTAINED GROWING POD



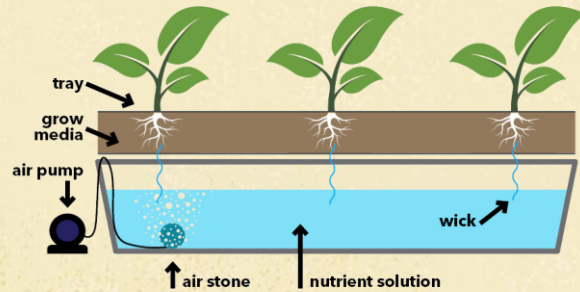
**VERTICAL FARMING
CORK ROOFTOP FARM, IRELAND**



**YEAR-ROUND INDOOR GARDEN
MARY ANNE'S FRESH PRODUCE, DUBAI**

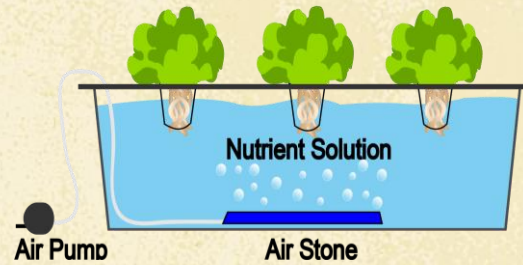


WICK SYSTEM



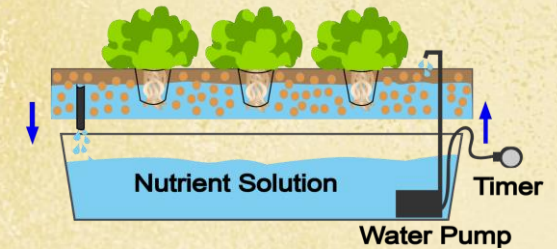
The wick system is the simplest system mechanically, as there are no moving parts or electrical components. This system works best for microgreens, herbs, and peppers.

WATER CULTURE



Water Culture is a method for growing plants without a substrate media. The roots of the plants are encased in a net pot or grow cup that is suspended from a lid with roots dangling in a liquid nutrient solutions.

EBB & FLOW SYSTEM



Ebb and Flow is a system involves the periodic flooding and draining of the nutrient solutions. The water and nutrients flow the growing areas, flowing over the plants' roots. The water drains back to the reservoir.



UNDERSTANDING THE BASICS

— HYDROPONIC GARDENS



LIGHT

Light needs to be supplemented when growing indoors. Lighting systems provide the full spectrum of light required for growing crops. Plants absorb mostly blue and red light in order to grow and flower. Blue light generally stimulates growth, while red light is important for growth and flower production. Hours of light needs to be managed depending on the plant and stage of growth.



WATER

Obtained from the growing system used. Water is used by the plant in the same way as in an outdoor garden. The PH of the water is an important factor when growing hydroponically.

NUTRIENTS

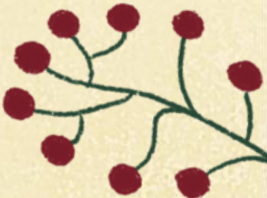
Nutrients are added to the water in a solution. This can be tweaked to suit the plants and growth stages.

AIR

Depending on the system, an air stone may be required to provide oxygen to the roots.

SPACE

Vertical hydroponic farming is a great solution for small spaces indoors. Plants take up less volume as they don't have the surrounding soil.



OTHER CONSIDERATIONS — HYDROPONIC GARDENS



Consider what are the most suitable crops for hydroponic/aquaponics. Leafy crops work better than root vegetables, although you can pretty much grow anything as long as the requirements are right.

ADVANTAGES OF HYDROPONICS

Maximises space as it uses far less area than plants grown in soil. Can be built vertically to suit the grow space.

Temperature/ climate can be managed allowing tender crops to be grown all year round.

Conserves water as it uses less water than traditional growing.

Produces higher yields through creating the perfect environment with the balanced nutrients leading to happier plants.


DISADVANTAGES OF HYDROPONICS

Needs energy source. Both passive and active hydroponics systems depend on electricity to power the different components such as grow lights, water pumps, aerators, fans, etc.

Requires constant monitoring and maintenance. Hydroponics requires a higher level of monitoring and micro managing than growing plants traditionally. Because hydroponically grown plants are grown in water instead of soil, waterborne diseases are considerably higher.

