

VOL. 2

Bloody Mary

ENTHUSIAST

State of The Bloody Mary:

Creativity

Meet Your New

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Ultimate Summer
Ingredient**



Letter From The Editor

Welcome to The Garnish Issue of Bloody Mary Enthusiast magazine! The bloody marys featured herein range from wild and crazy to classic and creative.

Garnish is an essential part of any bloody mary. But to what lengths you take it, is completely a matter of personal preference. This is where the fun happens. Your run-of-the-mill bloody mary may only come with a celery stalk and a few olives. But hosting a family barbecue? Why not add a few extra nibbles. And for the ultimate showstopper, let's be honest. You were going to make that cheeseburger anyway.

Liz McCray takes you through over the top bloody marys from across the United States, while Jason Pirock highlights how to best use dill in everything from ice cubes and infused vodka to the mix and garnish. This issue also spotlights Cafe 21 and Lovejoy's Bloody Mary Mix. Both are companies that focus on unique craft cocktail ingredients. Jodi Parks Roos is our person spotlight with her colorfully topped cocktails, and finally Greg Tooke warns of the dangers of garn-au-flage.

I am incredibly honored to work with all the contributors to this magazine. They consistently demonstrate a love for this cocktail and the community that it brings together. I hope you enjoy reading these pages as much as I enjoyed putting them together.

Shelley Buchanan
@thedrunkentomato


shelley



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

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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](#) 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:
Garn-au-glage



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*State of
The Bloody Mary:
Creativity*

by Shelley Buchanan

I needed to get out. Five months of quarantine life in a NYC apartment will do that to you. My requirements were simple: somewhere warm, with a pool, and of course, bloody marys.

Cheap prices, a low Covid-19 rate, and the sweet, sweet call of freshly caught shrimp tacos brought me to Playa del Carmen. While there, I experienced a new kind of bloody mary. The addition of Maggi's seasoning, lots of lime juice, and a tamarind straw were uniquely Mexican. Plus they had enough Michelada variations to make my head spin.



Coconuts Bar & Grill



Hilton Playa del Carmen

Restaurants

Coconuts Bar & Grill in Cozumel showcased goblet sized bloody marys, and Welcome to Miami (also in Cozumel, yeah I know...) featured crunchy cubes of celery and cucumber in their bloody marys. I've seen goblets at Pinocchio in the Desert in Palm Springs, but never veggie chunks right in my drink.

This is exactly why the bloody mary is beloved by so many. Creativity is what makes this cocktail attractive. Whether you're a restaurant, home bartender, or event producer, when it comes to bloody marys, your creation is only limited by your imagination.

Bloody Mary Enthusiast



WI'S BEST BLOODY MARY FEST-MADISON (DRIVE THRU)



Festivals

Festivals... well, they're just not happening. But that hasn't stopped Wisconsin's Best Bloody Mary Fest from innovating. On October 24, they will be hosting a drive thru version of their wildly successful bloody mary competition. Participants will receive food and drinks for four people. Drinks include 100 Mile Sauce Bloody Mary Mix, 2 liters of Just Vodka from Yahara Bay Distillers, a case of Drink Wisconsibly's new beer from Leinenkugels, plus tastings from all the bloody mary mix competitors.

Food includes sliders, cheese curds from Farmer John, Mapleton Mynd Lambsticks, Goodman Center pretzel necklaces, and jars of cocktail carrots, pickles, and Silver Springs Horseradish. Plus, your quarantine car can also participate in a costume/car decoration contest to win a year long bloody mary box subscription from Christine's Kitchens.

Makers

Makers such as Savor & Salt and Bloody Mary Obsessed have developed new product lines to further diversify their brands. Savor & Salt's new Bloody Mary Cocktail Flags allow consumers and restaurants to further express their personalities with custom designs. And Bloody Mary Obsessed's new clothing and accessory line allows you to show off your love for all things brunch.

Home Bartenders

When it comes to home bartenders, creativity is the number one ingredient. The Bloody Mary Enthusiasts Unite! Facebook group recently held a "Best Home Garnish" contest. Contestants submitted photos of skyscraper-esque bloody marys garnished with everything from donuts, mini pancakes, and spring rolls to hot dogs, pizza, pretzels, and prawns.

These creations were not only diverse in their approach; they also expressed the regionality that bloody marys can often take. Beer backs and cheese whips in the Midwest. Crab claws and lobster claws along the Atlantic Seaboard. And brightly colored, fresh vegetables from California.

When it comes down to "how to make a bloody mary," it's clear that whatever you choose to put in it, on top of it, or around it, your inspiration and originality lead first. 🍸



Dirty Dick's | Cozumel, Mexico

Made with cucumber, shrimp, clamato, beer, and Dick's Poison.



Who Wore It

Better?

OYSTER EDITION



While you can garnish a bloody mary with nearly anything under the sun, oysters have often been a go to addition for adding that extra pop. Which bloody mary do you think wore it better?

Upper Left

[Little Creek Oysters | Greenport, NY](#)

Upper Right

[Jeffrey's Grocery - New York, NY](#)

Lower Left

[Buttermilk Channel - Brooklyn, NY](#)



Savor & Salt

Bloody Mary Flags



Founded in Chicago in 2016, Savor & Salt takes an innovative and unique approach to bloody marys.

Their Classic Mix is a spin on the traditional recipe, influenced by the Chicago Hotdog. And their Mexican Bloody Mary Mix is inspired by the classic flavors and spices of tacos.

With five bloody mary salts - Ancho Citrus, Burnt Ends BBQ, Dill Pickle, Jamaican Jerk, and Nashville Hot Chicken - you can customize your bloody mary just the way you like it.

Plus, their newest edition of Bloody Mary Flags are the perfect addition to express your cocktail creativity!

All in One



Mix and Salts and Flags Oh My!

Savor & Salt gives you the full bloody mary experience with their bold and flavorful mixes, unique range of bloody mary salts, and for the first time ever, a wide array of bloody mary flags to make original and captivating cocktails.

Make It Pop with Colorful Cocktail Flair

With over 30 designs to choose from, and more coming soon, these bloody mary flags are great for restaurants, parties, or anyone who wants to create that ultimate Instagramable bloody mary. You'll also be able to create custom flags very soon.

Get Creative



20% Off Sale



SALE SALE SALE

As a special deal for Bloody Mary Enthusiasts, Savor & Salt is offering 20% off site wide at SavorandSalt.com. Flags are normally priced \$12 for any combination of 12 flags with free shipping included. Plus you'll get 20% off all of their bloody mary mixes and bloody mary salts!

