John Durlesser

USA

**Margarita**

4 cl Tequila

2 cl Cointreau

1 cl Lime juice, freshly squeezed

Mixing Technique: Shaker

Glass: Cocktail glass

Garnish: Salt rim

Method: Shake tequila, triple sec liqueur and lime juice in a cocktail shaker, two third filled with ice cubes. Shake purposefully and double strain into a pre-chilled cocktail coupette, garnised with a salt rim.

Creator

John Durlesser

The history of the Margarita is strewn with unfounded claims. The folklore around the origin and the creation of the Margarita are both fascinating as well as intriguing. There must be a few dozen stories on how and who invented the Margarita.

A favorite story among bartenders, however, introduces a bartender from California.

It is rumored that this fine gentleman, named Johnny Durlesser, introduced the Margarita in 1954, at the McHenry’s Tail O’ The Cock restaurant, on La Cienega Boulevard (Los Angeles) where Durlesser was the head barman. In January 1955 Durlesser tells a reporter from The Van Nuys News that he had already invented the Margarita in 1937. The story goes that Durlesser had named the cocktail after his girlfriend whom he had lost around 1925 in a hunting accident – hit by a stray bullet – in an expedition, Durlesser had suggested.

Durlesser is also credited for being Margarita’s inventor by a 1966 issue of Bon Appetit. This magazine also reports that Durlesser presented his cocktail for the first time at the 1949 All American Cocktail Contest, winning 3rd place.

In 1963 Johnny Durlesser won the National Cocktail Competition in the United States, with a cocktail named Kim. The same year, on November 12, he represented USBG at the 12th IBA Meeting, held in St. Vincent, Italy, at the Hotel Billia, Durlesser competed in the International Cocktail Competition and was awarded the “Galliano Special Trophy.”

The picture shows Durlesser in action during the USBG National Cocktail Contest, on October 8, 1951.