



WILD TALES

There are streets that somehow draw you in. Perhaps it's the exact distance between the pavements, the way the wind enters and leaves, the precise moment when the first ray of sunshine falls on them, or perhaps it's the traces of all the people who have lived and were there. Who knows? The only certainty is that when you walk down them, your pace changes and your senses start to tingle in strange ways you just can't quite interpret.

Madrid's calle Echegaray — which until recently (1880) was called Calle Lobo (Wolf Street)— is one of those special side streets / thoroughfares, a thin line joining the neighbourhoods of Sol and Huertas, which, along its pavements, hosts the Gran Hotel Inglés with all of its history, Japanese restaurants that have always been there, the projects of brave, young entrepreneurs, who bring the gastronomic universe closer to our capital, timeless

old bars like la Venencia, and so many other places to eat and drink as life goes by.

What brings us here is a place that dispenses liquid remedies, a place where happiness, travelling in cocktail shakers filled with stories of the past and of the future, is just the right cocktail away, and a place where everything is custom-made for you on the condition that you give the one thing they ask of you— your time. A place where, if he were alive today, José Echegaray himself would organise his studies so as to delve yet deeper into the mathematics research he left unfinished, so as to revisit his plays (to include one or two of the customers) and bring to life the wild tales that bubble beneath the bar of Salmon Guru.

EXTRACTED AND
TRANSLATED FROM
COCINA FUTURO

MADRID 2017

PRESCRIPTIONS

The book that you have in your hand isn't a list of cocktails, but a list of recommendations.

While perhaps the best thing to do when you're in Salmon Guru is to let yourself go and be guided by our bar staff, when comes the time to order your cocktail, this list is a useful tool.

Salmon Guru is a place designed for and dedicated to cocktails, and as such, there is a wide range of them— from classics, like May Tai, the Margarita, and the Piña Colada, to enjoyable, innovative creations, like Steam Drunk, Chipotle Chillón and Uno de los Nuestros.

We've divided up our recommendations according to their main characteristics: Fruity, Refreshing, Sour, What the fuck?, Strong, The untouchables and For drivers. You'll probably wonder what the fuck do we mean by What the fuck? Well, these are special cocktails that don't fit into any of the other families.

You will also find some explanatory icons on special ingredients and notes explaining the composition of some of the used products in detail.

We are very happy to have you here and that you've chosen to share your time with us. We hope you enjoy your experience.

THE STORY BEHIND OUR NAME

SALMON

THE SALMON, WHICH IN NORSE MYTHOLOGY WAS THOUGHT TO BE WISE, SWIMS AGAINST THE STREAM AND EMBODIES SELF-IMPROVEMENT, AS WELL AS BEING ADAPTABLE— THREE QUALITIES WITH WHICH WE IDENTIFY.

GURU

"IN SEARCH OF THE LIGHT".

A GURU IS SOMEONE WISE WHO ACQUIRES KNOWLEDGE OVER TIME AND THROUGH PRACTICE. WE HEREBY DECLARE THAT AT SALMON GURU WE FORGE OUR OWN PATH, APPLYING THE KNOWLEDGE THAT TIME AS WELL AS OUR PROFESSIONAL EXPERIENCE HAS BESTOWED UPON US, WITH THE SINGLE AIM OF EVOLVING WITHIN OUR WORLD, THE WORLD OF MIXOLOGY, SO AS TO NEVER CEASE TO SURPRISE.

RESET

LIKE THE SALMON THAT COMPLETES ITS LIFE CYCLE, RETURNING TO THE PLACE WHERE IT WAS BORN TO ITS ORIGIN, SWIMMING AGAINST THE CURRENT TO RENEW AND RE-FOUND ITSELF. THIS IS OUR RESET AND HERE WE ARE AGAIN TO KEEP ON DELIGHTING YOU. ENJOY THE MOMENT, SHARPEN YOUR SENSES, AND TRY TO ABSORB IT, BECAUSE YOU NEVER KNOW WHEN AN ANIMAL AS WAYWARD AS THE SALMON MIGHT CHANGE ITS DIRECTION.



