

VOL. 4

# Bloody Mary

ENTHUSIAST

State of The Bloody Mary

**Challenging  
Regionality**

How to

**Elevate Your Home  
Brunch: Farm to  
Table Edition**

Drinks with Greg

**Garden Fresh**

Community Spotlights

**Jen Girdon  
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Willy Willy**

**Completely Pickled**

Featured Recipe

**Urban Gardener's  
Green Bloody**

## Letter From The Editor

Welcome to the Farm-to-Table issue of Bloody Mary Enthusiast Magazine! In this issue, we celebrate the season of renewal by featuring fresh and vibrant bloody mary recipes that are inspired by spring's abundance. Liz McCray shares her expertise in creating a farmer's market-inspired brunch, while Jason Pirock whips up a green bloody mary recipe packed with an array of farm-fresh vegetables.

We also shine a spotlight on a variety of farm-to-table bloody marys from across America, including Picklemary pickles, Willy Willy hot sauces, and Seaside Grown, a bloody mary mix crafted from the harvests of a farm that has been in operation for over 115 years. Our enthusiast spotlight features Jen Girton, a seasoned bloody mary connoisseur who has traveled far and wide to explore the drink's endless possibilities. Lastly, Greg Tooke shares tips on incorporating fresh spring veggies into bloody marys all year round.

As always, we extend our deepest appreciation to our contributors, who are not only knowledgeable about the bloody mary community and industry but are also dedicated to its continued growth and success. We invite you to join us in raising a glass to this incredibly fun and creative community of Bloody Mary Enthusiasts. Cheers!

Shelley Buchanan  
Editor-in-Chief

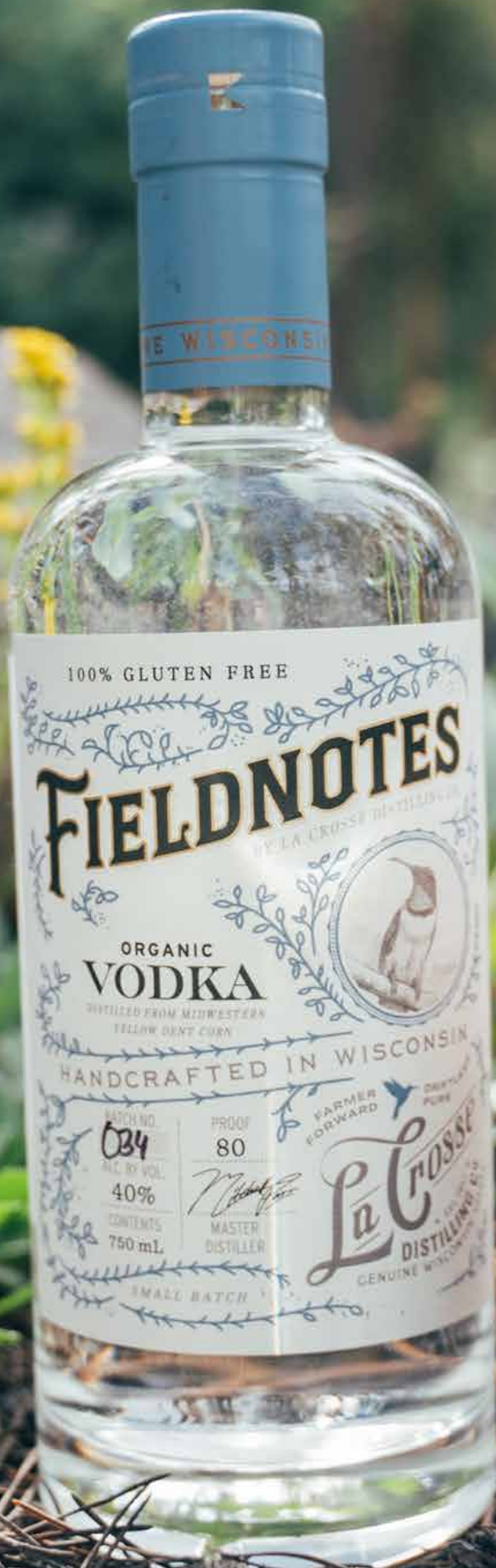
  
shelley



All about  
*bloody marys,*  
for *bloody mary*  
*enthusiasts.*



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Drinks with Greg:  
Farm Fresh



A woman with long brown hair, wearing a purple patterned cardigan, and a man are smiling and looking down in a kitchen. In the foreground, there is a large glass mug filled with a red Bloody Mary drink, garnished with a green celery stalk and a red and white striped straw. Next to it is a plate of food, possibly fried fish or chicken, and a bottle of Pilsener beer. The background shows a kitchen with white cabinets and a tiled wall.

*State of*  
*The Bloody Mary:*  
Challenging  
Regionality

by Shelley Buchanan

I had a boyfriend once. Shocking, I know. Whenever I traveled for work, I'd bring home a little treat for him. One time, it was specialty salt from Portland, Oregon. Another time it was a giant plastic lollipop filled with nine real lollipops found at a duty free shop in Las Vegas. Yet another time, it was my favorite hot sauce from an 83 acre farm in the middle of nowhere. The gifts reflected the places they were brought from, but even more than that, they provided a new experience for him.

Similarly, as more and more small businesses expand their online sales, more and more consumers are gaining access to "local" bloody mary mixes they otherwise would not have had. The rise in bloody mary mix brands coupled with this simplified access has begun to blur the lines of regionality. Want a yellow tomato, Southern-style, or pickle juice spiked mary? It's right at your fingertips.



## Home Bartenders

While perusing your local grocery store or farmer's market will always serve as a good starting point, home bartenders are quickly turning to bloody mary mixes not conventionally distributed within their markets.