Just use promo code **CHEERS**

Meet Your New Bloody Mary Bucket List

by Liz McCray

When has a bloody mary gone too far?
Here are some off the craziest bloody marys
you've ever seen!

What is a bloody mary? A question that my friend and editor of this magazine, Shelley Buchanan, once sat down and asked me. For me, that question is pretty easy to answer, but I've often been presented with a new question.....when has a bloody mary gone too far?

Does ridiculous and over-the-top garnish overshadow the cocktail? Or are these gargantuan bloody marys an expression and part of the evolution of the drink itself? I'm not sure when a bloody mary has gone too far.

But I sure have a lot of fun getting [#Brunchfaced](#) eating and drinking these over-the-top bloody marys! Whether you agree or not, these bloody marys do more than just cure a hangover.

They elevate your brunch experience, and create memorable moments that you'll have forever. My list of the craziest bloody marys you've ever seen are scattered all over the country. But it's clear that the Midwest is on a perpetual quest to outdo each other. And I'm totally okay with that.

Which one is on your bloody mary bucket list?



Photo Credit: Bloody Mary Obsessed

HEXX | Las Vegas, NV

"The Colossal" is garnished with Alaskan king crab leg, jumbo shrimp, peppered bacon, cheddar cheese, and pickled veggies. \$40

California



Photo Credit: The Drunken Tomato

Farmer's Table | San Diego, CA
"The Barnyard" Bloody Mary is topped with a mix of veggies, pickles, cheese, bacon wrapped shrimp, sausage, and a whole roasted chicken! \$55



Corner Joint | Lawndale, CA

This "Loaded Michelada" comes with mac n' chees poppers, a beef slider, al pastor slider, and bacon wrapped shrimp! \$25

Photo Credit: Foodiemobbb

Northwest



Photo Credit: The Drunken Tomato

The Garage Bar & Grill | Bremerton, WA

"The Big Mother Mary" is served in a 64oz pitcher with everything from grilled cheese and chicken wings to deep fried prawns and dips! \$44



Biscuit & Hogs | Meridien, ID

“The Tin Can” comes in a one gallon paint can with grilled cheese, pork belly bacon, cheddar cheese and pepperoni sticks! \$29.99

Photo Credit: Go Out Local

Midwest



Photo Credit: Brooke Rotter

The Wooden Shoe | Lena, WI

This "Fully Loaded Bloody Mary" comes with cheese whips, tater tots, shrimp, jerky, bacon, pepperoni bread, and pickled veggies with a beer back! \$30



Sunda | Chicago, IL

This 32 oz "Sumo Mary" includes Asian themed garnishes like steamed duck bao, crab handroll, lumpia, and wok-fired shishito peppers! \$40

Photo Credit: The Drunken Tomato

Bloody Mary Enthusiast



Photo Credit: Jessica Hatz, BloodyMaryTour.org

Crystal Lake Rib House | Crystal Lake, IL

The "Mega Mary" manages to balance a full slab of ribs, a half chicken, brats, sliders, wings, donuts, cinnamon rolls, pickles, cheese, and more! \$59.99



B-52 Burgers & Brews | Inver Grove Heights, MN

The "Mother of All Bloody's" includes a cheeseburger, onion rings, meats, veggies, and cheeses! \$18.99

Photo Credit: Renee Belanger, Bloody Good Bloody's

East Coast



Photo Credit: Crabcake Factory

Crabcake Factory | Ocean City, MD

This "Triple Threat Bloody Mary" is topped with 1/4 lb of crab, three slices of bacon, five shrimp, and angry beans! \$35



**Luke Wholey's Wild Alaskan Grille |
Pittsburgh, PA**

The "Crabby Mary" includes Old Bay steamed shrimp, brown sugar candied bacon, and a softshell crab! \$20

Photo Credit: Luke Wholey's Wild Alaska Grille

The South



Photo Credit: Hope Nwaeze

Chef Point Cafe | Dallas, TX

“The Bloody Best” includes “Better than Sex Chicken,” a slider, waffle fries, grilled shrimp, an assortment of veggies, and bacon! \$35



The Flipside | Nashville, TN

"The Big Fix" features a whole deli pickle, bacon, veggies, tater tots, Jack's Best chicken and a HUGE snow crab claw! \$27

Photo Credit: The Drunken Tomato

Toma

Craft Bloody Mary Mixers

Everyone has that one family member who is known for his or her cooking. Toma founder, Alejandro Lopez, bares that title. Not classically trained but full of passion, he focuses on everything from ingredients to presentation.

It was his passion for cooking that changed his view on the traditional bloody mary cocktail. He yearned for bolder flavors in his recipe to compliment his favorite meal – BRUNCH. It was time to start experimenting with new flavors to bring this cocktail to the next level.

Toma celebrates the pursuit of finding that perfect Bloody Mary. Taking this provocative and complicated cocktail to new heights, Alejandro began crafting premium bloody mary mixers in 2017.

Handcrafted with curated ingredients including their own sriracha and a chipotle-tomatillo sauce, Toma's three mixers deliver on a promise to make a deliciously savory cocktail – each one with varying degrees of heat and flavor profiles. Toma takes the guesswork out of pouring the perfect bloody mary! Made in upstate New York, this award-winning bloody mary mix will change the way you experience brunch.

Awards: Drunken Tomato Awards – Gold and Silver 2018, SIP Awards – Gold 2018, SIP Awards – Double Gold 2019

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Sportsman's Redneck Juice

Bloody Mary Mix

How does a small-town bar in Somerset, Wisconsin win national recognition and the praise of bloody mary bloggers around the world? By putting flavor first and letting the rest take care of itself.

It all began on May 5th, 1995 when Ed Fazekas and his wife purchased the Sportsman's Bar and Grill in Somerset, WI. Over the years, they developed and perfected their family recipe to the delight of our customers. Soon, people wanted to buy it by the gallon instead of by the glass. We realized it was time to get her on the shelves when customers were driving 50 miles just to have their friends try "the famous Sportsman's Bloody Mary."

Over the years, Sportsman's Redneck Juice Bloody Mary Mix earned over 50 awards, including Platinum Medals and Consumers' Choice Awards from the SIP Awards, Platinum Medals from The Drunken Tomato Awards, Gold Medals from the American Masters of Taste, and more.