**RECOMMENDS
RESPONSIBLE DRINKING**

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ALÉRGENOS



NUTS



CELERY



EGG WHITE



FISH



DAIRY



MUSTARD



SULFITES

TAKE AWAY
COCKTAILS



SALES TAX
INCLUDED IN
THE PRICE

BEST NEGRONI IN TOWN



*Salmon
Guru*

LA-MUMINA

FRUITY

THE IDEAL TOP-UP. PACKED WITH
GOODNESS AND ZING.



Sweetish on the
palate with a nice
fruity whiff that
makes for a proper
enjoyable drink.

FULL MOON

- MEZCAL WITH PAPAYA
- COCONUT LIQUEUR
- PONZU SAUCE

CLARIFIED WITH
GREEK YOGHURT

PROCESS KNOWN AS
MILK PUNCH

Japanese dressing
traditionally made
with soy sauce, rice
vinegar and yuzu
juice.



14€



TIKI GURU 2.0

14€



BOTRAN RUM 8 YEARS •

BOTRAN WHITE RUM
SPICED AT HOME

BLACK CARDAMOM ENFLEURAGE
IN PEANUT BUTTER

AMARETTO DISARONNO •

HOMEMADE FALERNUM •

LEMON AND
PINEAPPLE JUICE



Infusion of spices, nuts,
citrus peels, and spirits
left to macerate at room
temperature.

VENECO

• ANCESTRAL GIN

• SOURSOP
(GUANABANA)

• LEMONGRASS

• TONKA BEAN

served in
a ceramic TAPARA

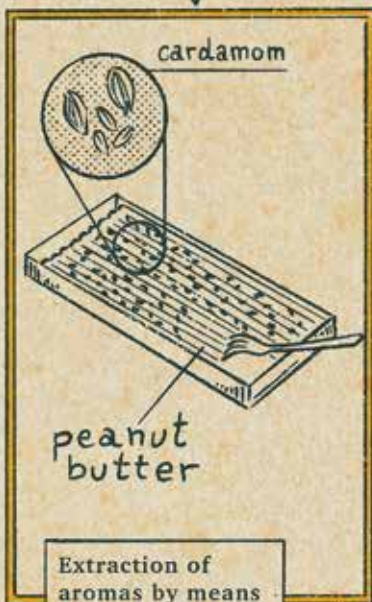


A bowl crafted
from the fruit of
the calabash tree.



14€

TECHNIQUE KNOWN AS
ENFLEURAGE



Extraction of
aromas by means
of fat.



TEQUILA 1800
BLANCO

DOUBLE DISTILLED
WITH YELLOW
CHILLI



THEN YOU ADD

- SWEET AND SOUR CARROT JUICE
- CHINESE 5-SPICE SYRUP
- AMONTILLADO SHERRY, COCONUT MILK AND YUZU FOAM
- POP ROCKS



14€

MAD BUNNY

**PIÑA
CRUNCH**

BAM!

VIVA MADRID'S RECIPE

YOUR BEST PUNCH

LA MUMINA

14€

REFRESHING

LOVELY AND THIRST-QUENCHING COCKTAILS.



Drinks that just
give you that fresh
and zingy feeling.
Real revitalisers.
All these cocktails
are pre-batched.

INSPIRACIÓN PALOMA

- TEQUILA PATRÓN BLANCO WITH FRESH BASIL
- HOMEMADE STRAWBERRY CORDIAL
- ST-GERMAIN
- SCHWEPES GRAPEFRUIT

14€

INFUSED - FIG 1.

FILTERED - FIG 2.

CARBONATED - FIG 3.



SUBLIME

- PISCO ITALIA WITH ABSINTHE
- HOMEMADE WHITE BALSAMIC VINEGAR AND MELON CORDIAL
- LEMON VERBENA SODA

13€



FILTERED - FIG 2.

CARBONATED - FIG 3.



VENUS

- MAIOR GIN
- ROSOLIO DI BERGAMOTTO
- MANZANILLA WINE
- LYCHEE AND ROSE SODA

14€

INFUSED - FIG 1.

FILTERED - FIG 2.

CARBONATED - FIG 3.



TANGERINE 2.0

- SANTIAGO DE CUBA RUM 11 YEARS
- YELLOW CHARTREUSE
- PINE LIQUEUR
- TANGERINE CORDIAL
- SPARKLING WINE

14€

FILTERED - FIG 2.

CARBONATED - FIG 3.



INFUSING

Getting all the good bits – the flavours and aromas – out of a substance by soaking it in warm liquid. The liquid needs to be warmer than room temperature but not boiling.