[Bloody Darn Good](#) out of Little Rock, Arkansas utilized Kickstarter to launch their OG, Dyl Pickle, and Hot Mama bloody mary mixes. Founder Diana Allen revived her grandmother's recipe which, in a note at the bottom of her handwritten recipe, said, "p.s. this is BLOODY DARN GOOD!" The company as a whole is a nod to a time when refined sugars, additives, colors, and preservatives didn't exist. And their blends focus on simple, high-quality ingredients that allow the flavors to shine through.

This is precisely the kind of high-quality mix that was previously relegated to local or regional markets only.



## Bloody Mary Enthusiast



## Competitions

In January, [The Drunken Tomato Awards](#), sponsored by Field Notes Vodka, celebrated its sixth year in San Diego as the first and only international bloody mary competition. Expert judges (pictured) from across the country blind taste tested the most entries ever submitted to the competition. Over seventy entries were scored and reviewed in categories such as Mild, Hot & Spicy, Michelada, Caesar, Pickled, and Hot Sauce.

The results (now available) not only assist brands in product development, but also provide an easy method for consumers and industry professionals to identify products that fit their tasting preferences, even when they may not be familiar with the brand.

With access to more bloody mary related products than ever before, The Drunken Tomato Awards offers a proven method for distinguishing the best of best. Just look for the medal.



## Restaurants

While previously relegated to the Midwest and Wisconsin, more specifically, over-the-top garnishes can now be seen in big cities and small towns in nearly every region. The expansion of this cultural phenomenon has resulted in the normalization of gravity-defying creations. Whole chickens have led way to whole lobsters in what some may consider an “everything but the kitchen sink” approach to bloody mary land.

But this isn’t necessarily a bad thing. The blending of cultural approaches broadens the concept of bloody marys generally, a drink where, by definition, you can change out the liquor, spices, juice, and garnish with almost anything and still have a bloody mary.

## Makers

As a whole, the bloody mary industry continues to expand across the board in all categories. Even within brands, an expansion in the number of flavors offered has greatly increased the overall size of the industry. While offering a single flavor was once typical, we are now seeing brands blur regional norms by carrying creative spins on their flagship products.

Brands such as Zing Zang and Bella Sun Luci have released new additions to their product lines in the past year, while Bloody Point Mixing Co. has a whopping four bloody mary variations plus a 216-page cookbook featuring their line of products. The Murph’s Famous has added award-winning pepperoncini, and Southside Alchemy introduced Mary Makings, an instant dry bloody mary seasoning.

Whether trying a new mix from down the road or a “locally” made bloody mary mix from three states away, gaining new experiences is easier than ever. And my dating life aside, it’s much faster and easier than finding a new boyfriend.





Bloody Mary

# Gifts for All

## Let's Get Brunchfaced!

Find the perfect gifts for the bloody mary enthusiast in your life. From T-shirts and tanks, to tote bags, coffee mugs, and even baby onesies, [Bloody Mary Obsessed](#) is the shop for your brunch wear needs.





# AN AWARD-WINNING MIX



## BLOODY MARY MIX

### CHIPOTLE

*The Drunken Tomato Platinum Medal  
for New Product Category*

### SALSA

*The Drunken Tomato Silver Medal  
for New Product Category*

# BLOODY POINT

## MIXING CO.

### ORIGINAL

*The Drunken Tomato Platinum Medal  
for Mild Category*

### COASTAL

*The Drunken Tomato Silver Medal  
for Mild Category*

[bloodypointmixing.com](http://bloodypointmixing.com)

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# MIDDLEBAR

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## AWARDS

**GOLD MEDAL WINNER  
BEST BLOODY MARY**

Drunken Tomato Awards 2023

**GOLD MEDAL WINNER  
BEST MICHELADA**

Drunken Tomato Awards 2023

**BEST BLOODY MARY IN LA**

LA Weekly 2018

**PEOPLE'S CHOICE  
BEST BLOODY MARY**

Bloody Mary Fest LA 2018  
Bloody Mary Fest NOLA 2019

**JUDGES CHOICE  
BEST BLOODY MARY**

Bloody Mary Fest NOLA 2019



## FEATURED IN

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*How to*  
Elevate Your  
Home Brunch

Tips for creating the perfect farm-to-table spring brunch

by Liz McCray







## Bloody Mary Enthusiast



## The Perfect Farm-to-Table Spring Brunch

Find everything you need at your local farmer's market including pastries, fresh fruits and vegetables, delightful blooms, and possibly even unexpected items.





## Enjoying bountiful blossoms, warmer weather, and the abundance of spring

As any trace of winter subsides, it makes way for the budding flowers, singing birds, and the warmer weather of spring. You can no longer use the snow on your porch as a cooler for your bloody mary mix, and you find yourself sitting on said porch sipping bloody marys, breathing in the crisp and wet mornings. Spring has sprung!

When I lived in a cold climate, my favorite thing about the spring was getting back to being outdoors. I tend to hibernate in the cold winter (hence why I live in San Diego). I especially love returning to the open-air farmers markets. Shopping outdoors, supporting local farmers and artisans, and finding fresh and organic produce is something that is very close to my tree-hugging, sustainability-loving heart!

The bounty of the farmer's markets provides fresh and quality ingredients to host small get togethers for the upcoming spring holidays and celebrations. These holidays, celebrations,

and brunches go together like pancakes & syrup, coffee & creamer, and bloody's and vodka!

Whether you are celebrating a small and intimate Mother's Day, Easter, or a baby or wedding shower this year, hosting a farm-to-table brunch is a great way to not only celebrate the occasion but celebrate and support your local farmers and artisans.

To host an intimate farm-to-table spring brunch, you'll want to shop for fruits and veggies, eggs, breads, and flowers. Depending on what other vendors are at your local farmers market, you can also find specialty items like cheeses, olive oils and vinegars, salsas and sauces, coffee roasters, chocolate, and honey.

The Little Italy farmer's market in San Diego, where I shopped, has over [70 local vendors](#) and farmers every week. You can find some unique items like uni, octopus, and boba. Host your brunch with whatever dishes you want (there are no rules), but I came up with a few ideas to get you started.

