

VOL. 3

# Bloody Mary

ENTHUSIAST

State of The Bloody Mary:

## Back to Basics

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## Holiday Gift Guide

Drinking with Greg:

## Surviving The Holidays

Industry Spotlights:

## Ashley Miller The Garage LAVA

## 'Tis The Season for Some Rose-Merry

## Letter From The Editor

Welcome to the Holiday Issue of Bloody Mary Enthusiast magazine! The bloody marys featured herein are festive, bright, and perfectly made to brighten your holiday season.

Liz McCray takes you through the best gifts for the bloody mary enthusiast in your life, while Jason Pirock plays up some holiday spirit with recipes for rosemary infused cocktails, prosciutto wrapped figs, and a bloody mary themed cheese ball. This issue also spotlights The Garage Bar and Bowl in Waconia, Minnesota, which recently broke the world record for the Largest Build Your Own Bloody Mary Bar, and LAVA Craft Cocktail Co., an Orange County based company known for their upscale bloody mary mix made with Italian San Marzano tomatoes. Our person spotlight is Ashley Miller, known for her innovative creations made with top quality ingredients, and finally Greg Tooke gives his sage advice on how to survive the holidays.

As always, I have deep gratitude for all the contributors to this magazine. They are not only deeply knowledgeable about this industry, but are also truly committed to it's well-being and growth. During this holiday season, I invite all of you to cheers (probably virtually) to the amazing bloody mary community that we are fortunate to be a part of.

Shelley Buchanan  
[@thedrun kentomato](https://www.instagram.com/thedrun kentomato)

—❤—  
*shelley*



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

Sponsored Content



Bloody Mary

# Gifts for All



Get your bloody mary swag on!

Find the perfect gifts for the bloody mary enthusiast in your life. From T-shirts and tanks, to mugs, books, and bloody mary mix, The Drunken Tomato is the shop for your bloody mary needs.



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*In this issue, our front and back cover photos feature bloody marys from Highline Bar + Lounge in Chicago. Front cover styled by Eat, Drink and Bloody Mary. Back cover styled by Bloody Mary Obsessed.*

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Drinks with Greg:  
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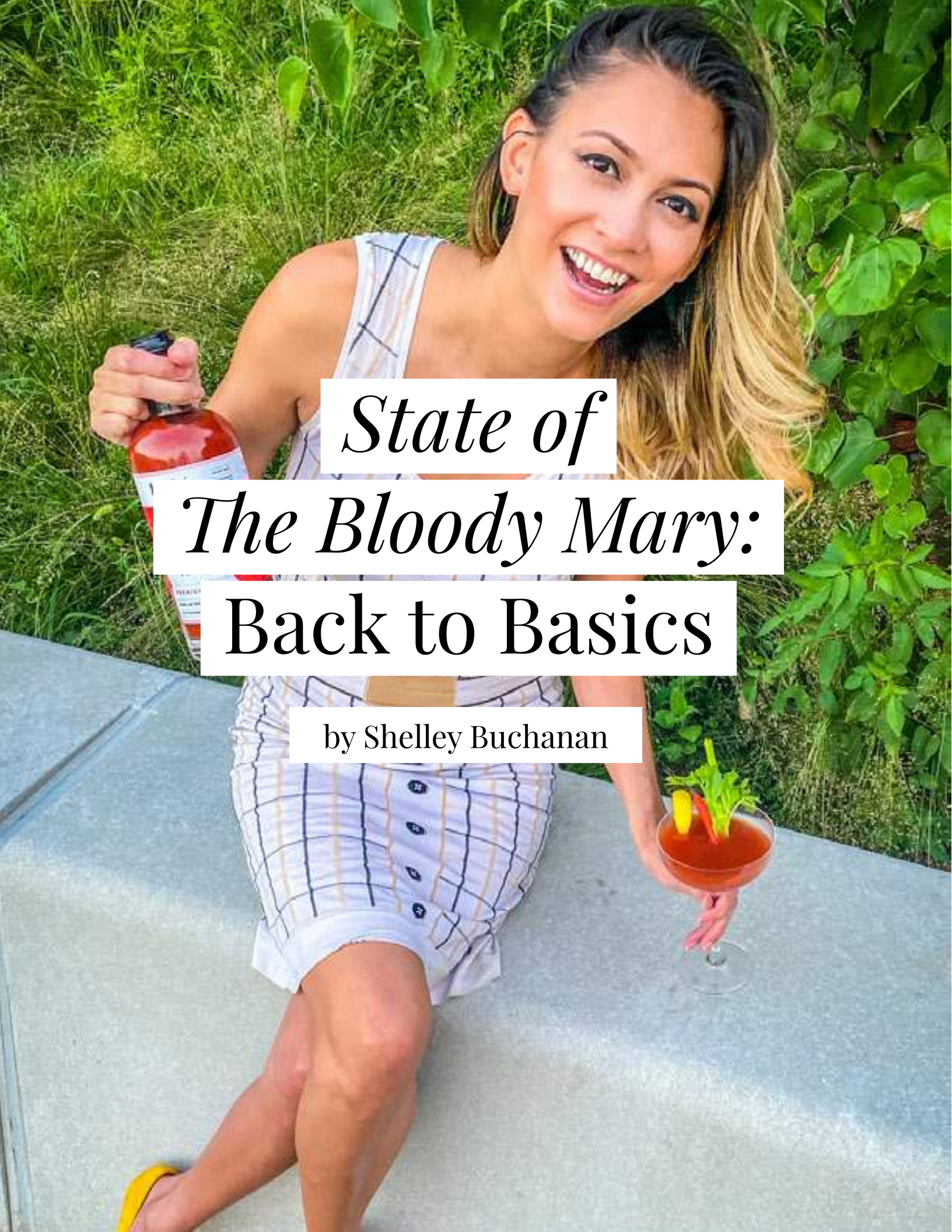
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# SEASONING'S GREETINGS!

From Your Friends At





*State of*  
*The Bloody Mary:*  
Back to Basics

by Shelley Buchanan



If you've ever experienced online dating, you know it's a squirrly mix of narcissism, resume shopping, and outright desperation. People look like their photos, or they don't. Sarcasm bleeds into either laughter or insult. And when looking for a suitable partner, for better or worse, one often lacks even the most basic of information to decide whether a swipe right is ill advised.

A lack of contextual clues is the problem. In surprisingly similar ways, we see that in bloody marys. Over-the-top garnishes may disguise unacceptable mixes. And unacceptable mixes may be peddled only due to their lavish accoutrements. The book cover of a bloody mary, whether a photo or short description, may or may not reveal the actual quality of the cocktail. And with the continuing global pandemic, we are forced to decide what is most important to us.