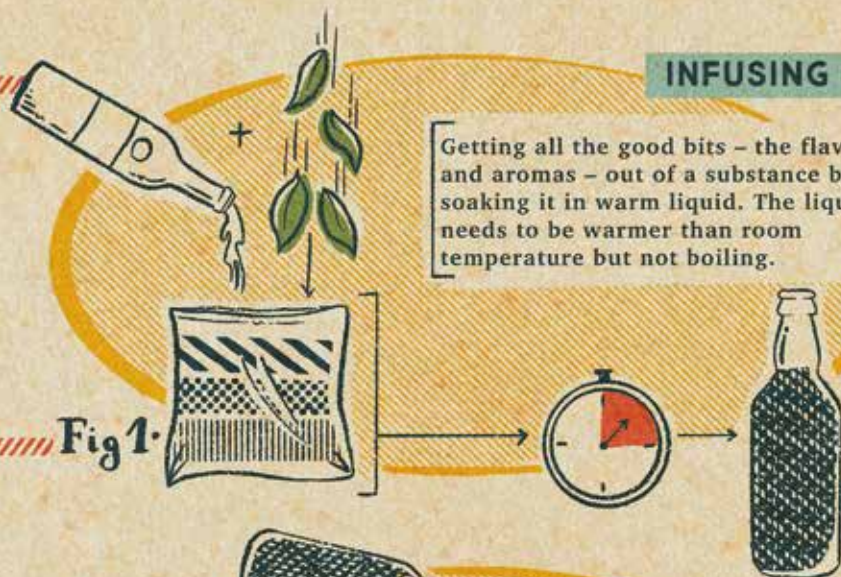


Fig 1.

FILTERING

It is very important to ensure a thorough filtration to remove all solids.



Fig 2.

CARBONATING

We use PET bottles to get the fizz in 'cause they're strong, so we can keep the mix nice and bubbly.

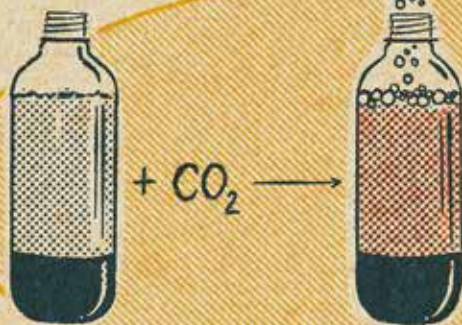


Fig 3.

EXCLUSIVE GURU LAB RECIPE

**FUN
NIGHT?**

with a

**BLOODY
MARY**

*keep your
day bright*

14€



SOURS

THERE'S NOTHING QUITE LIKE THEM. GOOD
FOR YOUNG AND OLD.



Cocktails with a bit
more of a zing that
goes perfectly with
the sweet side.

SALMON SHERBET



14€

• LE TRIBUTE GIN



• PIMM'S N° 1



• POMEGRANATE JUICE

• CELERY BITTERS

• LEMON SORBET



chawan

Bowl used
in the
Japanese
tea
ceremony.

RESET — 14€



• TEQUILA CORRALEJO
BLANCO

• LEMON JUICE

• CARAWAY AND TURMERIC

[Plant from the anise,
fennel and cumin family.]

SERVED WITH

A POPSICLE OF OUR
PARTISANO COCKTAIL
FROM VIVA MADRID



BUEN ROLLITO



14€

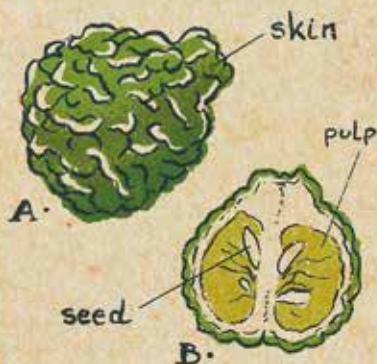
- WHISKY DEWAR'S 12 YEARS
- MANZANILLA WINE
- MANGO
- **BERGAMOT AND VANILLA**

MILK
PUNCH
(P.8)

+
SNACK

16,5€

Small citrus fruit, a bit like a small, slightly pear-shaped lemon



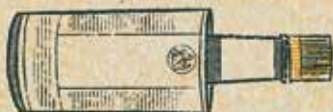
Fruit of a tropical orchid, appreciated for its subtle aroma.