Problems affect plants quicker. Soil protects the roots from extreme temperature changes, slows diseases and pests from attacking, and regularly releases and absorbs nutrients.





GROW YOUR OWN — TECHNIQUES



SOWING — SEEDS

- Sowing density depends on the crop you are growing (e.g. some herbs can be sown close together such as coriander) and weather you are sowing directly into the ground or into a seed tray filled with potting mix.
- Potting mix is usually a soil based, peat free compost made up of good drainage i.e. lots of grit.
- Seeds do not require nutrients at the beginning germination stage.
- Once seedlings emerge within a few days, water the medium and keep warm.
- Never let the medium dry out.
- Always label your seed trays as seedlings can appear similar.
- Once the true leaves appear it means the plant is ready to be 'potted on'.



TRANSPLANTING SEEDLINGS — PRICKING OUT AND POTTING ON



Once the true leaves* appear it means the plant is ready to be 'potted on'.

The method of transplanting seedlings is referred to as 'pricking out'. This can be a delicate process depending on the nature of the seedling. Some are larger, more robust and forgiving.

Use a pencil or long skinny object to tease out the root of the seedling. This needs to be done with care as the stem can easily snap and you will lose the plant. It is a general rule to only handle the seedling by its leaves rather than the stem, simply because there are two and the plant will survive without one.

* True leaves are the first set of leaves that appear after the seed Cotyledons (seed leaves).



When the seedlings are large enough to be moved on the next step will be to 'pot on'. This means transplant them into a larger individual pot so they have room to develop roots before going to their final situation.

When increasing the pot size to accommodate new root growth, avoid using too large a pot as this will lead to wasted watering.



Once a healthy young plant has established, the plant can be moved to the garden or container. Be sure to understand the type of plant and hardiness when making this step as a hard frost will kill most plants.

Hardening off is a process that should be completed if the seedlings are sown and grown indoors. Increase the amount of time the young plants spend outdoors each day for a week to acclimatise the new plants to the environment.

CARING FOR — PLANTS

- Depending on the crop you are growing there are some specific tasks to take on.
- Some plants require pinching out the tips of the young plant to encourage side shoots and a bushier habit e.g. basil, chillies
- Other plants require removing the side shoots to focus the energy on developing flowers and fruit e.g. tomatoes
- If caring for a flowering/fruiting crop, feed the plant once the flowers emerge. Use a liquid seaweed, this will encourage good flowering and root growth.
- Keep area where the young plants are weed free to avoid competing for nutrients in the soil.
- Tender crops sown indoors need to be 'hardened off' meaning the process of acclimatisation. Take seedlings outside to build up hardiness for longer periods each day until they are acclimatised to the conditions. This normally takes about a week.






RECOMMENDATIONS FROM — OUR HOSTS

In this section, we'll share some growing recommendations to get you started!

RHUBARB





Rhubarb is easy to grow and once established it can be productive for many years. The key to successful rhubarb is the soil fertility. This can be maintained through adding compost to mulch the base each year. Only the rhubarb stalks are edible.

PLANT

Rhubarb will be happy in a sunny/ partial shady site. The ground should be well prepared with plenty of manure or compost. Rhubarb can be grown in a container but you'll get much better results from growing rhubarb in the ground. It can be considered for hydroponic growing although not used as a common method for growing it. Rhubarb can be grown from seed however, it is better to grow rhubarb by propagation i.e. splitting the crown of a parent plant. Sow rhubarb outdoors in spring, Scatter seeds in a row and thin to 30cm apart until they are established enough to move to a permanent position. Allow plenty of space around the plant so it can spread out (around 1.5m). Remove any flower stems as they appear to focus energy to growing the stems. Once the plant is established, the stems can be forced for an earlier harvest. This means the light is excluded from the plant using a bell shaped pot or bucket to encourage longer and sweeter stems in early Spring.

PROPAGATE

The best way to plant rhubarb is to plant rhubarb crowns. Crowns are pieces cut from divisions of vigorous parent plants. Usually they will be a piece of root with at least one dormant bud visible. Plant them in late autumn. Plant sharing/swapping can be a great way to engage with other people in a community and build up plant stock for free.