## Bloody Mary Enthusiast



## Food & Drink

Arguably the most important component of any brunch is the food and drinks. With the bounty from your farmer's market run, you can create many different brunch delights!

Pick up juicy Valencia oranges for freshly squeezed orange juice or to add to your mimosas, or organic tomatoes and veggies to make your bloody marys from scratch. I have a great recipe for scratch-made tomato juice that just tastes a little sweeter (figuratively, not literally) when the tomatoes come from your local farmer. Read it [HERE!](#)

If you don't have energy to make tomato juice from scratch you can use farm-to-table mixes like [Seaside Grown](#), [Brewt's](#), or [Natural Blonde](#). Adorn your farm-to-table bloody mary with cheeses, meats, and veggies from the local artisans at the market.

Combine fresh strawberries and blueberries for a fruit bowl, or whip up some farm-to-table blueberry pancakes. You can use your eggs however you'd like. Scrambled, over easy, hard-boiled, or deviled. I have found, even when hosting a small group of people, hot eggs don't stay hot very long when you're eating family style, so I opted for hard boiled eggs.

Deviled eggs are a brunch fave, and you can take your deviled eggs to the next level with herbs and ingredients from the market. Use this delish Bloody Mary Deviled Eggs Recipe and wow the socks off your guests! Get the recipe [HERE!](#)

Some artisanal bread and fresh avocados make for a great avocado toast, which also serves as a great vegan option if you have any vegan guests. And for the meat lovers, score some local bacon or sausages!



## Decor

As much as I get giddy about the food and artisans at the farmer's market, I might have to admit that my favorite part is the flower vendors! So many beautiful flowers at such a great price.

There's no need to pay \$25-\$100 for a bouquet of flowers when you can grab a beautiful arrangement for under \$15 and smaller arrangements for \$6 or less! Not only can the flowers be used for centerpieces on your table, but as gifts to the guest(s) of honor.

Keeping with the farm-to-table theme, for your bloody marys and for your flowers, use mason jars (you can get them as cheaply as \$1.25 at Dollar Tree), and try to stick to spring colors for your tableware and decor.

I went with pastels like yellow, mint green, and pink. But again, there are no rules. Depending on what the occasion is, you can adjust your table decor accordingly with fun accents like Easter eggs, baby rattles, or painted tea cups.

Whether you are having brunch for one, celebrating a wedding or baby shower, or a holiday like Mother's Day, hosting a small and intimate farm-to-table brunch is the perfect way to uplevel your brunch while supporting your local farmers and artisans. Not only that, but it gives you an excuse to get out of the house and connect with your local community!







*Who Wore It Better?*

PICKLE EDITION





While you can garnish a bloody mary with nearly anything under the sun, we give props to these three restaurants for topping their recipes with a whole lot of pickle love. Which bloody mary do you think wore it better?

**Upper Left**

**[Northern Tap House - Minneapolis, MN](#)**

Big Dill - April's Bloody Mary Special  
\$20-\$25 depending on monthly special & garnishes

**Upper Right**

**[Pluckers Wing Bar - locations throughout Texas & Louisiana](#)**

Liquid Tailgate Bloody Mary \$9.50

**Lower Left**

**[Great Maple - locations throughout Southern California](#)**

Mary \$9.50 Famous Pickle Mary \$14

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OPERA SAUCE Mediterranean Hot Sauce has the perfect amount of heat from spicy red chile peppers, fresh lemon juice, bold seasoning from garlic, onions and an extra boost of umami from porcini mushrooms. These ingredients instantly take your Bloody Marys to the next level! OPERA SAUCE is so perfect for Bloody Marys that several restaurants use OPERA SAUCE in their base Bloody Mary mix and in multiple recipe applications!

OPERA SAUCE was originally for family use only but we realized it was too important not to share with you.

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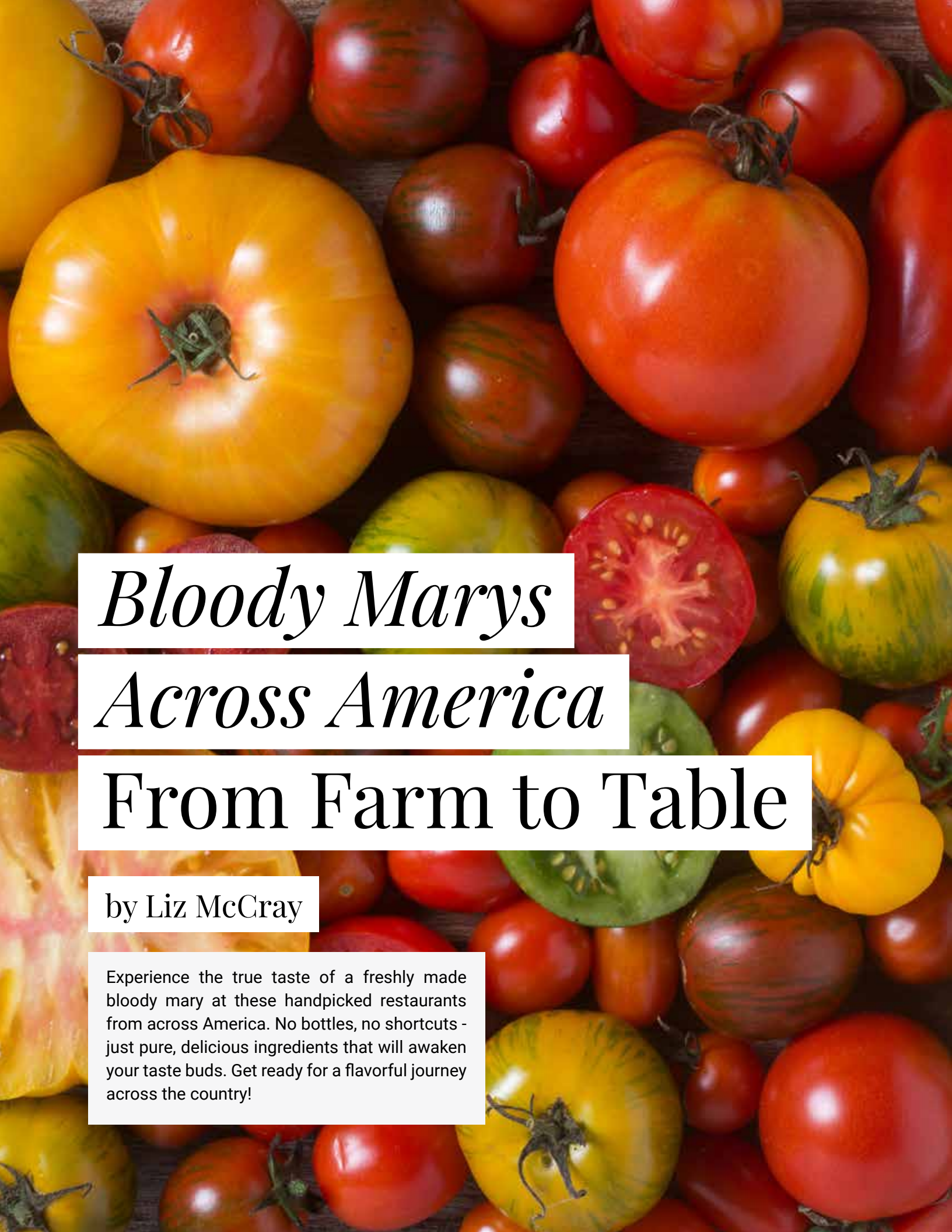
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*Bloody Marys*

