

**K&S**

# COCKTAILS

Make a Splash - Cocktail 101 - Margarita



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## Sweet & Sour

The two pillars of taste that create a vibrant and fresh beverage. One can balance the other.

## Base Liquors

The foundation of any beverage starts with its base. Each base gives a shape and profile to the overall cocktail. Be it bright and floral, or round and soft, find which spirit to start with.



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## Anatomy of Cocktails

Learn about the basic flavor components of the balanced cocktail.



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## Bitter & Complexity

Add depth, structure, and nuance to any cocktail.



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## Shaken; Not Stirred

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## Make it a Sour

Mix it up, play with flavors! Add and Egg white for a fuller feels.



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## Margarita Time!

Lime & Tequila are a match made in heaven. Let's play!

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# Anatomy of the Cocktail: Sour, salt bitter, sweet

**The basic parts of any cocktail:**

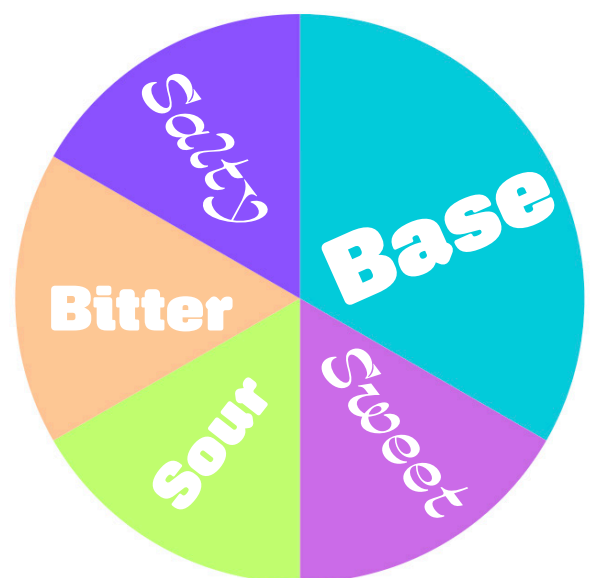
**BASE LIQUOR:** Base flavor

**SOUR:** Adds brightness

**SWEET:** Balances sweet

**BITTER:** Add complexity

**SALT/ UMAMI:** Make it pop!





**SWEET** balances **SOUR**

**SALT** balances **BITTER**

**SOUR** neutrulizes **BITTER**

**SALT** softens **SWEET**

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# Sweet & Sour

## Sweet:

**Simple Syrup:** A mixture of sugar and water, typically in equal parts.

**Honey Syrup:** Made by mixing honey with water to create a syrup.

**Agave Syrup (Agave Nectar):** A sweet syrup made from the agave plant, commonly used in margaritas.

**Maple Syrup:** Adds a rich, sweet flavor to cocktails, often used in whiskey-based drinks.

**Grenadine:** A sweet, red syrup made from pomegranate juice, used to add sweetness and color to cocktails like the Tequila Sunrise.

**Fruit Juices & Purees:** Juices such as pineapple juice, orange juice, cranberry juice, and apple juice are naturally sweet.

**Liqueurs:** Many liqueurs, such as Cointreau, triple sec, amaretto, and Frangelico, add sweetness and flavor complexity.

## Sour:

**Fresh Citrus Juice:** Lemon juice, lime juice, and grapefruit juice are common sour components used to add acidity and brightness.

**Sour Mix:** A pre-made mixture of lemon juice, lime juice, and simple syrup.

**Tamarind Paste:** Tamarind paste is tart and sour, often used in topical cocktails.

**Citric Acid:** A powdered form of citric acid can be used to add sourness to cocktails without diluting them with additional liquid.

**Shrubs:** These are vinegar-based syrups infused with fruit, herbs, or spices, adding both sweetness and acidity to cocktails.

Get creative! Beyond simple syrup, explore honey, agave, and other sweeteners. Each brings its own flavor profile and viscosity, affecting both the taste and mouthfeel of a cocktail. Fruit is a beautiful way to incorporate sugar while inviting new flavors.

## - Role of Sweetness





Citrus can add

**Acidity  
from citrus or  
other sour agents is  
crucial for balancing  
sweetness and adding  
brightness to a cocktail.**

*- The Importance of  
Acidity*

# Bitter & Complexity

## Bitter:

**Bitters:** Concentrated botanical extracts infused with herbs, roots, spices, and fruits. They come in various flavors such as Angostura bitters, Peychaud's bitters, and orange bitters. Just a few dashes of bitters can add complexity and bitterness to cocktails.

