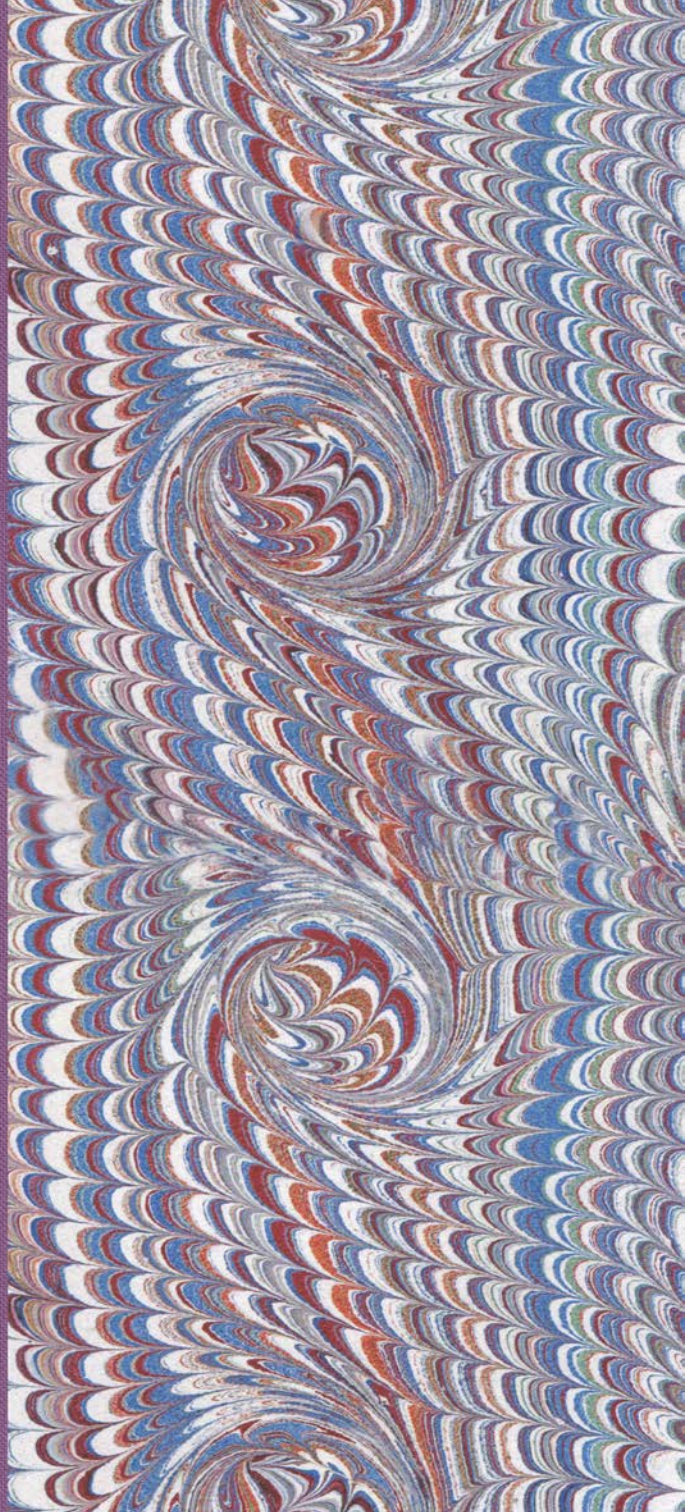


PUNCH ROOM

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INCEPTION





**PUNCH ROOM**

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INCEPTION



Sally Publishing

# PUNCH ROOM

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## INCEPTION

WITH THANKS

\*

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## FOREWORD

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Back in the absurdly normal year of 2013 the powerhouse combination of Ian Schrager and Marriott, brought to life the newest luxury-lifestyle hotel in town, *The London EDITION*. Within its walls an exciting old idea was revisited and a new bar concept was built, *Punch Room*.

