



SIPPING "SOCIAL" TRENDS

with Kathy Casey

Top 20 Sipping “Social” Trends Identified Through Social Media and On-Line

All Things Ginger

Apple & Cider Craze

Friendly Whiskey

Grilled - Roasted - Charred

Exotic & Varietal Citrus

Salt - Saline

Bitters & Vermouth

Herbs - Flowers - Botanicals

Preserved: Shrubs, Marmalades, Pickles

Drink Your Veggies

Honey & Sweeteners

NA: Refreshing, Teas & House-made Sodas

Bloody Marys & Brunch Cocktails

Tiki Tiki Tiki

Cocktails On - Tap

Bottled Cocktails

Pre Batching - Pitchers - Punch Bowls

Frozen & Icy

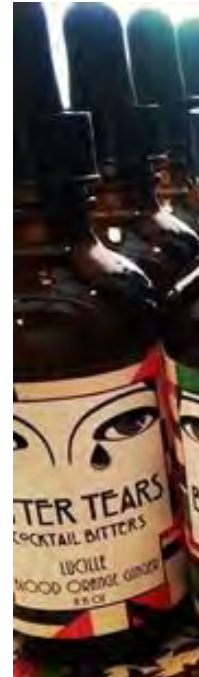
Eye-Catching & Over The Top

Trendy Too Far?

All Things Ginger



Mules ... created the copper mug craze...



Great innovative bitters flavors from Bitter Tears Cocktail Bitters! Blood Orange Ginger



Huckleberry Mule from
Heathman Hotel Restaurant & Bar, Portland, OR



Growlers of Rachel's Ginger Beer on sale at Pike Place Market, Seattle

- The Mule Craze
- Craft Ginger Beer/Growlers
- Frozen Moscow Mules
- Ginger Beer Floats
- Candied Ginger Garnishes
- Fresh Ginger Juice
- Ginger Syrups

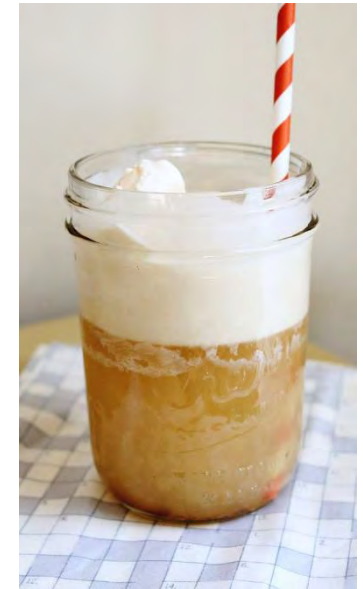
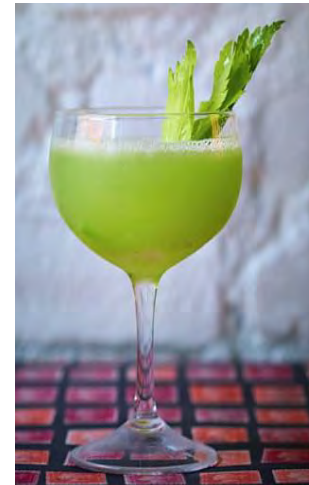
Apple & Cider Craze



Death & Co – Apple brandy Whiskey Sour with Braeburn apple syrup and apple garnish



“The Betty Draper” – Gin, Drouin calvados, dry mazanilla sherry, apple syrup, fresh lime, apple and celery and celery bitters - Wallflower - NYC



Apple Cocktails and Brandies are Back in a Big Way **(Minus the Apple-Tini)**

June 26, 2014

By Camper English

DETAILS



“like a seed that's taken root and sprouted in a dead stump, the apple-spirits trend is once again bearing fruit—only now the drinks aren't leaving a sickly-sweet aftertaste.”

- Apple – “real” cocktails
- Apple Jack is Back!
- Apple plays well with the new Whiskey Movement
- Baked Apple Bitters
- Cider Craze & Dry Cider – Gluten Free
- Cider-focused magazine CIDERCRAFT
- Hard Cider Floats



Friendly Whiskey



Honey Peach Smash



Blood Orange Whiskey Sour

- Friendly Cocktails for New “Brown Spirit” Drinkers
- Allows People to Slowly Familiarize Themselves with Whiskey
- Not Just a Man’s Drink Anymore
- Younger and More Female Whiskey Drinkers



Whiskey Berry Smash



The Winter White- Maple Shuga, Tea Infused Rye, Honey Liqueur, Cream, Egg White, Cocoa Powder Garnish



