

# PIMM'S ANYONE?



It wouldn't be summer without Pimm's, and you needn't be at Wimbledon to enjoy this delightfully refreshing drink... But, what is it? Pimm's is a brand name of what is classed as a 'fruit cup', but may also be considered a liqueur. The most popular is Pimm's No 1 Cup and is 25% proof.

Pimm's was first produced in 1823 by James Pimm a farmer's son from Kent. He was the owner of an oyster bar in the City of London, near the Bank of England and offered a gin based drink containing a secret mixture of herbs and liqueurs as a tonic and aid to digestion. It was served in a small tankard known as a "No. 1 Cup", hence its subsequent name. Pimm's began large-scale production in 1851 to keep up with sales to other bars and began selling it commercially in 1859. In 1865, Pimm sold the business and the right to use his name to Frederick Sawyer. In 1880, the business was acquired by future Lord Mayor of London Horatio Davies, and a chain of Pimm's Oyster Houses was franchised in 1887.

Over the years, Pimm's extended their range, using other spirits as bases for new "cups". In 1851, Pimm's No. 2 Cup and Pimm's No. 3 Cup were introduced. After World War II, Pimm's No. 4 Cup was invented, followed by Pimm's No. 5 Cup and Pimm's No. 6 Cup in the 1960s.

The brand fell on hard times in the 1970s and 1980s. The Oyster House chain was sold and Pimm's Cup numbers 2 to 5 were phased out due to reduced demand. Since 1997 Pimm's has been part of Diageo. In 2005, they introduced Pimm's Winter Cup, which consists of Pimm's No. 3 Cup (a brandy-based variant) infused with spices and orange peel.

In total, seven Pimm's products have been produced, all fruit cups, differing only in their base alcohol. Only Nos. 1, 6, and a 'Winter Cup' based on No. 3 remain.

**Pimm's No. 1 Cup** is the most popular version. Based on gin.

**Pimm's No. 2 Cup** was based on Scotch whisky. Currently phased out.

**Pimm's No. 3 Cup** is based on brandy. Phased out, but a version infused with spices and orange peel marketed as **Pimm's Winter Cup** is now seasonally available.

**Pimm's No. 4 Cup** was based on rum. Currently phased out.

**Pimm's No. 5 Cup** was based on rye whisky. Currently phased out.

**Pimm's No. 6 Cup** is based on vodka and although still available, Diageo also now produce Pimm's Blackberry and Elderflower, also based on vodka. There is also a Strawberry, based on No 1.

There's always great debate about how Pimm's is best served. Here are some popular recipes, but bear in mind if having friends round, it is best made by the jug. Experiment!

## PIMM'S CLASSIC

### Ingredients

- 1 part Pimm's
- 3 parts lemonade
- Ice

### Method

Mix all ingredients in a highball or half pint glass. Garnish with orange, strawberry, mint and cucumber.



## PIMPOM

### Ingredients

- 1 part Pimm's
- 3 parts Pomegranate
- Ice

### Method

Mix all ingredients in a highball or half pint glass. Garnish with orange and some fresh ripped basil.



## PIMM'S CHERRY PUNCH

### Ingredients

- 100ml Pimm's
- 200ml Cherry Juice Drink
- 200ml soda or lemonade

### Method

Half fill a serving jug with crushed ice, add Pimm's, cherry juice drink, the soda water or lemonade. Pour into tall glasses, garnished with cherries.



## PIMM'S DEUCE

### Ingredients

- 1 part Pimm's
- 1.5 parts orange juice
- 1.5 parts cranberry juice
- Ice

### Method

Mix all ingredients in a highball or half pint glass. Garnish with orange and strawberry.



## PIMM'S ROYALE

### Ingredients

- 25ml Pimm's
- sparkling wine

### Method

Mix all ingredients in a champagne flute. Garnish with a strawberry.

You can of course use Champagne!



## PIMM'S GINGER

### Ingredients

- 1 part Pimm's
- 3 parts ginger ale
- Ice

### Method

Mix all ingredients in a highball or half pint glass. Garnish with lemon and sprig of mint.

## Make Your Own Pimm's Mixture

You can of course mix your own Pimm's mixture. Experiment with different gins, vermouths, and orange liqueurs to find your favorite combination of the classic bottled cup. Hendrick's or Bulldog gin will offer something completely different than a London Dry style like Beefeater. Martini and Grand Marnier both work well.

## BASIC HOMEMADE FRUIT CUP MIXTURE

### Ingredients:

- 10 oz. Dry Gin, such as Beefeater
- 10 oz. Sweet Vermouth
- 5 oz. Orange Liqueur

### Preparation:

Add all to a bottle and shake.