

Big-Hearted Don

Don Julio at The Macao Trading Co, New York City



PHOTO: DOUG YOUNG

Dushan Zaric at The Macao Trading Co. in NYC.

The Macao Trading Co., named after the Portuguese port colony in China and decorated like a 1940s warehouse/opium den, might be an unlikely place for Don Julio tequila to find a happy home, but when the master of the bar is Dushan Zaric, anything can happen.

Here, Don Julio is incorporated in a number of drinks that, while Mexican-themed, are informed by Zaric's vast knowledge of international flavors and ingredients. Indeed, his cocktail recipes often include detailed tasting notes—as exacting as a chef or a sommelier.

Of his “No Mames” (a Spanish idiom for “No way!”) cocktail, which uses Don Julio Reposado, he notes honeyed lime, medium-high complexity, allspice contrasting with chipotle salt and a medium finish of grapefruit oil.

For the 1942 expression, Zaric has created a two-part dessert cocktail that's nothing short of mind- and palate-blowing. The rich tequila is served straight and followed by a chocolate mole chaser, which brings out its smokiness and rich layers. Zaric calls it “liquid bliss.” That little glass of happiness will set you back \$30, but if you're a gambling kind of person, it's worth a shot.

Zaric says the Don Julio spirits are among the most versatile at the bar, and attributes their success at Macao to Diageo's distributor education. “Diageo understands the need of the trade. We have a lineage system and it starts with the brand folks. When they share the story and let bartenders be part of the story, it's a success for us all. The marketing fluff has to go. What's in the bottle? Why is it unique? Does it play well with others? I want to know if this has a heart.”

Don's heart? Big, says Zaric. —Lana Bortolot

NO MAMES

created by Dushan Zaric

- 1½ oz. Don Julio Reposado Tequila
- 1 oz. honey liqueur
- ¾ oz. fresh lime juice
- ½ oz. ruby red grapefruit juice
- Splash of St. Elizabeth Allspice Dram
- Chipotle salt for garnish, half rim

Apply the chipotle salt on half of the rim of a chilled cocktail glass. Put the rest of the ingredients into a mixing glass. Add large, cold ice and shake vigorously for ten seconds, then strain and serve.



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The No Mames cocktail—
Spanish for “No way!” ■■■