

CATIE 2020
INNOVATIVE MIXOLOGY



SPHERIFIED COCKTAILS



SPHERIFIED COCKTAILS SYNOPSIS

Imagine a cocktail that is both a liquid and a solid, ice cold and bursts in your mouth with a fantastic classic cocktail. Allow us to introduce you to spherified cocktails. Spherification is the molecular gastronomy term that turns a liquid, in this case a cocktail, into a solid. We introduced this fun, playful and innovative cocktail to a group of the industry's best caterers. The ooh's, aaah's and how did you do that definitely told us we checked the box in creating a new innovative mixology concept.



BEVERAGE CONCEPT SPHERIFIED COCKTAILS

Beverage Concept

Innovation and Mixology go together like peanut butter and jelly, burgers and fries and cookies and milk. We had the amazing opportunity to host an event for the best caterers and industry professionals. We knew that an ordinary cocktail would not wow our audience and needed to think bigger. We had created a savory caviar station and had the wild idea that we could test that same concept but with a cocktail. Molecular gastronomy is a tricky business but adding alcohol to the mix increased our difficulty level exponentially. If you have had a bursting boba - you can visualize that experience. We used that same concept but instead of it bursting with a juice inside, it bursts with a cocktail. Spherification - the molecular gastronomy term that turns a liquid, in this case a cocktail, into an edible sphere. They are great fun!

Originality

When entertaining your peers, you must think outside the box and create an experience that is trend setting. We wanted a cocktail that exuded creativity, innovation, playfulness, was delicious, with a spectacular presentation. We wanted a cocktail that made guests wonder how in the heck we did that! Bursting Boba is a very trendy addition to beverages, but we have never seen it in any iteration of a cocktail. We figured if you can get juice to burst, then we could make a cocktail burst. Molecular gastronomy is a fun technique, but it doesn't always behave. It took us ten tries before we got the technique to work. For this event, we created a spherified cocktail station, but we also developed them to be passed. We even gave our new cocktail concept their very own made up word - spherified cocktails. We love them, guests love them and our clients love them - win, win, win.



Uniqueness, Service Style & Presentation

The event we were hosting needed to have interactive elements at every turn. Our guests had been in meetings ALL day so cocktails would be the first thing on their mind. We saved this station for inside the room as a key part of the entertainment. It took us a long time to get the cocktails to be perfect spheres so we knew we wanted that to be part of the story. We found these awesome metal spheres and knew these had to be used. We tested many vessels for the spherified cocktails and finally found a clear cone that fit inside the metal spheres perfectly! We used all different sizes of spheres and placed them in clear, glass hurricanes with tulips underneath them and round menu signs identifying all three flavors. Our best bartender manned the station so he could explain the whole process of spherification. We needed to keep the cocktails cold but didn't want to jeopardize any of the presentation so we staged the spherified cocktails in round, metal insulated bowls that were nested in round metal bowls of ice at varying heights of round stands. We really wanted to drive home the "sphere" theme, so the station not only was functional but also was insta-worthy in presentation.

Production

We sent a long list of instructions to the staff in advance of the event, but our staff immediately called us wanting clarification on what in the world a spherified cocktail was. We brought in the key staff and gave them a full tutorial on everything spherified cocktails. We wanted them to be able to speak candidly about the process and be as excited about the end cocktail as we were. This was the best decision we made as the production at the event was seamless. We tested the cocktails to find out the best shelf life and what yielded the best final product. The cocktails were at their best when made 24 hours prior to the event so they were at prime burst in your mouth freshness. We transported them in clear containers



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with a lid so they could be kept in a cooler. The spherified cocktails stick together easily so we batched the matching cocktail and added the liquid to prevent them from sticking and punch up the flavor. Onsite at the event, we used a linen on the table so we could store the coolers under the table without any guests noticing. We transferred smaller quantities of them to insulated metal round bowls nested in ice so they would be ice cold. To avoid the rush - we advance made cones of each flavor and used the metal spheres to hold them - which helped with lines and made a very fun presentation.

Challenges & Obstacles

When you introduce a new cocktail concept, there are bound to be challenges. We had never used this process to create a cocktail, so an aggressive amount of testing needed to happen. For prime freshness, the spherified cocktails needed to be made 24 hours before the event, but it took 10 batches to learn that nugget of knowledge. We developed three flavors and each recipe needed to be tweaked multiple times to see how strong the base cocktail, that would be spherified, needed to be so when they burst, it actually tasted like a boozy cocktail. The spherified mimosa needed the most booze while the old fashioned could be made as a normal recipe. The strawberry margarita was the most challenging as we wanted the guest to be able to taste both the strawberry and the tequila. We modified this recipe 27 times before finding the perfect one. The cocktails themselves were a little dull in color, so we added food coloring to each recipe to punch up the color. We wanted this to be an interactive station but the cocktails are kind of gross in your mouth if not served ice cold, so we had to find a way to keep them ice cold, while not jeopardizing the presentation. None of the guests had any idea what a spherified cocktail was so we developed a tag line that explained the process quickly.



SPHERIFIED COCKTAIL

RECIPE *GUEST'S CHOICE OF FLAVOR*

Strawberry Margarita

Yield: 12floz

- 3floz triple sec
- 2floz fresh lime juice
- 2floz simple syrup
- .25oz agar agar
- 8floz blanco tequila
- 32floz vegetable oil, cold

Method

1. Combine triple sec, lime juice and simple syrup in a saucepot and bring to a simmer.
2. Add agar agar and whisk to combine.
3. Bring mixture up to a boil for 45 seconds to 1 minute.
4. Remove from heat and add tequila.
5. Using an eye dropper, drip mixture into cold vegetable oil.
6. Strain pearls from oil and rinse under cold water.

SPHERIFIED COCKTAIL

RECIPE *GUEST'S CHOICE OF FLAVOR*

Old Fashioned

Yield: 12floz

- 3floz triple sec
- 2floz Angostura bitters
- 2floz simple syrup
- .25oz agar agar
- 8floz bourbon
- 32floz vegetable oil, cold

Method

1. Combine triple sec, bitters and simple syrup in a saucepot and bring to a simmer.
2. Add agar agar and whisk to combine.
3. Bring mixture up to a boil for 45 seconds to 1 minute.
4. Remove from heat and add bourbon.
5. Using an eye dropper, drip mixture into cold vegetable oil.
6. Strain pearls from oil and rinse under cold water.

SPHERIFIED COCKTAIL

RECIPE *GUEST'S CHOICE OF FLAVOR*

Mimosa

Yield: 12floz

- 5floz orange juice
- 2floz simple syrup
- .25oz agar agar
- 8floz sparkling wine
- 32floz vegetable oil, cold

Method

1. Combine orange juice and simple syrup in a saucepot and bring to a simmer.
2. Add agar agar and whisk to combine.
3. Bring mixture up to a boil for 45 seconds to 1 minute.
4. Remove from heat and add sparkling wine.
5. Using an eye dropper, drip mixture into cold vegetable oil.
6. Strain pearls from oil and rinse under cold water.