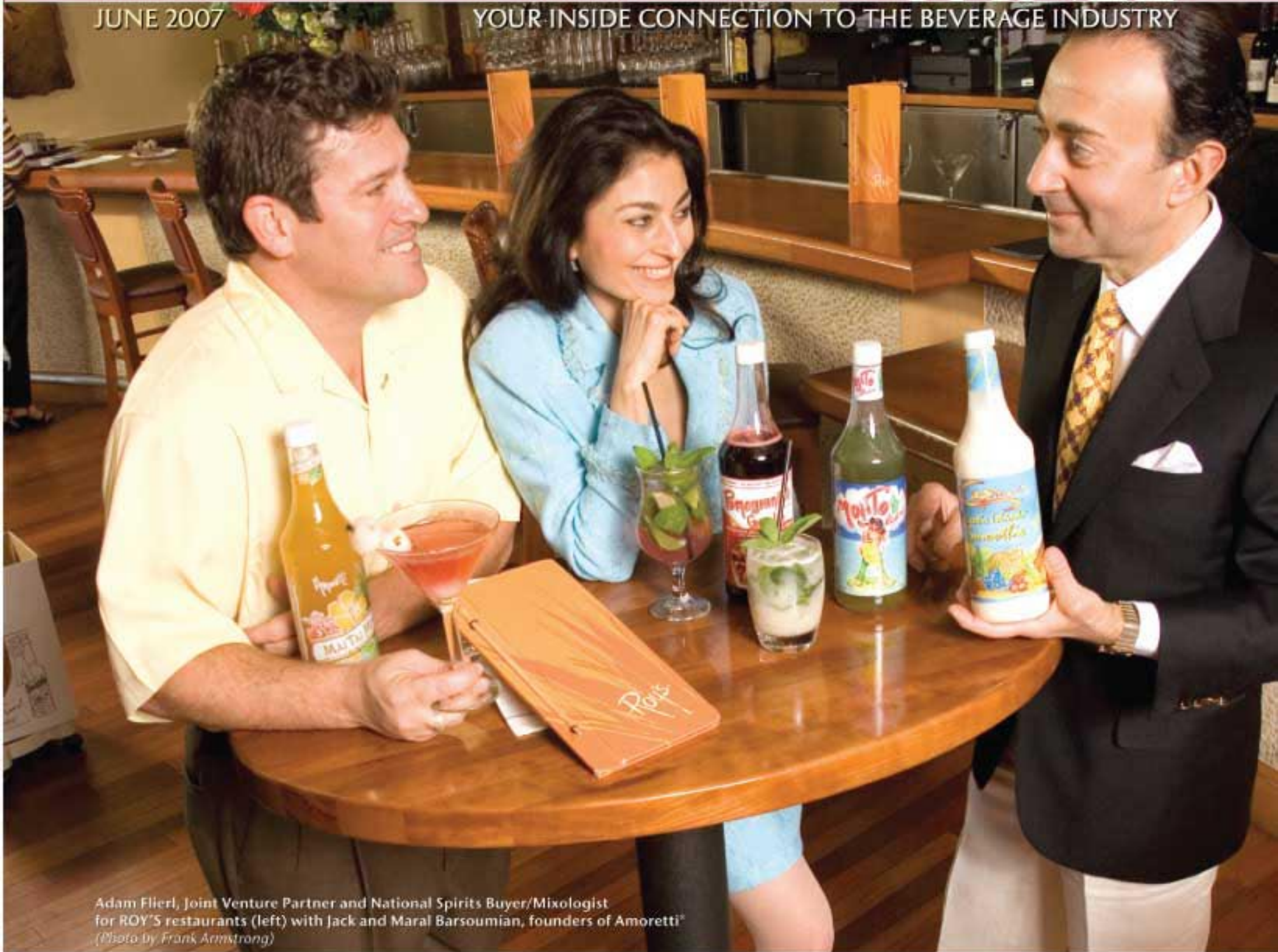


PATTERSON'S

THE WASHINGTON PANEL

JUNE 2007

YOUR INSIDE CONNECTION TO THE BEVERAGE INDUSTRY



Adam Flierl, Joint Venture Partner and National Spirits Buyer/Mixologist for ROY'S restaurants (left) with Jack and Maral Barsoumian, founders of Amoretti®
(Photo by Frank Armstrong)

