

*for the difference ...*

**Cherry  
Heering**

*Please accept this booklet  
with the compliments  
of Peter F. Heering  
of Copenhagen, Denmark,  
whose hope it is that you will  
enjoy its glimpse of the  
Danish way of life, and that  
you may find here some  
ideas for brightening your own  
table and entertainment.*



# A word about entertaining in the Danish Manner

Danish entertaining is thoughtful entertaining. With little effort, but with a great deal of imagination, the Danes create an atmosphere that their friends long remember.

The pleasures of the table are cultivated to a fine art. No effort is spared to please the eye as well as the palate. Even the simplest dish is artfully adorned and served as though it were "lobster and caviar".

The Danes create a happy, intimate atmosphere for their guests – soft, gleaming candle lights, shining silverware and bowls of freshly cut, gracefully arranged flowers.

We have chosen here a few of the many famous Danish specialties that have delighted many visitors from many lands. They are simple to prepare – and if you would like to do as the Danes do, lift your glass of Cherry Heering and say, in the traditional toast of Denmark,

"Skaal"!

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Peter F. Heering

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*Table-service by The Royal Copenhagen  
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*Silver by Georg Jensen, Copenhagen*

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## FLOWER AND TABLE DECORATIONS

"First flowers, then food on the table", says an old Danish proverb. Denmark has as many flower shops as there are drug stores in the United States, and the Danish home is filled with flowers in season. Flowers everywhere.

The clever hostess chooses her flowers for her table to complement her main dish. With a figurine or two of Royal Copenhagen Porcelain to set off her floral centerpiece, the result is captivating. Here are some suggestions:

*Steak:* Deep, red roses with stems cut short, to float gracefully in an old pewter plate.

*Fish:* Calls for flowers as blue as the sea – for example, sweet peas or corn flowers.

*Lamb and Chicken:* Belong to the Danish Spring and inspire a floral motif of daffodils, narcissus, mixed with budding sprigs.

*Game:* Is inseparable from Autumn. Heap a pyramid of fruit in the center of the table. Golden oranges, apples, pears and lemons, topped with clusters of grapes. Run trailers of red and gold Virginia creeper between the fruits and along the table.



For a striking table decoration, sometimes the Danish hostess empties her vegetable bin. Red ripe tomatoes, green and red cabbage are heaped in a colorful mound, along with golden ears of corn, cucumbers, parsley, and green and red peppers set off with leaves of romaine salad placed underneath and between the vegetables. Scooped out potatoes are made into candlestick holders, flanking the centerpiece or hidden among the vegetables. It is an unusual and colorful table decoration with one big advantage – it can all be consumed some other time.



#### DANISH KITCHEN FINESSE

*When broiling fish, make three slits on each side of the fish before broiling, to prevent it from bending.*



*If soup or stew is too salty, add slices of raw potatoes. Boil a few minutes and remove potato slices. Repeat until stew or soup returns to normal.*



*Add thin slices of peeled or unpeeled cucumber to one cup of vinegar that has been mixed with one cup of water and seasoned with black pepper and sugar to taste. Chill in refrigerator before serving.*

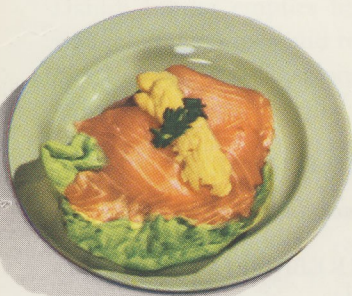
## SMOERREBROED

*(Open Face Sandwich)*

The Danish SMOERREBROED or *open face sandwich* is Denmark's national dish and its preparation a national art. There are hundreds of varieties and each Smoerrebroed is a complete meal in itself. They are served from large attractive platters – one holding meat, egg and sausage sandwiches, another may have an attractive array of herring and sardine sandwiches, and still another, Denmark's famous cheese sandwiches. A separate plate is used for each different platter selection, and knives and forks are used. Three or four Smoerrebroeds should be allowed per person – the art being in the variety offered. A foamy glass of imported Danish beer – such as Carlsberg and Tuborg, and iced Aalborg Aquavit are the popular companions to a Smoerrebroed spread. The meal is completed with Danish pastry and coffee, climaxed by a glass of Cherry Heering!

The foundation for Smoerrebroeds are thin slices of dark or white bread, lavishly buttered. Then artistry and imagination take over in arranging the slices on the bread. For the American housewife, a peek in the refrigerator for leftovers, a trip to the nearest super-market, a little “architectural” skill, and her results, too, can be eye-opening and mouth watering. Here are a few favorite recipes:

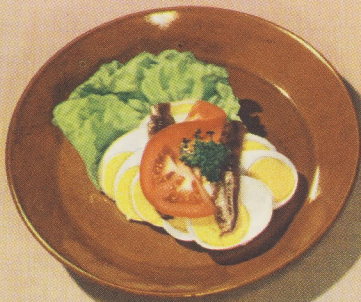




### ROEGET LAKS OG ROERAEG

*(Smoked Salmon and Scrambled Eggs)*

Place slices of fresh smoked salmon on a buttered slice of bread, and add a ribbon of cold scrambled eggs diagonally across the salmon. Decorate with finely chopped chives.