TWIST AND SHOUT

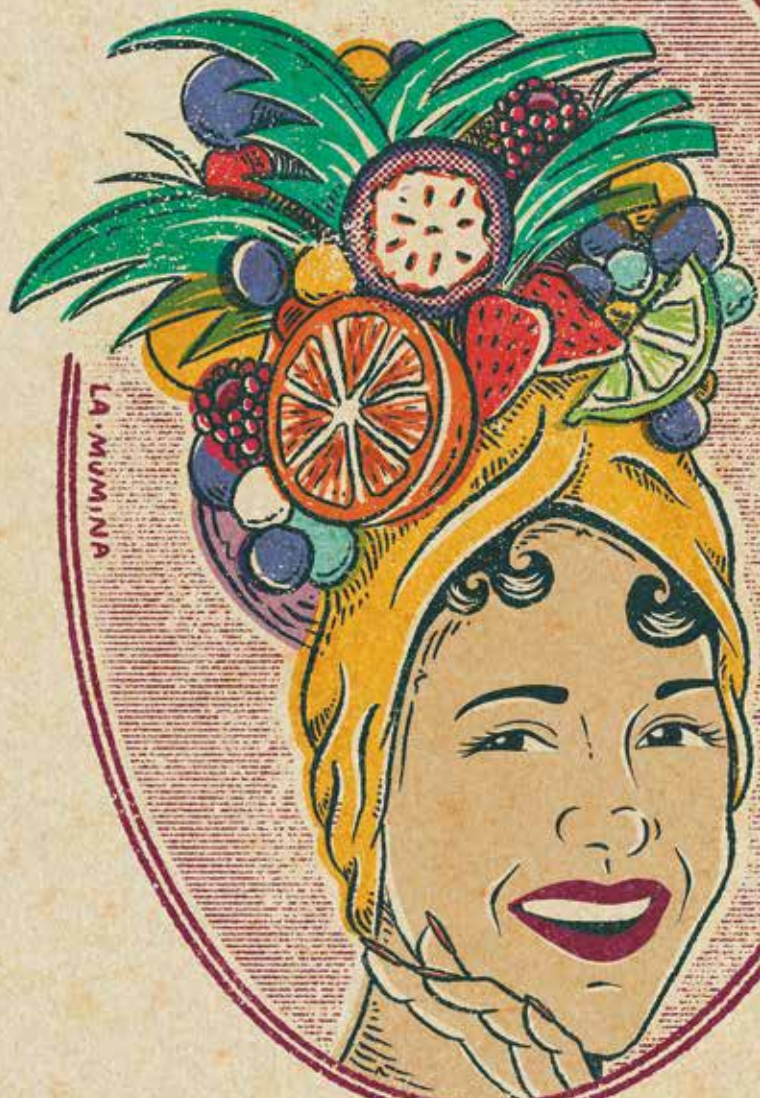
14€

- WHISKY CHIVAS MIZUNARA
- MEZCAL
- **HOMEMADE PU-ERH TEA, COCOA AND PALO SANTO CORDIAL**
- **ANGOSTURA BITTERS**



A bitter flavouring used in small amounts to give cocktails a bit of a twist.

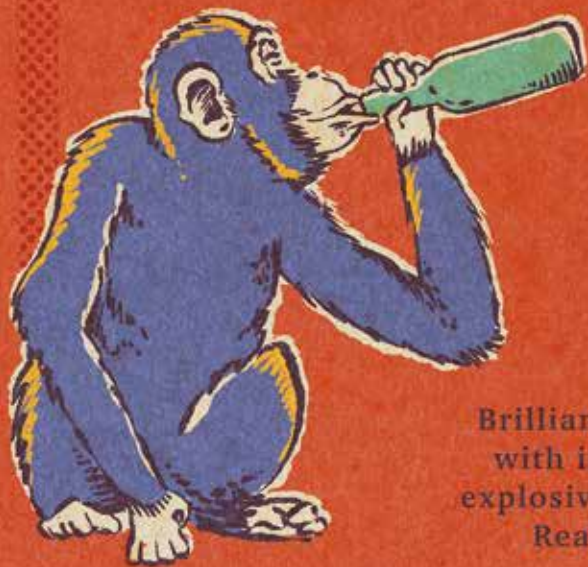
LES VERGERS
boiron.



