STIR IT UP

COCKTAIL STARTER GUIDE
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8.3 million consumers drink cocktails in the on-trade and 28% of those consumers are drinking cocktails more frequently than they were six months ago. Cocktail drinkers also spend 17% more compared to non-cocktail drinkers and are more likely to revisit.

There is a huge opportunity for outlets to attract regular customers with a higher spend by visit. Cocktails done right demand a higher price tag, meaning higher margins and more profits for you.
Gain fantastic industry exposure.
Meet some of the world’s best spirits brand owners and spirit specialists, supported by Matthew Clark’s own team.

Win an epic Icelandic adventure – courtesy of STIR IT UP sponsor Reyka.
The winner will enjoy an all-expenses paid trip for two in Reykjavik.

Prove you’ve got the skills to make great cocktails.
What better way to test and showcase your talent while receiving direct feedback from industry experts.

Enter the STIR IT UP wall of fame.
Make a name for yourself and put your venue on the must-visit map.

Share an incredible journey and meet incredible people.
OK, that’s two reasons but so core to the aims of the STIR IT UP competition to make the cocktail category fun and accessible to the on-trade.
Top 10 Cocktails
Top 10 Cocktails

PORNSSTAR MARTINI

Measure
1.5 fresh Passionfruit
12.5ml Lime Juice
12.5ml Vanilla Sugar Syrup
12.5ml Passionfruit Liqueur
40ml Vanilla Vodka
20ml Prosecco

Method
Scoop out seeds and flesh of one passionfruit and add to shaker along with all other ingredients excluding the prosecco. Shake with lots of ice and strain into martini or coupette glass. Garnish with remaining half passionfruit. Pour prosecco into separate chilled shot glass.
MOJITO

Measure
20ml Lime Juice
20ml Sugar Syrup
(1:1 - Sugar/cold water)
5-6 Mint Leaves
50ml White Rum
Top up with soda

Method
Clap the mint in your hand and drop into the glass, add sugar syrup, lime juice and the rum. Then add in crushed ice and churn with a bar spoon for 4-5 seconds. Add more crushed ice to the top and dash with soda if required. Clap a mint sprig and garnish.
Top 10 Cocktails

SEX ON THE BEACH

**Measure**
- 20ml Peach schnapps
- 30ml Orange juice
- 30ml Pineapple juice
- 45ml Vodka
- 30ml Cranberry juice
- 15ml Chambord raspberry liqueur

**Method**
Shake the first three ingredients with ice and strain into an ice-filled glass. Then shake the other three ingredients with ice and strain into the glass on top of the base layer. Serve with stirrer.
LONG ISLAND ICE TEA

Measure
15ml White Rum
15ml Dry Gin
15ml Vodka
15ml Tequila
15ml Triple sec
15ml Cane sugar syrup
15ml Lemon juice
15ml Lime juice
Top up with cola

Method
Shake all spirits with lemon and lime juice with ice and strain into an ice-filled glass. Top up with cola.
Top 10 Cocktails

WOO WOO

Measure
45ml Vodka
22.5ml peach schnapps
75ml Cranberry juice

Method
Shake all ingredients with ice and strain into an iced-filled glass.
DAIQUIRI

Measure
20ml Lime Juice
20ml Sugar Syrup
50ml White Rum

Method
Add all ingredients into the shaker and then fill with ice. Shake and strain into chilled martini glass.
Top 10 Cocktails

ESPRESSO MARTINI

Measure
25ml Espresso
10ml Sugar Syrup
10ml Coffee Liqueur
40ml Vodka

Method
Add all ingredients into the shaker and then fill with ice. Shake, then strain into chilled martini glass. Garnish with three coffee beans.
CHAMPAGNE COCKTAIL

Measure
1 Sugar Cube (white)
3 Drops Angostura Bitters (soak cube)
25ml VSOP Cognac
Top with Champagne - not Prosecco

Method
Dash the sugar cube with bitters and leave to soak in. Pour the Cognac into the glass and then add the cube. Steadily top with Champagne and serve.
APEROL SPRITZ

Measure
75ml Prosecco
50ml Aperol
25ml Soda Water

Method
Add all ingredients to a large wine glass filled with cubed ice. Garnish with orange slice.
COSMO

**Measure**
- 30ml Vodka
- 30ml Triple sec
- 45ml Cranberry juice
- 15ml Lime juice

**Method**
Shake all ingredients with ice and fine strain into a chilled glass.
More and more bartenders are dusting off old recipe books and bringing back to life some of the forgotten serves from the first cocktail era. Remember to add your own twist!
NEW YORK SOUR