HARVEST

Harvest rhubarb stems when they're green or red. In order to allow the plant to establish begin harvesting after the third year (none year 1, a few stalks can be harvested year 2). If you have established plants, three or more years old, rhubarb is ready to harvest from spring onwards, as soon as the stalks are long enough. This depends on the variety but usually between 30cm to 60cm. To harvest rhubarb, take the entire stem, gently twisting and then pulling it upwards from the base, this stimulates fresh new growth.

Note: Foliage is toxic to people and animals, it can be composted

Botanical name:

Rheum rhabarbarum

Common name:

Rhubarb

Plant:

April May or September October

Harvest:

February, June July, September October

Sun exposure:

Partial shade

Hardiness:


Hardy

Suitable for growing:

Containers, the ground, hydroponics



BASIL



Basil is an annual herb, meaning it must be sown and harvested in the same year.

PLANT

Sow basil seed successionally from spring to summer so you have a continuous crop. Start seeds off in a tray or pots of moist peat free multi purpose compost in a warm bright place indoors. Pot on into individual pots when plants are big enough to handle. Always prick out seedlings once the true leaves* have appeared and only transplant handling these leaves, not the stem. Water sparingly as basil does not grow well in a wet growing medium. Basil is best suited to container growing. Grow basil around 30cm apart from one another to allow space for plant to develop. Place young plants outside in early summer after the last frost. Acclimatise the seedlings before leaving them outdoors. Once the plant has around two sets of true leaves, pinch out the top leaves to encourage bushier growth.

PROPAGATE

Basil can be propagated in water. Take 4 inch cuttings from a healthy plant. Cut below a leaf node. Remove lower leaves and place into a vessel of water in a bright place. Change the water every 2 days. The roots will develop after a week or so and the cutting can be potted on.

HARVEST

Harvest the leaves individually rather than chopping the plant, as this will enable new leaves to grow and keep the structure of the plant.

VARIETIES TO TRY

- Sweet Genovese' large sweet leaf
- 'Dark Opal' dark purple leaves
- 'Cinnamon' olive green/brown leaves that have a very spicy flavour

***True leaves are the second set of leaves that appear after the seedling has germinated.**

Botanical name:
Ocimum basilicum

Common name:
Basil

Sow:
Feb - July

Harvest:
May/June October

Sun exposure:
Sun/ semi shade

Hardiness:
Tender annual

Suitable for growing:
Containers, hydroponics



SAGE

Sage is a woody herb native to the Mediterranean region. Grown for its aromatic edible leaves, there are many varieties with different attractive properties including Salvia microphylla (blackcurrant sage) with pink flowers and blackcurrant scented leaves.

PLANT

The annual sage varieties tend to be grown by seed while the more common perennial varieties are better started off as young plants as they are very slow to grow. If sowing annual sage, follow the standard sowing process of scattering seeds over a tray of potting mix and lightly cover with soil. Start seeds off indoors in late Spring. Maintain watering until the seedlings are established and can be potted on. Sage does not like wet soil. If waterlogged in winter the plant will die. If young plants are acquired, keep them in well drained soil in a sunny position. They grow to an eventual size of around 60cm but can be cut back after the flowering period to prevent the plant from getting woody which can become a problem.

PROPAGATE

Sage can be propagated by taking softwood cuttings. This is referring to the new tips of fresh growth on the plant. Take cuttings from a healthy parent plant. Remove the top tips (about 4 inches). Strip the lower leaves from the stem. Dip the base in a rooting hormone (sometimes honey can work too). Place cuttings into a pot of sandy soil with good drainage. Once the cuttings have a good root system developed they can be transferred to larger individual pots to grow on.

HARVEST

Perennial sage holds its leaves throughout winter (provided it is protected from frost), making harvesting possible throughout the year.

Botanical name:

Salvia officinalis

Common name:

Common Sage

Plant:

(Seeds) April/May
(Young plants) Any time

Harvest:

All year

Sun exposure:

Full sun

Hardiness:


Semi Hardy/Frost hardy (depending on the variety)

Suitable for growing:

Containers, the ground



ROSEMARY



Rosemary is an evergreen perennial herb with nectar rich flowers in spring.

