

# Cocktails For A Cause

San Francisco's Bon Vivants group combines mixology and philanthropy

Since founding spirits marketing and trade advocacy agency The Bon Vivants in 2009, Josh Harris has built a mini-empire in San Francisco. He opened the widely acclaimed bar Trick Dog in 2013, and later joined forces with the venue's opening bartender Morgan Schick to launch BV Hospitality in 2016. The duo debuted a second bar, Bon Voyage!, in 2018.



Morgan Schick (left) and Josh Harris, owners of San Francisco's BV Hospitality, mix business and community.

"At Trick Dog, we offer a well-rounded selection of cocktails so that everyone can find something they like, but we also feature a lot of experimental flavors," Schick says. The cocktail menu (drinks average \$15 each) changes semi-annually, with each menu centered on a theme; past themes have included zodiac signs, conspiracy theories, and the Pantone color wheel. Trick Dog's 14<sup>th</sup> menu list, entitled "The Whole Dog Menu," debuted this July. "It pays homage to Stewart Brand's iconic Whole Earth Catalog, which acted as a how-to manual, literary review, and advice column, among other things, during the late 1960s and early 1970s counterculture movement,"

Schick explains. The Moccasins cocktail (\$15) from The Whole Dog Menu (recipe below) is one of Trick Dog's more popular current offerings.

Bon Voyage!, meanwhile, is more rooted in classic builds and has a tropical theme. The venue's Singapore Sling (\$14) features Tanqueray gin, house-made "Sherry Heering" liqueur, Bénédictine herbal liqueur, lemon juice, house-made pineapple-ginger soda, and Angostura bitters.

At the core of The Bon Vivants is a commitment to charitable giving.

"We just did our tenth annual Pig & Punch event, a fundraiser we host at the end of Tales of the Cocktail in New Orleans," Harris says. "This year we raised \$94,853 for various charities, and a team of over 100 drinks industry professionals recorded 425 volunteer hours at a local charter school." To date, The collective has donated over \$600,000 to nonprofits, \$90,000 of which comes from sales of Trick Dog's theme menus—available for purchase at the bar—and related events.



Sally Kral

PHOTO BY (TOP) GRACE SAGER

## The Bon Vivants' Recipes



### MOCCASINS

#### INGREDIENTS:

- 1½ ounces Unión Uno mezcal;
- ½ ounce Laird's Straight apple brandy;
- ½ ounce Luxardo Bitter Bianco aperitif;
- 1 ounce walnut-celery orgeat syrup<sup>1</sup>;
- ½ ounce Concord grape juice;
- ¾ ounce lemon juice;
- 2 dashes Angostura bitters;
- Celery, cut laterally on an extreme bias;
- Grape.

#### RECIPE:

In an ice-filled cocktail shaker, combine mezcal, brandy, aperitif, syrup, juices, and bitters. Shake and strain into large glass over crushed ice. Garnish with a celery lapel and grape.



### SINGAPORE SLING

#### INGREDIENTS:

- 2 ounces Tanqueray gin;
- 1 ounce "Sherry Heering" liqueur<sup>2</sup>;
- ⅛ ounce Bénédictine herbal liqueur;
- ¾ ounce lemon juice;
- 2 dashes Angostura bitters;
- Splash pineapple-ginger soda<sup>3</sup>;
- Pineapple wedge;
- Grape.

#### RECIPE:

In an ice-filled cocktail shaker, combine gin, liqueurs, juice, and bitters. Shake and strain into Collins glass over fresh ice. Top with soda. Garnish with a pineapple wedge and grape.

<sup>1</sup>Blend 200 ml. celery juice, 30 grams toasted walnuts, and 200 grams white sugar. Strain through cheesecloth.

<sup>2</sup>First, make base syrup: Combine 300 ml. water, 450 grams honey, 450 grams sugar, 40 grams dried Bing cherry, 30 grams dried tart cherry, 90 grams frozen cherry, and 2 orange peels. Bring the abv up to 27% by adding 1-liter Sacred Bond brandy for every 850-ml. syrup. Next, make Sherry infusion: In a 1-liter bottle of Perez Barquero Oloroso Sherry, steep 15 grams roasted and dried dandelion, 9 grams dried burdock, 6 grams dried and crushed rosehip, 3 grams powdered brahmi, 3 grams hyssop, 2 grams hibiscus, and 2 pieces of star anise for ten minutes. Combine 33% syrup base with 66% Sherry infusion and let stand for 2 weeks at room temperature or cooler, then strain.

<sup>3</sup>Peel and roughly chop 500 grams pineapple and 50 grams ginger, then roast at 400 degrees for 15 minutes. Combine roasted pineapple, roasted ginger, 1 kilogram evaporated sugar, 500-ml. water, ½ teaspoon citric acid, and 1 teaspoon salt in a pot and bring to a boil. Reduce to simmer and steep for 20 minutes. Strain, then add 1-liter water and carbonate in a SodaStream or similar.