Measure
60ml Bourbon Whiskey
30ml Lemon juice
15ml cane sugar syrup
Dash Angostura bitter
22.5ml Claret wine

Method
Shake all ingredients with ice and strain into an ice-filled glass. Drizzle red wine around the surface of the drink.
THE WHITE LADY

Measure
50ml Gin
25ml Cointreau
15ml Lemon Juice

Method
Add all the ingredients in a shaker with half a cup of ice and shake until cold. Strain into a Martini glass.
CORPSE REVIVER NO.2

Measure
25ml gin
25ml Cointreau
25ml Lillet Blanc
25ml fresh lemon juice
1 dash of absinthe

Method
Shake all ingredients with ice, strain into a chilled glass and garnish.
Low and no alcohol drinks have been making the waves with bartenders the world over. From non-alcoholic spirits to shim serves and mocktail, there’s never been such an opportunity to be creative.
MARTINI COBBLER

Measure
50ml Martini Rubino
10ml Maraschino Liqueur
10ml Honey Syrup
2 generous slices each of Orange, Pineapple and Lemon. (Approx. 40ml of juice each)

Method
Muddle all fruit in a shaker. Add ice and the liquid. Shake and strain into an ice filled Collins glass.
**BOTANIST CORNER**

**Measure**

- 200ml Fentimans Rose Lemonade
- 4 slices of Cucumber
- 12.5ml Lime Juice
- 1 tsp Damson Jam
- ½ tsp White Sugar

**Method**

Muddle the cucumber in a Boston glass, add the sugar, jam and lime juice. Shake and strain over ice and top with rose lemonade.
52% of consumers care about provenance. Offering cocktails containing spirits with real pedigree and authenticity such as English gins and Scotch whiskies, provides the opportunity to engage consumers with a rich product background that support local business.
The Essentials
Equipment, Techniques, Garnishes
BOSTON SHAKER

The shaker of choice for the professionals, used with the Boston Shaker Glass as a two piece set. The glass is toughened to withstand the constant bashing of solid ice.
A Jigger or Measuring Cup is a useful tool for beginners but also a better control measurement of the ingredients being used to compose a cocktail.
BAR SPOON

Ideal for layering and stirring drinks.
MUDDLING

Muddling allows you to muddle fruit, sugars and herbs with a pestle and mortar type effect. This helps extract fantastic flavours to enhance your drink.
Equipment

HAWTHORN STRAINER

Used to strain ice and other solid ingredients you don’t want in your drink.
PAIRING KNIFE

A paring knife is a small knife with a plain edge blade that is ideal for peeling fruit when making cocktails.
FINE STRAINER

Used to strain the smaller items a Hawthorn doesn’t stop. This is mainly used in clean served drinks such as Cosmopolitans and Daiquiris. This can stop small bits of pulp and tiny shards of ice floating at the top of the drink.
**Technique**

**Build**
Ingredients are poured directly into the serving glass. First, ice is added to the empty glass and then the cocktail ingredients are added.

**Churn**
Ingredients are mixed with crushed ice. Churning will ensure that the drink chills very quickly.

**Muddle**
Many cocktails use fresh ingredients such as herbs and fruit, sometimes muddling is required to release the flavour. To muddle means to press the ingredients against the inside of the glass with a muddler.

**Must-Do - balancing**
Balancing a cocktail is probably the most important part of cocktail making; if the sweet and sour elements do not balance, the drink will not taste right.
Garnishes

TWIST

Cut the skin and pulp off of the flesh so that you have one long thin strip of peel. Twist the peel into a curl. The peel should naturally hold its shape.
Garnishes

BURNT ZEST

The showman’s garnish. The idea is to pinch the peel and light the oils as they leave the peel. Drop the peel in the glass or discard.
WHEEL

To cut a citrus wheel, start by slicing the fruit in half crosswise. Then make another parallel cut of about a 1/8 to 1/4 inch in from the edge, then slide onto the rim of your glass.
Garnishes

SUGAR/SALT RIM

Moisten the rim then turn the glass upside down and dip it into a bowl filled with salt or sugar.
The STIR IT UP competition was definitely the catalyst for the achievements I’ve made this year, I’d implore anyone to test themselves to win it!

Achievements since the competition:

– ‘Best Bartender in the UK’ nod from the Morning Advertiser.
– Nomination for ‘Best Bar Team’ from Imbibe UK.
– ‘Best themed menu’ in the UK for Lab 22.