Learn more at www.sportsmansredneckjuice.com



Dill:

The Ultimate

Summer

Ingredient

How to make a refreshing dill themed bloody mary with infused vodka, pickle juice ice cubes, and bloody mary deviled eggs.

by Jason Pirock



Bloody Mary Enthusiast



Whoever came up with the saying, “Kill two birds with one stone,” is my kind of people. Now, don’t get me wrong, I love all animals and would never wish any harm on a living, breathing creature, but man do I love a twofer (two-fur???). You know, like biking to work – you get your exercise in whilst commuting. Right about now, you’re probably thinking, “Where in the hell is he going with this?!” Well, you’re about to find out.

If there’s one ingredient I love more than a tomato, it’s gotta be dill. Let’s start with pickles. I love dill pickles in all forms - cornichons, slices, spears. Then there’s dill potato chips, kettle cooked of course. And don’t you dare forget about some dill Havarti cheese either.

In all seriousness, I dig dill because it’s vibrant, aromatic, and distinct. I can always count on it to up the freshness factor and pack a delicious punch into any dip, dish, or drink. It just brings such a pleasant, herbaceous flavor that’s oh so welcomed in my book. It says, “hey beautiful, I’m ready to rock your taste buds!”

More importantly, it’s a killer complement to any bloody mary. I mean think about – in and out of the mix. There’s nothing better than a little pickle brine to kick your mix up a notch or a pickle or sprig of dill to add to your garnish game.

So I decided to take my love for dill to a whole new level. And what better time than in the heat of the summer, to create a lighter mix that’s big on garnish. It’s about to get dill, ya’ll. Real dill, so dill.

Appetizers doubling as garnishes, garnishes working as bloody mary mix additions. I’ll be interchanging a lot of ingredients to create something new. We’re talking pickles galore, dill and garlic-infused vodka, pickle juice ice cubes, and wait for it, bloody mary deviled eggs with pickle juice and a friggin’ dill pickle rimming salt. Mind blown, am I right?

I’m bringing out all the stops. Get ready to conquer your next socially-distanced brunch excursion. Mic drop. You’re welcome. Let’s get after it.

Ice Cubes

Great place to start because you know what? You need time to freeze the damn things. Like I said, if you're going dill, go all in. So, I decided to create some dill pickle cubes to complement the bloody mary.

You gotta keep that bloody cold and why not have a little more flavor melt into your cocktail as you're sipping. I used the brine from my refrigerated pickle recipe, but feel free to use the juice from any of your favorite pickle brands.



The Vodka

Next up, put some pep in that step. Don't underestimate the power of the spirit. Feel free to use your favorite vodka of choice, but if you want to amp it up a bit and continue down this dilly path, try infusing it. Like I said, either go dill or just go home.

Ingredients

- 4 garlic cloves
- 1 bunch of fresh dill
- Bottle of your favorite vodka

In a pint jar, add four cloves of smashed garlic. To smash, I typically take a large kitchen knife with a wider blade, place it on top of the garlic, then press the palm of my hand to the knife with some pressure. Add a handful of fresh dill. Then dump 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

The Dill-y

Makes 8oz.

Prep time: 20 minutes

Ingredients

Produce

2 cloves of garlic

1/4 stalk of celery

1/4 Jalapeño

1 tbsp fresh dill

1 tsp of fresh lemon juice

Fresh juice from 1/2 of lime

3 cornichon pickles

Liquids

3/4 cup of tomato juice

3 tbsp pickle juice or brine

1 tbsp tomato paste

1/2 tbsp hot sauce

1/2 tbsp of apple cider vinegar

Spices

1 tsp onion powder

1 tsp horseradish

1/4 tsp red pepper flakes

1/4 tsp celery salt



Making The Mix

Like I mentioned, the inspiration for this bloody mary, which I dubbed The Dill-y, is derived from a few things. One, my obvious, border-line obsession with dill. Noted. Two, I was looking for a lighter mix during the warmer months of summer.

I typically have a hard time resisting the urge to just have one (which typically turns into an early bedtime if you know what I mean). As bloodys are often on the heavy side, I wanted something low in salt content, light in body, and super fresh tasting. Thus, the Dill-y was born.

And it's all of those things. Light and mild with a side of chunkiness. It's herbaceous, but acidic. It's packed with ingredients like fresh dill (obviously), garlic, cornichons, pickle brine, citrus, and celery.

Directions

Step 1: Chop your veggies! To allow for better blending, I like to cut my produce into smaller pieces. For garlic cloves, cut into quarters. For jalapeno, cut in halves then once more as you're only going to use a 1/4. Be sure to de-seed the jalapeno unless you want some extra spice!

Take one stalk of celery and cut into four even pieces. You'll only be using one of those pieces. For the dill, I find the easiest hack is using kitchen shears to trim off the desired amount. Toss it all, including cornichons, into a blender or food processor.

Step 2: Add your liquids plus squeeze that lemon and lime juice directly into a food processor. Pour in tomato juice, tomato paste, hot sauce, pickle brine, and vinegar.

Step 3: Dump in those spices. Then blend it all together for about 30 second to 1 minute or until desired consistency.

Bloody Mary Enthusiast

Bloody Mary Deviled Eggs

Makes 12

Prep time: 20 minutes

Ingredients

6 eggs

1/8 cup of mayo

Juice from 1/2 lemon

1/2 tsp Worcestershire

1/2 tbsp tomato paste

1 tsp hot sauce

1/2 tbsp horseradish

1/4 tsp celery seed

1/2 tsp pickle juice

Garnish: Celery leaves

Ends of 6 cornichon pickles



Making The Eggs

Now it's time for the showstopper. You're about to impress the heck out of your brunch buddies. We're not just making eggs here people, we're making Bloody Mary Deviled Eggs. This is serious. Before we get started, you might need a swig of your cocktail.

I originally found this recipe on Delish.com, but decided to put my own spin on it. As expected, there's all the makings of a bloody mary, like hot sauce, horseradish, Worcestershire, and celery seed. Plus throw in some mayo, lemon juice, tomato paste, and pickle juice. This recipe makes a dozen, but don't forget you'll need at least one for a garnish.

Directions

Step 1: Hard boil your eggs. Place 6 eggs in a pan and add just enough water to cover. I like to add a little bit of vinegar (white or apple cider) as I find it makes the pain-in-the-ass part of peeling the eggs just a little bit easier. Bring water to a boil and leave eggs set for about 8 minutes.

Step 2: Transfer eggs to a bowl filled with cold water and ice cubes. Let them hang out for a few minutes until they're cool to touch. Now peel the eggs and rinse them off.

Step 3: Cut each of the six eggs in half. Remove the cooked yolk and add to a mixing bowl. Set your white egg canoes aside.