Chai Whiskey Sour

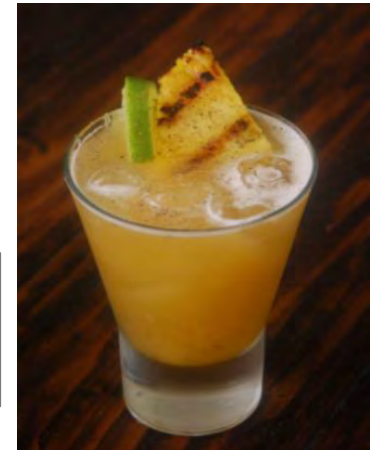


While Jim Beam has previously relied on Kid Rock to be the face of its product, the bourbon company has found a new spokesperson that will probably be more appealing to its demographic: *Mila Kunis*.

Grilled – Roasted - Charred



Grilled Pineapple is HOT!
Words like Charred, Grilled, Torched and Roasted are Menu Hot Buttons!



Smoking Peach (Kevin Diedrich, Jaspers Corner Tap Kitchen, San Francisco) – dry sherry, fresh lemon juice, grilled peach-infused bourbon, honey, grilled peach slices



Off the Wagon (Brian Means, Fifth Floor, San Francisco) – Grilled plums, bourbon, dry vermouth, lemon juice, honey, Peychaud's Bitters

NOTE: Oven roasted IQF fruit done in-house is a great and easy way for chain operators to incorporate grilled and roasted flavors into the bar menu!

- Grilled, Charred, and Oven Roasted
- Pineapple, Mango, Peaches, and Cherries
- Kitchen to Bar
- Condenses Flavors
- Adds Umami Flavor
- Add Hint of Smoke

Exotic & Varietal Citrus



Zebra Lemons – Striped peel and PINK flesh!



Blood Orange Shrub



House Made Meyer Bitter Lemon Soda with Gin



Meyer lemon, vodka, kaffir lime leaf garnish

Finger Limes “caviar” = fun garnish!



- Meyer Lemon
- Blood Orange
- Pink Grapefruit & IPA
- Lemon Grass and Lime Leaf

Emerging:

- Calamansi
- Pumelo
- Cara Cara Oranges (cross between orange and grapefruit)
- Zebra Lemons (new)
- Finger Limes



Salt – Saline

Top 6 Cutting-Edge Cocktails Spotted at Tales of the Cocktail

The most unusual sips at TOTC this year

Dave Arnold's a big saline fan:
Fresh Tumeric infused gin,
lime, simple syrup, saline



- Salt: Rims, Sprinkles, Inclusions
- Jose Andres: Air Salt opened the salt door ...
- Black Salt / Pink Salt/ Smoked Salt
- Salt “in” Drinks (think seasoning)
- Salt is Sexy and Inexpensive!
- Saline Solutions
- Salt solutions = Geeky = good

Lost In Translation - Victor Tangos, Dallas “umami bomb” oyster mushroom–thyme demerara sugar syrup ,Cocchi di Torino and 12-year-old Japanese whisky - sesame seed-and-salt rim



Salted and Spicy
Watermelon Drinks
are making a splash.



Salt Air topped margarita
by Jose Andres



When “Salt” goes too far....



Ant Salt
(Black Ants)



Worm Salt
(gusano worms)

However... Bugs are “trending” right now!

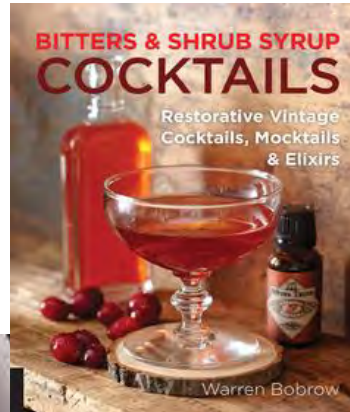
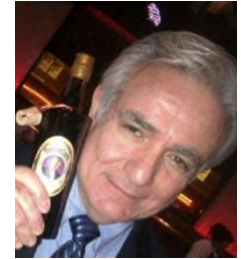
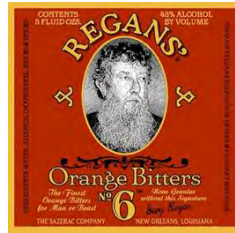
The Black Ant in NYC serves their tequila-based cocktail Yum Kaaz rimmed with Sal de Hormiga (ant salt) and LA bar Tatoteca rims The Aquacatero cocktail with worm salt made with gusano worms.

Bitters & Vermouth

Infused Vermouth



Adam Robinson (of Rum Club in Portland, OR) used a mister bottle filled with Angostura and a stencil from a craft store.



