

Kathy Casey Food Studios®, Liquid Kitchen™  
- Seattle, Washington -  
Kathy Casey & Cameo McRoberts



Building Creative  
Cocktails  
&  
The Power  
of  
Brainstorming





## Planters Punch 'Berry Cup'

Finalist in tales of the Cocktail 2010 punch contest.

5 Driscoll fresh raspberries

1 oz Cruzan Silver

3/4 oz Cruzan 9 Spice

1/2 oz Orgeat

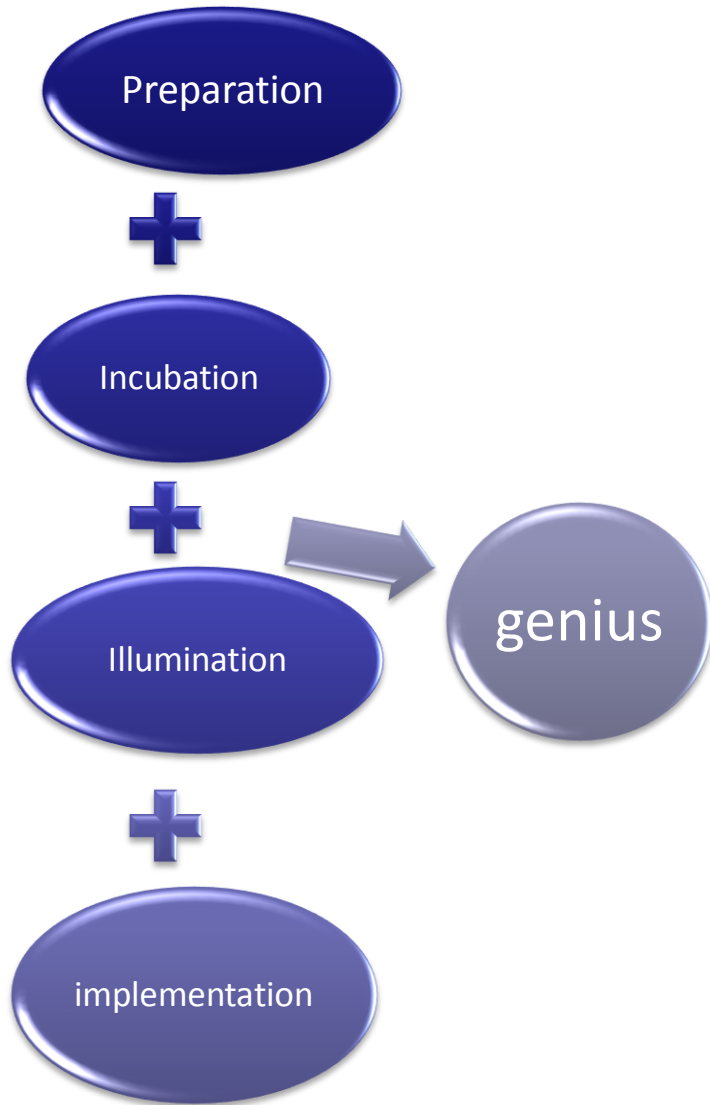
1/2 oz fresh lemon juice

1/2 oz Pimm's

dash Peychaud's Bitters

Garnish: long very thin slice of cucumber cut on a mandoline, raspberry on a pick

# The Four Steps of Creativity



**Preparation:** This first phase of what most call work..

A musician plays scales, chords, or songs...a painter ,paints  
programmer plays with code... a relatively mundane processes....  
lucky for us we DRINK!

**Incubation:** Your conscious and subconscious are working on the idea, making connections, separating unnecessary ideas.

Modern life, with its many distractions, has a tendency to grab the attention of our subconscious and unconscious mind, and the creative process stops, replaced by more immediate concerns.

**Illumination:** This is the “Eureka” moment.

“illumination” moments happen at the most inopportune times, it’s much like labor – you’re done with incubating, and it’s time for...

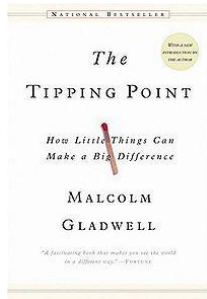
**Implementation:** This phase is the one in which the idea sees the light of day; when a song flows, or a drink is born.