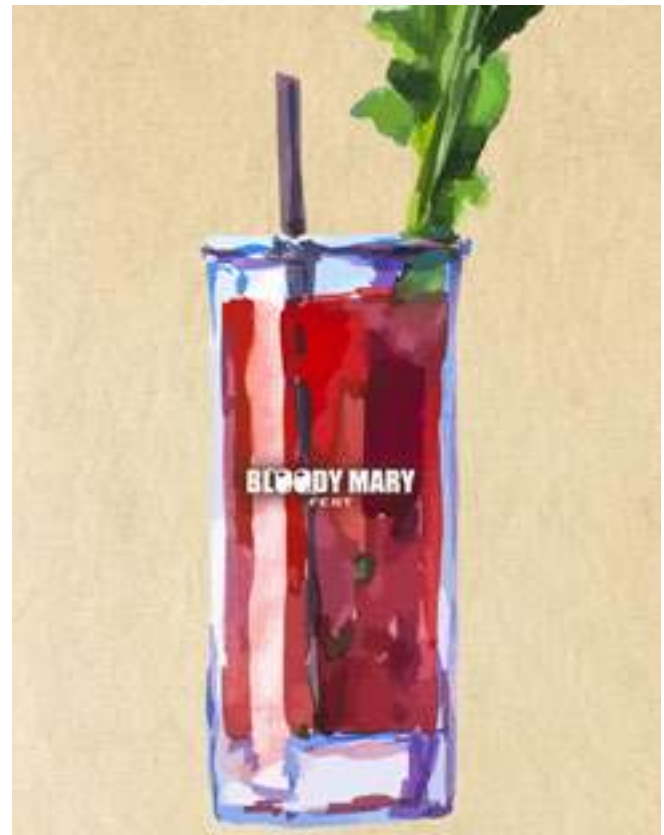
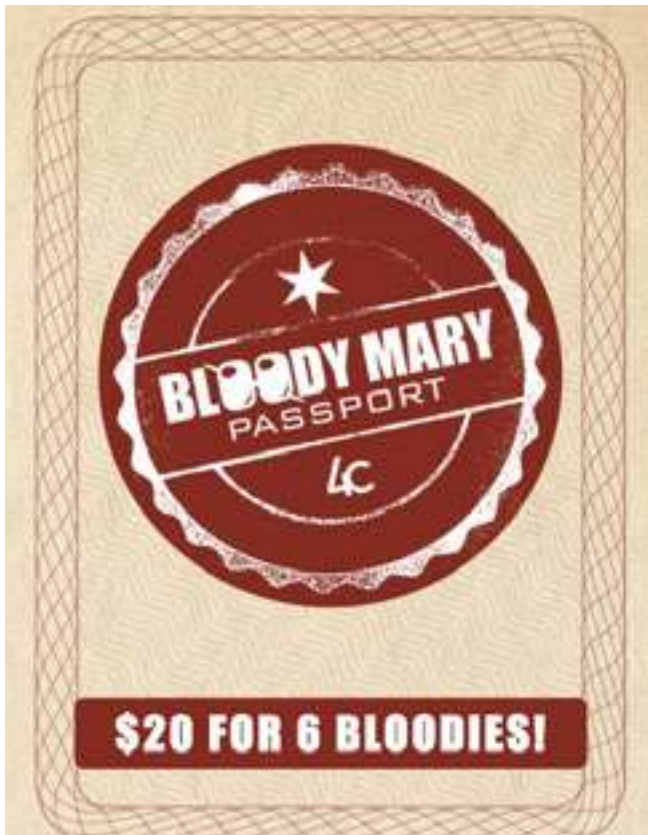
## Home Bartenders

While the equivalent of Two Buck Chuck will always serve some roll, home bartenders are increasingly choosing higher quality craft mixers made with unique ingredients.

[Big Tom Bloody Mary Mix](#) uses a blend of Portuguese tomatoes and 21 herbs and spices, while [LAVA Craft Cocktail Co.](#) sources Italian San Marzano tomatoes grown on volcanic soil. [Toma](#) abandons traditional hot sauce altogether for their own scratch-made sriracha and chipotle tomatillo sauce.

With more people staying home, it's clear that the craft bloody mary movement is no longer limited to upscale dining establishments.

## Bloody Mary Enthusiast



WI'S BEST BLOODY  
MARY FEST- *PICK UPS*  
DATES AND DETAILS TO BE ANNOUNCED FOR:

- Eau Claire Bar Crawl Package (2 ppl)
- Wisconsin Delta Bar Crawl Package (2ppl)
- Milwaukee Festival Package (2 or 4 ppl)
- Green Bay Bar Crawl Package (2 ppl)



## Festivals

[Wisconsin's Best Bloody Mary Fest](#) continues to host pick up style versions of their wildly successful bloody mary competition. Events are planned in numerous cities across Wisconsin, and participants receive, quite literally, a trunk full of locally sourced, high quality food and beverage.

Drinks include 100 Mile Sauce Bloody Mary Mix, Just Vodka from Yahara Bay Distillers, a case of Drink Wisconsin's new beer from Leinenkugels, plus tastings from all the bloody mary mix competitors. Food includes cheese curds from Farmer John, beef sticks, slider kits, and jars of cocktail carrots, pickles, olives, and Silver Springs Horseradish. Plus, your quaranteam car can also participate in a costume/car decoration contest and photo contest to win VIP tickets to the 2021 WI's Best Bloody Mary Fest in Madison, WI.

## Restaurants

Restaurants continue to innovate, offering new and exciting experiences for customers. Four Corners restaurant group has teamed up with [Chicago's Bloody Mary Fest](#) to create a Bloody Mary Passport valid through March 2021. For just \$20, passport holders receive six different bloody marys from six different Four Corners bars throughout the city. Every ticket also benefits K9 4 Keeps, a not-for-profit that helps foster dogs find homes. Enjoying a bloody mary (or six) while also helping rescue dogs? I just can't say no!

## Makers

Finally, when it comes down to quality over quantity, nobody knows this better than manufacturers in the bloody mary industry. [Badger Chow Bloody Mary / Michelada Mix](#) touts its veggie packed mix with the tagline "Garden 2 Glass." They are also sponsoring this month's "What are you thankful for" contest in the popular [Bloody Mary Enthusiasts Unite!](#) Facebook group. One lucky winner will receive a prize pack filled with mix, pickled veggies, and hot sauce.

While everyone has been forced to pivot in some way this year, it's clear that getting back to basics, back to the true things that matter to us, has not only elevated ourselves, but also our community as a whole. 🍷





*Who Wore It Better?*

**WHOLE CHICKEN 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 roasted chicken. Which bloody mary do you think wore it better?