LA MUMINA

WHAT THE FUCK?

HERE, WE LEAVE THE ORDINARY BEHIND.
FREE FROM PREJUDICE.



Brilliant cocktails
with intense and
explosive flavours.
Real madness!

ATÓMICO TÓNICO

• BOMBAY SAPPHIRE
GIN DOUBLE-
DISTILLED WITH
PICKLE BRINE

• LIME AND LEMON
CORDIAL

• BALSAMIC VINEGAR

• OUR VERY OWN
MONTGÓ HONEY



14€

+ SNACK

16,5€



PANTERA JACKSON

14€

+ SNACK

16,5€

• PISCO 1615 ITALIA
MILK PUNCH

• MANGO WATER,
AND
FISH SAUCE



LA MANO DE D10S

• FERNET BRANCA

• LACTO-FERMENTED STRAWBERRY

• BALSAMIC VINEGAR

• PEPSI COLA

13€



TO TAKE
AWAY

14€





- ROKU GIN
- YUZU JUICE
- ANKO AND UMESHU

Traditional Japanese
liqueur made with
plums and Sake.

KAKIGORI

14€

TEQUILA AL PASTOR

14€

+ SNACK

16,5€

- ALTOS TEQUILA
INFUSED WITH THE
SPICES OF THE
FAMOUS "AL
PASTOR" TACO

- LIME JUICE

- FIRE-ROASTED
PINEAPPLE SYRUP

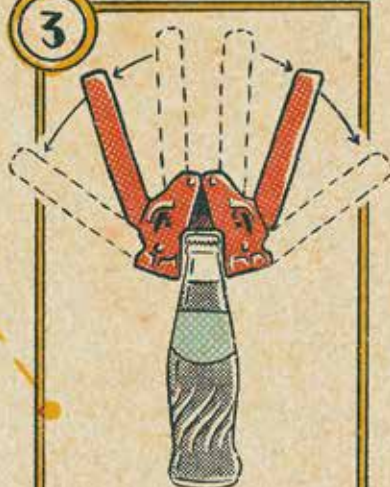


2



CLARIFIED AND FILTERED

3



BOTTLED AND
READY TO SERVE



STRONG

RENOWNED WORLDWIDE.
ONLY IN SALMON GURU.



Cocktail that, due to
their uniqueness, are
sipped and enjoyed in
small kisses.

20€ JARDÍN DE DOS MUNDOS



JOURNEY OF FLAVOUR

- DIPLOMÁTICO RESERVA EXCLUSIVA RUM WITH CARAMELISED PISTACHIOS
- PUNT E MES
- AMONTILLADO SHERRY WINE
- GREEN TEA CORDIAL
- CARDAMOM BITTERS

14€



TROPICAL VIEUX CARRÉ — 15€



- BOURBON
- COGNAC
- RED VERMOUTH
- MANGO CHUTNEY
- CITRA HOP DISTILLATE

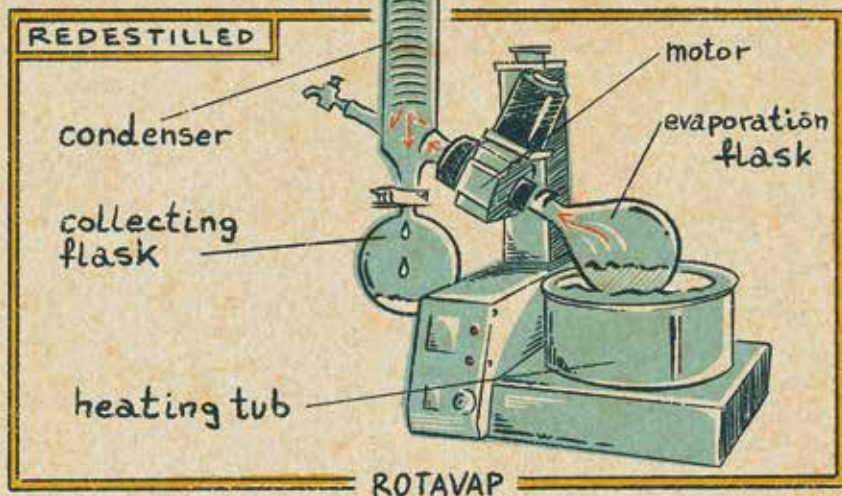


- WHISKY HIBIKI HARMONY
- GONZÁLEZ BYASS SHERRY WINE
- TANGERINE AND ROSE OLEO SACCHARUM

18€

HARMONY

Hops with very tropical aromas, like pineapple and passion fruit.