With support and passion from the Strangehill team, Davide Segat, Lance Perkins, Will McBean, Ben Pundole and many more, this new space was created to focus on one of the most delicious yet misunderstood mixed drinks, punch. Before cocktails were even a thing, punch was being mixed. On board ships at first, then by the expert female punch makers around London-Town. Unlike the modern cocktail, drinking punch is not an expression of individualism, but a moment for coming together around the punch bowl - sharing the same drink and a collective bonding experience.

Hosts, in equal parts treating their guests and showing off, would remove extravagantly expensive balls of nutmeg from elaborate silver necklaces - grating the nutmeg over the top of the bowl of punch, like a chef today might shave truffle over indulgent pasta. *Punch Room* was our way to bring back the best of that experience, those shared moments and delicious recipes, and maybe even dispel a few myths along the way from the original 'era of punch' - the ethos of cheap booze, brightly coloured syrups and tropical juices, served unflatteringly at frat parties in the movies.

Where do I come into this story? I was lucky enough to join the team a few months after the opening of *Punch Room*, to build a bar and a team that would become highly awarded and famous the world around. It gave me the opportunity to travel and take our bar 'on the road'.

From *Happiness Forgets* here in London, to *Limantour* in Mexico City, *Dead Rabbit* and *PDT* in New York, to *Candalaria* in Paris. We shared our story in Louisville, Berlin and dozens more cities around the world, helping to promote punch, *Punch Room* and *The London EDITION*.

The focus back then was, and will always continue to be about great hospitality, creativity, focus on attention to detail, and of course fun! If you can't make this fun, you're doing it wrong.

My chapter in the story of *Punch Room* spanned over six glorious years. There are so many high points; from awards to travel, to working with some of the greatest people you could hope to find... and even karaoke with a few megastars along the way. Punch, delicious as it is, is only part of the story. A great bar is made by its team, and the original team that built the *Punch Room* has gone from strength to strength.

*Punch Room* alums are a special breed who carry the way of working and level of service everywhere they go.

So now the baton has been passed on once again, this time to Anthony Callegari, the proud third Bars Manager in this hotel's nine years. With him a new generation is here at *Punch Room*, driving the bar, the experience, and the liquids forward into the next era. It is now down to this new team to take the legacy forward and make it their own. Many have sat where you sit today and we hope many more will.

The space where *Punch Room* lives are four walls that only come to life when the team provides the finest service and memorable experiences. It's a recognizable familiar friendly smile from the *EDITION* family that makes you feel at home.

With fond memories,  
ANDY ('SHANDY') SHANNON,  
Former Bars Manager  
Founder at KINA/Candra





## INCEPTION

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If you're reading this, we can only assume that you are one of three types of people: a bit bored, a bit sceptical or a bit geeky (if you're this one, we salute you!). Those of you who are reading because you are filling time (either waiting for that date or avoiding them) – we got you. For those who aren't quite sure if *Punch Room* is worth the hype – we can save you the time – it is; flick a few pages forward and order a drink – we'll prove it.

For those geeks amongst us please allow us to expand on where the inspiration for Inception came from... Now, the creation of this menu was a little bit intimidating (we're not afraid to tell you). Carrying on the legacy that is the *Punch Room* was something of a task – and doing it well took guts; the type you find at a certain hour when karaoke seems like the only logical path. BIG guts.

Taking on the mantle to pontificate over all things punch, we wanted to find those who had impacted the creation of them. We delved into our archives and uncovered some pretty cool people – each with a different story to tell. We focused on these trailblazers and dedicated a chapter to each, using ingredients and time to bring their stories and influences to life (more explained overleaf). Legacy? Indeed sir. Look closer upon the sheets of this book and you will find hidden secrets from the past.

We could only ever call this menu 'Inception' since the people in it all were at the starting point of something and it was all tidily boxed-off in the institution that is *Punch Room*. If you don't believe us, check the dictionary:

in•cep•tion

[in'sepsH(e)n] / NOUN

The establishment or starting point of an institution or activity.