*Across America*

From Farm to Table

by Liz McCray

Experience the true taste of a freshly made bloody mary at these handpicked restaurants from across America. No bottles, no shortcuts - just pure, delicious ingredients that will awaken your taste buds. Get ready for a flavorful journey across the country!





## Friend of a Farmer New York, NY

### **The Farm's Bloody Mary**

Our special blend, homemade hot sauce & fresh basil, Viskill vodka.

Price: \$17

## The Farm Palm Springs, CA

### **The Garden Bloody Mary**

House-infused Serrano vodka, tomato juice, Clamato, olive, pepperoncini, horseradish, Worcestershire, house-made hot sauce. Garnished with bacon and a small garden.

Price: \$15



## Traders Point Creamery Zionsville, Indiana

### **Farmstead Bloody Mary**

House secret recipe.

Price: \$15

## Bloody Mary Enthusiast

### Fork Restaurant Boise, Idaho

#### Fork Bloody Mary

Choose from Idaho's Koenig Potato Vodka, Boise's Revolution Vodka, Bacon Vodka or Glacier 45 Distillery Pepper Vodka & choice of bacon or regular salt rim.

Price: \$12



### Cafe Flora Seattle, WA

#### Flora Bloody Mary

Cucumber jalapeno infused vodka with a house blend of tomato juice, spices & pickled vegetables.

Price: \$16



### Moonshine152 Boston, MA

#### Shine Bloody Mary / Bloody Maria

Vodka or blanco tequila with our house bloody mary mix, infused with homemade kimchi juice. Add a candied bacon sea salt rim for \$1.

Price: \$13





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**BLOODY MARY**  
*elixir*

**ASPARAGUSTO**  
*spears*







*Featured Recipe:*

The Urban Farmer's

Green Bloody Mary

by Jason Pirock

GOOD MOOD  
FRUIT COMPANY  
BAKERSFIELD, CALIFORNIA



## Jason and His Jolly Green Bloody Mary

Spring has finally sprung, people! Time to get the heck out of the house and look ahead to warmer days ahead filled with rooftops, festivals, and beach time.

While there are a number of things I love about living in Chicago, one in particular is access to Farmer's Markets scattered across several neighborhoods that bring locally sourced produce and products to us city folk. And while typically these only happen in the warmer months, there are a few that operate year-round if you look hard enough. Let's be honest. Who has the time (or space) to take care of a garden?

Enter the Logan Square Farmers Market, which during the colder months operates in two adjacent, expansive warehouses located at Rockwell on the River. The spaces boast 30-40 vendors from all over Chicago-land selling everything from honey to fresh baked goods to produce. And tamales, if you can believe that.

During my most recent visit, I stumbled upon the Jacobson

Family Farms booth. I was drawn in by the vibrant colors of their recently harvested carrots in shades of yellow, orange and purple as well as their vast selection of microgreens. And in that moment, the perfect inspiration for a farm-to-glass bloody mary was created.

Let's talk a little bit about our key ingredients, starting with the carrots. This batch is on the sweeter side as its part of the winter harvest. Basically meaning the ground is colder during their growing cycle, which has a reaction to their flavor. As for the micro-greens, I chose a spicy varietal made up of arugula, cabbage, kohlrabi, mustard, and broccoli.

Microgreens are "the shoots of salad vegetables such as arugula, Swiss chard, mustard, beetroot, etc., picked just after the first leaves have developed." These were harvested directly from the flatbeds where you take a bunch by hand and use shears to cut some right from the tray.



## The Mix

While my intention was to create a yellow mix with the steamed carrots, it quickly turned more of a green color with the addition of other ingredients like dill and micro-greens. And of course, a little red from some cherry tomatoes likely added to the hue.

Now to the most important part - the booze. I decided to go with Aquavit on this one. I'm a huge fan of this underrated Scandinavian spirit. Unlike most vodkas, it's often distilled with a number of different herbs and spices that add some complexity to the flavor profile.

I decided to go with Aalborg Jubilaeums, a Danish Akvavit, for its dill and caraway notes. I thought this would pair well with the herbs and citrus in

the mix. In fact, the longer the cocktail sat, the more the dill flavors came to the forefront of my palate.