PLANT

Rosemary thrives in a sunny, sheltered well drained soil. It is suitable for containers however it can grow quite large over time, so is also good grown directly in the ground. Rosemary needs to be cut back annually to prevent the plant from becoming woody. The plant should be mulched in autumn with compost. It likes a free draining soil mix with lots of grit or sand. Keep rosemary plants well watered during hot weather. The combination of cold and wet can kill immature plants easily.

Growing Rosemary from seed requires patience and persistence. It can be achieved but germination is notoriously low, so plant more seeds than needed. Sow them barely covered in compost in a heated area. Once germinated, rosemary is highly prone to damping off, so keep watering to a minimum, provide bright light, and ventilation. Keep each plant in its own pot for the first winter and offer them protection from severe cold. Transplant to the garden the following spring. As it is a woody perennial that grows slowly, it won't be ready for harvesting during the first year of growth. Propagating Rosemary from cuttings is a better alternative.

PROPAGATE

Rosemary is more commonly grown by propagation. Rosemary seeds can take a very long time to germinate, so buy young plants or wait until after flowering and take cuttings. Take the parent plant that you would like to propagate from and cut the tips of fresh growth (4-6 inches). Strip the leaves from the lower half and cut the stem at an angle. If you have rooting hormone then dip the stem into the substance and plant into a gritty compost a round the outside of the pot. You can fit a few pieces in one single pot until they need to be repotted. Store the pot in a humid place and water occasionally. If you do not have a rooting hormone, an alternative way to root cuttings is in water. Place the cuttings into a glass of water and simply wait until roots begin to form, before potting up into soil. Wait for the new plants to establish before harvesting.

HARVEST

Harvest rosemary by gently pulling small sprigs away from the main stem. You can also use secateurs to remove large branches of rosemary. Flowers are also edible.

Botanical name:

Salvia Rosmarinus previously Rosmarinus officinalis

Common name:

Rosemary

Sow:

March - May or October

Harvest:

All year

Sun exposure:

Sun/ semi shade

Hardiness:

Semi Hardy


Suitable for growing:

Containers, garden



The background of the image is a dense, close-up photograph of green mint leaves. The leaves are serrated and have a prominent vein structure. The overall color is a rich, vibrant green.

MINT



Mint is one most versatile herbs that is quite vigorous in growth. It's also one of the best herbs for attracting beneficial insects into the garden, for example, butterflies. Allow some of the stems to produce flowers for these pollinators.

PLANT

The easiest and most effective way of growing mint is through plant division. Mint grows vigorously and can be hard to contain in a garden so the best way to manage this herb is by growing it in a pot. Try to keep different varieties separate as they will muddy the flavours over time. Mint can be cut back each winter allowing the new growth to shoot in spring. There are many varieties of mint that present strong unique flavours. Some examples include chocolate mint (*Mentha × piperita* f. *citrata* 'Chocolate') which has brown leaves that taste like After Eights mints, (*Mentha suaveolens* 'Variegata') also known as pineapple mint as it has a strong scent of pineapples or (*Mentha × piperita* 'Grapefruit') which has a tangy flavour. There are hundreds of other varieties from strawberry mint to peppermint so it can be a great one to experiment with.

PROPAGATE

Dividing plants is a great way to increase plant stock for free. Take an established plant and make cuttings from the roots. Each new section will grow into a healthy plant. Mint grows well in fertile well drained soil, out of strong sunlight. An alternative way to propagate mint is by taking cuttings from the tips of the plant and placing them in water. Replace the water every few days and root will begin to develop. Once a healthy root system has developed they can be grown on in pots of soil.

HARVEST

Mint is at its best when harvested regularly. Pinch the tips off throughout the year apart from winter when the plant can be cut back for new growth in the spring.

Botanical name:
Mentha (genus)

Common name:
Common Sage

Plant:
March/April/May

Harvest:
Spring/Summer/Autumn

Sun exposure:
Partial shade

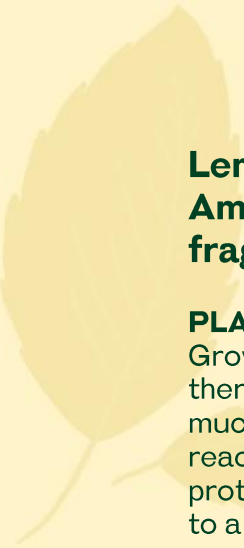
Hardiness:
Hardy perennial

Suitable for growing:
Containers, hydroponically



VERBENA





Lemon verbena is a flowering perennial shrub that originated from South America making it a sun and heat loving plant. The vibrant lemony fragrance of the leaves make it a perfect substitute for fresh lemons.