Upper Left  
[Party Fowl](#) | Nashville, TN

Upper Right  
[Farmer's Table](#) | La Mesa, CA

Lower Left  
[Caddy's Kitchen & Cocktail](#) | Council Bluffs, IA

# *Holiday Gift Guide For The Bloody Mary Enthusiast*

by Liz McCray

Tis the season.....to be MARY! Bloody mary that is! With the holiday season approaching it's time to start thinking of the perfect gift for your favorite bloody mary enthusiast! Lucky for you, I've put together this great bloody mary enthusiast holiday gift guide full of bloody awesome ideas!



## MARY & Bright

May Your Days Be MARY & Bright with Bloody Mary Obsessed's Unisex Long Sleeve for the holidays. \$35.00

## Some Like It Hot

If you love fresh and spicy you'll love Bloody Gerry Spicy Bloody Mary Gift Set with all natural bloody mary mix, spicy dilly beans and olives. \$29.99



## Dress Up Your Bloody With Flavored Rimmers

Savor & Salt 5 Pack Bloody Mary Salts will take any bloody mary from bland to next level. \$30.00

## Bloody Mary Enthusiast

### Holiday Party in a Box

The Murph's Famous Bloody Mary Mix Party Box complete with their famous mild and spicy mix and pepperoncinis will bring the party and fun to your holiday soiree. \$29.95



### Spice Up Your Life... Or Bloody Mary

Vegas Heat Junkie 5 Pack will give bloody mary drinkers a variety of ways to spice up their life....or bloody marys. \$39.00

### The Real Dill

The Real Dill Spicy Bloody Mary Collection is the real deal for pickle and bloody mary enthusiasts who like a kick in their cocktails. \$59.99







## Oh Bloody Mary Tree, Oh Bloody Mary Tree

These set of 4 NOD Products Bloody Mary Garnish Tree's, makes garnishing your bloody mary festive and easy. \$25.00

## Fresh From The Garden

Bring the garden to your bar with Brewt's Gift Box complete all natural with hot sauces, bloody mary mix, and caesar mix \$50.00



## Hand Painted Bloody Mary Love

Drink bloody marys from this set of 2-4 Hand Painted Bloody Mary Glasses from Etsy shop owner Leslie Painted Glass. \$70.00



## Bloody Mary Enthusiast

### SIP with Demitri's

Stay safe this holiday season and SIP (Shelter in Place) with Demitri's classic special basket that includes everything you'd need to mix up bloody marys at home like their classic and horseradish mix, tomato juice, dilly beans, pepperoni straws, custom cups, and rim salt. \$60.00



### A Spicy Bloody Mary Stocking Stuffer

Devil Daves Diablo Sticks 12 pack is the perfect stocking stuffer for the bloody mary enthusiast. \$11.00



### Warm Up Your Tastebuds

Seaside Grown's Holiday Gift Basket includes signature barbecue sauces, salsas, hot sauces, jams, bloody mary mix, and a shaker of their special Lowcountry spice, RipTide Fish Dust. \$50



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‘Tis The Season

for Some

Rose-MERRY

How to make a rosemary themed bloody mary with infused vodka, rosemary ice cubes, prosciutto wrapped figs, and a bloody mary cheese ball

by Jason Pirock



## Bloody Mary Enthusiast



Oh the holidays. It's that festive time of year, filled with lots of holiday cheer. And endless repeats of the likes of *Christmas Vacation*, *Elf*, and *A Christmas Story*. But more importantly, an excuse to lounge around in your comfy pants, snack on cookies until your heart's content, and drink copious amounts of booze all in the spirit of the season. Wait, how is that any different than the current Groundhog Day situation we're living in?! I digress...

Listen, don't be a "cotton headed ninny muggins!" It's time to get focused and get your brunch game on point for all those socially-distanced responsible get-togethers you're going to be hosting. Don't worry, we're temporarily expanding from the food groups of candy, candy canes, candy corn, and syrup. We need bloody marys by the dozen, garnishes galore, and appetizers a plenty.

Now, I love a theme. So I decided to take a crack at using, perhaps, an unexpected ingredient - rosemary. Can I be real with you? (Too bad it's happening). I'm actually not a typical proponent

of rosemary, however there is something about it that just reminds me of the holidays. Perhaps it's the distinct aroma that fills the air whilst baking next to your red potatoes. Perhaps it's the undeniable and recognizable flavor that seeps into your succulent turkey. Or maybe it's the resemblance to a pine tree? You choose.

After I'm done with you, that naughty list will be no more. Your holidays are about to be lit (and likely Santa will be too). You'll be the talk of the town. We're about to make a bloody mary mix with rosemary-infused vodka and rosemary ice cubes. Figs stuffed with goat cheese, wrapped in prosciutto, and cooked with rosemary. And screw those gingerbread houses, how about a bloody mary cheese ball? No rosemary here, I promise. I just love cheese. Seriously, who doesn't.

So what do you say? Shall we get started? I triple-dog dare ya! Now get your ass in the kitchen. Grab a mimosa, an ugly holiday sweater, and put your party pants on. "We're gonna have the hap-hap-happiest Christmas, dammit!"

## The Cubes

Ice, ice, baby. But with rosemary and lemon! I thought this might be interesting as a little extra trickle of flavor as the ice melts into your bloody mary while sipping. To an ice cube tray, add a few drops of fresh lemon juice, a quarter sprig of rosemary and fill the rest with some H2O. Freeze overnight.



## The Vodka

You can of course use any type of vodka to your liking, but if you want to stay committed to the rosemary theme, let's infuse that ish!

### Ingredients

(3) sprigs of rosemary  
Bottle of your favorite vodka

In a pint jar, add (3) sprigs of rosemary. Pour in your favorite non-flavored vodka, and fill the jar to the top. At a minimum, let it sit overnight. The longer you leave it be, the more flavor goodness you get!

## Bloody Mary Enthusiast

# Rose(MERRY) Bloody Mary

Makes 10oz.

Prep time: 20 minutes

### Ingredients

- (1) cup tomato juice
- (1/2) cup crushed tomatoes
- (2) tbsp lemon juice
- (1) tbsp tomato paste
- (2) cloves of garlic
- (1) sprig fresh oregano - leaves only
- (1) tsp beef broth
- (1/2) tbsp of olive oil
- (1/4) tsp black pepper

### Garnish

- Celery stalk
- Pickled green bean
- Pickled asparagus
- Green olive
- Sprig(s) of rosemary
- Rosemary & prosciutto figs (see recipe below)





## Making The Mix

I went with a lighter mix, leaning on ingredients that pair well with rosemary. You could even say it's more Mediterranean-inspired using lemon juice, beef broth, fresh oregano, crushed tomatoes, olive oil, and fresh garlic.

