

the experience matters

Matthew Clark

MATTHEW CLARK PRESENTS

# STIR IT UP

A close-up photograph of a bartender's hands pouring a light-colored, frothy cocktail from a metal shaker into a coupe glass. The liquid is being filtered through a fine-mesh strainer. The background is blurred, showing a bar setting with various bottles and lights. The text 'STIR IT UP' is overlaid in a large, white, outlined font, with a small orange and white graphic of a stirrer and a square element integrated into the letter 'U'.

COCKTAIL STARTER GUIDE

# Content

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- ◆ The opportunity
- ◆ Top 5 reasons
- ◆ Top 10 cocktails
- ◆ Serve innovation
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- ◆ Wall of fame

# The Opportunity

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**8.3 million consumers drink cocktails in the on-trade and 28% of those consumers are drinking cocktails more frequently than they were six months ago. Cocktail drinkers also spend 17% more compared to non-cocktail drinkers and are more likely to revisit.**

There is a huge opportunity for outlets to attract regular customers with a higher spend by visit. Cocktails done right demand a higher price tag, meaning higher margins and more profits for you.



# Top 5 reasons to enter STIR IT UP

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## ◆ **Gain fantastic industry exposure.**

Meet some of the world's best spirits brand owners and spirit specialists, supported by Matthew Clark's own team.

## ◆ **Win an epic Icelandic adventure – courtesy of STIR IT UP sponsor Reyka.**

The winner will enjoy an all-expenses paid trip for two in Reykjavik.

## ◆ **Prove you've got the skills to make great cocktails.**

What better way to test and showcase your talent while receiving direct feedback from industry experts.

## ◆ **Enter the STIR IT UP wall of fame.**

Make a name for yourself and put your venue on the must-visit map.

## ◆ **Share an incredible journey and meet incredible people.**

OK, that's two reasons but so core to the aims of the STIR IT UP competition to make the cocktail category fun and accessible to the on-trade.

# Top 10 Cocktails

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# Top 10 Cocktails

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## PORNSTAR MARTINI

### Measure

1.5 fresh Passionfruit

12.5ml Lime Juice

12.5ml Vanilla  
Sugar Syrup

12.5ml Passionfruit  
Liqueur

40ml Vanilla Vodka

20ml Prosecco



### Method

Scoop out seeds and flesh of one passionfruit and add to shaker along with all other ingredients excluding the prosecco. Shake with lots of ice and strain into martini or coupe glass. Garnish with remaining half passionfruit. Pour prosecco into separate chilled shot glass.

# Top 10 Cocktails

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## MOJITO

### Measure

20ml Lime Juice

20ml Sugar Syrup  
(1:1 - Sugar/cold water)

5-6 Mint Leaves

50ml White Rum

Top up with soda

### Method

Clap the mint in your hand and drop into the glass, add sugar syrup, lime juice and the rum. Then add in crushed ice and churn with a bar spoon for 4-5 seconds. Add more crushed ice to the top and dash with soda if required. Clap a mint sprig and garnish.



# Top 10 Cocktails

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## SEX ON THE BEACH

### Measure

20ml Peach schnapps

30ml Orange juice

30ml Pineapple juice

45ml Vodka

30ml Cranberry juice

15ml Chambord raspberry  
liqueur

### Method

Shake the first three ingredients with ice and strain into an ice-filled glass. Then shake the other three ingredients with ice and strain into the glass on top of the base layer. Serve with stirrer.





# Top 10 Cocktails

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## LONG ISLAND ICE TEA

### Measure

15ml White Rum

15ml Dry Gin

15ml Vodka

15ml Tequila

15ml Triple sec

15ml Cane sugar syrup

15ml Lemon juice

15ml Lime juice

Top up with cola



### Method

Shake all spirits with lemon and lime juice with ice and strain into an ice-filled glass. Top up with cola.

# Top 10 Cocktails

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## WOO WOO

### Measure

45ml Vodka

22.5ml peach schnapps

75ml Cranberry juice

### Method

Shake all ingredients with ice and strain into an iced-filled glass.



# Top 10 Cocktails

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## DAIQUIRI

### Measure

20ml Lime Juice

20ml Sugar Syrup

50ml White Rum

### Method

Add all ingredients into the shaker and then fill with ice. Shake and strain into chilled martini glass.



# Top 10 Cocktails

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## ESPRESSO MARTINI

### Measure

25ml Espresso

10ml Sugar Syrup

10ml Coffee Liqueur

40ml Vodka

### Method

Add all ingredients into the shaker and then fill with ice. Shake, then strain into chilled martini glass. Garnish with three coffee beans.



# Top 10 Cocktails

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## CHAMPAGNE COCKTAIL

### Measure

- 1 Sugar Cube (white)
- 3 Drops Angostura Bitters  
(soak cube)
- 25ml VSOP Cognac
- Top with Champagne -  
not Prosecco



### Method

Dash the sugar cube with bitters and leave to soak in. Pour the Cognac into the glass and then add the cube. Steadily top with Champagne and serve.

