





Yelena Anter, Owner/Creator, Cocktail Vision, Chef Rubber



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Steve Sanchez, President, The JDK Group, ICA President

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What's Your Favorite Go-To Cocktail Right Now?

What We Will Be Talking About Today:

- Trends in Glassware & Garnishes
- Trends in Mixology & Featured Recipes
- Trends in Display and Presentation





"When life gives you lemons, make a lemon cocktail"











YOU CAN START SIMPLE -> GLASS & GARNISH

Glassware Matching Theme, Custom Picks, Mini Clothes Pins, Edible Flower Garnishes



AND THEN YOU CAN REALLY ELEVATE → GLASS & GARNISH

BEVERAGE UPSELLS

BIG OPPORTUNITY IN SALES PROCESS

LET'S MAKE AN OLD FASHIONED SUGAR DADDY





3 oz Bourbon, Tequila or Mezcal 1 oz Orange Liqueur (like Grand Mariner or Cointreau)

0.5 oz Cinnaomn Liqueur (Goldschlager or Jagermeister)

3 dashes Aromatic Bitters
"Blood Orange" or "Blowing Smoke" cocktail
perfume

Garnish: Orange Fruit Fetish/ Gold Leaf (Double Loop Bamboo stick garnish holder)

COCKTAIL ENHANCEMENTS



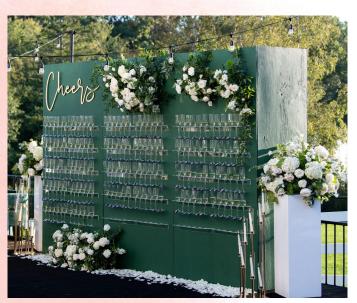




DISPLAY & PRESENTATION



























ENHANCE WITH MENU SIGNAGE

Markup Outsourced Menus, Design Menus In-House, Purchase Frames - Print & Upsell

LET'S MAKE AN ETHEREAL LIGHT



Ethereal light

SUMMER PEACH SPRITZ

Build over ice

1.5 oz Apricot or Peach Liqueur 1 oz Ramazzotti Aperitivo Rosato 0.5 oz Campari 3 oz Dry Sparkling Wine "Blood Orange" Cocktail Perfume

Garnish: Peach Fuzz & Double
Prong Bamboo Pick

COCKTAIL ENHANCEMENTS







THANK YOU & CHEERS!



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