



FROM THE GROUND UP

ICA CATIE AWARDS - BEST FOOD OR BEVERAGE TREND



SYNOPSIS

From The Ground Up became a literal description of this curated cocktail which included natural elements and brought an opportunity to educate and explore a newly legalized product. As we worked to develop an experience that reflected a specific request from our client, we created from the ground up a cocktail that included CBD, low-abv, and butterfly pea; three current trends found in the beverage industry.

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CONCEPT & OBJECTIVES

As we sat in an initial meeting with our couple, a few key highlights were noted, as they often are during these heavily vision focused discussions.

For this couple, a great cocktail hour outside in the lush floral gardens surrounding the venue, a specialty drink that was both beautiful and refreshing, and incorporating CBD into their wedding were the on the top of their "must have" list. The development from the request to final product was an evolution of conversation, trial and error, and crossing in to a territory that was completely new for our team.

Our focus turned to crafting a cocktail that blended each request in to one unified and intentional creation. This not only ensured we were touching each of the key elements our couple wanted, but allowed guests that may not want to partake an option out.

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CONCEPT & OBJECTIVES

During the development stage of this cocktail, we worked to craft an experience that incorporated several trends in subtle but impactful ways. Focusing on our floral garden surroundings, an earthy yet light and refreshing flavor profile was chosen as our base. We presented the low-abv option as a perfect compliment to the use of CBD. The balance of relaxing qualities was important to the overall experience as we were using this cocktail as a kick off the reception. Too much and guests could be lounging more than we'd like at this stage in the evening, too little and the overall effects are lost.

As we developed the cocktail we sought to include other ingredients that complimented the use of CBD. By using Ginger and Tumeric we were highlighted the qualities our couple was hoping for and adding a flavor depth to overall palette of the drink.

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ORIGINALITY

Each component of this cocktail was a unique creation specifically made for the couple and within the spirit of incorporating several new food and beverage trends. The recipe creation was done with the use of CBD as the main focus. Each ingredient was used to compliment the overall guest experience. From the use of Hendrix to impart its light cucumber essence, to the use of ginger and turmeric which have similar medicinal qualities as CBD, and the golden beet water lending a sweetened earthy palette, this cocktail was a complex solution to a simple client request.

Our final trend incorporation can be found in our presentation. Utilizing Butterfly Pea, a trend moving close to a mainstay in the beverage world, we soaked beautiful blood orange rounds and then dehydrated them making a colorful and vibrant garnish.

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PRODUCTION

This cocktail required multiple production steps. The base of the cocktail was batched prior to the event with the blood oranges requiring a few days of prep to complete. Each started out in the soaking stage which through trial and error was determined to have the best outcome by vacuum sealing the oranges and Butterfly Pea three times before dehydrating them. This allowed the color complexity we were hoping for without it bleeding too much in to the orange.

This cocktail was served from a singular bar location within the cocktail hour. Glasses were prepared with the garnishment and the base cocktail poured from glass carafes.

Once the cocktail had been poured, our CBD Tincture was dropped on to the top to finish.

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CHALLENGES

The largest challenge we faced was with the venue's management and overcoming their hesitations in allowing a CBD product to be used on their property. We were transparent with the venue as we began the developing this cocktail to ensure there were no surprises or hesitations once onsite for the wedding. CBD is newly legal in our state, and many are not knowledgeable about its use especially in relation to food and beverage. We were met with a negative reaction when we first brought the cocktail to the venue management. Their immediate reaction was, no. Through discussion and education, we were able to work with them to come to a mutual understanding and positive outcome allowing us to move forward.

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RECIPE

Ground Up, low ABV/CBD

1.25L – Hendrick’s Gin

4.75L – Beet Mixture

1L – Lemon Juice, fresh

2L – Water, distilled

30mL CBD Tincture, 60mg

Butterfly Pea Elements Enhancer Soaked Dehydrated Blood Orange

Beet Mixture

900g – Cleaned Golden Beet

500mL – Beet Water

10g – Ginger

1/4tsp – Turmeric

125g – Honey

200g – White Tea

Boil beets until begin to soften.

Puree in Vitamix with 500mL of water then strain into sauce pot.

Add in Ginger and Turmeric and simmer for 15 minutes.

Strain again and add in honey and tea. Fully incorporate honey.

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