Masterpiece Cocktails
at ROY'S
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Also:

Greek Wine ~ Tequila ~
Rosés ~ Bordeaux ~
Italian rice

Masterpiece Cocktails at ROY'S

AMORETTI®, THE LINE OF NATURAL FRUIT CONCENTRATES & MIXES, PRAISES THE BAR AT ONE OF THE COUNTRY'S MOST FORWARD-THINKING RESTAURANT CONCEPTS

by Meredith May / photos by Frank Armstrong

In a world of technological advancement, one is apt to think about computer chips, robotics or the space industry rather than principles pertaining to food and beverage. Although distilleries are turning out spirits that proclaim utmost purity and bottled waters and fruit drinks are adding antioxidants to insure our longevity, one manufacturer has developed a process that allows its products' ingredients to be perfectly natural on their own: Amoretti® fruit concentrates and cocktail mixes.

The Science of "Natural"

Organic chemist and molecular cell biologist Jack Barsoumian always had a sweet tooth. In pursuit of flavors based on nature's ingredients rather than chemical formulas, Barsoumian followed his passion for orchestrating flavor relationships and profiles to create the world's first whole-fruit, shelf-stable and ready-to-serve all-natural cocktail mixers.

Without the need for preservatives or refrigeration, Amoretti® and its line extensions—Baristella® light syrups and Capriccio® Exotic Islands® tropical fruit concentrates—are among 1,800 creations (and counting) that carry Barsoumian's unique signature of deep aroma, dense concentration and, above all, natural, unadulterated taste.

The density of Amoretti® pomegranate juice concentrate is what sets it apart from fruit juices, which are "more water than fruit," explains Maral Barsoumian, Jack's wife and Marketing President for the company.

The average shelf life for Amoretti ingredients is 18 months and, because some require water to activate, they can last another 60 days with proper refrigeration.

In addition to the concentrates, Amoretti® has created a line of spice infusions and sprays, used by chefs du bar and pastry chefs. Again, using only the foundation provided by nature, Amoretti® harnesses the properties of



Adam Flierl, Joint Venture Partner and National Spirits Buyer/Mixologist for ROY'S restaurants (left) with Jack and Maral Barsoumian, founders of Amoretti, a line that Flierl refers to as "extraordinary bar mixes and concentrates."

When his mentor left in 2002, Flierl became part of a national three-man team that would incorporate culinary thinking into a modern bar program. "I communicated to Roy that we needed that same strong link for the bar that we had developed for our wine list: They should both link to the kitchen."

Yamaguchi and Roy's President Mark Running responded to Flierl: "OK, here's a blank page. What is it you think we should do?"

The Link from the Bar to the Kitchen

With three major points in mind, Flierl took the theory that the bar program should have the same premise as the wine list—value, character of product and introducing customers to the latest trends.

"We needed a stronger connection from the bar to our culinary side," he pointed out to THE TASTING PANEL. "The ingredi-



Adam Flierl connects Roy's bar program with the kitchen. Pictured here with Flierl is Chef Partner Tom Voss (Roy's Woodland Hills, CA location), sporting a Pomegranate Patrón Mojito using Amoretti® pomegranate concentrate.

ents that accompanied the spirits needed upgrading. And our bartenders needed to be perceived as an extension of our servers and needed strong training."

Flierl introduced the "mixology mindset" to Roy's. "That was a big piece of the puzzle." Helped by Southern Wine & Spirits national mixologist and educator Francesco LaFranchi and other professional bartenders, the bar program at Roy's soon reached what Flierl refers to as "top-grade" level.

"Amoretti® has become a huge part of our top-grade effort. Its extraordinary line of concentrates and bar mixers helps us create the finest-tasting, best-constructed and most savory cocktails. Amoretti® adds a critical dimension to our drinks: Texture."

Bringing 'Sexy' back to the Bar

Retro is, in a sense, back to the future, and Roy's bar program fills in the gap from then-to-now with its own renditions of classic cocktails. "We are bringing 'sexy' back to the bar," Flierl noted, offering THE TASTING PANEL a sip of Amoretti® coconut concentrate. The mixer tasted coconut-milky and soft on the palate, avoiding the syrupy sweetness of candied counterfeits. It also contained that all-important texture with its real-deal pulp.

