

## **Name of Product: Modern Jell-O Shots**

### **Synopsis:**

We reinvented and recreated the classic concept of Jell-O shots using recipes from our favorite cocktails. We introduced the idea to a client that wanted basic Jell-O shots. We designed recipes that used unflavored gelatin as the base for **any** favorite cocktail and redesigned the look from mini plastic cups to stylized free-form shaped shot canapés. We eliminated the obvious use of Jell-O in the recipes so that you had the taste of clean cocktails in a gelatin form with the natural flavors and colors of the actual cocktails served.

### **Beverage Concept:**

We catered a large private New York City event in a modern loft-style building. The client wanted a very unique specialty cocktail concept which had not been seen before. The guest experience began in a giant freight elevator. We came up with the idea of creating unique Jell-O shots rather than typical signature cocktails to help make the 10-story slow elevator ride to the party more memorable. Each of the Jell-O shots were cut into different shapes and sizes from hearts and stars to diamonds and they were presented on specialty Lucite trays that we designed for this specific event. There were 200 guests in attendance and not one of them turned down a shot.

### **Originality:**

We received endless compliments on these cocktail shots throughout the event. Months later, we continue to get prospective clients that attended the event, noting that they want what we created as it was such a unique experience. Our New York City clientele desire innovative menu and design ideas that nobody has seen, and this concept accomplished that goal.

### **Service Style & Presentation:**

We used an inspiration from the 1920's and offered the shots passed on Lucite "Cigarette Girl" trays which added another service element that brought about a lot of conversation and made for an interactive presentation. These trays were custom made out of Lucite with white shoulder straps. We designed the trays to be utilized for multiple uses. We lined the trays with shaved coconut as the menu theme had a tropical twist to it.







## Production:

For all gelatin shots we use a ratio of 1 quart of Juice to 1 pint of alcohol, plus 1.5 ounces of unflavored gelatin. This formula will fit perfectly into a 9" x 12" glass Pyrex baking dish. Heat the juice in a saucepot almost to a boil and then remove from the heat. Sprinkle gelatin into the hot juice and stir until completely dissolved. Let cool. Add the liquor to the juice/gelatin mixture. Stir to blend.

Line a glass Pyrex dish with plastic wrap. Press it to be perfectly flat on the bottom, up the sides and then over the top edge. Pour the liquid mixture into the Pyrex and chill in the refrigerator until set, approximately 8-12 hours.

Once the gelatin is set, invert the dish onto a cutting board, remove the Saran Wrap and cut into whatever shape you'd like. We like to cut the shots into various shapes and often use **metal** cookie cutters. It's best to cut them into small bite-sized portions. They can also be cut, free-hand, with a knife. Serve on trays as you would serve hors d'oeuvres. Beware...these small treasures can pack quite a punch!





## Recipes:

We were inspired by tropical menu selections that the client chose.

**Banana Colada** ~ Banana juice (1 qt), Vodka (does not have to be premium), Malibu Coconut Rum (1 cup of each)

**Cherry Acai Sling** ~ Cherry Acai Juice (1 qt), Triple Sec ( ½ cup), Vodka (1 ½ cups - does not have to be premium), Roses Lime Juice ( ½ cup)

**Mango Lemon Drop** ~ Mango Nectar (1 qt), Lemon Juice (½ cup) & Vodka (2 cups - does not have to be premium)

**Guava Sidecar** ~ Guava Juice (1 qt), Cognac (1 cup), Vodka ( ½ cup - does not have to be premium) and Cointreau ( ½ cup)

**Pomegranate Lychee Mar"tea"ni** ~ Green Tea (2 cups), Pom Juice (1 cup), Lychee Juice (1 cup), Vodka (2 cups - does not have to be premium)

**Key Lime Margarita** ~ Fresh Key Lime Juice (3 cups), Cointreau (1/2 cup), Patron Tequila (1 ½ cups), Simple Syrup (1 cup)

**White Cosmo** ~ White Cranberry Juice (1 qt), Triple Sec (1/2 cup), Roses Lime Juice (1/2 cup), Vodka (1 ½ cups)



### **Challenges/Obstacles:**

There are a few challenges when making these shots. I have worked on these ratios and the key is to have a bit more gelatin than normal for typical Jell-O shots to ensure that the shots are firm and easy to cut with metal cookie cutters. The other challenge is cutting these into perfect shapes. You need to use **metal** cookie cutters (not plastic) as they cut clean shapes. You want them to be sized no larger than two inches otherwise they are simply too large and guests lose the fun of enjoying multiple shots.



**Kudos:**

Weeks following the party, the editorial team at *Martha Stewart Weddings* magazine, called to ask if we would do a photo shoot for the magazine. They wanted to feature our unique gelatin shots as a great wedding idea; they loved the concept after seeing the images on our Facebook page. They wanted to showcase the concept as a great wedding inspiration. It will be featured in the upcoming issue of *Martha Stewart Weddings* magazine on newsstands March 4<sup>th</sup>, 2013.

Below is a preview image from the upcoming magazine. We love being trendsetters in the world of cocktails and mixology!