## INCEPTION

Each chapter explores how our protagonists' inceptions have developed over time. Starting with their original ideas, we bring these concepts into the 21st Century but also suggest a taste of where they will go in years to come.

### PAST

Drinks curated just as their originators intended – okay maybe not exactly the same, as we've a few things they didn't have (like cholera-free water for example) but the essence is still there, traditional methods with quality ingredients.

\*

### CLASSIC

Odds are, the more seasoned *Punch Room* frequenter may well remember some of these (although that depends on how many you drank) but fear not of boredom, for each one will taste as fresh and as complex as the first time you tried them. With a proven track record, these fillies are a sure thing.

\*

### PRESENT

Why is it called the present? Because these drinks are a gift! Dad jokes aside, these beverages encase everything that *Punch Room* has become in its brief but beautiful existence. Think the past nine years thrown (or stirred) into a glass with a perfectly, hand-cut piece of ice.

## INCEPTION

### FUTURE

A romantic daydream of punch after *Punch Room*; be it 10, 50 or 100 years from now, these drinks explore the possible futures of punch through innovative ideas, techniques and flavours. Imagine a world where punches look so much like other cocktails that even the cocktails themselves can't tell if they are a punch or not, thus asking the question, 'Do punches dream of drinkable sheep?'

\*

### NON/LOW ALCOHOL

These aren't just your classic 'rum 'n' cokes without the rum'. These punches allow anyone to embrace the *Punch Room* experience regardless of their drinking preference, plus everyone needs a night off once in a while (even us). Enjoy a naughty drink with a clear conscious (and head).

\*

### ORIGINALS

Rumours of them are uttered amongst the annals of punch mythology, lost in the lock-ins of bygone taverns. But they are still there, in the cracks of the walls, in the folds of the pages, by the light of the fire; ready to order, for those who know where to find them.



## JOHAN

\*

### INDIAN ROSES

Johan Albrecht de Mandelslo, is a name we doubt you've heard of, but if you have then kudos to you, go straight to top of the class, skip this page and quench your thirst with one of the five libations overleaf.

However, if like us, Johan wasn't top of your knee-slapping, swash-buckling, 17th century explorers, then allow us to steal but a moment of your time to regale his influence in the evolution of punch.

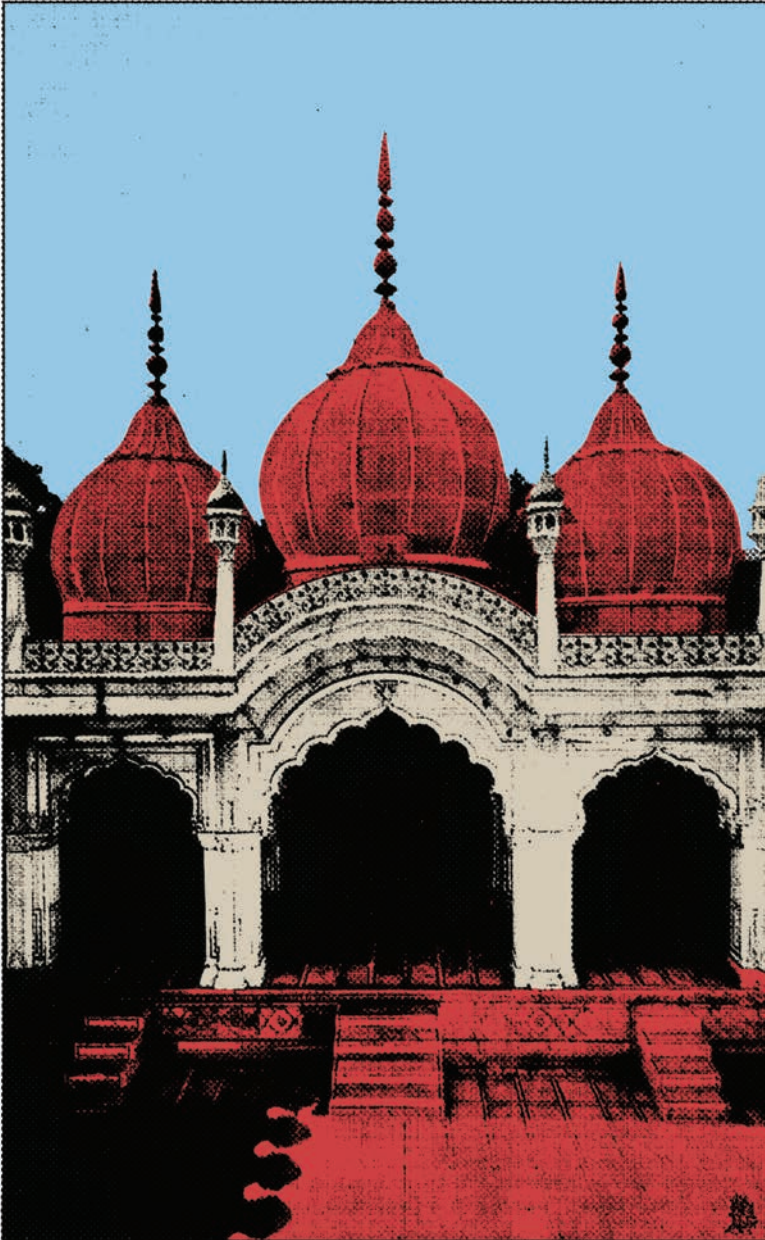
A German adventurer and travel writer - you know the type, bookish with a quiet confidence and yet devilishly handsome, think Ray Mears meets Russel Brand dressed as a 17th century dandy (we know, but that was hot back then) - Johan was best

