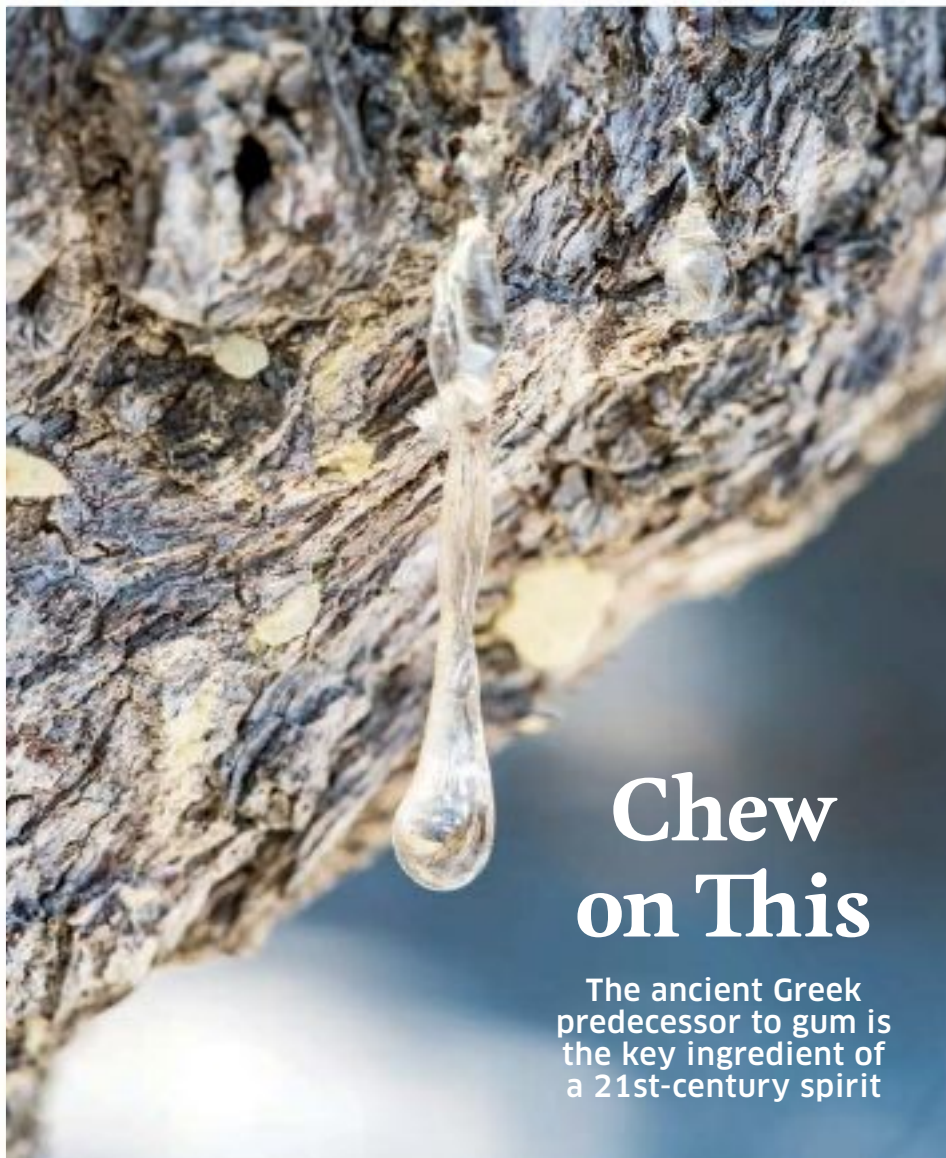


THE DRINK

By Margarita Gokun Silver



Chew on This

The ancient Greek predecessor to gum is the key ingredient of a 21st-century spirit

Mastic—the resin of the *Pistacia lentiscus* shrub, which is cultivated in a few villages on the Greek island of Chios—can be thought of as the world’s first chewing gum. Herodotus mentioned it in the 5th century B.C.E., and its Greek name, *mastiha*, means “to chew.” The

gum has long been used for its therapeutic properties, but modern Greeks know it as a flavoring agent in an aromatic liqueur. This is also how Effie Panagopoulos is introducing it to the world.

“The sap is a superfood, a cure-all, and a do-all,” says Panagopoulos, a

spirits-industry veteran, “and I realized that it’s amazing in cocktails.” She became determined to create Greece’s first luxury *mastiha* spirit, testing 17 formulas, pitching more than 160 potential investors, and going through four distilleries before settling on Isidoros Arvanitis, the home of Greece’s first female distiller, Maroussa Tsachaki.

The resulting product, Kleos, launched last summer in Mykonos and is now spreading across the U.S. Floral and fresh, with notes of eucalyptus, cucumber, and mint—and none of the saccharine sweetness that defines its competitors—the drink is best enjoyed on the rocks with a twist or in citrusy, herbal cocktails.

“I feel like this is a calling for me,” says Panagopoulos, who has become an evangelist for the classic spirit. Indeed, her brand’s name comes from the Greek word for “fame or glory attained through good deeds or hard work.” She aims to live up to that promise by hosting Kleos bartending competitions that will focus on how bartenders earn their *kleos*—namely, what they do to benefit their communities and the world at large. Presumably, the goal is to leave attendees with not only something to sip but something to chew on.



Esin Deniz/Shutterstock (shrub)

THE PHRASES

Greek



English	Greek	Pronunciation	Fun Phrase
Hello / Goodbye	Γεια σου / Αντίο	Yah-soo / A-dee-oh	Feeling overcommitted? The Greeks understand. Their phrase for being too busy is:
Yes / No	ναι / όχι	Neh / Oh-hee	
Please / Thanks	Σας παρακαλώ / Ευχαριστώ	Sas pa-ra-ka-lo / Eff-ha-ree-sto	<p>τρέχει και δεν φτάνει (Treh-hee kay den fta-nee)</p> <p>This translates literally as “running without arriving.” —Hilary Hodge</p>
I'd like to order a <i>mastiha</i>	Θα ήθελα να παραγγείλ μία μαστίχα	Tha i-the-la na pa-ran-gi-lo mia ma-stee-kha	
Check, please	Τον λογαριασμό, παρακαλώ	Ton loh-gah-ria-zmo, pa-ra-ka-lo	

Hanna Barczyk