



My CHEMICAL
Romance

Innovative Mixology
2016 CATIE Awards

Innovative Mixology ● My Chemical Romance 2016 CATIE Awards



Synopsis

Combining science and the art of making cocktails is an ever growing trend in the world of mixology. The creation of our completely clear savory apple cocktail which was served through a fully functioning sink built within a 10' hand made paper floral wall was showstopping. Adding organic rose ice cubes as a garnish was the perfect fusion of form and function. With the use of laboratory equipment, creativity, and teamwork we created a cocktail experience unlike any other.



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Concept

When your bride is a chemist and her groom a contractor, the request for a completely custom signature cocktail experience is met with high expectations and a ton of creativity.

The development process for this cocktail began with discussions about flavor profiles. This wedding was held in the fall and the obvious choice of focusing on a base flavor of apple was quickly agreed upon; however, neither the bride nor groom enjoyed overly sweet tasting drinks. We dove straight in to developing a more savory version of an apple based cocktail. The final combination of apple, cinnamon, nutmeg, allspice, clove, and cardamom proved to be the perfect balance of a touch of sweet and a dash of savory.



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Concept

The next element of this cocktail experience was presentation. Our goal was to create a statement with both design and function. The foundation for the presentation of this cocktail was found within the very popular design trend, the floral wall. Our bride loved them and until this point we had not included it in her overall design. From this love and considering several ideas ranging from the basic ice luge to an interactive mixologist station, came the idea to build a fully functional “sink” within a 10’ wide wall completely covered in white paper flowers. A nod to her soon to be husband’s profession and satisfying her want for all things floral. It was just the showstopper they were hoping for.

The final piece to the puzzle came from another request from the bride. Now that we had the recipe and the presentation down, could we make the cocktail coordinate with her all white monochromatic wedding?! Apple juice is not white, nor is it completely clear. It’s yellow/brown tones were not going to work for her. After several conversations and a great brainstorming session we had our answer. Through the use of a piece of equipment she uses in her lab every day, a roto evaporator, we were able to create a clear version of the same cocktail she fell in love with.

We had it!

10’ Paper Floral Wall
with a fully functional
“sink” pouring a clear
apple cocktail.

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Originality

Originality can be found in every element of this cocktail. From the recipe to the presentation every detail was custom created. The recipe was not only unique to our couple's personal tastes, the method in which it was made was also unconventional.

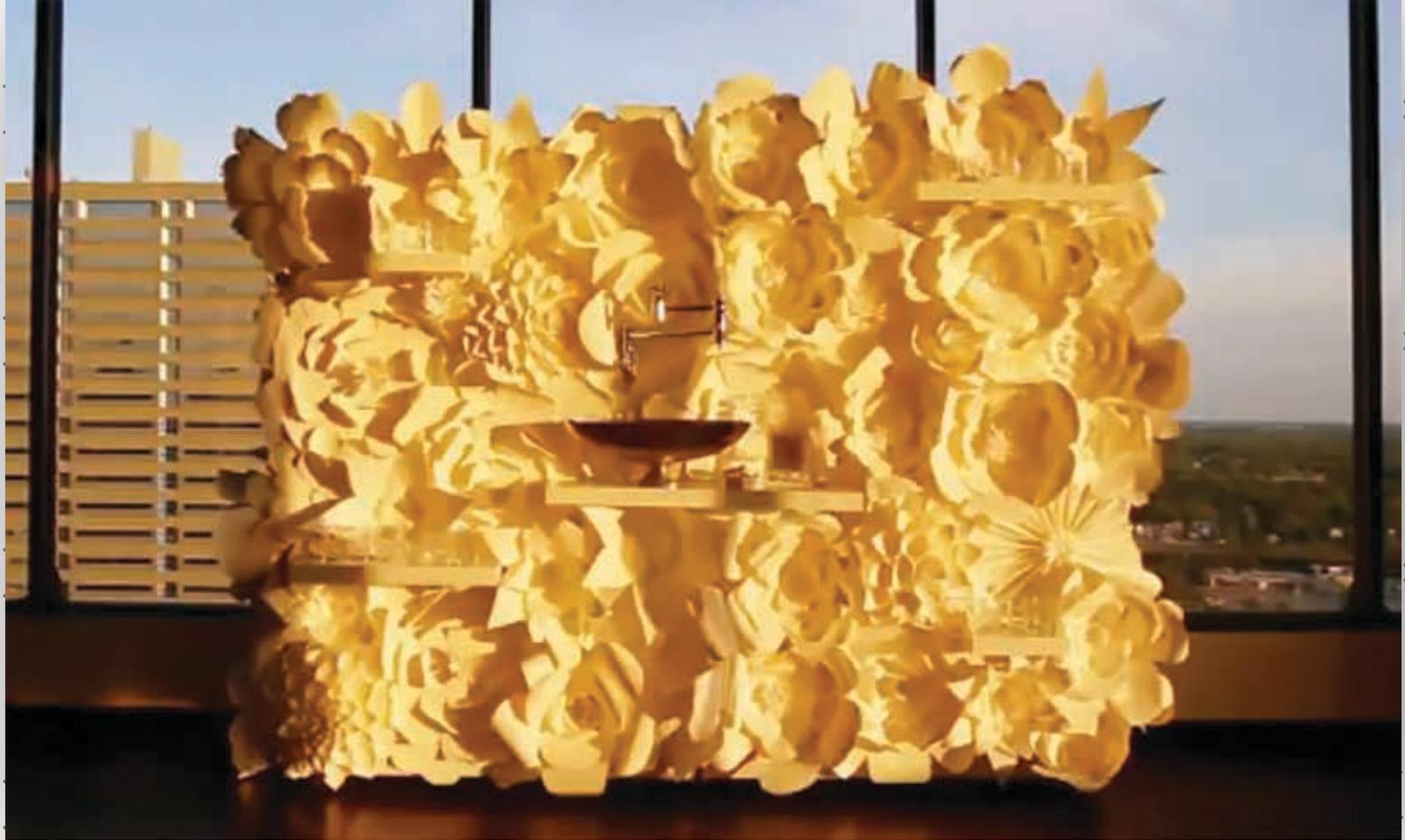


The presentation of this cocktail was also completely custom.