Considering you'll be adding rosemary-infused vodka and rosemary ice cubes, I thought we could back off of the rosemary for the mix. A little does go a long way when it comes to rosemary. While it sure can spice up any dish or cocktail when used properly, the last thing you want to do is over-power anything you're making. No need to taste like you're eating a pine cone, know what I'm saying?

The result is bright, mild, very easy to drink, super fresh-tasting, and herbaceous. Definitely tomato forward.

### Directions

**Step 1:** Prep your produce. Cut the ends of the garlic gloves off. Squeeze your lemon into a small bowl. Pluck the leaves from your oregano sprigs.

**Step 2:** To a food processor (or blender or Ninja), dump in your liquids. Add the tomato juice, crushed tomatoes, tomato paste, olive oil and beef broth.

**Step 3:** Seasonings and produce are next. Add lemon juice, oregano, garlic and black pepper.

**Step 4:** Blend until desired viscosity and taste.

## Bloody Mary Enthusiast

### The Figs

It's time to up the ante here, folks. Gone are the days of bacon in your bloody mary. Don't get me wrong, I freaking love bacon. But listen, it's the holidays and you need to start #adulting. We're classing it up here. I'm talking figs, stuffed with goat cheese, then wrapped in prosciutto. And pierced with a sprig of rosemary. No need for an air freshener, get ready to fill your kitchen with the scent of delicious.

These play double duty for your garnish and app game. This recipe makes a dozen, but don't forget you'll need at least one for a garnish.





Makes 12

### Ingredients

- (1) bag of dried figs
- (1) small log of goat cheese
- (1) package of prosciutto
- (1) tbsp of honey
- (6) sprigs of rosemary halved
- (2) tbsp of olive oil
- (1/4) tsp of black pepper

### Directions

*Step 1:* Preheat your oven to 375 degrees.

*Step 2:* Prep your ingredients. Cut your rosemary sprigs in half. Cut each of your figs in half and remove a small amount of the center filling.

*Step 3:* Into a bowl, mix goat cheese and black pepper together. Let sit to soften.

*Step 4:* Using a half teaspoon, pack each fig with goat cheese.

*Step 5:* Wrap each of your figs with a piece of prosciutto. Spear a rosemary sprig through the center of the fig to hold the prosciutto in place. Place on a baking sheet lined with parchment paper.

*Step 6:* Brush olive oil lightly on each of the pieces of prosciutto.

*Step 7:* Place in the oven for 15 minutes or until prosciutto turns a light brown.

*Step 8:* Lightly drizzle figs with honey. Serve warm

## Bloody Mary Enthusiast



## The Cheese Ball

You've rounded the corner and hit what I'm certain will be the holy grail of your brunchurday. And guess what? This ball of goodness surprisingly has no rosemary in it. Shocker, I know.

So where does this misfit belong amongst a flurry of rosemary you ask? Well it's not just any kind of cheese ball. It's a bloody mary cheese ball. And... CHEESE. Enough said.

### Ingredients

- (1/2) brick of cream cheese
- (1) tbsp tomato paste
- (1) tsp hot sauce
- (1) tsp lemon juice
- (1/4) tsp celery salt
- (1/4) tsp horseradish
- (1/2) tsp of worcestershire
- (8) green olives

### Directions

*Step 1:* Add cream cheese to a small mixing bowl and let soften

*Step 2:* Cut up each of your green olives into tiny little pieces. Set aside for now.

*Step 3:* To the same bowl, add tomato paste, hot sauce, lemon juice, celery salt, horseradish and worcestershire. Mix until all ingredients are blended together.

*Step 4:* Grab a small dish and add cheese mixture to center, using a spatula to form into a dome.

*Step 5:* Place in the refrigerator and allow to cool for 30 minutes.

*Step 6:* Remove from refrigerator. Take green olives and gently press onto the cheese ball until covered.

*Step 7:* Place crackers around your ball(s) and watch it get devoured. Now, who's naughty?

## Tis the Season... to Start Drinkin’

Apparently those stockings were hung and those prayers were said, because you did it! Cheers to you for sticking it out. All the pieces are in place, and now it’s time to host one kick-ass brunch.

So after checking your list twice, you should have the following:

- Rosemary & lemon ice cubes
- Rosemary-infused vodka
- Bloody mary mix
- Rosemary & prosciutto figs
- Bloody mary cheese ball

To a lowball glass, pour about an ounce of vodka. Add in your ice cubes and bloody mary mix. Decorate with care using your garnishes and figs. And last, but certainly not least, bring it on home by trimming the table with those fine appetizers.

Alright, I take back everything I said about you. You’re not a “cheap, lying, no-good, rotten, four-flushing...” I think you know the rest. HALLELUJAH! Where’s the Tylenol?

Happy holidays! 🍷



Photo Credits:  
Jason Pirock | Eat, Drink and Bloody Mary

# *The Murph's*

## Famous Bloody Mary Mix

Created over 30 years ago by tinkering with herbs and spices in his mother's kitchen, Founder Stephen Murphy brings both excitement and personality to the bloody mary industry. From "Murph TV" to his traveling crew of "Murphettes," the Murph adds a unique energy and personal touch to each bottle served.

Winner of several prestigious awards throughout the country, this thick and zesty mix offers complex flavor that stands up to ice while being consistently fresh and bold through the entire glass. The Murph's Famous is available in both "Murph's Original" and "Murph's Hot & Spicy." But if you know what's good for you, you'll pick up the Hot & Spicy.

With a taste that is as large and full of life as its creator, The Murph's Famous Bloody Mary Mix will have you converted. One sip, one believer.

Want to party with The Murph?  
Visit <https://MurphsFamous.com>





Restaurant Spotlight

# The Garage Bar & Bowl

## Waconia, Minnesota

by Renee Belanger

Bloody marys have been my drink of choice for as long as I can remember. It was the first cocktail I tried to master making in the kitchen of my first apartment when I was 22. I went straight-up traditional with vodka, tomato juice, worcestershire, hot sauce, and probably not much else. Over the years, it became my goal to never pass up an opportunity to try a new bloody mary and find the best of the best.

In my quest for the best, let's just say that I've had to "kiss a lot of frogs to find my prince." Some of those "frogs" should have been poured straight down the drain, if you get my gist. But I have finally found my perfect prince. Okay okay, I'll drop the analogy and get right to it. One of the best bloody marys I have ever had, belongs to the [Garage Bar & Bowl](#).