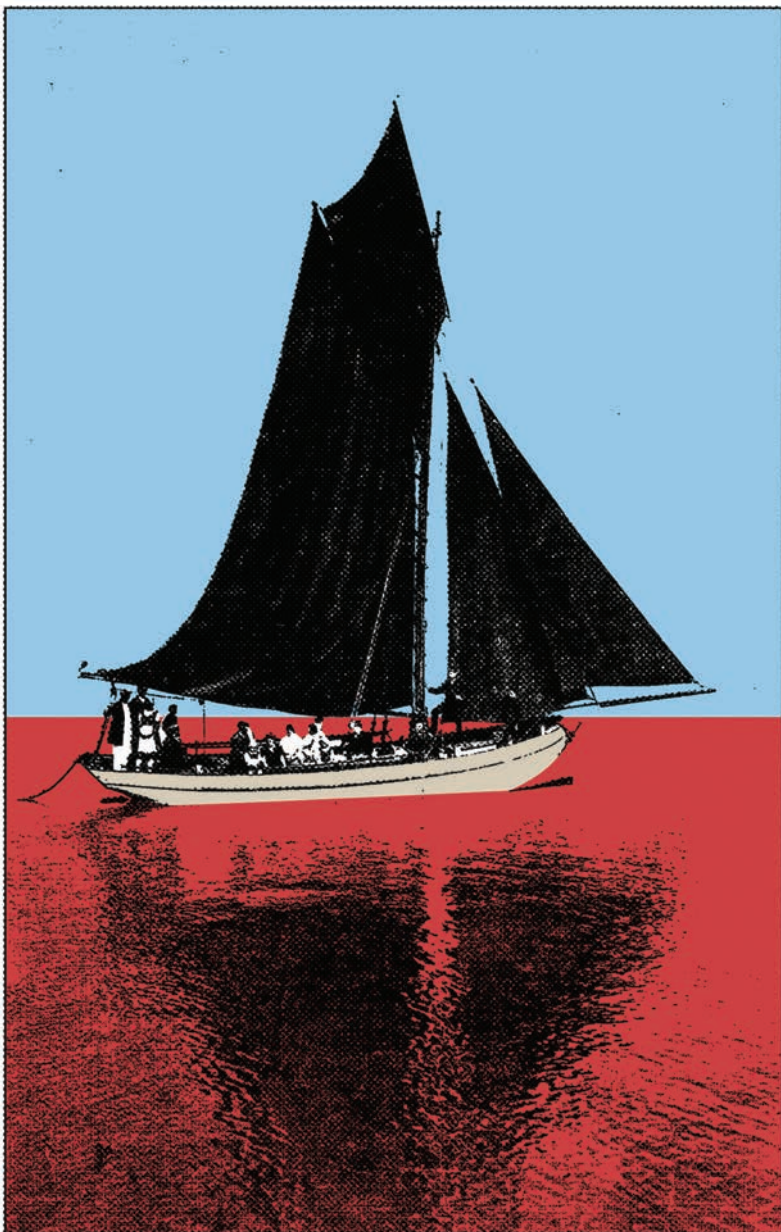
known for his writings of foreign cultures, cuisines, and traditions as he travelled across Persia through India and out to the far east.\*