### ◀ AEG OG SILD

*(Anchovies and Eggs)*

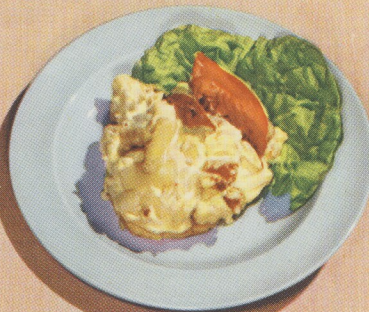
Cut two hard boiled eggs in slices. Put each egg neatly together again and let it fall into shape on a buttered slice of bread. Cover the eggs with anchovies and sliced tomatoes. Decorate and top with watercress.



### BOEF MED SPEJLAEG

*(Roast Beef and Fried Egg)*

Cover buttered bread with slices of cold roast beef. Saute a sliced onion until brown and spread a layer over the beef. Top with a fried egg.



### HUMMER SALAT

*(Lobster Salad)*

Mix small pieces of cold lobster and asparagus with mayonnaise. Place a small lettuce leaf on a slice of buttered bread and spread with lobster salad. Garnish with asparagus tips.



## **TOMAT OG AEG**

*(Tomato and Egg)*

On one half of a slice of buttered bread place slices of hard boiled egg. On the other half arrange slices of tomato. Garnish with onion rings and watercress.



## **LEVERPOSTEJ**

*The "Hans Andersen" Sandwich*

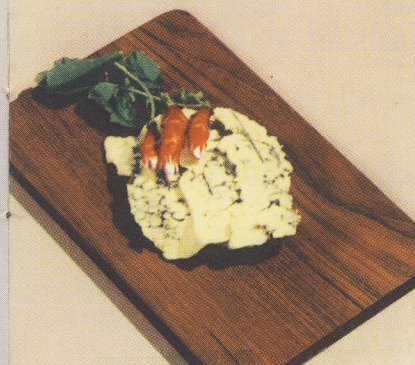
Cover a buttered slice of bread with slices of liver paste (paté). Cross with two rows of crisp bacon. Top with tomato slices, grated horseradish and a strip of jellied consommé.



## **OSTEMAD**

*(Danish Blue Cheese Open Sandwich)*

Spread a slice of bread with unsalted butter. Lay a thin, large slice of Danish Blue Cheese on top. (Good guide: Cheese and Cherry Heering are always delightful companions).



## **GROENLANDSKE REJER**

*(Greenland Shrimps)*

The Greenland shrimps with the unique flavour and delicacy of their crisp, cold waters are available in fine American food shops. Serve on buttered bread.



## **FLAESKE- STEG**

*(Cold Roast Pork)*

Cover a buttered slice of bread with slices of roast pork. Decorate with slices of cucumber salad and sliced beets.







## KOLDT BORD

(Cold Table)

In Denmark, the KOLDT BORD – or *cold table* – is an epicurean festival, every dish prepared with loving care for eye-appeal as well as for taste. The American housewife can easily and quickly prepare one of these lovely cold tables – and achieve the culinary triumph that has so endeared the Koldt Bord to Danish gourmets. Simply use the recipes for the open face sandwiches, but arrange them on platters *without* the foundation of bread. Or, for a really lavish cold table – add platters of cold sliced Hafnia Ham, roast duck and a platter of Denmark's famous cheeses (which go so well with Cherry Heering). The Danes help themselves to one course at a time, before going on to the next, and for each

selection, *always* use a fresh plate. (They would not dream of mixing herrings and meats on one plate, for example). A very special herring dish which was created for the cherry blossom festival of Peter Heering by the famous Copenhagen Restaurateur Oskar Davidsen, a specialist in sandwiches, has become one of the most popular dishes for the cold table. Here is the recipe, as well as other appetizing suggestions:

### Cherry Heering – Herring:

Succulent Iceland spiced herring (not ordinary salted herring) are steeped, preferably in milk, for about 8 hours, after which they are placed in a marinade for 3 or 4 hours, consisting of:

$\frac{3}{4}$  parts Cherry Heering and

$\frac{1}{4}$  part tomato-puree

to which is added:

mustard (french type)

Worcestershire Sauce

malt-vinegar.

The herrings may be served either whole or cut into suitable pieces.