- Bitters: Salt & Pepper of Cocktails
- Expected at a Quality Bar
- Celebrity Bar Bitters
- Angostura as an Ingredient “Cocktails”, Foams, Ice Cubes
- Infused Vermouth will be the Next “Speed Scratch” Cocktail Ingredient
- Vermouth Based Cocktails



Angostura Foam with a Tea Punch



Angostura Bitters frozen in ice balls!



Island Creek Oyster Bar – Boston: 1822 Cocktail- local rhubarb-infused vermouth, local Knockabout gin, St. Germain, and orange bitters

Herbs – Flowers – Botanicals



Grand Cru at Terrace at Trump, Chicago
Champagne, maraschino, lemon oleo syrup,
grapefruit juice, eucalyptus -pink peppercorn tea.

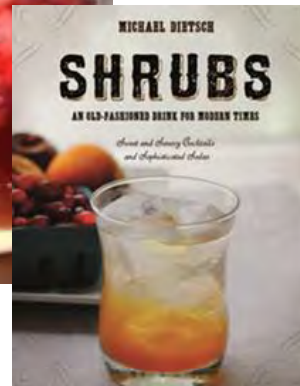


The Dame at Southport & Irving, Chicago - Chamomile
flowers and English Breakfast tea infused vodka

- Herbs Other Than Mint are Becoming Mainstream
- Basil Makes Drinks Sell
- Rosemary, Thyme and Sage are “sturdy”
- Evoke: Garden to Glass and Farm to Table
- Lavender Infusions and Lavender Bitters
- Chamomile Fresh & Tea Infusions
- Botanical Teas (Geeky BITTER Botanical Infusions @TOTC)
- Floral and Flower Concentrates



Preserved: Shrubs, Marmalades, Pickles



- Shrubs are HOT with and w/o liquor
- Housemade Pickles for Martini's & Bloody Mary's
- Kombucha
- Jams & Marmalades at Craft Bars
- Same DIY Preserving - Fermentation Trend from the Kitchen, Coming into the Bar

The Sleight of Hand, made with beet-grapefruit shrub.
Image: Posana Restaurant, Ashville, NC



Vodka - Kombucha-
pinch of stevia + herby
garnish

Drink Your Veggies



William Adam's Katana Cobbler – Tenzin Samdo
Boston: sake, absinthe, green chartreuse, cucumber juice, yuzu, honey



Beet & Celery Michelada



Honey Carrot Collins



The King of Carrot Flowers by bartender Karen Grill. Gin, lemon, Carrot Top Syrup, Sugar Snap Pea infused gin, soda. Served over ice with carrot top greens and snap pea.

- Green is “Good”
- Smoothies, Drinks, Cocktails
- Cucumber is Mainstream
- Celery, Avocado, and Kale are Starting to Show up in Cocktails
- Arugula is the New Basil for Craft Cocktails
- Beet, Snap Peas and Carrots are Making their way on Menus
- Garden to Glass



Honey & Sweeteners



Bee pollen is the perfect garnish for this honey cocktail.



Bourbon Interlude –
sweetened with Honey
Lemon Elixer



Blueberry Maple Mojito

- Honey Appearing on More Drink Menus
- Honey/Whiskey is Hot
- Agave is Everywhere
- Pure Cane and 'Sugar' is Importantly Listed on Menus
- Palm Sugar, Unique Sugars are Used Globally
- Maple is Getting Menu Play
- Will Molasses be Next ?



NA: Refreshing Teas & House-made Sodas



Boston's Eastern Standard, cranberry juice, salted cucumbers and lime—but zero booze.



CPK Strawberry Mango Cooler



Farmers Market Soda Truck



- House-made Sodas
- Sparkling Seasonal Lemonades/Limeades
- Berry, Cherry, Lavender, Mango
- Fun Paper Straws are Trending - from Consumer to Restaurants

Bloody Marys & Brunch Cocktails



Verde Mary: Green tomatoes and Tomatillos
Image by Grab A Plate



- Over the Top Bloody Mary Variations
- Snacking Garnishes
- Full Meal Garnishes
- Crazy Variations: Octopus, Mozzarella Pizza, Grilled Cheese, Mole.....
- DIY Drink Check Lists

Bloody Marys & Brunch Cocktails



Citrusy Champagne Sangria: blood orange, grapefruit, clementines from Liquor.com



Pineapple Coconut Champagne
From: Pineapple and Coconut



House-made ricotta provides the whey for this frothy cocktail. Image: Mezzanine



Brunch Cart Drinks



Strawberry Ramos Fizz



Maple Syrup Cocktail garnished with waffles and bacon crumbles.
From SugarandCharm.com