The blended result is a lighter concoction, perfect for the weather turning. It's a little on the sweet side, herbaceous, and earthy. The carrots as well as the carrot and orange juice are where the sweetness comes from. Root vegetables like carrots often give off an earthy flavor, coupled with the celery. With a number of different herbs like microgreens and dill, it's no surprise it gets more of that fresh taste. Finally, the mix has some citrus vibes from the lemon and a slight heat on the back of the throat from a mango, habanero hot sauce that I used.



# The Urban Farmer's Green Bloody Mary

Makes 8 - 10oz.

Prep time: 30 minutes

## Ingredients

- (2) medium yellow carrots, chopped and steamed
- (4) cherry tomatoes
- (1/4) cup chopped celery
- (2) tbsp lemon juice
- (2) tbsp pickle brine
- (2) tbsp of micro-greens
- (2) tbsp of fresh dill
- (2) tbsp of water
- (1) tbsp of carrot/orange juice
- (1) tbsp of mango habanero hot sauce
- (1) tbsp of vegetable broth

## Garnish

- Celery stalk
- Sprig of dill
- (2) pimento stuffed green olives
- (2) cornichons

## Directions

*Step 1:* Steam those carrots. Go ahead and chop up your carrots and steam until tender enough to stick a fork in them.

*Step 2:* Meanwhile, chop your celery. To a blender, add carrots, celery, lemon juice, carrot juice and pickle brine. Before you add others, try to get these items as emulsified as possible.

*Step 3:* Add remaining ingredients.

*Step 4:* Rim a lowball glass with a lemon and celery salt. Add 1.5 oz of Aquavit along with three ice cubes. Fill glass with bloody mary mix. Garnish with dill sprig, celery, cornichons, and olives. Happy Sunday Funday-ing!



*Momo's*

Michelada

The story of Momo's Michelada includes a Scottish motorcycle rider, a volcano, leaky boats, chicken busses, bamboo villas, and a small bar on the beautiful San Juan Del Sur, Nicaragua. Momo's Michelada was inspired by the Micheladas Nicaragua had to offer. Seeing the lack of this type of Michelada on the shelves here in the states, owners KC Hensley and his Fiancée Marisa "Momo" Williams saw a delicious opportunity.

Momo's Michelada is an award winning mixer that is uniquely lemon based, vegan, gluten free and tomato free. It's a Nicaragua inspired michelada mix that is lighter and brighter than other mixes. Most mixes resemble a bloody mary more than a traditional and refreshing michelada.

We subscribe to the philosophy that talk is cheap, so we encourage you to taste the bold and refreshing difference for yourselves. We're the perfect mix for any occasion and the day after. So, invite us to your next get together by visiting our website [www.momosmicheladamix.com](http://www.momosmicheladamix.com).

Cheers!