**Amaro:** Amaro is an Italian herbal liqueur characterized by its bitter-sweet flavor profile. There are many varieties of amaro, each with its unique blend of herbs, roots, and botanicals. Popular examples include Campari, Aperol, & Fernet-Branca.

**Vermouth:** Vermouth is a fortified wine flavored with aromatic herbs, roots, and spices. It comes in two main varieties: sweet vermouth (red/rosso) and dry vermouth (white/bianco). Both types contribute bitterness to cocktails like the Negroni (with sweet vermouth) and the Martini (with dry vermouth).

**Gentian Liqueur:** Gentian liqueurs, such as Suze and Salers, are made from the root of the gentian plant. They have a distinctively bitter flavor and are often used in aperitif cocktails.

**Herbal Liqueurs:** Some herbal liqueurs, like Chartreuse (both green and yellow varieties) and Jägermeister, contain bitter botanicals alongside other herbs.

**Coffee Liqueur:** Coffee liqueurs like Kahlúa and Tia Maria add a bitter-sweet coffee flavor to cocktails, balancing sweetness with bitterness.

**Quinquina:** Quinquina is a type of aromatized wine flavored with quinine, herbs, and spices. It adds a bitter, slightly astringent quality to cocktails. Popular examples include Lillet Blanc and Cocchi Americano.

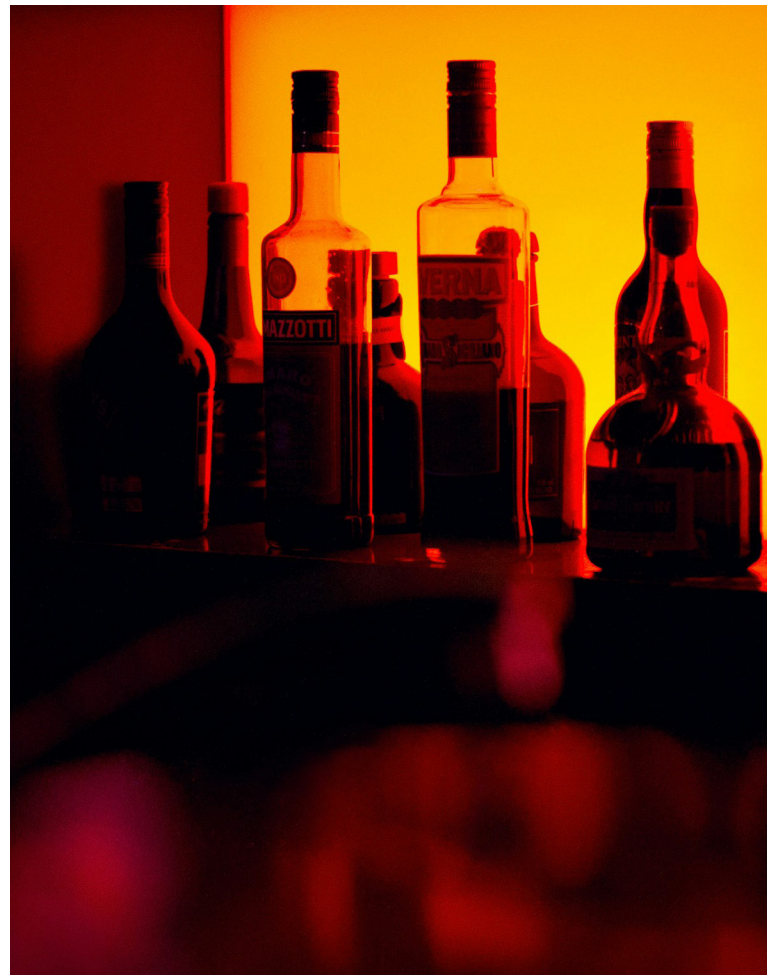
**Artichoke Liqueur:** Artichoke-based liqueurs like Cynar have a distinct bitter flavor with herbal and vegetal undertones.

**Absinthe:** Absinthe is a highly alcoholic spirit flavored with botanicals, including anise, fennel, and wormwood. It tends to be used sparingly as a rinse or in small quantities.

**Grapefruit Peel:** Grapefruit peel, when muddled or used as a garnish, can impart a bitter and citrusy flavor to cocktails.

**Bitters & herbal liqueurs can add depth & complexity, rounding out a cocktail and stimulating the palate.**

*- Bitterness*







Aperitif cocktails are centered around bitter liqueurs.

**Salt**  
acts as a  
counterbalance  
to bitterness. A  
mere pinch of salt can  
reduce bitterness while  
enhancing the richness  
of a flavor

# Base Liquors

**Vodka:** Blank canvas that takes on the flavor of what is around it. Great for infusions or cleaning the bar.

**Gin:** Savory or Fresh. Can lean herbaceous, floral, or citrus-forward. Commonly has juniper, coriander, citrus, and spice notes.

