



# Innovative Mixology

OMAKASE ICEBREAKER

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### Synopsis

This concept proposed custom cocktail hour beverages for every single guest, inspired by omakase dining experiences that is summed up to “I trust”. An omakase cocktail experience is typically one reserved for the most bespoke of cocktail lounges or elite bar programs. Translating this to the catering and events world was a challenge. One worth taking on, as guests had a moment of discovery, surprise, and delight. And even more so, it was rewarding to take a high-level hospitality concept and apply it to the challenging world of catering. It was not only fun and playful, but also showed our commitment to creative hospitality, where one size fits one.



## Event Concept & Menu Design

Our overall motif for the workshop was *Food for Thought*. We're in the business of playing with our food, so we wanted to present our take on the workshop as a combination of education alongside fun and play. This also reflects who we are as a company and reflects our brand strongly - even our company name is a play on words and food, and we take pride in being playful with our concepts. *Food for Thought* also reflects our encouragement of curiosity and conversation for the workshop. Our team wove a consistent message that every company and team is uniquely themselves and may have a different way that works better for them.

For most of the workshop planning process, we hadn't arrived at a beverage offering that we loved, just sort of defaulting to a tried-and-true classic. Something in me felt restless and unfulfilled by that, since everything we create has an opportunity to inspire, and thus far, it had felt like it was just "okay" - a concept that doesn't sit well with our team. Ten days out from the workshop, there were some ideas that were pitched, ending with one concept that was prefaced with "I know, I know, it's ridiculous." Naturally, we went with the ridiculous one, because if we weren't going to go for it in this setting, then we weren't practicing what we were teaching.



## Production

This concept proposed custom cocktail hour beverages for every single guest, inspired by omakase dining experiences that is summed up to “I trust”. An omakase cocktail experience is typically one reserved for the most bespoke of cocktail lounges or elite bar programs. Translating this to the catering and events world was a challenge that required information from each guest on their unique preferences, along with time to build these cocktails.

Upon registration check-in, guests were asked to fill out an “icebreaker”, without being told what it was for. It asked five simple questions regarding their preferences – only one of them beverage related, but the rest based on personality and style. To buy us time, we built in the element of surprise. After guests filled out their icebreakers, they dropped it off with us and started their guided tours. The answers to these questions were processed by our bar team – each of the answers giving a clue of each guest.

To translate this to catering service, we utilized Seven Days Cocktails, a cocktail base that allows for consistency across the board. This allowed us to have a great foundation for all our curated beverages and gave space for unique additions of bitters, liqueurs, tonics, garnish, presentation, etc.

## Challenges

The whole concept was a challenge in itself from the beginning, which allowed us to thoroughly flush out the logistics before committing to it. The main challenge was time, so we bought it – by partnering with a ready-to-drink cocktail company that provided us a foundation for general cocktails. Make no mistake, not one single cocktail served to a guests would be considered a simple pour over from the bottle, and the other way we methodically addressed this challenge was to schedule in time. By asking guests about their preferences, we were able to make it personal. By allowing it to be a surprise, we were able to make the cocktails appear on the cocktail hour schedule when we were ready. And lastly, every single guest request was a tiny challenge in itself – how to customize this experience based upon 5 pre-determined factors. Having expert bartenders with mental rolodex of cocktails truly made this experience successful.

It was a joy to watch the groups have a moment of discovery, surprise, and delight. And even more so, it was rewarding to take a high-level hospitality concept and apply it to the challenging world of catering. It was not only fun and playful, but also showed our commitment to creative hospitality, where one size fits one.