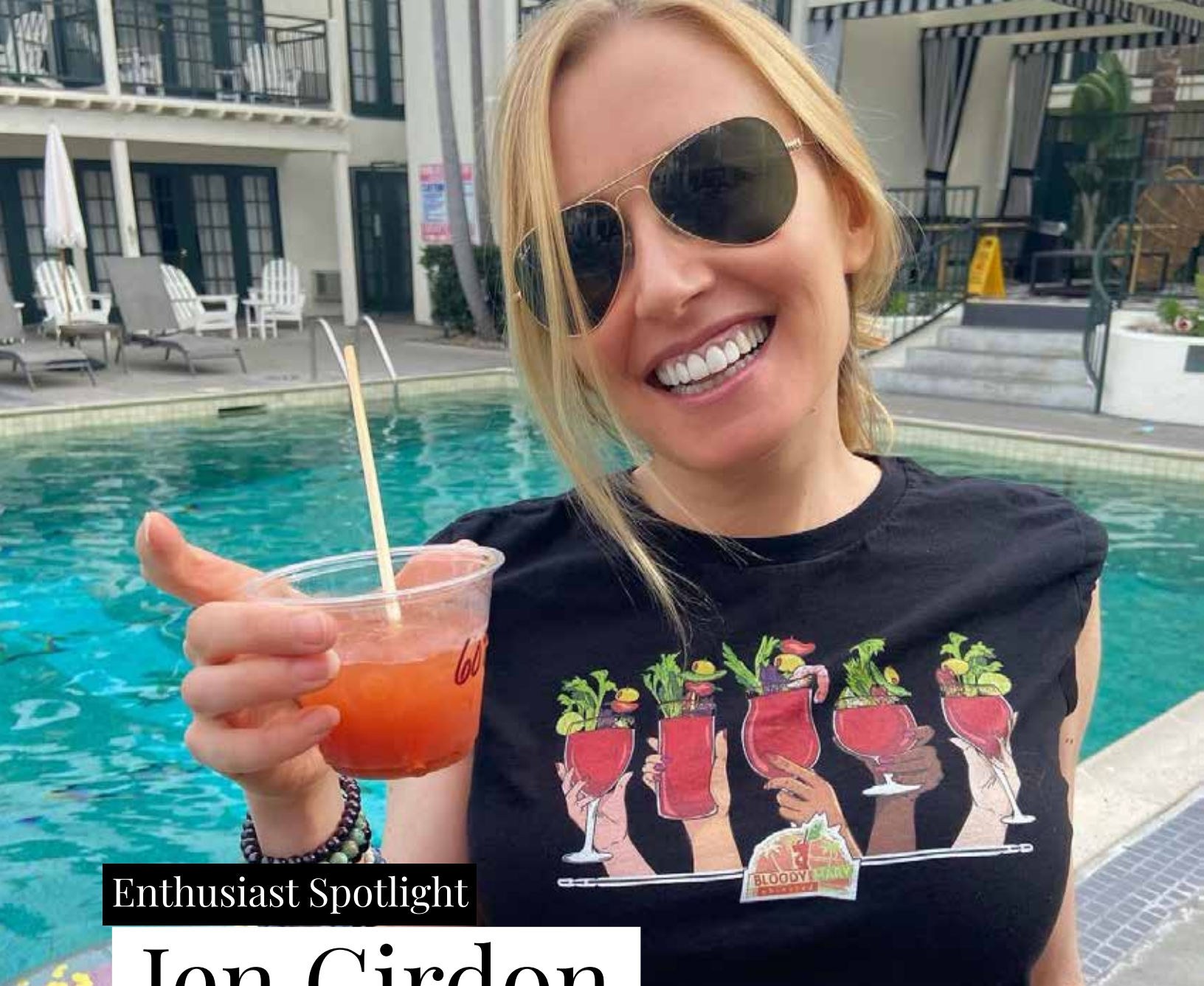




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Enthusiast Spotlight

# Jen Girdon

by Liz McCray

*The bloody mary community wouldn't be what it is without its fun-loving, creative, and often eccentric members. That's why, in each issue of Bloody Mary Enthusiast, you'll find an enthusiast spotlight featuring one awesome individual and their contributions to the community.*

This issue spotlights Jen Girdon. Jen is a long time bloody mary enthusiast who hails from the East Coast, spent nearly two decades in Hollywood, and recently landed in the amazing city of Chicago. She is loving the Midwest and all of their unique creative concoctions.

She picked up a love for bloody marys over her years of traveling and spending hours in airports. That love of bloodies is now part of her every day life, particularly on Sundays during football season, as a NY Giants fan. Follow her adventures on Instagram at [@bloodymarychick](https://www.instagram.com/bloodymarychick).



## What got you into bloody marys?

I used to travel a lot in my old job. Like a lot a lot. So I found myself at airport bars at all times of day, and everyone was drinking bloody marys. I had always liked them but started ordering them more and more and discovered I had a real LOVE for them! Now I get bloodies everywhere I go, while also making them at home with all of the amazing mixes I've discovered over the years.

## What do you love about bloody marys?

Well, I guess first of all, I love that they are delicious. I'm a huge fan of tomatoes and spice, so it's a good match. But I also love how no two bloody marys are the same. There are so many cool and different ways you can make them and garnish them, and I really think that's the reason there is this amazing community around our favorite drink! They're fun to make, they're fun to look at, and they're fun to drink... Even without booze, but don't tell anybody I said that.

## If you had to pick just one, what your must-have garnish?

I gotta go with pickles here. Pickles are life. My close seconds (even though you demanded I pick only one) would be cheese, bacon, cherry tomatoes, and shrimp. I love a good olive – especially with a dirty martini – but for some reason I don't really care if there is one on my bloody.





### Do you remember your first bloody mary?

I don't remember my first bloody mary, but I remember the first bloody I posted on my official Insta page. I was visiting my best friend's parents' house in Pittsburgh, PA, and we had ordered a bunch of food the day before, so I decided to make a ridiculous garnish with sushi, beef tips, and a few other things. It felt like the right way to introduce [@bloodymarychick](#) to the world. I wish I remembered which mix it was with. I didn't always include that in my posts back then, but I now make sure to mention and tag all the mixes I use now!

### We know you have lived on the West Coast and now reside in Chicago, what is your favorite bloody mary from both places?

This is tough. Like I said, they are all so different, so I have a number of favorites but if I HAD to choose – my favorite West Coast bloody would be from Saint Felix in Hollywood. They have a great homemade mix and let you pick from an array of liquors, ingredients, and garnishes with Sunday brunch. In Chicago, I have to go with Smoke Daddy BBQ! They have a couple locations, and there are several other restaurants/bars that use their mix as well. They put ribs on top for a garnish – which is fun – but the mix is really what I love about them. Whenever I'm there, I buy a couple bottles to bring home!





We've heard a chicken may be involved when it comes to your Instagram persona, Bloody Mary Chick? Care to elaborate?

HA! So, my nickname is Chicken. No funny chicken-related story sadly. It was just kind of cute nickname given to me by my husband. Back when we were dating, he started calling me his little chicken. (I am quite small.) It somehow caught on with my friends, my coworkers, even some of my family, and I'd say more than half of the people I know currently call me Chicken. So when I decided to start a bloody mary page - Bloody Mary Chicken sounded kind of violent hahaha - so I decided Bloody Mary "Chick" was perfect.

How is it being a part of the bloody mary community?

The bloody mary community is one of the coolest, most fun, and most eclectic groups of people I have ever known. When I first started my bloody mary page, this amazing group embraced me right away. It was the best decision I ever made. With all the drama in the world, it's nice to have something fun and stress-free that brings people together. And I've made so many amazing friends, like Shelley and Liz, that I know I will have for life.





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COMPETITION

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Pureed, whole, cold packed, kosher dill pickles.  
Wildflower honey.

My commitment to excellence and food integrity shines through in both my mix and my exceptional Rimalicious Seasoning (The Best For Your Rim!) Food and Beverage professionals all over Florida are on fire with enthusiasm, and the accolades keep on coming.

If you want to see what Florida residents and visitors are raving about, go to [RIMALICIOUSBRANDS.COM](http://RIMALICIOUSBRANDS.COM) and try THE BLOODY MARY EXPERIENCE for yourself!



-REMY





Bloody Mary Mix Spotlight

# Seaside Grown

by Paige Glazer

Photos by Michelle Lynn Morris





When your bloody  
mary originates  
from vine-  
ripened tomatoes,  
cultivated and  
perfected for  
over 115 years,  
perfection is but  
a few sprinkles  
of Carolina Sea  
Island spice away.



## Bloody Mary Enthusiast



Ross Taylor grew up between the vines of his Great Great Granddaddy's 400-acre tomato farm. He helped his family pick green tomatoes by hand – sometimes hundreds of thousands at a time – to be crated and distributed after the June harvest each year.