COFFEE?



SALMON GURU'S ORIGINAL RECIPE

THE UNTOUCHABLES

DRINKS THAT ARE WAY BEYOND JUST TRENDS.



Cocktails that, for
plenty of reasons,
marked a really
unforgettable era at
Salmon Guru.

OLD SCHOOL FUNNY

[Aged for five years in a criaderas and soleras system.]

- ENGINE GIN
- ITALIAN RED VERMOUTH
- CAMPARI
- SHERRY WINE

16€

+ 
FLASK
FOR TAKEAWAY

31€



14€

ULTRAMARINO



[This cocktail has rested in clay amphorae submerged in seawater for 72 hours.]

sea water clay amphorae



A.



SERVED WITH A CRISPY PARMESAN CRACKER

- GIN •
- UNIÓN MEZCAL •
- MANZANILLA WINE •
- LIME CORDIAL •
- RHUBARB SYRUP •



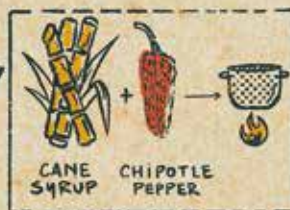
B.

CHIPOTLE CHILLÓN—14€

BACK DUE TO POPULAR DEMAND

served with
lemonades of:

- 400 CONEJOS MEZCAL
- LEMON JUICE
- CHIPOTLE CHILLI SYRUP
- ABSINTHE AROMA



TÓNICO SPRENGER

ALWAYS IN
OUR MENU

13€

- GIN MARE MACERATED WITH GREEN CARDAMOM
- LEMON JUICE
- FRESH CUCUMBER
- CINNAMON
- SCHWEPPE'S GINGER BEER



16€

ARROW

BRUGAL 1888 RUM •
MACERATED WITH
BOIRON PASSION FRUIT
AND GUAVA

LEMON AND APPLE •
JUICES

BAY LEAF AND PINK •
PEPPER SYRUP.

SERVED
IN A FROG

Salmon Guru **TO GO**

MAKE YOUR OWN
TRAVEL KIT

SUITABLE FOR CABIN
FLIGHT

6cl.



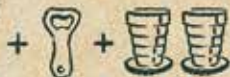
- 3 COCKTAILS
- 1 BOTTLE OPENER
- 1 FOLDABLE CUP



30€



- 6 COCKTAILS
- 1 BOTTLE OPENER
- 2 FOLDABLE CUPS



60€

DRIVERS

DELICIOUS COCKTAILS THAT CLEAR THE HEAD.



Natural, fun,
refreshing, and
full of flavour —
perfect for any
time, all the time.

FREE THE BUNNY

10€

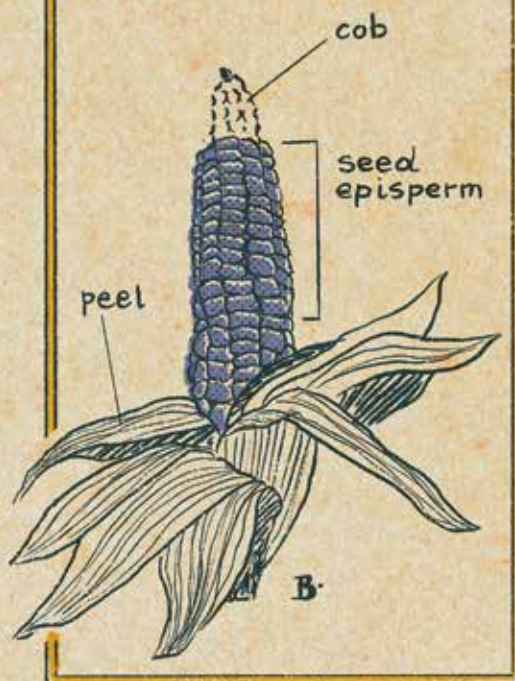
- GIN 0.0%
- CARROT JUICE WITH FIVE CHINESE SPICES
- YUZU AND COCONUT FOAM

[Citrus fruit from East Asia. Tastes a bit like a tangerine but zestier.]