Just before serving-up, a broad trimming of pared, finely grated cucumber mixed with lemon-juice, according to taste, is placed on the serving. In order not to mar the colour-effect, it is not advisable to sprinkle the grated cucumber with parsley, dill, chilli or other flavouring.

A delicious presentation!



Place contents of a can of imported herring in wine or dill sauce on a layer of chopped raw onions, and top with a raw egg yolk.



Drain a can of small sweet peas, one of asparagus and one of diced carrots. Mix well with mayonnaise, mustard, salt and pepper.



Cut slices of Danish liver paste (paté) and top with slices of pickled cucumber. Decorate with cut pieces of jellied consomme – from a can of consomme.



Slice hard boiled eggs when cold. Decorate with anchovy fillets and sliced tomatoes.



Drain a can of Danish mussels and mix well with mayonnaise flavored with curry.



Mix mayonnaise with a little Tarragon vinegar and add salt and pepper. Drain a can of mushrooms and saute in butter until brown. Cool and then mix with celeriac cut very fine. Add flavored mayonnaise. Serve on lettuce leaves and decorate with sliced tomatoes and parsley.



Broil or fry Danish frozen filet of sole with butter or oil and serve with butter sauce, or tartar sauce, either lukewarm or cold.



#### DANISH KITCHEN FINESSE

*Don't weep, says an old Danish proverb, when peeling or slicing onions. Place a small piece of bread between the teeth and breathe through the mouth.*

#### DINNER AND BUFFET SUPPER SUGGESTIONS

Dinner in Denmark is the day's big event. Here are the recipes of some Danish specialties:

##### DANISH MEAT BALLS

1½–2 pounds meat (half veal, half pork), 2 teaspoons salt, pepper, abt. 1 pint milk, flour, possibly egg-white and cream, grated onion. Grind the meat 3–4 times and place in a bowl. Smooth out the meat and divide with a knife into 4 parts. Remove one fourth, fill up the hole with flour and stir into a thickening with the milk. Add a little grated onion, egg-white or – still better – egg-yolk and cream. Finally add salt and pepper.

The better the meat is stirred, the bigger the portion will be. If you start stirring early in the day, more milk will go in thus stretching the meat.

Boil a trial ball to find out if the meat is sufficiently spiced.

Meat balls are placed on the frying-pan with a spoon. There should be plenty of well-browned butter or margarine on the frying-pan.





*Table-service by The Royal Copenhagen  
Porcelain Manufactory  
Silver by Georg Jensen, Copenhagen*

## FLAESKESTEG MED SVAER

*(Roast Pork with Rind)*

Loin of pork

Flour, salt

In Denmark pork is usually roasted with the rind on. Score rind with a sharp knife lengthwise and

crosswise, spacing the slits a half inch apart. Rub roast thoroughly with salt and place in a moderate oven for 15 minutes, and then pour half a cup of water in the bottom of the pan. Do not baste the pork or the rind will not be crisp. When the roast is done, pour off the juice from the pan and thicken with flour and butter. Add salt and a gravy seasoning. Serve with tiny, peeled potatoes that have been fried in sugar and butter, and with a side dish of boiled red cabbage.

## ROEDKAAL

*(Red Cabbage)*

1 medium sized head or two jars  
of red cabbage

2 to 4 tablespoons butter

2 tablespoons sugar

1 tablespoon vinegar

*(serves 4 to 6 as a side dish)*

Shred and drain cabbage. Melt butter and add sugar in an iron saucepan. Add cabbage. Steam in a little water and add vinegar. Simmer until tender, stirring occasionally. The Danes add caraway seeds, or peeled and sliced apples, as well as a half cup of currant jelly.

## HAMBURGERRYG

*(Danish Bacon Canadian Style with  
Currant Jelly)*

Danish Bacon Canadian Style

3 tablespoons currant jelly

1 tablespoon prepared mustard

1 tablespoon grated onion

Saute enough Ham for four servings, until lightly browned. Remove from skillet and keep hot. Pour into skillet a mixture of 3 tablespoons



## DESSERTER

*(Danish Desserts)*

Danish DESSERTER are delicious – and well worth preparing for that special occasion. Here are desserts typical of the Danish cuisine and certain to please the American palate:

### PANDEKAGER

*(Pancakes)*

3¾ cups flour  
½ cup beer  
2 cups milk  
½ tablespoon butter  
2 eggs (separated)  
dash of salt  
dash of sugar

Mix flour and egg yolks. Add beer and milk. The batter should be thin. Beat until smooth and add sugar and salt. Fold in stiffly beaten egg whites. Pour a little of the batter into a well greased frying pan and tilt so that the batter covers the bottom of pan evenly. Brown one side, turn and brown the other side. The secret of fine pancakes is to make them wafer thin. Pandekager are particularly delicious when a jigger of Cherry Heering is poured over them.

