

Put Some South In Your Mouth

Seeing that hurricanes have been the main topic on the news for several weeks now I thought some homage should be paid to one of the main ingredients in that fantastic drink created by Pat O'Brian; The hurricane!

Southern Comfort is the main ingredient in this colourful and popular drink and its history is quite interesting.

SoCo was created in 1874 by Martin Wilkes "M.W." Heron in the city of New Orleans. He enjoyed a drink or two and was displeased with the lack of consistency in the Whiskey that was coming via river boat from Tennessee and Kentucky. Often these barrels had been damaged from water seepage and there was no real quality assurance program in place to ensure that each barrel tasted the same as the last.

So, Heron decided to take indigenous fruits like limes and oranges and add them to the exotic spices that were coming into New Orleans (since it was a large port city) on a daily basis. He combined a variety of fruits and spices which included some pretty exotic and unique flavours such as Moroccan Cinnamon and Mexican Vanilla to get the secret Southern Comfort Recipe that is still produced today.

At that time there was a popular liqueur called Hats and Tails so he decided to call his brand Cuffs and Buttons and sold the first bottle in 1889 and it was a huge success. Somewhere between then and now the brand changed to Southern Comfort. The really big consumer boost came with the creation of the popular 1939 cocktail called the Scarlett O'Hara which was a tribute to the movie *Gone With The Wind*.

Today Southern Comfort is a staple on bars everywhere and is sold in over 60 countries.

Scarlett O'Hara
1.5 oz. Southern Comfort
4 oz. Cranberry Juice
Splash of Fresh Lime juice
Build over Ice in a Collins glass