His works not only introduced the western world to an exotic way of life but also inspired the use of new and exciting ingredients and techniques into both their cooking and, more importantly, their drink-making (finally, a link back to punch! We got there, phew!)

The following punches take inspiration from the exotic fruits, herbs, and spices that Johan wrote of within his many works. Here we pay specific homage to the Indian roses he encountered and so admired.

*\*He was also known for having a penchant for shooting monkeys - yes, monkeys!  
But we won't get into that now...*





## CHAPTER I - 17<sup>TH</sup> CENTURY

### DIPLOMATIC MISSION

Banks 5 Island Rum - Mace  
Black Pepper - Yaguara Organic Cachaca  
Rose Cordial - Lime

£17

PAST

### MOONSOON PUNCH

Glenfiddich 15 YO - Indian Rose Petal Tea  
Red Port - Lime - Cinnamon  
Cloves and Coriander Seed Syrup

£18.5

CLASSIC

### FLOR DE JALISCO

Patron Silver Tequila - Chamomile Syrup - Select  
Vanilla Syrup - Hibiscus Tea - Lime - Apple Cider

£17

PRESENT

### NEPALESE GIMLET

Haku Vodka - Rose Petal - Grand Marnier  
Rhubarb Cordial - Lemongrass Tea

£17

FUTURE

### EASTBOUND

Everleaf Mountain - Lime - Jasmine Tea  
Franklin & Sons Rhubarb And Hibiscus - Rose Foam

£11

NON/LOW ALC.

*Please note a discretionary service charge of 12.5% will be added to all bills.*

## ELIZA

\*

## HOPS AND QUININE

For this chapter, we scoured the *Punch Room* archives looking for 'inceptional' (definitely not a made-up word) moments within the history of punch. Well, move over Julia, Delia, and Nigella because we've found the OG of home-cooking right here.

Eliza Smith worked amongst the 18th century kitchens of the upper echelons of society and developed a plethora of recipes for not only food but wines, cordial-waters, medicines, and salves.

Her first book, *The Compleat Housewife*, or, *Accomplish'd Gentlewoman's Companion*, contained several hundred recipes (yes, you read correctly) including a few inceptions of her very own. It contained the first known recipe for 'ketchup', the earliest source of bread-and-butter pudding,

and, you guessed it, she even created her very own 'Cockale Punch' which we've added to this very menu\*.