- New interest/Variations of Classics like Milk Punch, Ramos Fizz and Other Dairy and Egg Based Drinks
- Unique Mimosa's: Watermelon, Celery, Beet, Hibiscus, Pineapple
- Brunch Drink Carts

Tiki – Tiki – Tiki



Smugglers Cove, San Francisco Tiki Bar



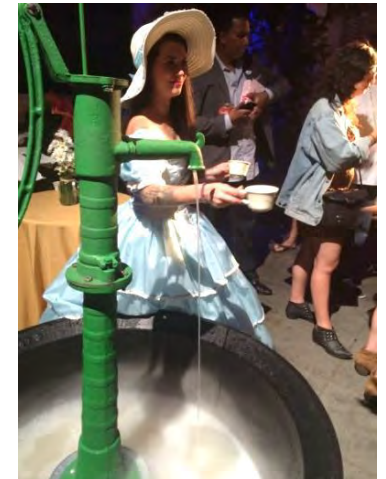
- Comeback Started 10 Years Ago with “Craft” Tiki – Now Full Craze
- Revival: Fresh Juices, Quality Mixers, Spirit Forward
- 3 Dots & a Dash in Chicago won 2014 Best New Cocktail Bar at TOTC 2014
- Smugglers Cove /San Fran Nominated as best Cocktail Bar in the World
- Coconut as Serving Vessel- Thank you COCO JACK!
- Pina Colada – MASSIVE Comeback- fresh

Cocktails on Tap



Vineyard Margarita w Red Wine Float

- Multi-Unit Operators are Looking at COT Programs
- Ease of Service Execution
- Multitude of Different Systems
- From Pure Spirits to Complicated Concoctions
- Casual Dining, Theaters, Full Service Bars
- Finish with a Fresh Cue
- Consistency Consistency!
- Special Events and Bars!



Instant Gratification

Pre-batching, taps, and bottles make Heathman's craft drink service faster, more efficient, and more engaging.
By Tad Wilkes

TOTC 2014 - Perfect for Events

Bottled Cocktails & Flasks



Negroni Service



The Sharpie Mustache
Amor y Amargo, New York, NY



The Capo: cucumber, Hendricks, fennel syrup and soda
The Jacobson, Kansas City, MO



- Easy Service
- Millennial Appealing
- Great for Pool, Amenity, Room Service, Cart Service
- Seeing “Other” Types of Bottles: Flasks, Apothecary, Milk Bottles, Cans.....
- Excellent Branding & QR Code Opportunity

Pre-Batching – Pitchers – Punch Bowls



Spare Room – LA: South Pacific Punch, Rum, Passion Fruit, Velvet Falernum, Orange, Lime.



iNG - Chicago: Jasmine pearl green, tawny port, St. Germain, gin, absinthe, orange bitters, grapefruit and lemon juice and honey.



Sparkling Pomegranate Party Punch from: Food and Wine

- Seeing More Pre-Batching for Consistency and Ease of Service
- Some bars are basing their programs on Pre-Batching
- Pitchers for Group Service and Higher Check Average
- Punch Bowls for Unique Service Ritual
- Lots of Media Attention



Frozen & Icy



Rhubarb Mojito



- Crushed Ice is Hot!
- Slushy is Back: Upscale Frozen
- High Quality Blended and Flash Blending
- Frozen as Topping For Drinks
- Frozen with Fun Floats
- Boozy Shaved Ice



Blackberry Lime Rickey Snow Cones



Frozen Moscow Mules



Eye-Catching & Over-the-Top



Smoking the drinks with sandalwood incense in a very cool vessel. Great presentation.



ChefJet Pro™
3DSYSTEMS®

- The Crazier The Better
- Social Media Ops
- Lots of “Smoke”
- People Pay for The Outrageous
- Lots of “Re-Use” ie; Vases, Old Glasses
- Kitsch



Skull of smoke - Canon



Hollowed out Lightbulbs – Old Vases – Paper Bags



“Adult” Lemonade at Sapphire Laguna in Laguna Beach, CA

Too Trendy – Going Too Far?



Buttered Coffee Could Make You Invincible?
Featured on Bloomberg



- Lucky Charms in a cocktail?
- Demi Glace in a cocktail?
- Giant Smoked Fish ... ?
- Broth-Tails?



Too Trendy – Going Too Far? Eater Makes Fun of it...