"Just look at the classic cocktails of Hawaii," Flierl said. "We made a proprietary Mai Tai mix using Amoretti® and that's the only one we'll serve in Roy's Island Mai Tai—a 1940's classic with a contemporary twist. It's not overly sweet. It offers balance and acidity. Sound familiar? Our customers can sip on a couple of these before dinner and it won't kill their palate."

In fact, Flierl and the Barsoumians went through 17 test batches to get the right flavor profile, using a combination of pineapple, orange, passion fruit and bitter almond extract.



The 1988 is one of Roy's new signature cocktails, commemorating the opening of the first restaurant near Honolulu. It combines Absolut Ruby Red vodka with Amoretti® Pomegranate Solutions Grenadine, lychee liqueur and Patrón Citronge (orange flavored liqueur).

"The Amoretti® flavor formulas match our philosophy and style." Flierl hands us another cocktail, dubbed the 1988, celebrating the year the first Roy's opened in Hawaii. "There are too many foo-foo drinks out there, and we're not going to be a part of that movement, with the big crazy garnishes that end up on the cocktail napkins.

The drink is served in a Martini glass, a strand of lychee nuts cascading over the rim. We sip and taste complexity—grapefruit, tangy pomegranate, lychee and a hint of orange. "I haven't found a pomegranate concentrate that rivals Amoretti® Pomegranate Solutions Grenadine," insisted Flierl. "Their formulas mirror the fresh flavors from our kitchen."

"Amoretti® adds a critical dimension to our drinks: Texture."

—Adam Flierl, Roy's restaurant Joint Venture Partner



Roy's bar program didn't include an Apple Martini until Amoretti's Apple Martini Mix wowed National Beverage Buyer Adam Flierl. "It's made from tart apples, not acidified syrup," states Flierl. "We found this flavor profile to be elegant, not sticky sweet." Executive Chef Tom Voss of Roy's Woodland Hills chooses salmon with pickled cucumber to match with Roy's Apple Martini. "The drink offsets the *kabayaki* (a reduction of eel bones) and the cucumber balances out the natural fruit sweetness of the drink." Roy's minimalist approach stipulates the drink to be served without garnish.

Roy's Corporate Pastry Chef Noah French gets busy with Amoretti®



Amoretti® is more than a bar mixer, although when you're tied to Roy's national corporate program, that holds a ton of weight.

The title sponsor of the American World Pastry Team Championship, the almost limitless list of Amoretti® flavors has just recently evolved into the bar scene.

The title sponsorship of the AMORETTI® National Pastry Team Championship was bestowed on Amoretti® as a salute for the honor of securing the USA its first-ever world pastry championship in 2002 and consecutively since 2004 (viewed repeatedly on the Food Network). Amoretti® continues to lead globally talented chefs to feats of culinary prowess.

At Roy's, Corporate Pastry Chef Noah French uses Amoretti's Baristella® Crema di Pistachio for housemade ice-cream. "I also love their pumpkin flavor," offers the Chandler, Arizona-based chef. "Pumpkin is also great for ice-cream, but I use it in our egg nog shooters and in my milk chocolate mousse as well."

French knows that if he dreams up a vision for dessert, Amoretti® will come through with the perfect formula.

The products are intense and very flavorful," he states. Next up? "I'm looking forward to the Yuzu flavoring. This Japanese lemon's character is tart and lends itself to sauces and sweets. I may make a sorbet and a lemon curd."

basil, lemongrass and oregano into unique aromas and subtle flavors that can become a part of a masterpiece cocktail.

Roy's Vision of Food and Beverage

Roy Yamaguchi graduated from the Culinary Institute in New York at age 19, becoming a Master Chef. Opening his first Roy's restaurant in Hawaii in 1988, Yamaguchi earned his reputation for his unprecedented cooking techniques. The worldwide success of Roy's is based on combining exotic spices and flavors with the freshest local ingredients, with an emphasis on seafood. There are over 35 Roy's locations worldwide (25 in the U.S.) promoting the concept of "new directions in food and wine."