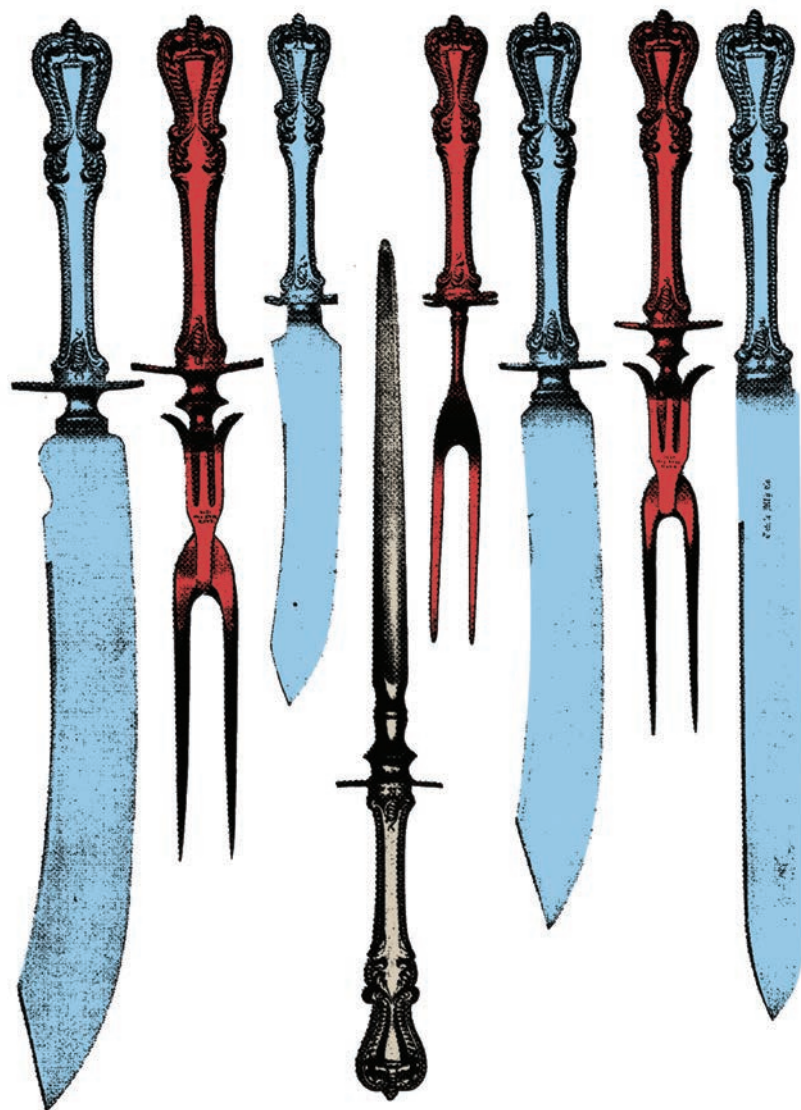
Over the next couple of years, Eliza shot to household fame like Oasis's rise to Knebworth - only Eliza went one better. The *Compleat Housewife* even broke American becoming the very first cookery book to be published in the United States. Nowadays you'd say she went 'viral' but that had quite a different meaning back then...

Fortunately for us, the next five drinks don't taste anything like the blood, sweat and tears of an 18th century kitchen, but with dashes of hops or quinine, they are just as refreshing as that first sip after a 16-hour shift in one.

\* We did make a few tweaks though, as this aptly named drink was originally made of ten gallons of ale and one large chicken - hmmm delicious!







## ELIZA - 18<sup>TH</sup> CENTURY

### COCKALE PUNCH

Plymouth Gin - Apricot - Noilly Prat - Lemon  
Franklin & Sons Tonic Water

£17

### SPREAD EAGLE PUNCH

The Lakes One Fine Blended Whisky - Woodford Rye  
Lemon Sherbet - Demerara Syrup  
Citrus Juice - EDITION Lager

£17.5

### TRIAL & ERROR

Bacardi 8 YO Rum - Jasmine Tea Syrup - Lime  
EDITION Bitters Blend - Hops Tincture  
Franklin & Sons Tonic Water

£17

### PARKS PUNCH

Martini Rubino Vermouth - Savoia Aperitivo  
Mandarin Sherbet - Balsamic Vinegar - Pale Ale

£17

### BOTANY BAY PUNCH

Everleaf Forest - Pineapple - Lime - Macadamia Syrup  
Peroni Libera Reduction - Cacao

£11

PAST

CLASSIC

PRESENT

FUTURE

NON/LOW ALC.

Please note a discretionary service charge of 12.5% will be added to all bills.