# Recipes

## Cocktail Bases

Cara Cara Orange Old Fashioned

Strawberry & Cucumber Margarita

Spicy Blood Orange and Passion Fruit Margarita

Passion Fruit Cosmopolitan

Pineapple Daiquiri

## Additional Spirits, Wine, Beer

Campari, Gin, Sweet Vermouth, Rye, Mezcal, Angostura Bitters,  
Peychaud's, Dram, Jamaican Rum, Coffee Liqueur, Dry Vermouth,

Absinthe, Prosecco, Lambrusco, Sauv Blanc

Light Beer

## Soft Beverage

Coffee, Cream, Coconut Cream, Soda Water, Tonic Water,  
Squirt, Pellegrino Blood Orange, Ginger Beer, Grapefruit Juice,  
Cola, Sidral, Hot Water, Aqua Faba

## Produce/Misc.

Lemon, Lime, Grapefruit, Rosemary, Mint, Maraschino Cherries,  
Nutmeg, Coffee Beans, Tajin



# Recipes

## Example:

1: Vodka, Refreshing, The Beach, Brunch, Level 4 Adventurous - Cosmo Spritz

2: Bourbon, Boozy, Cabin in Winter, Sunset, Level 8 Adventurous - Black Boulevardier

3: Tequila, Refreshing, The Beach, Sunset, Level 11 Adventurous - Strawberry Angolada

## Sample Specs – Cosmo Base

Spritz - White Wine Glass, Half Orange Wheel, Prosecco & Soda

Tonic & Grapefruit (Squirt) - Collins, Grapefruit Horse's Neck

Sunrise - DOF, Shell, Lime Wheel, Blood Orange Pellegrino

Greyhound/Salty Dog - DOF, Shell, Grapefruit Peel

Seelbach - Flute, Orange Peel, Anjo/Peychaud's

Oaxacan Cosmo - Coupe, Orange Twist, 5 oz Mezcal

Buck - Collins, Lime Twist & Candided Ginger

Sangria - Stemless Wine Glass, Half Grapefruit Wheel,  
Pinot/Lambrusco or Sauv Blanc

## Sample Specs – Margarita Base

Strawberry - DOF, Shell, Black Pepper & Salt Rim

Sangria - Stemless Wine Glass, Half Lemon Wheel, Halved Strawberry

Campari Soda - Collins, Orange Horse's Neck

Angolada - Collins, Mint & Lime

Ginger Pimm's Cup -, Halved Strawberry, Ginger, Mint, Cola

Spritz - White Wine Glass, Half Orange Wheel, Halved Strawberry

Prosecco & Soda

Spicy Version - DOF, Shell, Tajin Rim

Oaxacan - Coupe, Black Pepper & Salt Rim .5 oz Mezcal

Sidral & Rosemary - Collins, Apple Fan & Rosemary Sprig

Dram - Nick & Nora, Lemon Peel



# Recipes

## Sample Specs – Old Fashioned Base

Old Fashioned - DOF, Lemon & Orange Peel

Toddy - Coffee Glass, Fresh Nutmeg, Lemon Peel

Tiki Old Fashioned - DOF, Big Rock, Lime Wheel, Jamaican Rum & Dram

Black Manhattan - Coupe, Orange Peel Discarded, Coffee Liqueur

Old Pal – Nick and Nora, Lemon Peel Discarded

Oaxacan - DOF, Lime Twist, .5 oz Mezcal

Buck - Collins, Candied Ginger, Lemon Flag

New York Sour - DOF, Big Rock, Orange Peel, Lemon (Squeeze Half),  
Faba, Lamrusco

Boulevardier - Coupe, Lemon Peel

Black Boulevardier - Nick and Nora, Orange Peel

Sazerac - SOF, Lemon & Absinthe

## Sample Specs – Daiquiri Base

Mojito - Collins, Mint & Lime

Jamaican - Nick and Nora, Lime Twist

.5 oz Smith & Cross/Wray & Nephew & Dram

Captain's Blood - Coupe, Lime Wheel

Old Cuban - White Wine Glass, Lime Twist

Ginger - Collins, Candied Ginger, Angostura

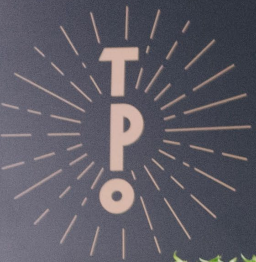
Angolada - Pineapple Frond, Maraschino Cherry

Coconut Cream, Angostura

Caipriniha - DOF, Spent Ice, Half Lime Hull







# TEAM PLAYERS ONLY