Now six generations deep, the Sanders family farm harvests up to 25-million pounds of premium tomatoes for companies all along the East Coast.

But as is standard in the industry, farms like the Sanders' experience a considerable overhead in fruit that is too ripe to sustain a proper shelf life in grocery stores and restaurants. The Sanders call these tomatoes "ripe right now."

It wasn't uncommon for the family to pay to dispose of up to ten million pounds of ripe right

now tomatoes each year, resulting in what Ross doesn't describe as a loss, but rather "a natural consequence of the business."

What began as an experiment among friends (Taylor and his best friend/culinary guide Will Collins) to create a hearty, fresh bloody mary mix made from vine-ripened tomatoes, resulted in a product with the right amount of kick to help them overcome the previous night' shenanigans and prepare for another day of fun in the sun.

Overwhelming local demand for the mix came quickly leaving Taylor faced with the challenge of producing enough product to fill all of the requests. He recruited Collins to help him full-time, and by the time the next tomato harvest season arrived, the duo had formulated a plan to grow and promote their idea as The Local Farmer's Brand™.





“From setting day to bottling day, we know everything about the tomatoes, and every ingredient for that matter, within our Field to Glass® mix,” Taylor says.

The difference in the Seaside Grown Bloody Mary product is the unprecedented level of traceability of the two pounds of tomatoes contained within each jar. As the culinary mastermind and trained chef behind the Seaside Grown product lineup, Collins goes the extra mile to find ingredients that are as equally fresh to help complement the tomatoes.

“There’s purpose behind finding ingredients that are pure and that play off the ripeness of the tomatoes,” he says. “We take the nutritional value seriously. Not only are our mixes gluten-free, but they contain no MSG or high fructose corn syrup. Everything that goes into the product is either a

tomato or a natural spice.” Combined with your favorite vodka, garnishes, and friends who know you best, this mix is reminiscent of everything you love about the Lowcountry.

Today, Seaside Grown® offers more than farm-fresh bloody mary mixes. From their salsas and barbecue sauces to hot sauces and jams, all 19 products boast the same true farm-to-table promise. “When we don’t grow the produce needed, such as the blueberries, peppers and peaches, we source them from other local farmers, who put as much priority on pure taste made from the earth as we do. This is why we are The Local Farmer’s Brand™,” affirms Taylor.

See why sustainability and traceability tastes better— grab a bottle online at:

[SeasideGrown.com](https://www.SeasideGrown.com)

# *Sundry Mornings*

Don't let the mornings suck the life out of you, instead start it off with a tall glass of Bloody The Vampire Slayer. Made with 100% locally grown tomatoes, garlic and a collection of other super fresh ingredients from the farms of Pennsylvania.

Drink it with your favorite spirit, add to a crisp beer or just chilled over ice. It's loved by the experts (Platinum Award from Drunken Tomato, plus 2nd and 3rd from 2023 Scovie Awards) and makers of cocktails and mocktails across the country.

Brought to you by the team at Sundry Mornings Spice Company whose main focus is sharing, farm fresh flavors all year round, through their collection of cocktail mixers, spice blends and hot sauces.

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[www.sundrymornings.com](http://www.sundrymornings.com)



FARM FRESH FLAVOR ALL YEAR ROUND



# SUNDRY MORNINGS SPICE CO.

[www.SUNDRYMORNINGS.COM](http://www.SUNDRYMORNINGS.COM)



A teal-colored bell with a black base and a black top cap with a silver-colored ring. The bell is positioned on a dark, reflective surface. The background is a blurred, high-angle view of a bar or kitchen area, showing various pieces of equipment and a person in the distance.

ORINK,  
PLEASE.





*Drinks with Greg:*

Garden Fresh

by Greg Tooke

**Drink Local**

Greg Tooke, Founder of [My Big Fat Bloody Mary](#), raises his glass in toast to fresh fruits and vegetables. all year round

## Farm to Glass: A Better Bloody Mary

Like many people around the world, confined to my home during the peak of the pandemic, I started a garden in my backyard. Or as I came to call it, “the prison yard.” When I wasn’t lifting weights or shanking someone, I grew tomatoes, peppers, herbs, and snap peas.

I’d start my morning tending to them in a cathartic ritual that was almost as therapeutic as my first bloody mary of the day. The feeling of drinking the juice of a tomato you’ve grown yourself or garnishing a drink with a freshly picked pepper that’s warm from the afternoon sun isn’t something a flight attendant can hand to you in a can.

Call it what you like - farm-to-table, farm-to-fork, farm-to-glass, the movement has been evolving for years. Today it seems to be hitting full stride. I won’t shed a tear for the processed food empire that this movement is taking a bite out of. It’s about time we had more than the three over-processed bloody mary mixes on the liquor store shelf of yesteryear.

The benefits of local sourcing, and the knowledge of where our food comes from, go beyond environmental and economic. A

tomato picked before it’s ripe to allow for days of shipping and handling will never taste as good as the ripe one your local farmer picked and brought to the market the same day. Fresh is best.

Not all of us live in a climate that allows the production of fresh produce year-round. Living in the Upper Midwest, I’ve learned a few techniques to enjoy the fruits of summer well into winter.

The peppers I grow freeze nicely. As winter loosens its grip, I still have a couple dozen habaneros in a bag in the freezer. I also have fermented pickles in the fridge, made from homegrown dill and Farmer’s Market cucumbers. July’s harvest is January’s garnish. Infusing vodka with fresh peppers, onions, garlic, or herbs is another great way to bring the farm to your glass.

Fortunately a myriad of companies have stepped up to offer high quality farm-to bottle mixes. They cost a little more but they’re almost always worth it. When it comes to making your next bloody, consider where the ingredients come from. The fewer steps between the farm and your glass, the better!