**Tequila:** From the agave plant, tequila has woody floral notes balanced by vanilla and caramel undertones.

**Mezcal:** Also from the agave plant, mezcal has a smoky quality with vegetal notes, mainly bell pepper and hint of gasoline/rubber.

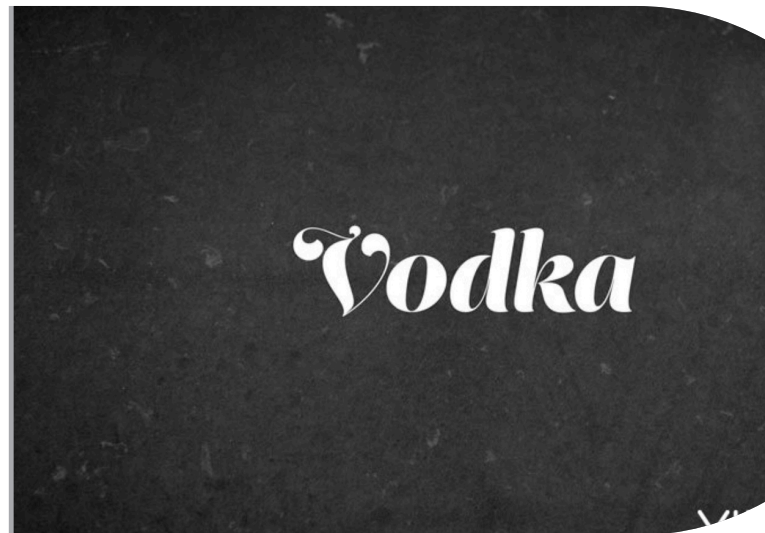
**Whiskey:** Depending on the grain used bourbon can have more of a citrus, vanilla, banana, round flavor profile vs rye which is woodier, spicier, sharp with undertones of pear.

**Scotch:** A smokier whiskey that has floral nutty notes along side smoke and honey.

**Rum:** Made from sugar cane, rums tend to be sweeter, varying from spiced to a more neutral tropical flavor. Rum take on the notes of the barrels they are aged in.

## What's your drink of choice?

- Something delicious





# Shaken; Not Stirred



**Ice adds dilution,  
water is the  
great equalizer  
of flavor.**



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prehendae nonet alis |

**Dry Shake:** This involves shaking a cocktail without ice first, then adding ice and shaking again. It's commonly used for cocktails containing ingredients like egg whites or cream. The initial dry shake helps emulsify and froth up these ingredients before chilling the drink with ice in the second shake.

**Wet Shake:** A wet shake simply refers to shaking a cocktail with ice from the start. It's the standard shaking method for most cocktails and ensures that the drink is properly chilled and diluted while also incorporating air into the mixture for a smoother texture.

**Hard Shake:** A hard shake involves shaking the cocktail vigorously with a lot of force. It's typically done to properly mix ingredients, chill the drink quickly, and create aeration, resulting in a frothier texture. Bartenders often use a hard shake when working with cocktails that contain citrus juices or egg whites.

**Reverse Shake:** In a reverse shake, the order of shaking is reversed compared to a standard shake. First, the ingredients are shaken with ice, then strained into the shaker, and finally, the cocktail is shaken again without ice. This method is used to achieve a particularly frothy and creamy texture, especially in drinks with egg whites or dairy.

**Long Shake:** A long shake refers to shaking the cocktail for an extended period, typically around 20-30 seconds. It's used to thoroughly chill and dilute the drink while also incorporating air, resulting in a well-balanced and refreshing cocktail.

**Regal Shake:** Adding citrus peel to your shaker to release natural oils into the cocktail.



**Stirring:** is a gentler mixing technique compared to shaking, often used for cocktails that are primarily spirits-based and don't contain ingredients like citrus juices or egg whites. It's done by stirring the ingredients with ice in a mixing glass or shaker using a bar spoon until properly chilled and diluted. Stirring helps maintain the clarity and texture of the drink while also blending the flavors smoothly.

# Margarita

**One** popular story traces the Margarita back to the 1930s or 1940s, with its creation often attributed to a bartender named Carlos "Danny" Herrera at his bar, Rancho La Gloria, in Tijuana, Mexico. Legend has it that Herrera concocted the cocktail for a customer who was allergic to most spirits but could handle tequila. He combined tequila, lime juice, and triple sec, serving it over ice in a salt-rimmed glass. The customer's name? Margarita, of course.

