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What's News—

Business and Finance

World-Wide

INTEL SAID its net income more than doubled in the third quarter, to \$1.65 billion, as revenue rose 20%, to \$7.83 billion, and unit shipments of its microprocessor chips hit a record. The company forecast another jump in sales for the current period. Its results come despite continued weakness in corporate technology spending.

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■ Boeing is likely to launch its latest jetliner without a U.S. customer. It plans to offer the jet to two Japanese airlines.

■ CHINA PUT a man in orbit, becoming the third such spacefarer nation.

Forty-two years after the pioneering flights of the Soviet Union's Yuri Gagarin and American Alan Shepard, "talkonaut" Yang Liwei, 38, roared skyward from a Gobi Desert base after vowing, "I will not disappoint the motherland." Re-entry is set this afternoon after 14 circuits of the globe. Beijing hopes success will prove its technological prowess after some past problems with its rockets, and provide a jolt of patriotism for the Communist regime. But despite increasing expressions of confidence in recent days, it canceled live TV coverage of blast-off. (Pages A2 and A19)

President Hu and other Communist

Dinner and Drinks? Now, They Come In the Same Glass

**'Bar Chefs' Add Ham, Basil
And Gelatin to Cocktails;
'Bloody Mary on a Plate'**

By KATY McLAUGHLIN

Barenders are throwing so much food into mixed drinks that the wet bar is starting to resemble the salad bar.

Blue cheese, cucumbers and pieces of ham are showing up in cocktail glasses. Chili peppers, avocados, figs, truffles, cream cheese, graham crackers, fish, gelatins, foams and flowers all are returning in gin or cognac or champagne.

Station Break

Behind Media- An Old Power S

**As TV Networks Get Bigger,
Their Local Affiliates Fear
A Loss of Autonomy**

A 'Plott Hound' Takes on FCC

*By MATTHEW ROSE
And JOE PLANT*

RALEIGH, N.C.—Jim Goodmon, chief executive of Capitol Broadcasting Co., has maintained a successful relationship with Viacom Inc.'s CBS for almost 20 years. His TV station here, WRAL, is one of the most profitable CBS affiliates in the country and has helped cement Mr.

Dinner and Drinks? Now, They Come In the Same Glass

◆ 'Bar Chefs' Add Ham, Basil
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Blue cheese, cucumbers and pieces of ham are showing up in cocktail glasses. Chili peppers, avocados, figs, truffles, cream cheese, graham crackers, fish, gelatins, foams and flowers all are swimming in gin or cognac or champagne.

"When it goes in your mouth it, like, explodes," said Maggie Poetz, an interior designer from Jupiter, Fla., tasting a \$10 concoction called "92 in the Shade" at the Blue Water Grill in Manhattan. The drink is made of mango puree, tequila and a red habaero pepper syrup.

Dailey's Restaurant and Bar in Atlanta serves the "Dirty Maytag Martini," garnished with an olive stuffed with blue cheese. Saucebox in Portland, Ore., makes drinks with crushed Thai basil. Denver's Blue 67 offers a ground-coffee-bean martini for \$8. Other bars garnish with everything from olives stuffed with prosciutto or caviar, to pickled okra, apple slices and ramps (wild leeks).

Behind the food surge is a flood of new specialty beverages on the market. Fifty-three new cordials and liqueurs were introduced in 2002, up from 18 in 2001 and 17 in 2000, according to the Distilled Spirits Council in Washington. Four times the number of flavored vodkas and rums were introduced in 2002 as in 1999. In order to draw attention to each of these new beverages, liquor companies hire "mixologists" to concoct new recipes. The best way to hit promotional pay dirt is to come up with something truly bizarre and exotic.

For bars, restaurants and hotels, a cocktail with two ounces of booze, juice and garnishes is a particularly big money maker. For every \$10 cocktail, bar owners say, they spend about \$1.50 or \$2 on ingredients. A \$10 plate of food, on the other hand, is likely to cost about \$3.50 in ingredients and a lot more in labor.

Rob Wilson, a chef at the Ritz-Carlton Laguna Niguel in Orange County, Calif., teamed up with the California

Avocado Commission to create the Avocolada and the Avorita, thick green takes on piña colodas and margaritas.

Then there's the dessert cocktail. A few months ago, the owners of the New York City restaurant Dylan Prime, who also run a cocktail consulting company called Drink Tank, developed Caketails and Pietinis, or cocktails that imitate the taste of cake and pie. The Amaretto Cheesecake, priced at \$10, contains cream cheese, amaretto liqueur, roasted almonds and graham-cracker crumbs. The drinks, which are sold both at the bar and on the dessert menu, have increased Dylan Prime's dessert sales by

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The Amaretto Cheesecake Caketail (left), which includes cream cheese and graham crackers, and the 2½ Carrot with carrot juice and various liqueurs

Dinner and Drinks? In the Same Martini Glass?

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25%, the restaurant says.

Barhoppers aren't all gobbling this up. "Sounds like California froufrou to me," said Randy Berger, a manufacturing executive from Hammond, Ind., while having a beer at Noé Restaurant and Bar in Los Angeles. Among the drinks is an orange-and-cardamom flavored vodka cocktail with an accompanying chocolate bonbon filled with blue cheese. Chef Robert Gadsby says the combination "creates a symphony of flavors on your tongue." Mr. Berger stuck

with Amstel Light.

Others find the drinks tantalizing. Anita Lucas, a Charleston women's-clothing retailer, was recently eating alone at the bar at Citarella the Restaurant while in New York on business. She was just leaving when she saw the bartender mix up a concoction of mashed grapes, a syrup made of elderflowers, and vodka, with chunks of champagne sorbet floating on top. It's name: the Titanic. Ms. Lucas sat back down and ordered the \$12 drink. "Delicious," she said.

One engine driving the food-in-cocktail trend is the advent of the "bar chef" position in some ambitious restaurants. The term is used to describe barkeeps who make their own syrups, purees and infusions, and mix them together in unique ways. Bar chefs have been influential in the New York City cocktail scene for the past several years, but now corporate restaurant chains, hotels and liquor companies are hiring them for low-six-figure salaries to take their creations national.

BR Guest Restaurants, which owns Blue Water Grill, where the mango-chill drink Ms. Poetz tasted is served, and other restaurants in New York, Arizona and Las Vegas, recently hired former bar chef Eben Klemm to be the "Director of Cocktail Development" for all the company's bars. Cocktail sales have gone up by 10% to 15% since Mr. Klemm joined the company five months ago, the company says.

Albert Trummer, a bar chef on Long Island, recently helped New York chef David Bouley create "cocktails on a plate." These include a Bloody Mary made of lemon cake with horseradish sauce, celery sorbet and jellied vodka.

Some innovations miss the mark. In a recent taste test at New York's Mix, the flavor of the \$16 Truffle Martini was so subtle that a truffle-hunting pig might have had trouble sniffing out the pricey fungus. A spokesperson for the restaurant says they tried another formulation that gave the drink an earthier flavor. Lesson learned: The only thing worse than a \$16 drink that doesn't taste like truffles is a \$16 drink that does. The restaurant took it off the menu for tinkering.

*—Ethan Smith in Los Angeles
contributed to this article.*