## Breaking a world record with a proprietary mix

The Garage is located in Waconia, a western suburb of the Twin Cities of Minnesota, just a 30-minute drive west from Minneapolis. Run by Dan and Amy Madsen, the Garage Bar & Bowl is an award-winning sports bar and bowling alley. In the early and mid-1900's, the building that is now home to the Garage, was used as a literal auto garage, and later turned into a bowling alley.

While the building fell into disrepair, it was purchased in 2017, where Dan and Amy undertook an eight-month long renovation project and opened Garage Bar & Bowl in 2018. The Garage is now a premier boutique sports bar, grill, and bowling alley, while still honoring the roots of its past.

Back to the bloody mary. I first met Dan and Team Garage at a festival in St. Paul in 2019. If you've ever attended one of these festivals, you may notice the creativity that goes into the

garnishes on those sip-sized samples. The Garage team undertook making individual BLT sandwiches for each attendee's drink. Crazy? Maybe! However, their hard work paid off and they won Best Bloody Mary and Best Garnish.

Prior to the festival, they had already established their build-your-own bloody mary bar, available every Sunday from 11am-2pm. Generally speaking, a BYO bloody mary sometimes leaves me feeling conflicted. Can you really say someone has "the best bloody mary" when you're making your own?

Normally the bars are stocked with bottled mixes and a couple dishes of pickled goodies. If someone asks me where to get a great bloody mary, I generally don't think of a BYO as my first recommendation. That all changed when I visited the Garage.

## Bloody Mary Enthusiast

First things first, you can order either a pint for \$12 or a large mug for \$17. Of course, I went for the large, and we paid the upcharge for Tito's vodka. The game changer here is that the only mix available is their house mix, which, if I haven't stated in direct terms yet, is one of the absolute best mixes I've ever had. It's a lighter consistency, balanced in its seasoning, and there is not one thing I would add, omit, or change about their mix.

Being a proprietary mix, I can't give away any secrets as to what is all in it. Dan has been crafting the Garage mix for the last twenty years since he was a bartender at Chino Latino in Uptown Minneapolis. He said while playing around with the flavors, as they found something they liked, they kept it and then kept testing out what worked and what didn't until they got to the point that they're at today.

Chino Latino, at the time of this writing, was one of the Minneapolis mainstays that fell victim to the Covid-19 shutdowns and unfortunately, just announced they're permanent closure. The Garage, like so many other restaurants, shut down for a couple of months starting

last March and didn't bring their BYO bloody mary bar back until August.

Fast forward to October of 2020. The Garage took on a world record sized event. No really, the Garage set out to break the world record for the largest build-your-own bloody mary bar. A tall order in a Covid-19 world. I wasn't sure exactly what to expect. What I found was a meticulously planned event, with everyone's safety as a top priority!

This event was by ticket only, so the number of people allowed into the restaurant was controlled. Tables were properly spaced; all employees wore masks and tables were set up to get their garnish one or two at a time in order to eliminate any congestion.

Each person was given their own set of plastic tongs and garnishes were dished up on plates. Did I mention, for this event we had 219 garnishes to choose from?! Once you loaded up your dish of garnishes, it was brought back to the table, where the skewers were there, and you could take your time building your masterpiece. Bottomless bloody's were delivered courtesy of the bloody mary carts.



Dan and Amy Madsen being awarded the world record on October 3, 2020

## Bloody Mary Enthusiast



Renee Belanger of  
@BloodyGoodBloodys at  
The Garage Bar & Grill



They never left you with an empty glass. Needless to say, at 219 garnishes, the World Record Academy awarded the Garage Bar & Bowl with the world record for the Largest Build Your Own Bloody Mary Bar on October 3rd, 2020.

Although you're not going to be able to choose from 219 garnishes, on any given Sunday you'll still have close to fifty garnishes available, ranging from pickled veggies, meats, and cheeses along with cheese curds, breadsticks, and chicken wings. If you aren't able to make it on a Sunday, you can still enjoy the fantastic mix that the Garage has to offer in a pint-sized bloody mary for \$6, garnished simply with a pickle and their house made jerky. As far as Covid preparation

goes, the Garage has all the safety precautions in place, even outside of the special event breaking a world record.

If you find yourself in Minnesota, the Garage Bar & Bowl is not to be missed. Not only are the bloody marys out of this world, but they support local producers for their food, and they give back to their community by sponsoring youth sports, local non-profits, and other local businesses. Stay tuned for future events and updates, including a future release of a Tomatillo Bloody Mary!

Now when someone asks me where my favorite bloody mary is, I don't have any reason to hesitate with an answer. The Garage is where it's at! 🍷



Person Spotlight

# Ashley Miller

by Shelley Buchanan

*The bloody mary community wouldn't be what it is without bloody mary drinkers. That's why in each issue of Bloody Mary Enthusiast you'll find a spotlight of a member of the bloody mary community. Each spotlight will feature a kick-ass individual and the awesome things that person is doing for the community.*

This issue spotlights Ashley Miller from San Francisco, California. With 22 years in the food and beverage industry and numerous awards for her bloody marys, Ashley brings innovation and creativity to her cocktails. By relying on fresh ingredients and purposeful complexity, she is

able to combine not only savory aspects, but also sweeter elements such as a sugary bacon "crack" rimmer. Her approach to bloody marys is both refined and adventurous. And that's exactly the kind of person the bloody mary industry needs.



## What do you love most about bloody marys?

I love the complexity of how you can work with a bloody mary. Traditionally, brunch is screwdrivers and mimosas, something easy and whimsical. But a bloody mary is really complex. You can go heavy on umami, spice, vinegar, etc. There are so many different ways you can go with them. At The Front Porch in San Francisco, I combined a sugary bacon “crack” rim with a really rich Worcestershire flavor. For my bloody marys, I like to combine both sweet and savory.

## Do you remember your first bloody mary?

I had a friend in Arizona where I’m from. And she loved just a straight vodka and clamato with a celery stalk. Maybe a dash of Tabasco. When I started bartending in Scottsdale in 2002, that was considered a good bloody mary. Things have really changed.

## What’s your favorite must-have garnish?

I personally hate celery. I know that’s weird to say. I think it has a very distinct flavor that I just don’t enjoy. I do love when people put really interesting, complex garnishes on their bloody mary. But I want it to always have a purpose. It should complement the drink. I also enjoy a salty, smoky garnish, like a nice thick cut Nueske’s bacon strip.



Sugary Bacon Crack Rimmer

## Bloody Mary Enthusiast



Pop's Bar Bloody Mary



The Front Porch Bloody Mary

Do you have a go to recipe?