## CHARLES

\*

### BLACK TEA

For the most of us, even the mere iteration of Dickens transports us to his romanticisms of the Victorian era; the cobbled streets, the wizened widows, the smokey workhouses, but the punch cocktails? No? Well, it should, and here's why.

Stemmed from his love of tea-drinking, old Charlie boy frequently fantasized over the flowing bowl, not only within his literature, as his characters imbibed and entertained, but it was also well known his idea of a good evening was sitting by the fire with a glass of the bold stuff (we agree).

Even as the 19th century punch-drinking taverns began to lose out to gin parlours and a new craze called 'cocktails' (don't worry, these American fads never catch on), Dickens kept the punch flag flying by throwing theatrical

parties with gargantuan bowls of steaming tea, infused with spice, and laced with booze.

This feller loved the punch so much he was even known to carry his own utensils around the streets of London just in case the moment presented itself. 'Excuse me sir, is that a ladle in your trousers?'

So, whatever the occasion (scaring rich, old men in their dreams included), these complex quenchers have the elegance and theatre of a Dickensian bowl that even 'The Inimitable Boz' would've been envious of.

The more astute drinkers among you will also detect notes of tea throughout these tipples as it was a common theme within Dickens's novels for the good guys to drink tea and we're the good guys, right? ...right?



## CHARLES - 19<sup>TH</sup> CENTURY

### HARD TIMES

Hennessy VS Cognac - D.O.M. Benedictine  
 Rinquinquin Aperitif - Citrus Sherbet - Anise Seeds  
 Puher Tea - Ruinart Brut Champagne  
 £20.5

PAST

### TAJ MAHAL PUNCH

Grey Goose Vodka - Muyu Vetiver - Lemon  
 Oak Moss Syrup - Earl Grey Tea  
 £18

CLASSIC

### ROSETA PUNCH

Santa Teresa Rum - Demerara Syrup  
 Citric Solution - Tepache  
 £18

PRESENT

### BIG SMOKE PUNCH

Slane Irish Whisky - Laphroaig  
 Coconut Syrup - Citric Acid  
 EDITION Tropical Bitters - Oolong Tea  
 £17

FUTURE

### EASY TIMES

Atopia - Demerara Syrup - Ginger Syrup  
 Raspberry - English Breakfast Tea  
 £11

NON/LOW ALC.

*Please note a discretionary service charge of 12.5% will be added to all bills.*



## JARED

\*

HERBS AND GRAPES



Great Scot! You made it! We're finally back in the 20th century (sans the DeLorean) and with good reason too. Yes, because at some point this evening you will have to go home (sorry guys), but mainly, so we can share the botanical brilliance of Mr. Jared Brown.

World-renowned author, publisher, drinks consultant and cocktail historian (best job everrrrrrr), Jared, along with his wife, Anistatia Miller, is mostly known for his array of boozy books (currently 30 and counting) which cover everything from 'The Mystery of the Martini' to the inception of our very own elusive Milk Punch, but he's also got some tall tales of his own.