Step 4: Grab that same mixing bowl. Dump mayo, Worcestershire, hot sauce, tomato paste, horseradish, celery seed, and pickle juice in with the egg yolks. Squeeze in juice from your lemon.

Step 5: Mix everything together. I used a whisk initially to mash up the yolks and then a spoon to mix everything together.

Step 6: Prep your garnishes. Pluck 12 leaves from your celery stalks. They don't have to be perfect. Cut the ends off of your cornichon pickles.

Step 7: Let's add the filling to those eggs. I'm not much of a baker, so I sure don't have proper baking or piping utensils. Rather, I used a sandwich bag and cut the tip off of one of the corners. That did the trick just fine for this recipe. Fill in the divet of the egg with the mixture until it overflows a bit.

Step 8: Add celery leaves and pickle ends.



Putting It All Together

Well that was a lot of work to prep a cocktail! But I promise, it'll all be worth the wait. It's time to put this thing together and get day-drunk! Look out Sunday Funday, here you come.

So just to confirm, you have your cubes, your booze, your mix, and your eggs. We still need some garnishes, so grab those cornichons, some sprigs of dill, a couple of pickles, and those masterpiece eggs you just made. Damn, Gina, you be killin' it.



Here we go Da Vinci...

Step 1: Rim job (don't be gross). Grab your favorite glass and dunk the edge of the glass in some pickle juice or brine. Now line the glass with a dill rimming salt. You can use whatever brand your little heart desires.

Step 2: Gotta stay hydrated. Pour 1.5 ounces of vodka into your glass. Take the bloody mary mix and fill the glass $\frac{3}{4}$ of the way to the top.

Step 3: Keep it cold. Place 3 or so cubes in the glass. Since the vodka and mix are likely at room temp, I like to add ice last just to keep it from melting while you pour.

Step 4: Garnish game. Stick that sprig of dill to the edge of the glass. To a toothpick or skewer, add two pickles and two cornichons and rest it on top of the glass. Now, the grand finale. Plop one of those deviled eggs right on top.

Voilà! You did it! A gold star for you. Your work here is done. Now stop reading and get to drinking. Happy brunching! 🍷



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

Hoboken Mary

Southern Style Bloody Mary Mix

Fun, Classy and Always Sassy! The Hoboken Mary loves to mingle. From brunch dates to tailgates, she's the girl you can take anywhere... even to meet the parents.

Founders Christine Dodd, a New Jersey native, and Ryan Grace, originally from New Orleans, spent the past six years crafting and perfecting a healthier, great tasting bloody mary mix.

Together, they created a recipe that is fat-free, gluten-free, low calories, and made with approximately half as much sodium per ounce as other leading brands.

By creating a recipe that infuses Louisiana style hot sauce with horseradish, pepper, anchovies, and lime juice, The Hoboken Mary combines Northern flair with Southern hospitality.

For more information or to find where you can purchase The Hoboken Mary, visit www.thehobokenmary.com





Bloody Mary Mix

A longtime bartender, bar manager and restaurant manager, K Bloody Mary Mix Creator/Founder Khia Nelson decided to start bottling and selling her delicious elixir four years ago with a focus on crafting a mix that showcases a perfect balance of ingredients.

That's exactly what you get in this sublime mix that's handmade in small batches in Brooklyn. A 2020 Good Food Award winner in the Elixir category, the mix is vegan, gluten-free, and organic, and offers a distinct flavor that has richness, depth, and is not spicy just to be spicy, but savory and stimulating to the taste buds.

K Bloody Mary Mix comes in 12-ounce and 25-ounce glass bottles and blends well with any spirit to create a variety of cocktails – from bloody marias to red snappers, and is a refreshing pick-me-up enjoyed alone over ice.

Purchase K Bloody Mary Mix online at

<https://www.kbloodymarymix.com>
<https://shopfoodocracy.com/collections/cocktails>
<https://www.realfoodco.com>

And in select gourmet specialty markets in NYC, Long Island, and in Philadelphia at Di Bruno Brothers.



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Restaurant Spotlight

Cafe 21 | San Diego

by Diego Carvajal

I've never had two bloody marys that were exactly the same. Some have a crazy or cool garnish, others a unique ingredient or regional preference – but each has been different or special in some way. And each bloody mary reflected the personality of the person making it.

Nowhere is this more true than in the bloody mary creations of Chef Leyla Javadov's [Cafe 21](#) in San

Diego. As I talked to her, a distinct trend emerged: she loves to create, to make new things, to do something different.

“So many people copy each other,” Chef Leyla told me as she described how she created her menu and her drinks, “– nobody wants to be original.” And everything about Chef Leyla and her business is just that – original and unique to her.

Bloody Mary Enthusiast



Chef Leyla's Classic Bloody Mary
Made with Worcestershire, horseradish,
salt, pepper, and fresh lemon.

“I always bring art to my life.”

Leyla is a powerhouse. She was born in Azerbaijan and immigrated to the United States in 2002 with her husband Emran. The very fact that she is in the restaurant business comes from a tradition of food and cooking in her family.

Growing up in Azerbaijan, her family made their own cheese, bread, and fermented vegetables. Chef Leyla describes her childhood as being defined by “growing up with a family and a community that was always eating food, cooking food, or thinking about food.”

When she moved to the United States, she missed the culture and community of Azerbaijan. So, she decided to tap into the nostalgic connection of her upbringing and started cooking.

She cooked and baked at home, giving her creations to neighbors and family. Her husband, Emran, encouraged her to make cakes and desserts, which they slowly

began to sell to local restaurants. Little by little, her food became well known, and she sold more and more. Until finally, she and her husband opened their first restaurant – Cafe 2121.

Chef Leyla’s first restaurant was a natural extension of who she was. The restaurant was named after the address of her the shop, 2121 Adams Ave. The number 21 also happens to be a lucky number and reflects the license plate number for all the cars in the birth city of Leyla’s father in Azerbaijan.

Having studied both economics and design in college, she put both to use in creating a warm and welcoming environment at what is now Cafe 21. Visiting the restaurant, or just seeing images of her drinks and food online, you can tell just how much thought she puts into everything. Every drink is served in a special glass, the outdoor area looks amazing, and the décor is spectacular.

Bloody Mary Enthusiast

When I asked her about the thought process behind everything, Chef Leyla described herself as an artist, who is “always bringing art to my life, to my house, in my restaurant and in my food.” Her art, like the creations of many immigrants to the United States, intertwines Azerbaijan’s culture with the American spirit.