At The Front Porch, we had a dishwasher named Sammy who made a fresh habanero salsa for me every weekend. He would grill the tomatoes, chop up the habaneros, and blend it all together. Then I would use a little of the salsa, tomato juice, Worcestershire, our house pickling juice, celery salt, celery seed, and mustard powder for our mix. Some bloody marys can get so complicated. I feel like I've won so many awards by keeping it pretty simple and using high quality, fresh ingredients.

If someone wants to try something new, do you have any unique or creative suggestions?

I think what's best is to always use fresh ingredients. Tomato water, which is a pain to get (but worth it), makes a really awesome, super complex bloody mary. I also like the idea of making your own hot sauce, working again with that sweet and savory. Make a bloody bull or add in some mushroom broth for more umami flavor. The sky's the limit with bloody marys. That's the fun of it. As long as you have vodka and tomato juice, you can go anywhere with it.

Do you have any favorite bars or restaurants to get bloody marys in San Francisco?

Foreign Cinema has a really great one. They use sherry vinegar, south Indian curry, and sumac. Pop's also has a really good one. It's so good that I don't even know how or why it's that good. Those are two that I love. Foreign Cinema if you want to go fancy, and Pop's if you want to drink a bloody mary at 7am on a Tuesday. 🍸



Foreign Cinema Bloody Mary



Marina's Award Winning gluten-free Bloody Mary Mix is hands down the best bloody mary mix on the market. You can really taste the fresh tomatoes and premium ingredients. Marina uses vine-ripened tomatoes, freshly chopped garlic and onion and a proprietary blend of spices to create a unique zesty and slightly spicy flavor for a cocktail

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*Bloody Mary Mix Spotlight:*

LAVA

Orange County, CA

by Natasha Octon



## Get to Know Edson Hong, CEO & Founder of LAVA Craft Cocktail Co.

**BME: For those that aren't familiar with you and your brand LAVA could you provide me with some background and history of how it all started?**

Edson: The idea behind [LAVA](#) started back in 2010 when I was in hotel industry management working in the food and beverage scene with bars and restaurants. We had noticed that there was a big need for higher quality mixers. They were all low quality, boring, or made with a bunch of artificial ingredients. We had trouble with consistency, because the mixers needed so much doctoring to make them taste right. Bartenders would often pair a really nice vodka with a low end mixer, and it just didn't feel right doing that. We decided to come up with something unique, shelf stable, much higher quality and made with better ingredients.

My business partner and I are both big bloody mary connoisseurs so we decided to start with a bloody mary mix but to make it truly unique and different. Working in food and beverage, we both knew that we wanted to use Italian San Marzano tomatoes, because they are the best in the world. All of the chefs in the culinary world use these tomatoes, but nobody tried to incorporate them into a bloody mary before. We soon found out why. Aside from being the best in the world, they are also the most expensive. But that gave us all the more reason to use these delicious tomatoes

in our bloody mary mix, because LAVA is all about elevating your cocktail experience.

The name LAVA comes from the tomatoes and ingredients that we use. They are grown on volcanic soil. A lot of the ingredients we use are naturally grown that way. It makes them less acidic and allows for a richer flavor. We started coming up with different recipes and formulations with a rigorous research and development process and the goal of making our bloody mary with a homemade freshness and great taste straight out of the bottle.

Once we dialed in the formula and recipe, we started batching bloody marys in a garage with no fancy equipment. It was a big mess blending tomatoes, mixing spices, hot bottling, and more, but that's how we got everything going. We literally started from ground zero. One bottle, one case, having to source everything down to the bottle caps. We didn't have any rich investors or big pockets, just a VERY small personal investment to kick the tires and see where it takes us. We had a big dream. That's what kept us going then and still keeps us going today. Because of our experience in the hotel industry and as a customer in the on-premise liquor world, we were able to leverage that network. We understood what our customers' needs were and were able to fill that void.

## Bloody Mary Enthusiast



**BME:** What has been your biggest struggle running a business? Any advice for others that want to follow in your footsteps?

Edson: Initially the biggest struggle was not having any experience in the supplier side of the beverage industry. Business development, the research and development process, pricing, logistics, and so many other things like that. However, I will say that it was also a blessing in disguise. If you fully understand the market ahead of time, it's easy to get discouraged and lose focus. The cocktail market is huge, and had we known the enormous obstacle ahead of us when we first started, we might not have moved forward with our idea.

Having started something from ground zero I always try to give honest advice to aspiring entrepreneurs. Focus on leveraging your strengths. If you're a marketer or designer, use those skills to help tackle larger expenses in the beginning. My background is in marketing, design, and business development, so I was able to create our brand, packaging, and website without spending money, just my sweat equity. Also, stay laser focused. Just know you can't do everything at once. Take baby steps. We started by focusing on just the bloody mary mix. Once we had that narrowed down, we were able to incorporate more products into our brand.



**BME:** I'm guessing I know the answer to this already, but can you tell me what your favorite LAVA brand product is and why?

**Edson:** The bloody mary is super near and dear to me because it's our signature and the first product we made. It's our baby. Aside from the fact that we are big bloody mary fans. Honestly though it also depends on my mood. All of our products have a high level of research and development that go into them, so I have a lot of love for each of them. It really is a rigorous process but something we are really proud of doing. That's why I can't pick an absolute favorite. It sounds cheesy, but I think they are all special.



**BME:** As far as customer favorites, what would you say is your most popular product?

**Edson:** It was originally the Bloody Mary Mix due to the seniority of the product. Currently our most popular mixer is our Jalapeño Margarita. It is a top seller on Amazon and has garnered a bit of a cult following. We puree real jalapeños into every bottle. So you get the real jalapeno experience – the taste, smell, and heat. That's what we want customers to get from all of our products – the real flavors, the real experience. It's also the hardest part to achieve, but that is what makes LAVA different, unique, and something we are really proud of.



**BME:** Since the holidays are just around the corner, what products would make the best holiday gift for the cocktail lover in someone's life?

Edson: With holiday gifts the best idea is something unique and not just off the shelf. With bloody mary mix, you could do a custom made gift basket and include things like pickled asparagus, pickles, blue cheese stuffed olives, a nice vodka, rimmer, and even some bar ware or glassware.

For a cocktail lover, if you could do something a little more unique, it shows you didn't just grab something off the shelf and call it a day. We also have a lot of margarita mixes. You could include some glasses, cocktail salts, a nice 100% agave blanco or reposado tequila or mezcal and some tequila swag (shirts, hats, etc.) is always nice to get. There are lots of ways to present fun and unique gifts for the cocktail lover.