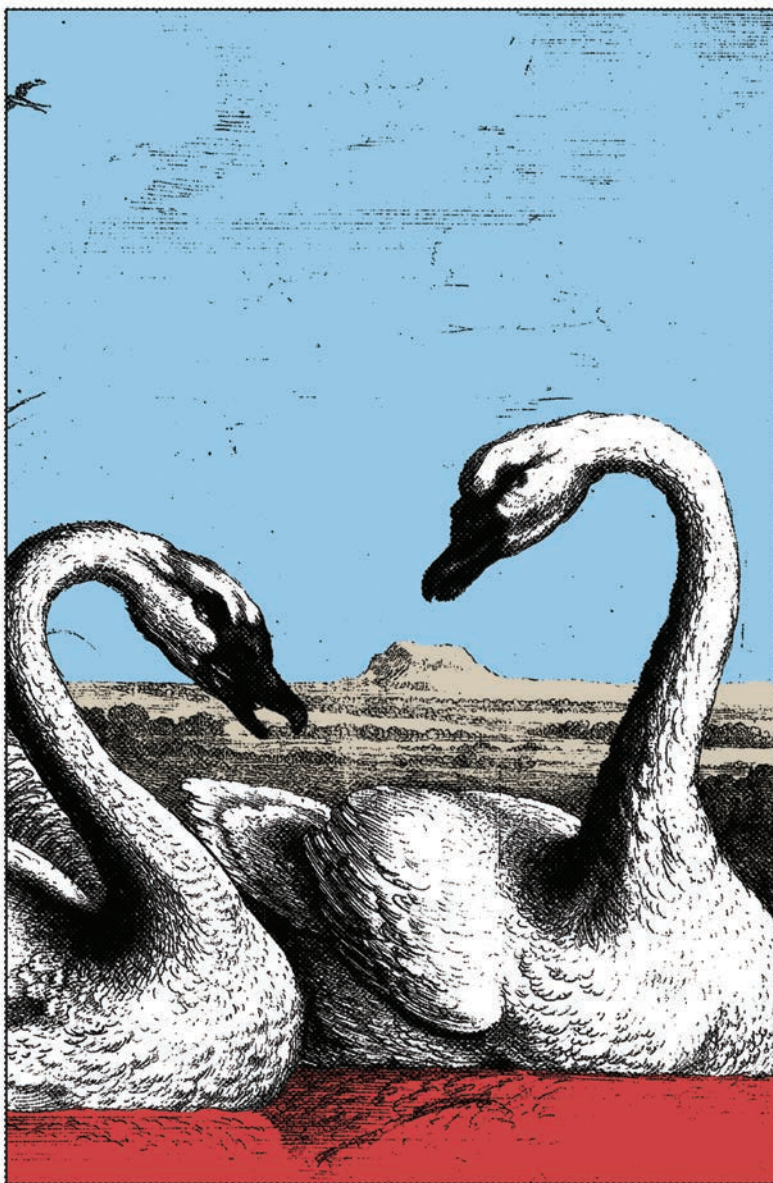
He's a Master Distiller, impressive! But maybe less so when you realise he started

distilling cider at just ten years old\* (alright keeno); he once snook into the VIP lounge of Studio 54 by pretending to be the pizza guy; and he also 'accidentally' shook hands with the Dalai Lama (so he's even got that going for him, which is nice).

However, these days, when he's not terrorizing public figures, distilling gin, or writing his next book, he's down at the bottom of his garden, tending to his hundreds of unique herbs and botanicals ready to be brewed into whatever wonderful potion is next on the menu.

So, to honour Sipsmith's co-founder, and former underwear model (think jockey briefs circa 1982), these final five cups celebrate childhood hobbies, chance encounters and have more floral aromas than Monty Don's greenest finger (we imagine).

*\*Distilling cider at the age of ten, now that's impressive - and maybe illegal.*



## JARED - 20<sup>TH</sup> CENTURY

### BOISE PUNCH

Sipsmith London Dry Gin - White Port  
Ancho Reyes - Orange Sherbet  
Lemon - Sweet Cicely Tea Cordial

£17

PAST

### CLOSER TO GOD

Bruxo Mezcal - Cocchi Americano - Citrus  
White Wine - Chamomile Soda

£18

CLASSIC

### LOW TEA

Hendricks Gin - Honey - Sage - Agave  
Mix Citrus - Lemon Verbena Tea  
Ruinart Brut Champagne

£20.5

PRESENT

### POTAGER PUNCH

Broken Clock Vodka - Blueberry & Dill Shrub  
Fennel - Star Anise - Lime - Celery  
Lavender - EDITION Black Tea

£18

FUTURE

### SWAN PUNCH

Sipsmith FreeGlider - Passion Fruit Syrup - Vanilla  
Cucumber - Lime - Mint Soda

£11

NON/LOW ALC.

Please note a discretionary service charge of 12.5% will be added to all bills.



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NOTHING TO SEE HERE

\*

EDITION PUNCH

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MILK PUNCH

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GROG

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