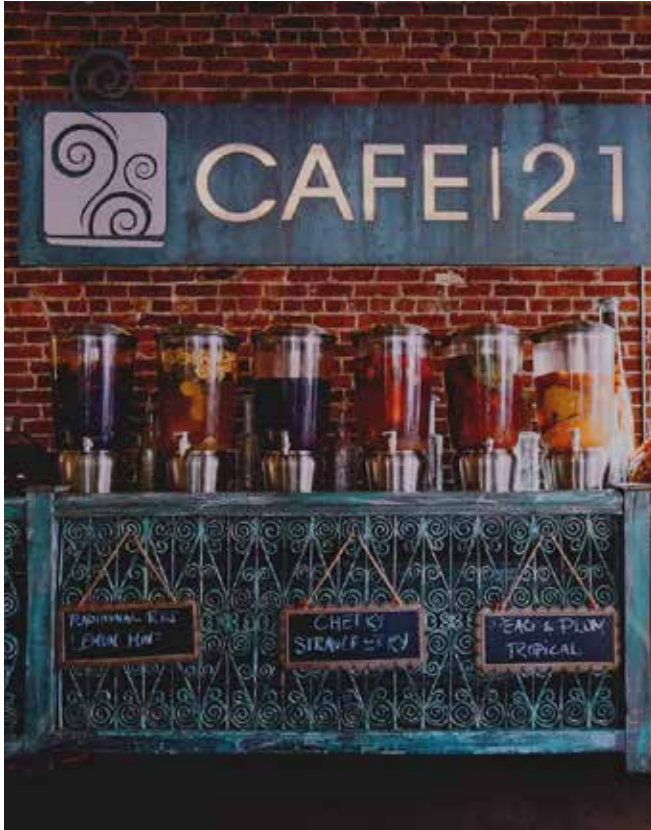
When it comes to bloody marys, Chef Leyla told me how when she was a child, her family would obsess over tomatoes. They would use the tomatoes to make juice, the tomato skin to flavor other foods, and even make canned tomatoes for neighbors. As she thought about what to include in her restaurant’s menu, she remembered this tradition and intertwined it with the American brunch tradition. So was born, Cafe 21’s unique bloody marys.

Looking at Cafe 21’s bloody marys, Chef Leyla’s artistry is undeniably represented by the cornucopia of colorful drinks, each with wild garnishes that add touches of green, orange, and red. Working with local tomato and pumpkin farms, Chef Leyla created a variety of bloody marys - using tomatillos, yellow tomatoes, and red tomatoes.

She is adamant about making everything from scratch and using only the freshest ingredients.

If you were to stop by Cafe 21 today, you could grab Chef Leyla’s Classic Bloody Mary, which plays on the traditional bloody mary and features Worcestershire, horseradish, salt, pepper, and fresh lemon. Chef Leyla’s newest bloody mary – “The Cure” – uses fermented house spiced beet cabbage juice and with a load of electrolytes due to the brine and salt, offers a perfect cure for a hangover. Their classic bloody marys are served in beautiful (and very instagramable) Greek Goddess glasses and all of Cafe 21’s bloody marys can come with fun extra garnishes by adding grilled Italian prosciutto, peel-and-eat prawns, and/or grilled cheese.

As our conversation wrapped up, Chef Leyla told me that if there is a silver lining to the COVID-19 pandemic, it is that more people are cooking. “Cooking and drinks are my passion,” Chef Leyla explained to me, “and while everyone has this time, it’s so nice to see that people are learning more about food and are seeing the joy of working with fresh ingredients.”



Bloody Mary Enthusiast



"The Cure" Bloody Mary
Made with fermented house spiced
beet cabbage juice and tomato juice.



I personally do not have too much experience cooking, but her passion for food was so tangible that it inspired me to cook a bit more. After our conversation, I kept thinking about how she puts so much of this passion into her cooking and drink-making. I thought – “this is exactly the kind of person who I want to make my drink.” Knowledgeable, passionate, and obsessed with creativity and originality.

I realized that Chef Leyla calls herself an artist for a good reason. Just like any of my favorite artists – I can’t wait for what she does next, and she inspires me to do things that I wouldn’t have

done otherwise. Maybe I’ll even try my hand at fermenting.

Cafe 21 is open for business, and if you are in San Diego, I highly recommend you stop by. Visit them at cafe-21.com. Or follow them on Instagram at [@cafe21sandiego](https://www.instagram.com/cafe21sandiego).

Also visit Chef Leyla’s Nature’s Kitchen and Market in person or online at NaturesKitchenandMarket.com. This new shop sells handpicked goods that Chef Leyla travelled the world to find, including organic teas, garnishes, home goods, and the Greek Goddess glasses pictured here. 🍷





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Person Spotlight

Jodi Parks Roos

by Jim Taucher

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 Jodi Parks Roos, who caught our attention with her brightly colored and uniquely garnished bloody mary creations. In fact, Jodi was nominated by the Bloody Mary Enthusiasts Facebook group to be our next person spotlight.

Jodi is a practice manager for all six locations of Parks Dermatology in the Daytona Beach area of Florida. She enjoys horseback riding in her free time and has turned her creativity and passion for bloody marys into an innovative way to raise money for charity.

What got you into bloody marys?

I'm going to call my dad out on that one, because he used to have a V-8 every day. Later on, when I was in my twenties, I started putting vodka in them. It started as a family thing, and it still continues. I'm the hostess, and probably twice a month, my family comes over now that my nieces and nephews are old enough to drink. They enjoy them, too.

When my mom was still with us, we would also have bloody marys on Sundays. Now my sister and my brother (he's a big Caesar fan) will hit me up with a group text "We're ready for bloody marys. We want Jodi's bloody marys!" I like that it's kind of my gig. They trust me to make a great bloody mary, because they're always fun and festive.

Do you remember your first Bloody Mary?

You know I do! The first one was made with Major Peter's mix. And I remember the celery salt was a must, the celery stalk was a must, and Worcestershire. And my friend added pickle juice to it.



Photo Credit: Jodi Parks Roos

Bloody Mary Enthusiast



What's the inspiration for all the creative and cool bloody marys that you post?

Before joining the Bloody Mary Enthusiasts Unite Facebook group, I started to just post fun pictures on Sundays. It was fun, and I got a lot of likes. Someone reached out one day saying they hadn't seen my post yet and asked if everything was okay. That's when I realized people were really liking it, and it became a little bit of a hobby. I love to be creative and colorful and different.

I love the group so much. I think we're unique in that we all have different opinions, likes and dislikes, but none of us are judgmental. I think that we need to project that everywhere.

What's your favorite must-have garnish?