**BME:** When it comes to cocktail mixers, what makes LAVA unique in comparison to other brands on the market?

Edson: At the very core and foundation, our focus is different than other brands. We put the

customer experience as our top priority, and that drives all our decision making processes for the quality, taste, ingredients, packaging, customer service, uniqueness of the product offerings, and more. We also small batch all of our mixers, so they don't sit in a warehouse for months. We want our customers to experience a fresh cocktail and we take pride in that.

Something else we take a lot of pride in is our community outreach. One of our core values is to give back. This is at the heart of what we do and why we do it. We work with hundreds of non-profit charities every year helping to raise millions of dollars for children's hospitals, cancer research, social causes, animal rescue, veterans, hunger, domestic violence, education, mentorship, nature conservation, and so many other great organizations and causes.

Every bottle we sell helps us further our mission to give back and our customers play a huge part in helping us spread the love. If you ask me, I think it's pretty awesome that we get to enjoy delicious cocktails all the while knowing we are contributing to a better world. Sign me up for that, am I right?



**BME:** Thank you so much for taking the time to share your story and background with LAVA. Where can people find your amazing mixers to try them out for themselves?

**Edson:** Our all natural San Marzano Bloody Mary Mix can be found in hundreds of restaurants, bars, venues, and retail stores in California and in some other states as well. We are constantly expanding into other territories. But with all things Covid, we had to pivot a lot of our focus to e-commerce. Anyone in the USA can purchase LAVA and get it as soon as next-day from our website ([drinklava.com](http://drinklava.com)) or through Amazon. Really convenient and safe. Or, have your local store contact us to get LAVA stocked up near you. For B2B wholesale inquiries, we are distributed by Young's Market Company (recently merged with RNDC) and also self-distribute outside of their territories, so please email us at [info@drinklava.com](mailto:info@drinklava.com) for more information.

## Bloody Mary Enthusiast



## Pre-Turkey Brunch Bloody

In a cocktail shaker with cubed ice add:

2oz vodka

4oz LAVA All Natural Bloody Mary Mix

Shake well. Rim glass with sea salt or tajin. Pour cocktail into glass with fresh ice. Garnish with fried potato croquettes, deviled eggs, and maple glazed thick bacon.

## Beergarita: Beer Margarita

In a big pitcher add:

Cubed ice

12oz ice cold lager beer

10oz LAVA Skinny Margarita Mix

6oz 7UP soda

8oz 100% agave blanco tequila (aka white/  
silver)

Stir well. Pour into glass with fresh ice. Garnish with a thin sliced lime wheel inside drink.

## Whiskey Sour

In a cocktail shake (no ice) add:

1.5oz bourbon whiskey

2oz LAVA Sweet & Sour Mix

0.5oz egg white

Dry shake (no ice) for 10 seconds. Add ice into shaker and shake well 5 more seconds. Strain and pour into glass filled with fresh ice.

Recipes

by LAVA

Craft

Cocktail

Co.



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A teal-colored bell with a black base and a black stem with a decorative top. The bell is placed on a dark, reflective bar counter. The background is a blurred bar scene with various bottles and equipment.

DRINK,  
PLEASE.



*Drinks with Greg:*

The Holidays

by Greg Tooke

**Stay Home and Drink**

Greg Tooke, Founder of [My Big Fat Bloody Mary](#), raises a glass in toast to celebrating the end of 2020.

## How to Survive The Holidays: 2020 Edition

Nothing makes me more crabby than the holidays. Kids begging for candy, family invading my house and eating my food, people expecting presents... My god. It's no wonder I drink.

Well this year the holidays will look like a mixed trick or treat bag of jumbo candy bars and apples stuffed with razor blades. While I was delighted to be spared the droves of three foot tall superheroes holding bags out like a public radio fall fund drive, I'm pretty cranky about not seeing all those coeds in racy costumes at the bars. This year, I watched Nightmare on Elm street and drank at home.

Let's admit it. Halloween is the easiest holiday ever. Things only get harder after it. Thanksgiving. Oh boy. A house full of relatives waiting to see if you dry out that

turkey. "Oh, I'll bring the cranberry sauce!" Thanks Karen. Well we get a pass on all that this year. Thank god. I won't shed a tear about not being able to stand in a crowd at Best Buy for a few hours on Black Friday either.

But having the guys over for bloodies and NFL football? Hell, they may shut those games down for all we know, and my buddies didn't, "make the cut." They're not in my damned, "Covid bubble!" (I wish I could use Chris Farley air quotes here, but I'll settle for actual quotation marks.) I'll probably stay home and drink.

Christmas. Don't get me started. Yeah I probably have a good excuse to skip church. Yeah I probably don't have to travel to see relatives. But you can be damned sure people are still gonna expect presents.





Answer?

Stay home and drink.

Bloody Mary Enthusiast



This will probably be the best Christmas Jeff Bezos ever has. Amazon's gotta be loving this pandemic. Hang on. The UPS guy is at the door. His name is Gary, and I know him better than I know my kids. So I'll probably ship some presents out. I'll probably participate in some crappy Zoom meeting. You know what else? I'll probably stay home and drink.

Before you start thinking I'm a little salty, let me tell you about a diamond in the rough. Let's take a minute to consider the best candy, the juiciest turkey, the best gift of this holiday season: New Year's Day! That's right. We get through this blessed holiday season and can finally put an f'ing nail in 2020.

While I've always viewed New Year's Eve as amatuer night, New Year's Day is a bloody Mary enthusiast's dream holiday. More bloody marys are mixed and enjoyed on this day than any other day of the year – and with good reason. After a night of overindulgence, it's the perfect hangover remedy. And what hangover could rival the 2020 hangover? Those bloodies are gonna taste great!

So let's all raise a glass and toast the New Year. Let's pat ourselves on the back for getting through 2020 and look forward to better times in 2021. But since we won't quite be out of the woods, no all-you-can-eat brunch buffet. Yeah, I'll probably stay home and drink.

Here's a unique recipe to help get you through this unique holiday season. I call it the Holiday's Little Helper Bloody Mary. 🍷

## Holiday's Little Helper Bloody Mary

Living in Wisconsin, about all the fresh produce I think of after the growing season wanes are root vegetables. But as winter comes on, folks in warmer climates kick into tomatillo season. It's a great time to get these tart little green flavor bombs. And hey, they're green so, you know, Christmas and all.

You'll need a blender or a food processor and the following ingredients:

### Ingredients

2 pounds of fresh tomatillos (get away from those cans damnit!)  
1 large cucumber, peeled  
3 garlic cloves  
Your favorite hot pepper. (I grew cow horns this summer!)  
A handful of cherry tomatoes for balance  
A dollop of prepared horseradish  
1 oz lime juice  
½ oz worcestershire sauce  
1 tsp celery salt  
2 tsp Old Bay seasoning  
2 oz beef bone broth  
A few ounces of Clamato (I added this after the fact and it added mouth-watering umami to the mix.)  
Tequila Blanco to taste (Don't be shy!)