PLANT

Growing lemon verbena from seeds is extremely slow, seeds are difficult to germinate and therefore it is not recommended for small scale growing. Planting established young plants is much more effective particularly in colder regions as this is a tender plant. Although it can reach a large mature size, lemon verbena is very suitable for container growing. Pots can be protected indoors over winter (overwintering) as they shed their leaves. Cut the plants back to a few inches in winter to help protect. During the summer months the plant prefers to be grown in a sheltered sunny position. Lemon Verbena vs. Lemon Balm (*Melissa officinalis*) have similar culinary uses. Lemon balm is a hardy perennial. As a member of the mint family it tolerates shade more than lemon verbena so can be considered a good alternative where lemon verbena is unsuitable.

PROPAGATE

Lemon verbena is propagated in the same way as other woody herbs for example rosemary. Select the healthiest looking tips of the plant and make a cut just below a leaf node (where a leaf joins the stem. This will be where the new roots will grow from). These should be about 4 inches in length. Remove the lower leaves and some of the top leaves to reduce water loss. A rooting hormone can be applied. These semi ripe cuttings should be potted into a very gritty mix. Sandy soil mixed with perlite or grit will work. For lemon verbena cuttings cover the pot with a clear plastic bag to ensure high humidity until the plants shows signs of growth. Once the new plants have developed they can be potted on.

HARVEST

Harvesting can begin once the plant is well established and has plenty of growth. Rather than picking individual leaves as you would with basil, cut the stem back to a leaf node. Avoid cutting the whole stem back as this will prevent the plant from continued growth.

Botanical name:
Aloysia citrodora

Common name:
Lemon verbena

Plant:
Spring/Summer

Harvest:
Summer

Sun exposure:
Full sun

Hardiness:
Tender perennial

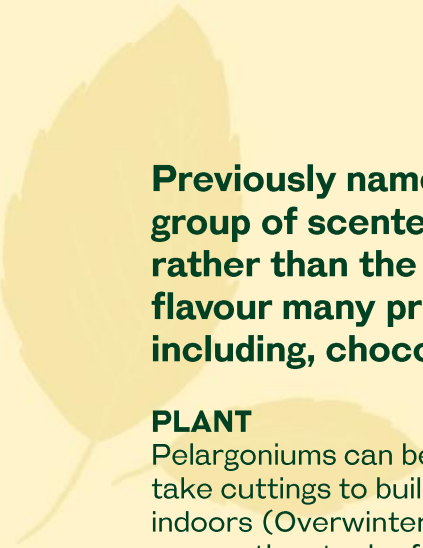
Suitable for growing:
Containers, can also be grown indoors



NOTE: THIS HERB CAN BE CONSIDERED TOXIC TO SOME ANIMALS

PELARGONIUM





Previously named as a Geranium, the Rose pelargonium belongs to the group of scented pelargoniums. The rose scent comes from the leaves rather than the flowers of this plant. The oil can be extracted and used to flavour many products. There are many varieties of scented pelargoniums including, chocolate, lemon and peppermint.

PLANT

Pelargoniums can be grown by seed. However it is more effective to use young plant plugs and take cuttings to build up stock. As they are not hardy they will need to be protected in winter indoors (Overwintered). This needs to be done before the first frost. Taking annual cuttings can ensure the stock of plants continue each year. Water sparingly over winter and give plenty of cover in cold temperatures. Pelargoniums make excellent indoor plants as they thrive in warm climates.

PROPAGATE

Plants can be propagated in early spring or late summer. Remove the cutting material just below a leaf node. Remove flowers and majority of leaves. Place the material into a sandy gritty compost and water to encourage root growth. Keep the cuttings in a warm sunny position until they are ready to be potted on into individual pots. Pelargoniums can be propagated with ease.

HARVEST

Leaves can be removed during the growing season and grinded to release the oils or used directly for infusions.