I have to go with bacon. I'm a big BLT fan, and I bake my bacon in the oven, so it comes out nice, flat, and not greasy. Usually its the first garnish I eat, so it doesn't have time to get soggy. The right piece of bacon is perfect in a bloody mary.

Do you make your own mix at home?

My go-to is spicy V-8. I like to add pickle juice or pepperoncini juice, Worcestershire sauce, a little Frank's Red Hot Sauce, and Tabasco. The Pepper Palace Black Rose hot sauce is also a really good sauce.

I hear you're doing something cool with bloody marys and charity...

We have a local park close to my house, and they were doing a benefit for a friend who had cancer, so I thought, I could make more money with bloody mary donations than just writing a check. So I started doing some charity work with my bloody mary bar. I've done it four or five times now. For my mom, who we lost to Alzheimer's, I do an annual walk. This year, they're not doing the walk, so instead, I'll set up a bloody mary bar and accept donations. I'm really looking forward to it. 🍸



Bloody Mary Mix Spotlight:

Lovejoy's

St. Paul, Minnesota

by Michele Phillips



Sharing The Love

Charles Lovejoy has tended some of the best bars in the Twin Cities over the past 25 years, and during that time, he's continually honed his much-loved bloody mary mix.

After a minute or two of conversation, you feel Charles' cool, kind-hearted nature. He's thoughtful and generous as well... \$2 from each bottle of Lovejoy's Bloody Mary Mix sold is donated to help support [Face2Face](#) - an organization that provides a variety of services to youth and young adults experiencing homelessness.

In 2018, The Happy Gnome, where Charles was then bartending, won top prize at a bloody mary festival with his Thai Basil Pho Broth based bloody mary mix. In 2019, they won "Best Bloody Mary - Original Mix" with the original Lovejoy's Bloody Mary Mix that we're talking about today. (As a judge for the 2019 event, I'm proud to share that this delicious mix whole-heartedly received my vote!)

And check this out... Charles is currently developing the aforementioned Thai Basil Pho Broth-based bloody mary mix for mass production! Sign me up - I'm so looking forward to this!

The Happy Gnome, a long-time neighborhood favorite, closed in December of 2019. The Gnome Craft Pub, which is opening in its place this very month, will also be serving Lovejoy's Bloody Mary Mix! You can currently find Charles at [Holman's Table](#) in St. Paul - a beautiful restaurant uniquely situated on an airfield, with a lovely patio right on the tarmac!

Charles considers his all-natural, gluten-free, vegan mix a classic, lighter bloody mary mix that's "cheffy." It's delicious right out of the bottle. No doctoring up needed. Vodka optional. And, yes, Lovejoy's Bloody Mary Mix is on the menu there too!

Bloody Mary Enthusiast



Unique and “Chef-y”

Earlier this year, Minnesota’s much-loved Chef Justin Sutherland also gave some serious love to Lovejoy’s small batch, handmade, vegan and gluten free Burn Yo Face Hot Sauce on [Hooches and Smooches](#), a virtual happy hour with Mpls. St. Paul Magazine’s Steph March.

Rumor has it that Charles is also working on a bloody mary rim salt recipe. It’ll undoubtedly be as “chef-y” as his other stand-out products, and I know I’m not the only one looking forward to trying it!

Quick to offer kudos and praise to others, Charles credits many friends, customers and colleagues who contributed to his “crowd sourced recipe” over the years. And it’s a unique recipe, indeed.

Among the ingredients, Lovejoy’s Bloody Mary Mix includes lemongrass for brightness, Tamari and shiitake mushrooms for depth and umami, and strawberries – an ingredient suggested by his friend, José, because they’re often added to bloody marys in Mexico to create a lighter, fresher mix.

Lovejoy’s is a Certified Minority Business Enterprise which produces out of [GIA Kitchen](#) - a community of food producers located in St. Paul. Lovejoy’s Bloody Mary Mix is handmade in micro batches. It’s vegan and gluten free, and each 25 oz. bottle makes 4-5 cocktails.

Hot Sauce

If you do want to add a little something, you're in luck! Charles has also created Lovejoy's Burn Yo Face-Off Hot Sauce which just happens to pair beautifully with his mix - and anything else you want to splash it on.

He created it for a guest who challenged him to make the hottest sauce he could. Surely, that guest appreciated Charles' efforts, because it's really good stuff! My husband and I like it so much that I'm working on a spicy appetizer recipe that uses it.



Putting It All Together

How is Lovejoy's best enjoyed? Well, Charles will tell you that "With all things bloody mary, personal preference is the rule... To each their own!" He personally prefers a lightly hopped ale, and Summit Extra Pale Ale has been his go-to chaser for years. To change things up, however, he's recently started using stouts as a beer back.