# Top 10 Cocktails

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## APEROL SPRITZ

### Measure

75ml Prosecco

50ml Aperol

25ml Soda Water

### Method

Add all ingredients to a large wine glass filled with cubed ice. Garnish with orange slice.



# Top 10 Cocktails

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## COSMO

### Measure

30ml Vodka

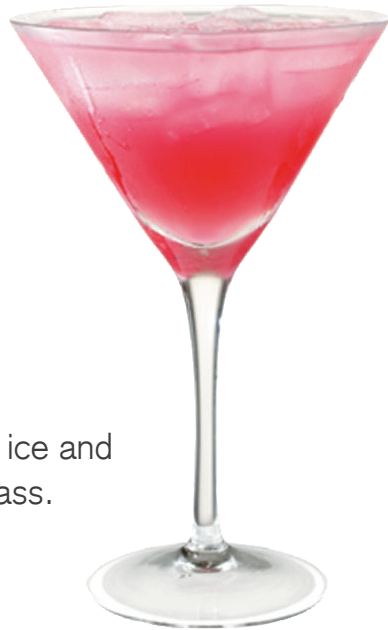
30ml Triple sec

45ml Cranberry juice

15ml Lime juice

### Method

Shake all ingredients with ice and fine strain into a chilled glass.



# Serve Inspiration – Forgotten Classics

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More and more bartenders are dusting off old recipe books and bringing back to life some of the forgotten serves from the first cocktail era. Remember to add your own twist!





## NEW YORK SOUR

### Measure

60ml Bourbon Whiskey

30ml Lemon juice

15ml cane sugar syrup

Dash Angostura bitter

22.5ml Claret wine



### Method

Shake all ingredients with ice and strain into an ice-filled glass. Drizzle red wine around the surface of the drink.

## THE WHITE LADY

### Measure

50ml Gin

25ml Cointreau

15ml Lemon Juice

### Method

Add all the ingredients in a shaker with half a cup of ice and shake until cold. Strain into a Martini glass.



## CORPSE REVIVER NO.2

### Measure

25ml gin

25ml Cointreau

25ml Lillet Blanc

25ml fresh lemon juice

1 dash of absinthe

### Method

Shake all ingredients with ice, strain into a chilled glass and garnish.



# Serve Inspiration – Low & No Alcohol

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Low and no alcohol drinks have been making the waves with bartenders the world over. From non-alcoholic spirits to shim serves and mocktail, there's never been such an opportunity to be creative.



## MARTINI COBBLER

### Measure

50ml Martini Rubino

10ml Maraschino Liqueur

10ml Honey Syrup

2 generous slices each of Orange, Pineapple and Lemon. (Approx. 40ml of juice each)

### Method

Muddle all fruit in a shaker.

Add ice and the liquid.

Shake and strain into an ice filled Collins glass.



## BOTANIST CORNER

### Measure

200ml Fentimans Rose  
Lemonade

4 slices of Cucumber

12.5ml Lime Juice

1 tsp Damson Jam

½ tsp White Sugar

### Method

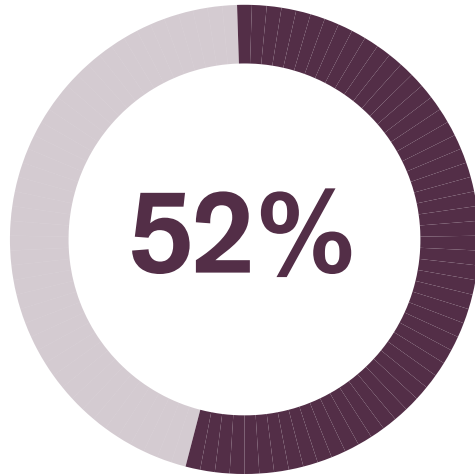
Muddle the cucumber in a Boston glass, add the sugar, jam and lime juice. Shake and strain over ice and top with rose lemonade.



# Homegrown

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**52% of consumers care about provenance. Offering cocktails containing spirits with real pedigree and authenticity such as English gins and Scotch whiskies, provides the opportunity to engage consumers with a rich product background that support local business.**

# The Essentials

Equipment, Techniques, Garnishes

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## BOSTON SHAKER

The shaker of choice for the professionals, used with the Boston Shaker Glass as a two piece set. The glass is toughened to withstand the constant bashing of solid ice.



## JIGGER

A Jigger or Measuring Cup is a useful tool for beginners but also a better control measurement of the ingredients being used to compose a cocktail.