Botanical name:

Pelargonium graveolens

Common name:

Rose pelargonium (previously known as geranium)

Plant:

May/June

Harvest:

Summer

Sun exposure:


Full sun

Hardiness:

Semi hardy/Tender perennial

Suitable for growing:

Containers, hanging baskets, indoors

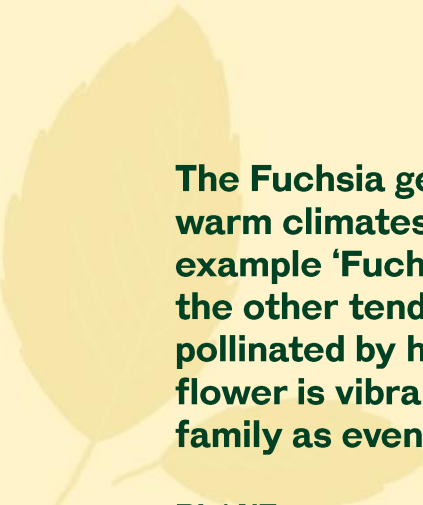


Note: Previously shared a common name with another species which referred to hardy geraniums. This became confusing as they are not hardy and do not look like the other species, and so they were renamed with a common name of Pelargonium. They both however still sit under the same plant family Geraniaceae.





FUCHSIA



The Fuchsia genus includes a large number of species that originate from warm climates making most varieties tender. The hardy fuchsias for example 'Fuchsia magellanica' can be placed permanently outdoors while the other tender varieties need to be protected during winter. Typically pollinated by hummingbirds in it's native region, the attractive bell shaped flower is vibrantly colourful and is also edible. They belong to the same family as evening primroses.

PLANT

Young plants can be acquired in early spring and grown on. This is a cost effective way of getting plants. Keep them protected until the risk of frost has past. They can be grown in containers successfully and can be trained into a standard form which can suit smaller spaces.

Feed regularly with an organic feed (e.g. liquid seaweed feed) and deadhead to encourage an abundance of flowers. Even hardy varieties of fuchsia need to be protected from hard frost. Plants can be pruned in late Spring. Cut away deadwood which is not carrying the new growth.

PROPAGATE

Tender fuchsias can be propagated from softwood cuttings in summer. Hardy fuchsias must be propagated from hardwood cuttings which can take slightly longer (up to a year) for a plant to establish. Take cutting material in late autumn/winter, cut material from above a leaf bud and below another leaf bud. They should be 15/20cm in length. Rooting hormone is needed to help develop the roots. Dip the base of the cuttings (right way up) into the compound and place into a pot of gritty compost. These can be left in a protected area until the following spring when growth should appear. Water to avoid the pot drying out.

HARVEST

The edible flowers can be picked when the plant is in bloom from June to September time.

Botanical name:

Fuchsia magellanica

Common name:

Hardy Fuchsia

Plant:

Spring/Summer

Harvest:

June-Sept (when in flower)

Sun exposure:

Full sun/ partial shade

Hardiness:

Hardy perennial (some need winter protection unless very sheltered)

Suitable for growing:

Containers, outdoors, indoors

Note: These steps are tailored to hardy varieties however there are tender varieties such as 'Bella Evita' or 'Dollar Princess' which are compact and are good for small spaces but need to be overwintered indoors.



RECOMMENDED — READING

Here are some great resources to help you started on your Grow Your Own journey.

The Kew Gardener's Guide to Growing Herbs: Volume 2 : The art and science to grow your own herbs

Vegetables and Herbs for the Greenhouse and Polytunnel By Klaus Laitenberger (and any books by this man!)





LET'S WIDEN THE CIRCLE — AND MAKE A DIFFERENCE

The goal of the 'Grow Your Own Cocktail' movement is to encourage the global Bar Community to widen their circle, to share and integrate ideas, techniques, and recipes.

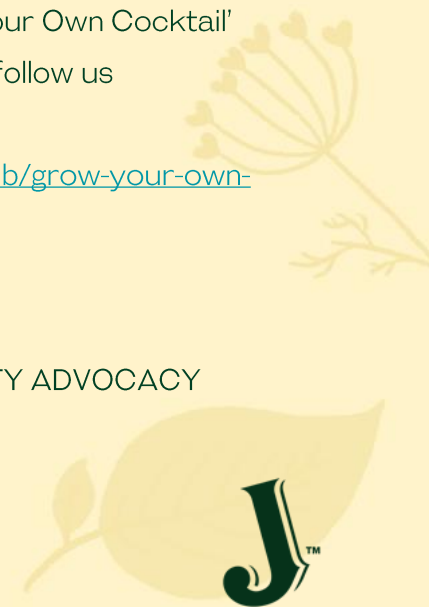
This toolkit is designed to get you started on a collective journey towards more sustainable practices in bar operation and as such, we encourage you to share it with other bar community members.