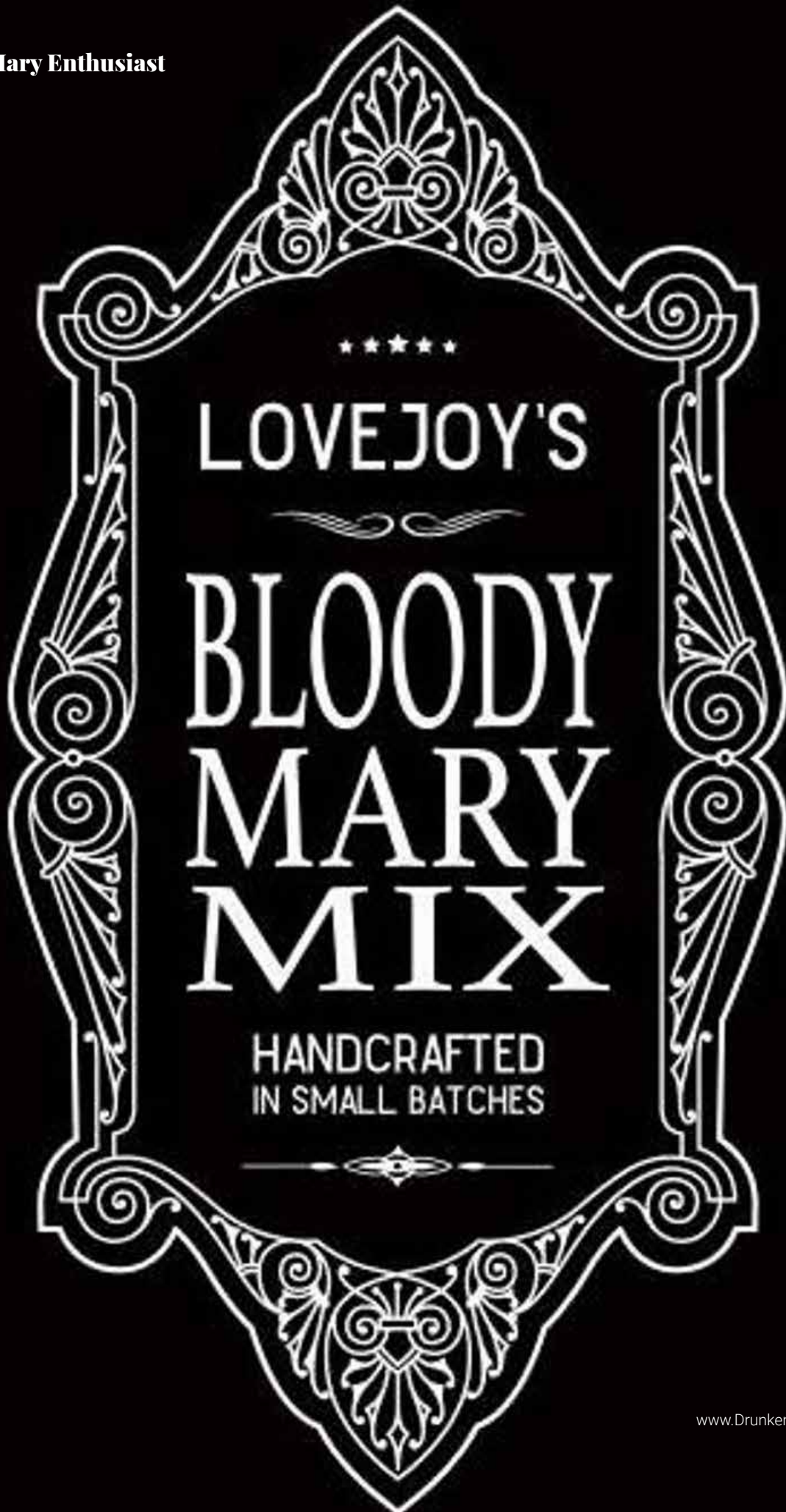
Although I've enjoyed Lovejoy's Bloody Mary Mix at several Twin Cities bars and restaurants, working on this feature was reason enough to whip up some bloodies for Sunday brunch at home in the name of "research!" And for that, I happily followed Charles' personal preferences:

Vodka: Prairie Organics Cucumber Vodka. Always ask the maker! I didn't think it was possible to

love this mix any more, but the cucumber vodka took it to the next level!

Garnishes: Pickled green beans, pearl onions, and garlic-stuffed olives in addition to a nice, big lemon wheel (lemon is a MUST in my book). In honor of the mix ingredients, I also added fresh strawberrie, shiitakes, baby carrots, and cherry tomatoes for the win. So good! I topped it off with Bongards Horseradish Cheese (it's like a sharp white cheddar with a great horsey kick), because it's a fave bloody mary bite in our house.

As much as I love crazy garnishes on occasion, I also appreciate simpler approaches that allow us to enjoy what's in the glass. And in this case, what's in the glass is very enjoyable all on its own!





Get in touch!

Wondering how you can get your hands on some Lovejoy's Bloody Mary Mix? Because Lovejoy's believes in supporting local, you can order it at a number of Twin Cities bars and restaurants.

You can also buy the mix and hot sauce at some great local markets, including Cathy Mackenthun's Meats and Deli – one of my personal favorite markets. With all the locally-made pickles, meats, cheeses, condiments, and snacks they carry, it's a one-stop shop for bloody mary lovers!

To order online, visit LovejoysBloodyMaryMix.com. You'll also find a full list of restaurants and bars that serve the mix, and the markets where you can buy Lovejoy's! And feel free to reach out via Instagram at [@lovejoysbloodymarymix](https://www.instagram.com/lovejoysbloodymarymix) 🙌

Charles Lovejoy | Founder of Lovejoy's Bloody Mary Mix

hand crafted in small batches

made with freshly grated
organic horseradish



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Drinks with Greg:

Garn-au-flage

by Greg Tooke

A Castle Made on Sand

Greg Tooke, Founder of [My Big Fat Bloody Mary](#), warns of the dangers of garn-au-flage, the act of concealing a crappy drink with excessive garnish.

Stop the garnish wars. Let's make good drinks!

The bloody mary is a unique cocktail with a rich history. My own theory is that it was developed, and has enjoyed such popularity, because it allows us to drink in the morning.

A dirty martini at 10am? Too hardcore. But order a bright red bloody mary and it looks like part of a juice cleanse. Throw in a fresh celery stalk for garnish, and you're a full-on health nut. There's lots of room to put a unique spin on the drink with various garnish options. But...

Lately there seems to be a contest across America to create the most extreme bloody mary garnish. Restaurants and bars are competing to have the next viral internet photo. And I get it.

Put a whole fried chicken on top of your bloody mary, and people are going to talk about it. They'll come to try it. They'll post pictures of it on social media. It's brilliant

really. I'm all about spreading the bloody mary word. But before you start building that castle, make sure it's not on sand.

Merriam Webster defines garnish as, "to enhance the appearance of something by adding something unessential."

I would argue that many of these over-the-top garnishes eclipse the drink to the point of making it unessential. It's no longer garnish. It's garn-au-flage.

There's nothing more disappointing than buying some \$50 monster bloody mary only to watch the bartender start with a cheap bottle of pre-mix. Seriously?

You'll take the time to gather a bushel of vegetables, bake a turkey leg, and deep fry a pickle, but you can't make a mix from scratch?!? Priorities my friends. Let's start with a good drink!



garn-au-flage:

The act of concealing a crappy drink with excessive garnish

MyBigFatBloodyMary.com

Original Bloody Mary Photo Credit: Randy Liedtke



With that said, I fully expect a few items to adorn my morning eye-opener. Here are my current favorites:

Celery - Garnish #1. It's bright and fresh and compliments the flavors of the drink.

Olives - Its contrasting green with red pimiento is visually pleasing, and it's packed with flavor.

Pickle - You won't see me dump pickle brine in my drink like some, but a dill pickle will always have a place atop my bloody. Make it fresh and crisp or skip it.

Bacon - Need I explain this?

Cucumber Spear - This is my new favorite. It's cool and refreshing. As savory as a bloody mary is, a nice palette-cleansing cucumber yins the yang and creates balance.

To me it's all about balance. Each ingredient and each piece of garnish should serve a purpose and complement the others. Frankly, I don't know how some of these outrageous bloody marys balance in the literal sense!