### Directions

Add all ingredients except tequila to the blender or food processor and blend to a smooth, even consistency. Take a taste. Adjust as needed. Fill a glass with large ice cubes. Add tequila, then the mix. Stir or shake thoroughly. Top with your favorite garnish. I recommend cucumber, cherry tomato, celery, bacon, pepperoncini pepper, and bacon. Strain into tall glass. Garnish with bacon and veggies. And enjoy!



# Bloody Mary

# Word Search

Y L U L O I S G N I W Y  
R D O T T U I C S O R P  
A B K N J Z I E Y U U F  
M R C O I L M M A Q G J  
E O P L R G I Y B L H N  
S T C A A A Q H D E J A  
O H G M C M D T L Z R Q  
R O L L I T A M O T S S  
O A L I U Q E T T E Y E  
P O T A T O V C O R U T  
X G Q G P T T O W P Q A  
O N X V W V S D E R P D

This is no grade school word search.  
We've made it extra difficult, so look  
out for vertical, horizontal, diagonal  
and backwards words!

ROSEMARY

THYME

GARLIC

BROTH

WINGS

DATES

GIN

CLAMATO

POTATO

PROSCIUTTO

TEQUILA

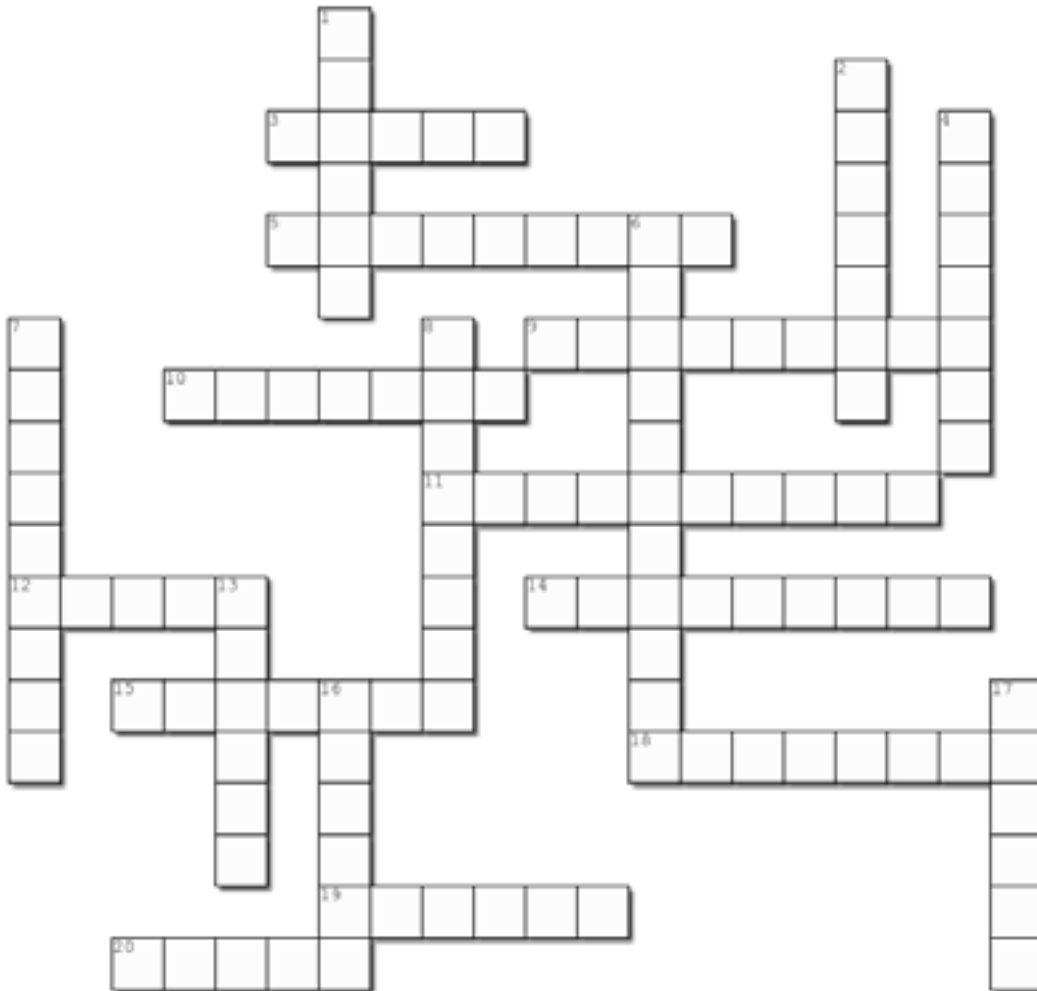
TOMATILLO

OLDBAY

PRETZEL

RED

# Brunch Crossword



## Across

3. A grand meal
5. Hung above a fire
9. Striped confection
10. Snickerdoodles, e.g.
11. Cashew opener
12. North Pole employees
14. Home of Santa Clause
15. Knitted garment
18. Final four weeks
19. Holiday libation
20. Yuletide plant

## Down

1. Door decor
2. Frozen figure
4. A holiday purchase
6. Edible house material
7. Kissing plant?
8. Prancer, Comet, or Blitzen
13. Santa's vehicle
16. Bird that gobbles
17. Who stole Christmas

[Click here for answers!](#)

# 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. 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 mix competition. Follow her at [@thedrunkentomato](https://www.instagram.com/thedrunkentomato).

### Renee Belanger



A self-professed professional Bloody Mary drinker, Renee founded [Bloody Good Bloodys](https://www.instagram.com/bloodygoodbloody) in 2014. One of the very first social media pages dedicated to the drink, it was a way to share her love of the savory cocktail. Midwest based, but willing to travel for a good Bloody Mary! She has judged numerous festivals and competitions, including the annual Drunken Tomato Awards.



## 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.

## 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](#), she provides stellar content including honest reviews, what's trending in brunch dining, and where to get the best bloody marys and brunch.

## 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.

## Natasha Octon



Natasha is a San Diego based food blogger and photographer who loves cooking and developing unique recipes in her home kitchen. When she's not cooking at home, she loves dining out on the town. A large section of her blog is dedicated to local San Diego cuisine, and she's always inspired by the amazing chefs and restaurant owners she gets to meet along the way. Follow her at [@natashasfoodadventures](#).

# Bloody Mary Enthusiast

it's the  
most  
wonderful  
time  
of the year.