THE HIPSTER BAR CHECKLIST

WANT TO OPEN A HIPSTER BAR? NO PROBLEM.
JUST PICK ONE ITEM IN EACH SECTION.

HYPERSPECIFIC THEME:

- | | |
|---|---|
| <input type="checkbox"/> AL CAPONE'S SECRET LIQUOR LAIR | <input type="checkbox"/> BARNACLE BILL'S DOCKSIDE SHANTY |
| <input type="checkbox"/> NEW ORLEANS, LATE SPRING 1932 | <input type="checkbox"/> WHAT IF JULES VERNE OPENED A BAR? |
| <input type="checkbox"/> HOTEL LOBBY IN THE 14TH ARRONDISSEMENT | <input type="checkbox"/> YOUR ITALIAN GRANDPA'S SOCIAL CLUB |
| <input type="checkbox"/> SAN FRANCISCO BEFORE THE QUAKE | <input type="checkbox"/> THE MAGICIAN'S OPIUM DEN |
| <input type="checkbox"/> QUITTIN' TIME AT THE NORTHWEST MILL | <input type="checkbox"/> SWEETHEART OF THE RODEO |
| <input type="checkbox"/> TIKI EXPLOSION | <input type="checkbox"/> BROOKLYN WHEN IT WAS SPELLED BREUKELLEN |
| <input type="checkbox"/> TOKYO COLLEGE RADIO STATION | <input type="checkbox"/> THE RAT PACK'S PALM SPRINGS CONDO |
| <input type="checkbox"/> THE TAXIDERMIST'S CABIN IN THE WOODS | <input type="checkbox"/> CHOOSE YOUR OWN ADVENTURE: [PLACE] IN THE [DECADE] |

SPECIALTY HOOCH:

- ☐ SHRUBS
- ☐ BOURBON
- ☐ ABSINTHE
- ☐ SHERRY
- ☐ REGIONAL NEAR BEERS
- ☐ TAP COCKTAILS
- ☐ AMARO
- ☐ IRISH COFFEE
- ☐ RUM
- ☐ SCOTCH
- ☐ MICROBREWS
- ☐ PUNCH
- ☐ BITTERS
- ☐ PISCO
- ☐ SPANISH-STYLE GIN & TONICS
- ☐ WHISKEY
- ☐ HOUSE-MADE INFUSIONS

GIMMICK OF CHOICE:

- ☐ HIDDEN ENTRANCE
- ☐ VINTAGE GLASSWARE
- ☐ BESPOKE COCKTAILS
- ☐ MENU INSPIRED BY AN OLD BOOK
- ☐ RESERVATIONS-ONLY

AVERAGE WAIT FOR A DRINK:

- ☐ 7 MINUTES
- ☐ 12 MINUTES
- ☐ 15 MINUTES
- ☐ 20 MINUTES
- ☐ MORE THAN 20 MINUTES

FANCY ICE STYLE:

- ☐ LARGE SPHERES
- ☐ TINY SPHERES
- ☐ PERFECT 1" X 1" CUBES
- ☐ BIG CUBES CHISELED FROM GIGANTIC BLOCKS, TO ORDER

COCKTAIL PRICE:

- | | |
|-------------------------------|---|
| <input type="checkbox"/> \$12 | <input type="checkbox"/> \$17 |
| <input type="checkbox"/> \$13 | <input type="checkbox"/> \$18 |
| <input type="checkbox"/> \$14 | <input type="checkbox"/> \$19 |
| <input type="checkbox"/> \$15 | <input type="checkbox"/> \$20 |
| <input type="checkbox"/> \$16 | <input type="checkbox"/> MORE THAN \$20 |

THE BARTENDERS ARE:

- ☐ NERDS IN SUSPENDERS OR VESTS
- ☐ EXTREMELY HOT
- ☐ EXTREMELY HOT JERKS
- ☐ EXTREMELY HOT, NERDY JERKS WEARING SUSPENDERS OR VESTS

FOOD OPTIONS:

- ☐ OBSCURE POTATO CHIPS
- ☐ SANDWICHES THAT TAKE FOREVER
- ☐ RAW BAR JAMBOREE
- ☐ MEAT & CHEESE ON A SLATE
- ☐ THINGS IN JARS

EATER

Thank You for Coming!



For Concept Development,
Cocktail Program Development
and Implementation, Contact:

Kathy@KathyCasey.com



LiquidKitchen.com



[@LiquidKitchenTV](https://twitter.com/LiquidKitchenTV)



[@KathyCaseyChef](https://twitter.com/KathyCaseyChef)