## Greg's Backyard Bloody Recipe

Here's a bloody mary recipe that I love to share with friends on my back patio:

Fill a mason jar with onion, celery, fresh garlic, and peppers, grown nearby. Top with a nice vodka. Let it infuse for a couple days before removing the garden-fresh veggies. Rim a pint glass with chili-based rim salt and fill with large ice cubes.

Fill a cocktail shaker with ice. Coat the ice with splashes of lime juice and Worcestershire sauce. Add a dash of celery salt and your favorite hot sauce. (Think local!) Add 2 oz of the infused vodka and 6 oz of tomato juice. Shake and strain into the rimmed pint glass of ice.

Garnish with seasonal vegetables and, for the sake of all that is Wisconsin, partner it with a nice cold beer chaser from the nearest brewery. Cheers!





## Featured Hot Sauce

### *Willy Willy*

I am Will Reising, the Founder of Willy Willy Hot Sauce, located in Santa Cruz, California. My love for hot sauce has spanned a decade, but it wasn't until earlier this year that I decided to take my passion to the next level. The result has been nothing short of Willy Willy Good! With my background as a former Googler, guitar player, and festival enthusiast, I am now focused on becoming a successful hot sauce mogul on the West Coast.

Our hot sauces are made with locally sourced ingredients that are fresh and clean. The label art is created by the best local artists, such as Jimbo Philips, son of the iconic Jim Phillips. Willy Willy Hot Sauce is our flagship product, featuring a flavor profile that begins with a sweet kiss on the lips and ends with a subtle habanero heat. It's not overpowering, but it's perfect for adding some kick to anything, especially eggs.





Our second creation is Willy Willy Sexy Sauce, which features label art inspired by local artist Maia Negre. The flavor profile is similar to our flagship hot sauce, but with a sultry and sexy taste that hits the front of the tongue and leaves a softer slap on the face and tastebuds. It's perfect for adding some spice to any menu. Just remember, "if you shake it more than twice, you're playing with it."

We're proud to announce that Willy Willy Sexy Sauce won a Gold medal at the 2023 Drunken Tomato Awards - Hot Sauce Category.

Visit [WillyWillyHotSauce.com](https://WillyWillyHotSauce.com) to purchase a bottle today, and add some Willy Willy good flavor to your life!

Instagram and Facebook @WillyWillyHotSauce







## Featured Pickles

### *Completely Pickled*

I am Jonathan Shrednick, small business owner of Completely Pickled and we make “The Best Pickles on the Planet.” I understand this is a HUGE statement, but I take pride in creating each individual jar with the best combination of flavors all while keeping it all natural and healthy.

At Completely Pickled, we are a gourmet pickle and pickled vegetable company. We use our unique blend of fresh ingredients, Apple Cider Vinegar, and fresh approach to traditional pickling without using sugar, preservatives, or coloring to bring pickles to the 21st century. The “best pickles on the planet” will turn the lonely pickle into a meal more than a side dish and highlighting the benefits to a more health-minded gourmet customer. But how did our Picklemary come about?





First, I wanted to make a vegan bloody mary mix, since most are not, due to most Worcestershire sauces use of anchovy paste. Second, I wanted it to be pickle-heavy to complement our line of pickled products. The result was just the right combination of good quality tomato juice, a great tasting Worcestershire sauce, real horseradish, and of course, our aged pickle juice. It pairs perfectly with our award winning pickled pineapple and Mary Mayhem, a mixture of all your favorite bloody mary garnishes in one jar.

Please follow us on social media  
@PickleDudeGuy on Instagram and  
@CompleteleyPickled on TikTok.

We ship everywhere in the US!

Visit [CompletelyPickled.com](https://www.completelypickled.com) to learn more!

# Contributors

*Cheers to all the contributors who made the second issue of Bloody Mary Enthusiast a success. Your expertise and commitment to the bloody mary community is beyond appreciated.*

## Bloody Mary experts from across the United States



### Shelley Buchanan



Shelley Buchanan is a former Wall St. finance attorney turned author, entrepreneur, and celebrity bloody mary judge with twelve years experience in the industry. She is the Founder of The Drunken Tomato, a multi media company that produces Bloody Mary Enthusiast magazine, social media marketing campaigns, Industry Insight Reports, and The Drunken Tomato Awards, an international bloody mary competition. Follow her at [@thedrunkentomato](https://www.instagram.com/thedrunkentomato).

### Liz McCray



Liz is a blogger, influencer, and content creator. When she's not busy getting Brunchfaced, she does freelance social media, marketing, and PR for one of San Diego's biggest restaurant groups. Based in San Diego, the beach, breeze, and a bloody mary is all she needs. As Founder of [Bloody Mary Obsessed](https://www.bloodymaryobsessed.com), she provides stellar content including honest reviews, brunch trends, and where to get the best bloody marys.



## Greg Tooke



Greg Tooke is chief publisher for [My Big Fat Bloody Mary](#), a resource for bloody mary recipes and daytime drinking. As host of the popular My Big Fat Bloody Mary Podcast and judge at national bloody mary competitions, Greg works to promote better living through better cocktails. His legendary Bloody Mary Concert Series brings music and bloody mary fans together with national touring artists at MBFBM Studios.

## Jason Pirock



As Founder & Chief Taster of [Eat, Drink and Bloody Mary](#), Jason's mission is to share his favorite cocktail with the world by spreading joy, making connections and creating fun moments through epic Bloody Mary experiences. His passion has manifested into the Bloody Mary community through his work as a blogger, an influencer, an advisor, through brand partnerships, and as a Bloody Mary competition judge (international), to name a few.

## Paige Glazer



Paige Glazer is the CEO of Reflections Media Communications. For the last fifteen years, Paige has built the Reflections brand by helping others build their's. What began as a local magazine in coastal Richmond Hill, Georgia has become a full media communications company. Utilizing her creative vision, she has worked closely with Seaside Grown to expand business through marketing and brand development.





All About Bloody Marys, For The

# Bloody Mary Enthusiast