Want to try something truly unique with your next bloody mary? Summer is a great time to experiment with various fresh ingredients. Why should rum and mint have all the fun? Let's muddle some dill and make a Dilljito! 🍹

Diljito Bloody Mary

Ingredients

10 oz tomato Juice
3 oz vodka
2 fresh dill Sprigs
1 lemon Wedge
1 tbsp Worcestershire Sauce
2 fresh cucumber slices
Celery Stalk
1/2 tsp fresh Cracked Pepper

Glass: pint glass

Garnish: bacon, celery stalk, pickle, cucumber slice, cherry tomato

Directions

Place dill, lemon juice, pepper, and Worcestershire in the bottom of a large cocktail shaker and muddle thoroughly. Fill the shaker with ice. Pour vodka and tomato juice over ice. Shake vigorously. Strain into tall glass. Garnish with bacon and veggies. And enjoy!



Bloody Mary

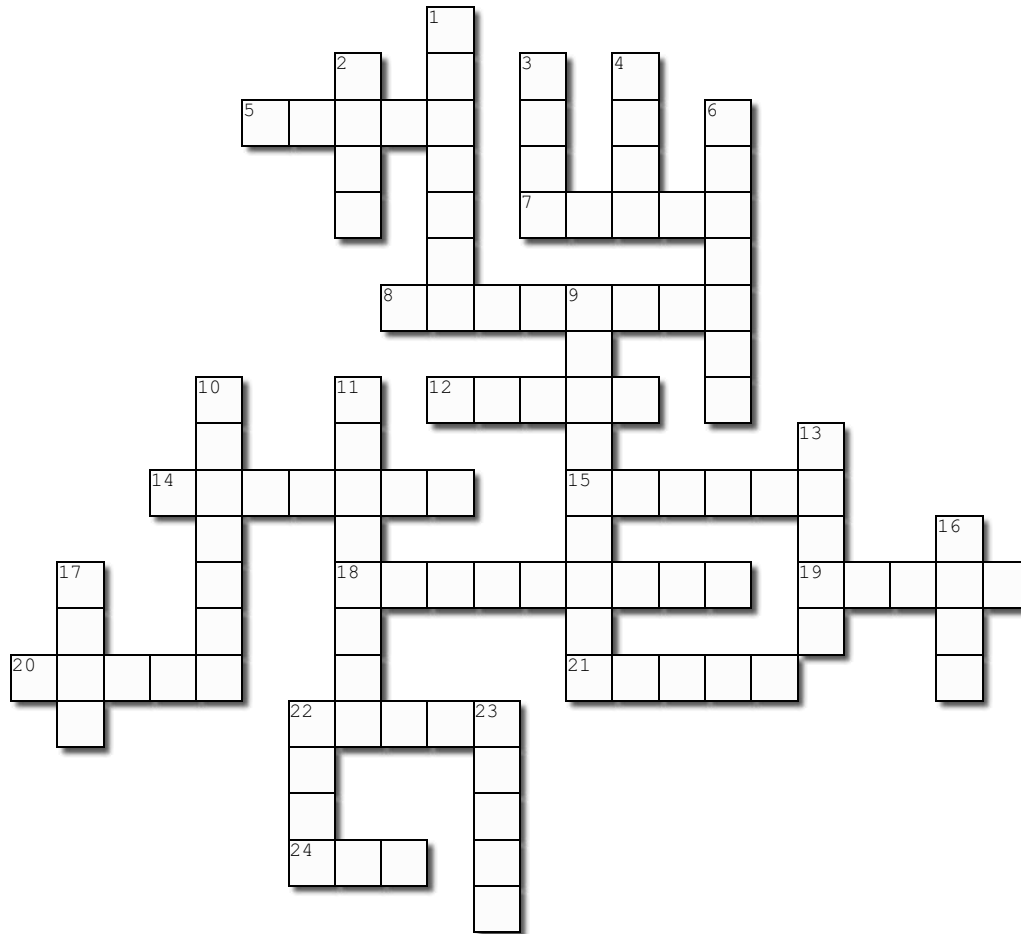
Word Search

T N E Z D T Z C H R C L
F O Y M V X U O V A I W
R M N E K C I H C D M S
S E R A U A N V K D R L
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This is no grade school word search.
We've made it extra difficult, so look
out for vertical, horizontal, diagonal
and backwards words!

BACON	KIMCHI	PIZZA
CHEDDAR	LEMON	SALMON
CHICKEN	LOBSTER	SHRIMP
CRAB	OKRA	SLIDER
CUCUMBER	OYSTER	WINGS

Brunch Crossword



Across

- 5. Vegetable known for making people cry
- 8. Spaghetti complement
- 12. Surf-and-turf part
- 14. _____ eggs; tasty appetizer
- 15. Batter cake baked in an iron
- 18. One topping pizza
- 19. Grilled on a stick
- 20. Bread roll with a hole
- 21. Grilled bread
- 22. It's often dunked
- 24. Salmon served on a bagel

Down

- 1. Flapjack
- 2. _____ in a blanket
- 3. Tater _____
- 4. 'Baby back' barbecue servings
- 6. _____ cheese sandwich
- 9. German sausage
- 10. Salty snack with a twist
- 11. Spicy green pepper
- 13. Chewy meat snack
- 16. On-the-cob veggies
- 17. Sharp part of a lobster
- 22. Popular pickling herb
- 23. Herb that rhymes with dime

[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 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).

Diego Carvajal



Diego Carvajal is new to the bloody mary game. He has been travelling the U.S. for the past year, sampling bloodys along the way. He dislikes people that refer to themselves as “foodies” and likes his bloody with a lot of bacon. New York raised. Hold the horseradish. Follow him at [@everyday.diego](https://www.instagram.com/everyday.diego).

Jim Taucher



Jim Taucher is a moderator of the popular Facebook group “Bloody Mary Enthusiasts Unite!” and enjoys hosting weekly virtual bloody mary toasts. Originally from Wisconsin, he now brings Midwest flair to his unique cocktail creations in Cape Coral, Florida. Follow him at [@jimthebaker](https://www.instagram.com/jimthebaker).

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.

Michele Phillips



Michele is a Minneapolis-based Food Blogger and Recipe Developer at [BaconFatte.com](#), and a Freelance Writer, Photographer, and Content Creator. She provides marketing and social media consulting and management services to small, independent restaurant, retail, and service businesses. In her spare time, Michele can be found in the kitchen (naturally!), in the garden, traveling - and Instagramming about all of it! [@BaconFatte](#)

Bloody Mary Enthusiast