If you are interested in learning more about the 'Grow Your Own Cocktail' programme, please connect with us via the email below, follow us @JamesonHOSTS and you'll find us on the web here:

<https://www.jamesonwhiskey.com/en/jameson-hosts-hub/grow-your-own-cocktail/>

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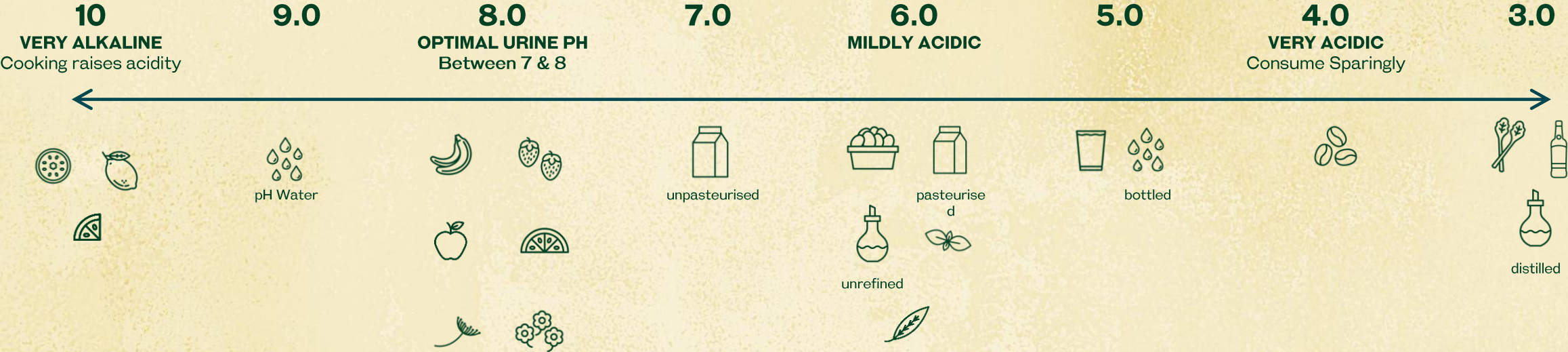
SENIOR BRAND MANAGER – GLOBAL BAR COMMUNITY ADVOCACY





APPENDIX



FOOD — PH CHART





TOMATO - 
LEMON - 



LIME - 
WATER - 



BANANA - 
STRAWBERRY - 



APPLE - 
ORANGE - 

DANDELION ROOT - 
SWEET WOODRUFF - 

MILK - 
EGGS - 

VINEGAR - 
BASIL - 

SAGE - 
BEER - 

COFFEE - 
RHUBARB - 

WHISKEY - 

HOMEMADE KOMBUCHA



INGREDIENTS

FILTERED WATER:

(It's important the water is de-chlorinated, boil and leave cool over night)

TEA:

Black tea is good as it contains a nutrient that the Scoby likes but you can experiment with all sorts like Darjeeling, Lapsang, Sencha and White Tea. Avoid oily teas like earl grey. To get creative, we recommend experimenting with ingredients not specifically from the tea plant such as chamomile, nettle, raspberry leaf, blackthorn to name but a few. These are all native to Ireland. It's a good idea to keep at least a quarter of the tea content as black tea.

SUGAR:

A reminder, it's not possible to brew kombucha without sugar as it provides the food that the yeast and bacteria need to reproduce, create a new scoby and process sweet Tea into acids and vitamins and carbonation. The longer Kombucha is fermenting the less sugar will remain.

A SCOBY:

Scobys can be sourced on-line or from some health food shops. Ideally you would source yours from somebody who makes Kombucha.

