

The ANATOMY of a COCKTAIL

Approved Spirits for the competition: Jim Beam, Jim Beam Apple, Cruzan Light Rum, Cruzan Coconut Rum, Pinnacle Citrus Vodka, Pinnacle Raspberry Vodka.

Base Spirit – here is where the backbone of the cocktail lies

Modifier – while any base spirit could be used as a modifier, here is where liquors and specialty spirits play either a supporting or dominating role

Juice or Mixer – acidity is a key component in any cocktail and generally will be the largest portion of the cocktail

Sweetener – simple syrup - flavored or not, sweet juices, fruits, berries or cordials will bring the sweetness required to balance the sour

Spice or flavor agent – spices, herbs, peppers, citrus peels or bitters bring another element to the cocktail that adds depth and character

YOU'RE GOAL

When preparing and serving great cocktails, a complete sensory perception should enlighten and leave your guest with a memorable experience. A great bartender is someone who will be able to stimulate all of the human senses without them even knowing it:

Sight - witnessing the artistry of a bartender at work

Sound - the tinkling of shaker, the rattle of crackling ice

Smell - the aroma and character of spirits and liqueurs being mixed with fresh squeezed fruits, peels and herbs

Touch - the encouraging feel of a well chilled glass and the mouth feel of different textures

Taste - the overall impression of a well balanced satisfying concoction

Always remember this:

A GOOD COCKTAIL IS NOT A STRONG COCKTAIL
A GOOD COCKTAIL IS A WELL BALANCED COCKTAIL,
ALWAYS SEEK THE BALANCE!

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THE JUDGING

Tonight's Judges will be judging you on:

PRESENTATION 1-5 points

This is where garnishing is most important! Does the cocktail look appealing? Does the garnish make an impression or inspire the drinker of a certain flavor or place?

CREATIVITY 1-5 points

Is the use of ingredients well thought out? Does your cocktail have a theme? What inspired you? Most importantly, **TELL US A STORY!**

TASTE 1-10

The most important part of any cocktail is, How Does it Taste? When would you serve the cocktail? Are there layers of flavor? **IS IT BALANCED?**

HAVE FUN!!!