A fully functional faucet system was mounted within a hand made moveable paper flower wall.

Every detail was crafted to reflect our client's unique style and personal tastes.





Uniqueness of Service & Presentation

Custom design was king for this cocktail experience.

Over 50 paper flowers were hand made and attached to a two section wooden box which we mounted on wheels and connected with a hinge system for easier storage and transportation. Once built our 10' floral wall was ready for even more transformation.

By using an in line charter pump, 10 gallon kettles, a 25' stainless steel circulating coil, and a pot filling faucet the internal workings of our fully functioning sink system were built. After several trial runs to ensure the sink had proper flow, it was show time!

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*Uniqueness of Service
& Presentation*

On full display for cocktail hour, guests were immediately in awe. Our cocktail attendant poured the clear concoction through the faucet system in to a small bud vase creating a fun buzz throughout the crowd.

As a surprise for the bride we included yet another nod to her love for flowers as well as her love for chemistry with an innovative garnish. Organic white spray roses were submerged in liquid nitrogen to create a single bloom ice cube. This was the perfect finishing touch to an innovative and unique cocktail experience.



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Production

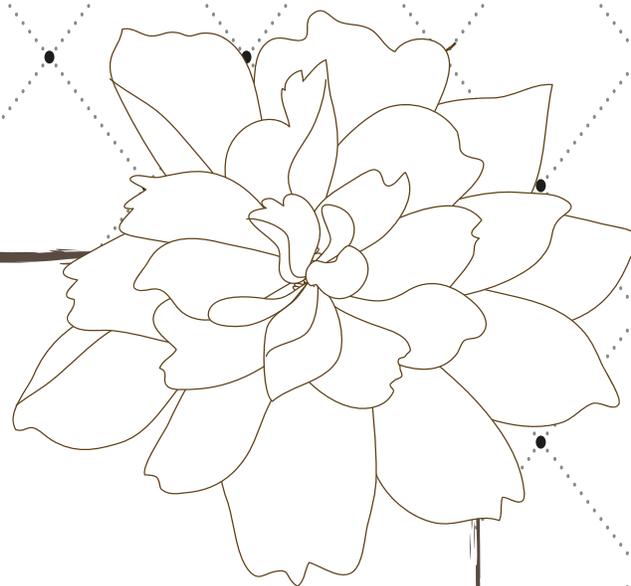
Production for this cocktail was extensive. The wall itself took a month to completely build starting with the paper flowers and moving on to the box framing and finally the faucet system.

Creating the cocktail also was somewhat time consuming. The roto-evaporator process took 60 minutes to complete and that was only one step in the recipe. Once the cocktail was completed we were able to batch out the entire amount we would need for the entire event.

On the event day our cocktail creation was poured in to the two part kettle system. One kettle containing the cocktail, the other containing ice water. Through the chiller coil and charter pump the cocktail was chilled perfectly and streamed through the faucet just as you experience in any sink.



Challenges & Obstacles



Challenges and obstacles...oh my! There were several challenges in the creation of this cocktail. The largest of our hurdles was creating a clear apple cocktail. Through our bride's off the cuff suggestion of using a piece of equipment she uses daily in her lab, a roto-evaporator, (a what?!) we were presented with sourcing a very non food specific piece of equipment, learning how to use it, and applying what we had learned to actually creating a cocktail. Through research and our client's guidance we were able to extract the flavor we were looking for in a completely clear liquid thus creating our clear apple cocktail.

Another challenge we faced with the creation of this cocktail experience was building a fully functioning facet system. Our original thought was using a simple hose system allowing gravity to do it's things. Simple enough sure but not the effect we were looking for. We were after the full force of pressure a faucet brings. With the use of an in line charter pump, an immersion chiller coil, and medical grade hosing. After several bouts of trial and error the final creation was a well thought out, well tested piece of equipment that produced a perfectly functioning faucet system.



Recipe

Ingredients

20oz 99 Apples
2 Sticks Fresh Cinnamon (Ground)
1 Tbsp Nutmeg
1 Tbsp Allspice
5 Whole Cardamom Pods (Ground)
1 Tsp Ground Clove

Combine above ingredients in Rotary Evaporator for 60 minutes at 85 degrees celsius; then continue for 30 minutes at 98 degrees celsius. (yields 7-8oz)

Add 1.5 ounces of distilled Roto Evap solution to 32oz of unflavored Vodka (Kettle One).

Juice 24 Fuji Apples adding Citric Acid to prevent browning. (yields appx. 3 quarts). Freeze juice in disposable quart containers overnight. Turn quart containers upside down on cheese cloth lined Chinois in walk in allowing juice to cryo-filter over 24 hours. (yields 2 1/2 quarts clear apple juice)

16 oz Effen Salted Caramel Vodka run through Roto Evap for 60 minutes at 95 degrees celsius. (yields 4-6oz)

Mix 1:16 ratio with simply syrup (1:1 sugar water)

Combine Vodka, Juice, Syrup and 182 oz distilled Voss Water in a 10 gallon stainless steel kettle with 25ft chiller coil. Fill second kettle with ice water using pond pump to power water through the chiller thus cooling cocktail mixture. Using 1/2" medical grade silicone hose run through 1/2hp inline charter pump with attached cam lock fittings to pot filling faucet. Pour through faucet in to bud vase.