Another tale suggests that the Margarita was created by a socialite named Margarita Sames in Acapulco in the late 1940s. She reportedly mixed tequila, Cointreau, and lime juice for her guests at a party, and the cocktail was an instant hit.

**Tequila, orange liqueur, lime juice, and something *sweet*.**





## Margerita Recipe

...

- ◆ 2 oz Tequila or Mezcal
- ◆ 3/4 oz Lime Juice
- ◆ 3/4 oz Lemon
- ◆ 1 oz Simple Syrup
- ◆ 3 dashes Orange Bitters

...

2<sub>oz</sub> Base  
1.5<sub>oz</sub> Sour  
1<sub>oz</sub> Sweet  
0.05<sub>oz</sub> Bitter

# The Sour

**Why** add egg whites to your cocktails?

Egg whites create a silky and frothy texture in drinks, adding a luxurious mouthfeel that enhances the overall drinking experience. This frothiness can be especially appealing in cocktails like sours or flips.

They also help balance and mellow out strong or acidic flavors in a cocktail.

They can soften the sharpness of citrus juices or bitter ingredients, resulting in a smoother and more harmonious flavor profile.

They are also visually stunning, giving your cocktail a beautiful head of foam. This skilled addition can be used for decorative purposes or to indicate the skill and craftsmanship of the bartender.

**Amino acids, the building blocks of proteins like those found in egg whites, play important roles in supporting the functioning of enzymes involved in alcohol metabolism.**







## Margerita Sour

♦♦

- ♦ **2 oz Tequila or Mezcal**
- ♦ **1 1/2 oz Citrus Juice**
- ♦ **1 oz Simple Syrup**
- ♦ **3 dashes Bitters**
- ♦ **1 Egg White (1/2 oz)**

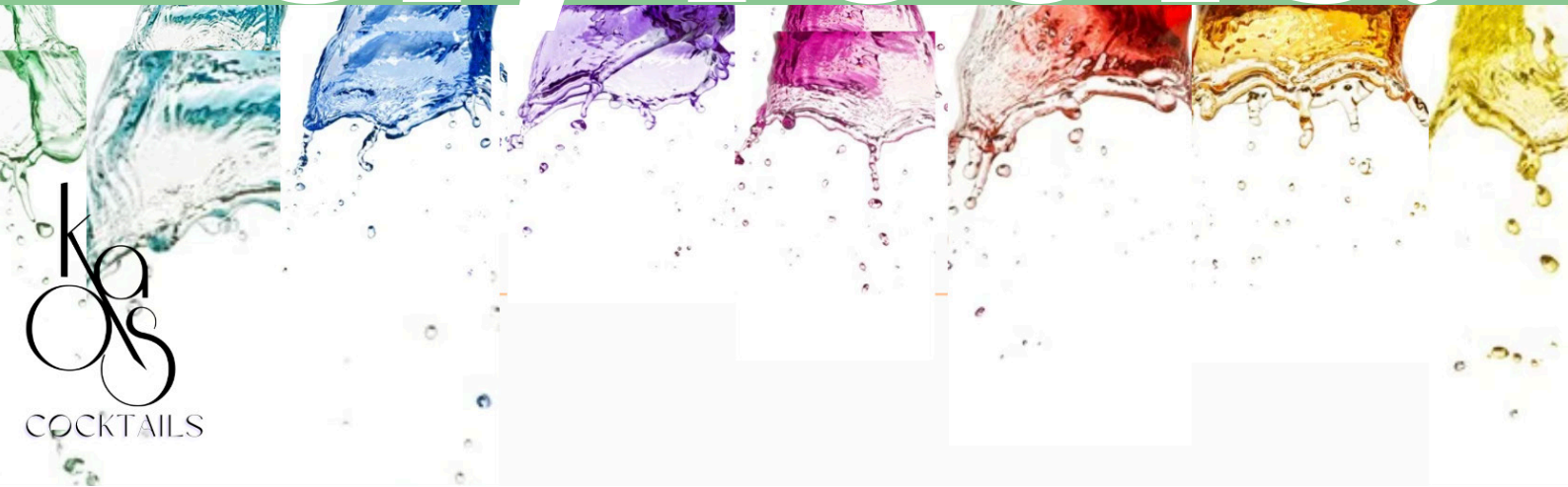
*\* Try adding herbs, peppers, or citrus peel*

*\* Try 1/2 oz Simple & 1/2 oz Liqueur*

♦♦

**2oz Base**  
**1.5oz Sour**  
**1oz Sweet**  
**0.05 oz Bitter**

# BOTTOMS UP, TOOTS!



**ka**  
**OS**  
COCKTAILS