STARTER LIQUID:

The starter liquid is as important as the Scoby. When starting a new batch of kombucha it's necessary to add some starter liquids usually taken from the top of the previous brew which would make up 10% of the quantity of the new batch. This lowers the pH of the tea, kombucha has a pH around 3.5 - 2.5 compared to around 7 for tap water. Was previously mentioned the lower the pH number the more acidic.



INGREDIENT — QUANTITIES



	1 Ltr	2 Ltr	3 Ltr	4 Ltr
Boiled Water	250ml	500ml	750ml	1 ltr
De-chlorinated Water	750ml	.5ltr	2.25ltr	3ltr
Sugar	50-100g	100-200g	200-300g	300-400g
Tea combo	1	2	3	4
Scoby	1 small	1 medium	1 large	1 large
Starter Liquid	100ml	200ml	300ml	400ml



TECHNIQUE



1:

Boil a quarter of the total water in a saucepan, turn off the heat and add the teabags, foraged blossom, leaves and the sugar, give it a stir to dissolve and leave for 6 to 10 minutes to brew.

2:

Remove the teabags, loose leaves from the mixture, don't squeeze the bags as it can make it very bitter.

3:

Add the remaining quantity of cold de-chlorinated water. This will make sure that the solution is not hot, as anything above 35 degrees will harm the scoby.

4:

Add the scabby and the starter liquid that the scabby has been sitting in. There should be a minimum of 5 cm left at the top to allow fermentation activity and scabby growth.

5:

Cover the jar with a cloth or a paper towel and an elastic band to prevent dust and fruit flies from getting in. The jar should not be closed as the scabby needs to breathe. Label the jars with the specs you used, i.e. black tea, nettle, bramble leaf etc.

6:

Leave to ferment for 6-9 days at room temperature away from rads or direct sunlight. Do not put in a cupboard as air circulation is important..

7:

After this stage it should be ready to start secondary fermentation. This is when the kombucha is fermented in a bottle. This is when we get even more creative with the flavour profile and add extra oomph. Make sure the flip top bottles are good quality and very clean. Decanter the kombucha using your funnel and sieve into the bottles. You can add local fruits, berries or wild herbs, spices, vegetable, chillis, the list is really endless. Keep it to 5-10%, always leave room for the build up of carbon dioxide. Think about the whiskey and the IPA you're using, use ingredients that will balance nicely with the floral, herbal hops and grapefruit notes of the whiskey. There is a subtle orchard fruits and nuttiness which comes through so elements like pear or crab apple in your kombucha could be wonderful..

8:

Bottles can be left at room temperature for a day for the yeast to convert more sugar from the fruits into into Co2, this is called 'conditioning'. It gives the ingredients ice to do their thing. They can then be transferred to the fridge to halt the process and stop the bacteria from creating more acids.



HOMEMADE BANANA LIQUEUR



IN HOUSE

— BANANA LIQUEUR



TRY AND AVOID BANANAS THAT HAVE TURNED COMPLETELY BROWN AS THE FLAVOUR WONT BE PARTICULARLY PLEASANT.

1:

Slice 3 bananas and place in a sealable jar, add 250mls of vodka and 250mls of light rum. Close the jar and give a gentle shake. Let it sit at room temperature for three days away from direct sunlight.

2:

Strain the liquid through a coffee filter or cheese cloth twice. This will capture any excess fruit..

3:

Dissolve 250 grams of caster sugar into 500mls of water. Let it cool down then combine with the banana infused alcohol.

4:

Let it rest for a day. Bottle, label and refrigerate.



HOMEMADE SWEET VERMOUTH



INGREDIENTS & — TECHNIQUE

2 teaspoons dried wormwood

1 teaspoon dried gentian root

1/3 teaspoon coriander seeds

Zest of 1 orange

1/3 teaspoon dried chamomile leaves *

Sprig of sage *

Sprig of thyme*

Sprig of rosemary*

Sprig of oregano*

Blackcurrant leaf*

Blackthorn leaf*

Anything you feel will impart an interesting flavour in your vermouth.

*Irish ingredients

1.

Place all the above herbs and spices in large pot. Add 1,500mls of your wine mix and bring to the boil, then remove from the heat and let it sit over night.

2.

The following day add 300mls of Sherry and 300mls of brandy to fortify the wine.

3.

Leave it sit for 1 hour then fine strain and bottle.



**THANK
—— YOU**

