

Arbiter of Cool

COMPETITION 2008

Hakim Lebeau

Regional Winner – Montreal

Biography

A versatile and experienced mixologist, **HAKIM LEBEAU** has served exquisite drinks in a variety of unique locales, including private Cirque du Soleil events and the downtown lounge of Formula 1 driver Jacques Villeneuve. Currently behind the bar at Montreal's Vauvert, he has spearheaded the development of a cocktail list that exudes world-class originality. Hakim's concoctions are renowned for their vigor and their Asian flavours, culled from the exhilarating year he spent bartending in Korea.

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Hakim Lebeau - Vauvert

Recipe

MARTINI NAME: L'Ironique

INGREDIENTS AND MEASUREMENTS: 2 oz. Beet juice
2 oz. GREY GOOSE® Vodka
¼ oz. Ginger ale
Sugar
Thyme
Rosemary
10 g. Ginger
¼ Lemon juice
To increase the irony, you can top the drink with a splash of champagne

GLASSWARE: 5 oz. martini glass

PREPARATION METHOD: Purée the beets and ginger to extract the juice. Combine 2 oz. of the beet/ginger mix with 2 oz. GREY GOOSE Vodka and ¼ oz. ginger ale. Chill quickly. Pour the mix into a martini glass that has been rimmed with sugar, thyme and rosemary. Squeeze one lemon quarter into the mix and garnish with one branch of rosemary.

To prepare the rim, finely chop the rosemary and thyme. Let dry if possible. Mix the thyme and the rosemary with an equal quantity of white sugar.

GARNISH: Rim mix of thyme, rosemary and sugar. Garnish with a branch of rosemary.

TASTE PROFILE: L'Ironique is an innovative drink brimming with complex flavours. The fresh scent of the rosemary garnish readies the tastebuds for the cocktail's delicate taste: velvety beet enhanced by piquant ginger and ginger ale, and finishing with the subtle, smooth essence of GREY GOOSE Vodka. The sugar, thyme, and rosemary rim add an enticing note of crisp sweetness that mingles perfectly with the flavour of the beets.

INSPIRATION: Irony is the fashion. What was recently *gauche* is now *a la mode*. L'Ironique resuscitates a long-ignored ingredient: the beet. Beets not only possess a sublime, alluring colour, but also share a common history with vodka: traditionally, the beet was the ingredient used to create the 'poor-man's' vodka. The idea of a beet cocktail made with super-premium GREY GOOSE Vodka is seductive; that which was once considered undesirable would now be a pleasure to taste. The cocktail's irony can be increased by adding a splash of champagne. As in the fashion world, L'Ironique showcases the incongruity of modern trends.

The marriage of lemon and herbs is the invention of Vauvert's head chef. Too often in contemporary restaurants, the bar staff and kitchen staff are divided. By looking to the kitchen for guidance, the L'Ironique rim deftly unites these two factions. The cocktail is ultimately a team creation.



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