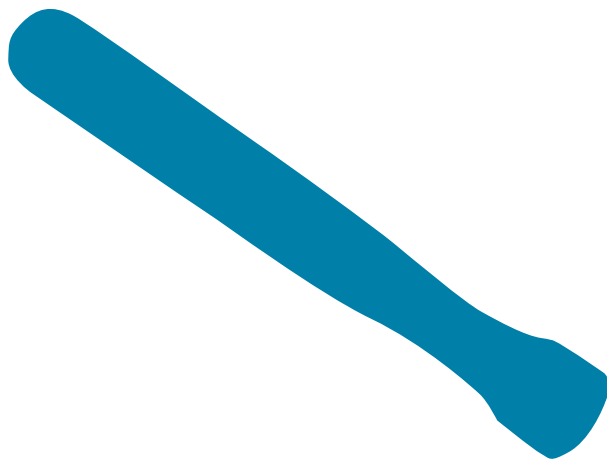
## BAR SPOON

Ideal for layering and stirring drinks.



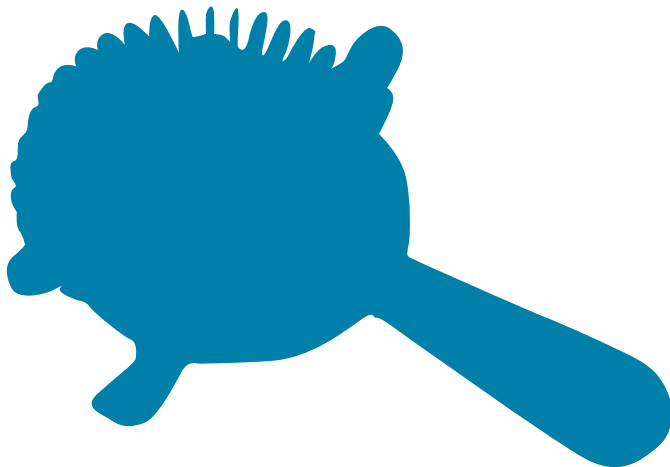
## MUDDLER

Muddling allows you to muddle fruit, sugars and herbs with a pestle and mortar type effect. This helps extract fantastic flavours to enhance your drink.



## HAWTHORN STRAINER

Used to strain ice and other solid ingredients you don't want in your drink.



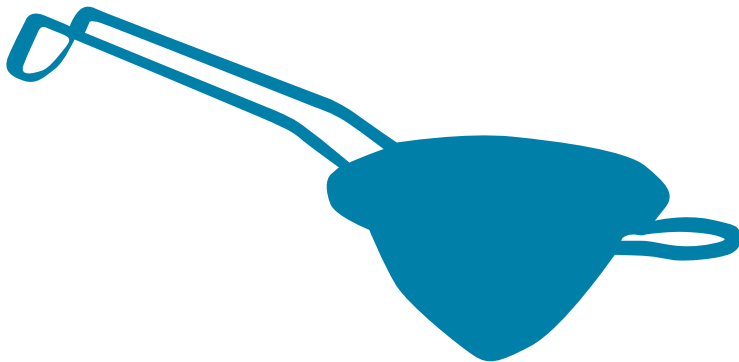
## PAIRING KNIFE

A paring knife is a small knife with a plain edge blade that is ideal for peeling fruit when making cocktails.



## FINE STRAINER

Used to strain the smaller items a Hawthorn doesn't stop. This is mainly used in clean served drinks such as Cosmopolitans and Daiquiris. This can stop small bits of pulp and tiny shards of ice floating at the top of the drink.



# Technique

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## Build

Ingredients are poured directly into the serving glass. First, ice is added to the empty glass and then the cocktail ingredients are added.

## Churn

Ingredients are mixed with crushed ice. Churning will ensure that the drink chills very quickly.

## Muddle

Many cocktails use fresh ingredients such as herbs and fruit, sometimes muddling is required to release the flavour. To muddle means to press the ingredients against the inside of the glass with a muddler.

## Must-Do - balancing

Balancing a cocktail is probably the most important part of cocktail making; if the sweet and sour elements do not balance, the drink will not taste right.



# Garnishes

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## TWIST

Cut the skin and pulp off of the flesh so that you have one long thin strip of peel. Twist the peel into a curl. The peel should naturally hold its shape.



# Garnishes

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## BURNT ZEST

The showman's garnish. The idea is to pinch the peel and light the oils as they leave the peel. Drop the peel in the glass or discard.



# Garnishes

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## WHEEL

To cut a citrus wheel, start by slicing the fruit in half crosswise. Then make another parallel cut of about a 1/8 to 1/4 inch in from the edge, then slide onto the rim of your glass.



# Garnishes

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## SUGAR/SALT RIM

Moisten the rim then turn the glass upside down and dip it into a bowl filled with salt or sugar.



# STIR IT UP

## WALL OF FAME



**Alex Mills** – 2018 winner

“The **STIR IT UP** competition was definitely the catalyst for the achievements I’ve made this year, I’d implore anyone to test themselves to win it!”

### **Achievements since the competition:**

- ‘**Best Bartender in the UK**’ nod from the Morning Advertiser.
- Nomination for ‘**Best Bar Team**’ from Imbibe UK.
- ‘**Best themed menu**’ in the UK for Lab 22.