AMAZONIA

PURPLE CORN

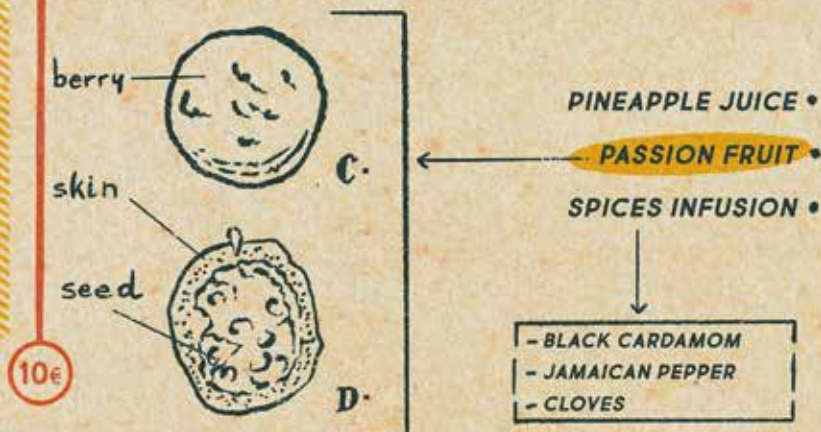


[Purple corn, fruit and spices infusion, originally from the Andes.]

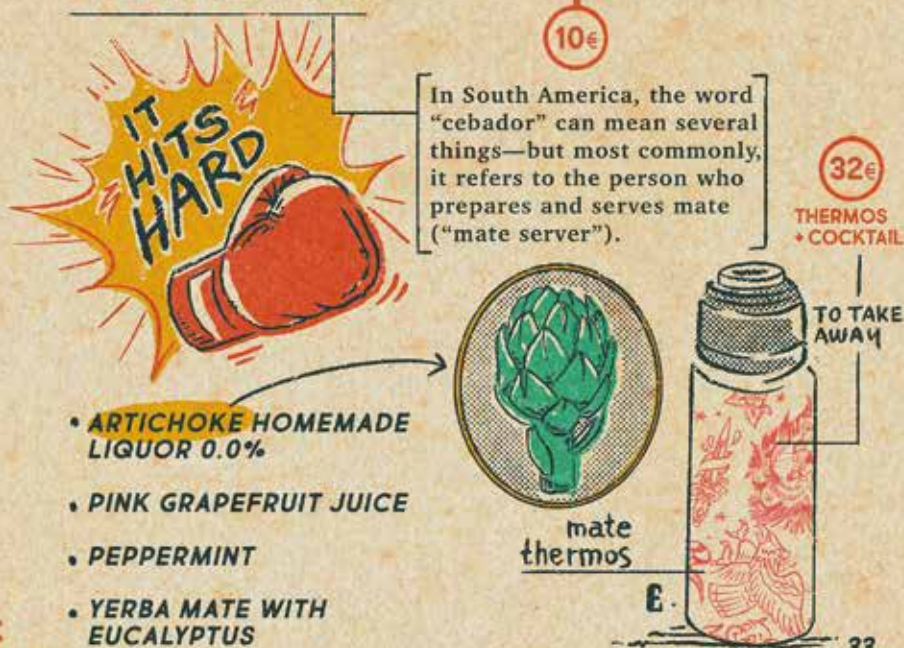
10€

- CHICHA MORADA •
- LIME JUICE •
- MINT LEAVES •
- SCHWEPES GINGER •
- BEER

TIKI TIKI 100%



CEBADOR



IF YOU'VE MADE IT THIS FAR,

**BONUS
TRACK**

YOU DESERVE THIS COCKTAIL

MADrid 91

14€

- BRANDY
- RED VERMOUTH
- **TORRIJA**

MILK PUNCH (P.B.)

A traditional Spanish dessert with a long history rooted in Madrid since the 15th century. Originally created as a way to make use of stale bread by soaking it in milk. It later became a symbol of Madrid's culinary heritage.

1.



FOUND IN TAVERNS SINCE THE 17TH CENTURY.
AT SALMON GURU WE'VE CRAFTED OUR VERY
OWN SPECIAL VERSION.



Salmon
Guru