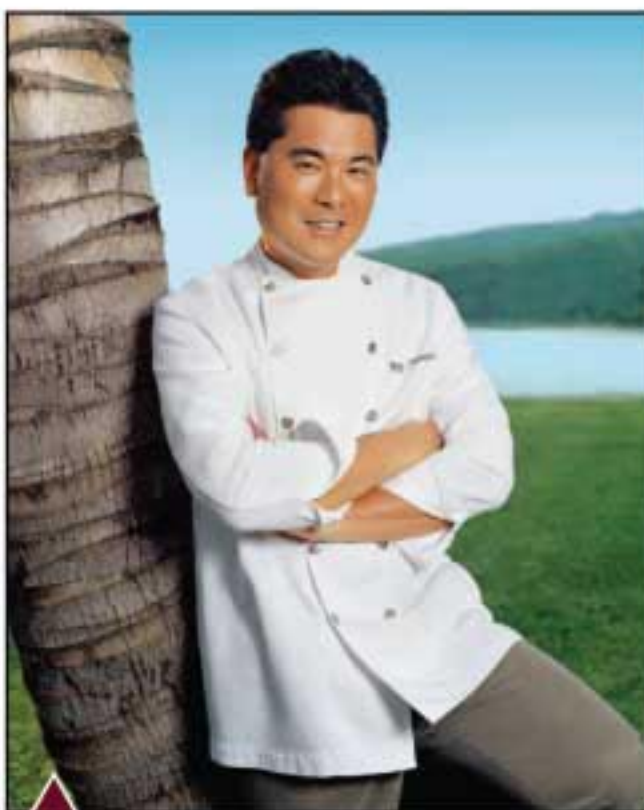
Today, the restaurant is world renowned for its exciting and innovative cuisine, cutting-edge wine list, and "aloha" style of service. Based on childhood memories of the feelings and flavors of Hawaii, Roy created what he refers to as "Hawaiian Fusion" Cuisine – featuring the freshest local ingredients, European sauces and bold Asian spices with a focus on seafood.

The Extension of "New Directions" in Cocktails

Adam Flierl was at Roy's from its inception. Living just outside Honolulu, in a neighborhood known as Hawaii Kai, put him in close proximity to the newly-formed restaurant, just down the street from his house. The location made it a convenient after-school job for Flierl, who at the age of 18 was not opposed to busing tables.

As one of Roy's original ohana (refers to family in Hawaiian), Flierl was offered the opportunity to work his way up the ladder, and when the second Roy's opened in Maui

Amoretti® branded *Capriccio Exotic Island Smoothie Coconut* plays a significant role in The Hawaiian Colada, an invigorating version of the Island classic. Combining with Malibu coconut rum and Montecristo light rum, the coconut concentrate intermingles with a hint of lime juice and mint. "This is actually more of a coconut Mojito," commented Adam Flierl.



Roy Yamaguchi

in '92, he was able to climb the rungs to the position of assistant manager. "From there, I was drafted to be part of opening teams in Tokyo, Hong Kong and the other islands [of Hawaii]."

After Flierl's daughter was born, he opted to give up traveling and was assigned the coveted role of wine buyer in the early-to-mid-'90s. "My mentor was Randy Caparoso, one of Roy's partners at the time, and the man behind the concept for the restaurant's wine and private label programs."

Flierl worked with the concept cuisine, choosing just the right wines to pair with signature dishes. "Our approach to the wine program is not about label names, prestige or accumulating a huge library with pages of selections. The focus was and is always about what pairs best with our food. We were experimenting with Oregon Pinot Noir and blackened ahi in the early '90s."

Flierl was also instrumental in helping to launch the Roy's sushi program and made beverage decisions early on. "In Japanese culture, sushi is not paired with sake. It's redundant to serve a rice wine with a rice-based dish. I find Pinot Noir best complements the earthy flavors of the ocean, such as caviars and seaweed."





Proud Gold Sponsors of Team USA who won the highly coveted World Pastry Championships in 2002, and consecutively in 2004, 2006, and 2008!

The Ultimate Pastry, Savory, & Beverage Ingredient Manufacturing Company!

MOJILADA™

- ½ oz. Mojito Libre concentrate
- 1½ oz. activated Capriccio Coconut concentrate
- 1½ oz. Light Rum [virgin drink substitute 2½ oz. water]

Shake with ice cubes & pour into a tall glass.

Garnish with a fresh sprig of mint.

DAIQUIRI

- 3 oz. Capriccio activated Strawberry Smoothie mix
- 1½ oz. Light Rum
- Splash Triple Sec
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend 30 seconds.

Garnish with strawberry slice on rim of glass.