### AEBLEGROED MED MANDELDEJG

*(Applesauce Torte)*

2 cups thick applesauce  
1⅓ cup ground almonds  
1½ tablespoon powdered sugar  
3 eggs  
whipped cream

Pour the applesauce into a buttered baking dish. Mix the almonds and the sugar. Separate the eggs and beat the egg yolks in one at a time. Whip the egg whites until stiff and combine with the yolk mixture. Pour the combined mixture over the apple sauce and bake in oven about half an hour at 400° Fahrenheit. Serve the dessert lukewarm and with whipped cream.



## DANISH KITCHEN FINESSE

*If your cream refuses to whip, first chill it thoroughly, then add a chilled egg white and whip again.*



*If cheese becomes dry, try soaking it in buttermilk and it will return to normal.*



*Cold tea makes an excellent house plant fertilizer – try it on your plants.*



*Always wet egg shells before placing the eggs in water to boil, to prevent cracking. A cracked egg can still be boiled if you rub the cracked spot with moistened salt before placing the egg into boiling water.*



## **SURPRISE DESSERTS WITH CHERRY HEERING**

Cherry Heering, Denmark's national liqueur, is used in many different and delightful ways to add an extra special taste to desserts. For a quick, simple but delightful dessert, dress up your vanilla ice cream with a covering of Cherry Heering, or try mixing a wineglass of Cherry Heering with juicy ripe red cherries, and serve over vanilla ice cream.

Another time-saving suggestion: Pour a little Cherry Heering on grape-fruit before serving. It will delight the eye and make the taste more piquant.

In your prettiest cut-glass bowl, mix berries and chopped fruits (whatever fresh fruits are in season). Add toasted chopped almonds, a wineglass of Cherry Heering and chill well. Bring the bowl to the table at dessert time, so your guests may admire its festive beauty. Serve the fruit salad with whipped cream or else spoon it over ice cream. Here's a dessert that will be long remembered!





*Distinctive entertaining with Denmark's own*

## CHERRY HEERING

There seems to be a special "something" in the Baltic winds and rains that sweep over Denmark's rich deep soil, because here grows a dark red, tender fruit found in no other land – the Danish cherry. This unique gift of nature has been transmuted into an even more unique and wonderful liqueur – called Cherry Heering, made by the same family in Copenhagen since 1818. This dark red, delicious liqueur with its memorable bouquet is enjoyed throughout the world by men and women alike. It is simple to serve, without fuss or preparation, and is economical too, for a bottle goes a long way, even with generous hospitality.

As a liqueur in a small snifter, Cherry Heering is a delightful way to end a luncheon, to serve at bridge, or when entertaining in the afternoon. Your guests will love Cherry Heering with coffee at dinner, and to sip throughout the evening. Cherry Heering is at its best when chilled.



## CHERRY HEERING DRINKS

Here are some other drinks that you can offer with Cherry Heering:

### CHERRY HEERING ON THE ROCKS

Pour a jigger of Cherry Heering over ice cubes. A popular variation from the ordinary "on the rocks" drink.

### *The World Famous* SINGAPORE SLING

1 ounce Cherry Heering  
2 ounces Gin  
½ ounce Benedictine  
2 dashes bitters  
Juice of lemon or lime  
Sugar to taste

Put in large glass with ice and add sparkling water.

### *Ever Popular*

### CHERRY HEERING COCKTAIL

⅓ of Cherry Heering  
⅔ of Gin  
Twist of lime or lemon

Shake well with ice and enjoy.

### COPENHEERING COCKTAIL

½ of Cherry Heering  
½ of Samovar Vodka  
and a few drops of lime or lemon juice.

### CARIOCA COCKTAIL

¾ of Cherry Heering  
¾ of Carioca Rum  
¼ of lemon  
or lime juice.  
Shake with ice.

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Glasses by Holmegaard, Copenhagen*



### THE NIGHT PARISIAN

½ of Cherry Heering

½ of Cognac

Peel of lemon.

### THE S.A.S. POLAR COCKTAIL

¾ Cherry Heering

¾ Schenley Reserve Whiskey

¼ fresh orange juice

Shake well with crushed ice and serve as cold as the ice on the North Pole over which Scandinavian Airlines System flies from California to Copenhagen.

Our final suggestion: Be sure you always have a bottle of Cherry Heering at home, in instant readiness for the moment of distinctive hospitality . . . and when dining out, assure your enjoyment by slowly raising your glass of Cherry Heering and looking deeply into your companion's eyes as you say,

"Skaal"!



### CHERRY HEERING LIQUEUR • 49 PROOF

*Made in Denmark*

*Imported by*

SCHENLEY IMPORT CORPORATION,  
NEW YORK, N. Y.





PETER F. HEERING

COPENHAGEN • DENMARK



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