CAPTAIN LEO'S HAWAIIAN LAVA FLOW

On the bottom of a glass, pour ½ fl. oz. of activated Capriccio Strawberry Smoothie mix, just enough to cover the base of the glass. Also, add a ½ fl. oz. of water to the strawberry mix to allow it to flow better. Swirl the glass to allow the strawberry and water to mix together.

In a blender, combine:

- 2 oz. activated Capriccio Piña Colada mix
- 1 oz. activated Capriccio Banana mix
- 1½ oz. Light Rum
- ½ oz. Triple Sec
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend on high speed for 20 seconds and pour into the glass containing the combination of ½ fl. oz. activated Capriccio Strawberry mix and the ½ fl. oz. of water. As you pour the mix into the glass, the strawberry will come up from the sides of the glass, giving the effect of true Hawaiian Lava Flow.

MAI TAI

- 1½ oz. Capriccio Mai Tai mix
- 2 oz. Light Rum
- ¾ oz. Triple Sec
- ½ - 1 fresh squeezed lime

Pour a dash of Amoretti #10,004 Pomegranate Bar mix in an ice shaker and shake well, strain into large old fashioned glass. For an authentic Hawaiian effect, float the top with dark rum.

Garnish with Maraschino cherry, speared to wedge of preferably fresh pineapple and serve with straws.

MANGO MOJITO

- 2 oz. Capriccio activated Mango Smoothie mix
- 1 oz. Capriccio Mojito mix
- 2 oz. Light Rum
- 2 oz. Perrier® bubbly water

Pour into shaker with ice, shake well & strain.

MARGARITA BLENDED

- 3 oz. Activated Capriccio Lime concentrate
- 1 oz. Tequila
- ½ oz. Triple Sec
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend till smooth & serve.

STRAWBERRY MARGARITA

- 1½ oz. Capriccio activated Strawberry Smoothie mix
- 1½ oz. Capriccio activated Lime Smoothie mix
- 1 oz. Tequila
- ½ oz. Triple Sec
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend till smooth & serve.

APPLE MARTINI

- 2 oz. Capriccio Apple Martini mix
- 2 oz. Vodka

Shake with ice & strain.

Garnish with apple wedge/slice as floater or cherry.

MANGO-PASSION MARTINI

- 1 oz. activated Capriccio Passion Fruit concentrate
- 1 oz. activated Capriccio Mango concentrate
- 1½ oz. Vodka

Shake with ice & strain.

PASSION RAZ- A-TINI (MARTINI)

- 1 oz. activated Capriccio Passion Fruit concentrate
- 1 oz. activated Capriccio Raspberry concentrate
- 1½ oz. Vodka

Shake with ice & strain.

PASSION - TAI- TINI (MARTINI)

- 1 oz. Amoretti Mai Tai mix
- 1 oz. activated Capriccio Passion Fruit concentrate
- 1½ oz. Vodka

Shake with ice & strain.

POMEGRANATE MARTINI "BACCI BELLA TINI"

- 4 oz. Amoretti Pomegranate Martini mix
- 2 oz. Vodka

Combine in shaker with ice, shake for 10 seconds, strain into martini glass and garnish with lemon peel.

POMANGO

- 2 oz. Amoretti #10,004 Pomegranate Bar mix
- 1 oz. activated Capriccio Mango concentrate
- 1 oz. Vodka
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend till smooth & serve.

POM MOJITO

- 2 oz. Amoretti #10,004 Pomegranate Bar mix
- ¾ oz. Capriccio Mojito mix
- 2 oz. Perrier® bubbly water
- 2 oz. Light Rum

Pour into shaker with ice & shake well.

POM-TAI

- 2 oz. Amoretti Mai Tai mix
- 1 oz. Amoretti #10,004 Pomegranate Bar mix
- 1 oz. Light Rum
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend till smooth & serve.

ITALIAN NIGHTS (TIRAMISU IN A GLASS)

- 3 oz. activated Capriccio Tiramisu mix – this flavor should be activated with whole milk.
- 1 oz. – 1½ oz. Vodka - to make the same drink as a virgin – replace vodka with whole milk.
- 12 fl. oz. crushed ice (7 oz. by weight)

Blend on high speed for 20 seconds.

Drizzle Baristella #799 Crema di Tiramisu along the inner walls of the glass. Pour the blended drink into glass, drizzle #799 decorating the top of drink and top with whipped cream (optional), serve and enjoy!

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