People often only see creation at the end – they don’t recognize or care much about the process that generated the idea.  
Creatives know that for every good idea, there’re at least a few that don’t work out.

**Tipping Point**

**The creative process begins with work and ends with work.**





# Tipping points

"the levels at which the momentum for change becomes unstoppable."  
"Ideas and products and messages and behaviors spread like viruses do."

## Three rules of epidemics or the "agents of change“:

**"The Law of the Few"** "The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts."

- **Connectors:** people who link us up with the world ... They are a handful of people with a truly extraordinary knack for making friends and acquaintances having some combination of curiosity, self-confidence, sociability, and energy. "They have the inherent ability to span many different worlds."
- **Mavens:** "information specialists", or people we rely upon to connect us with new information. They accumulate knowledge, especially about the marketplace, and know how to share it with others. Mavens start "word-of-mouth epidemics" due to their knowledge, social skills, and ability to communicate. "Mavens are really information brokers, sharing and trading what they know".
- **Salesmen** "persuaders", charismatic people with powerful negotiation skills. They tend to have an indefinable trait that goes beyond what they say, which makes others want to agree with them.

**The Stickiness Factor**, the specific content of a message that renders its impact memorable. Popular children's television programs such as *Sesame Street* pioneered the properties of the stickiness factor, thus enhancing the effective retention of the educational content in tandem with its entertainment value.

**The Power of Context:** Human behavior is sensitive to and strongly influenced by its environment. "Epidemics are sensitive to the conditions and circumstances of the times and places in which they occur."

**Rule of 150:** states that the optimal number of individuals in a society that someone can have real social relationships with is 150.

# Mind Mapping:

diagram used to represent words, ideas, tasks, or other items linked to and arranged around a central key word or idea.

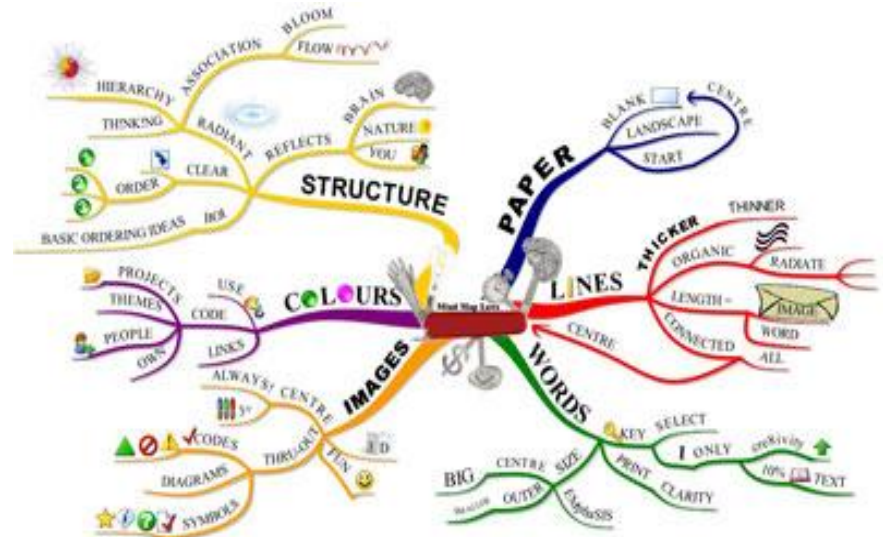
## mind map:

How does it work?

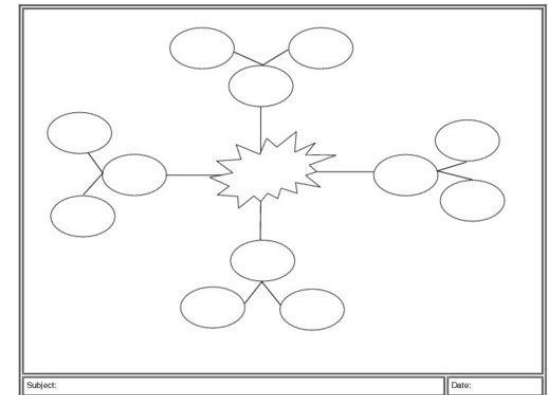
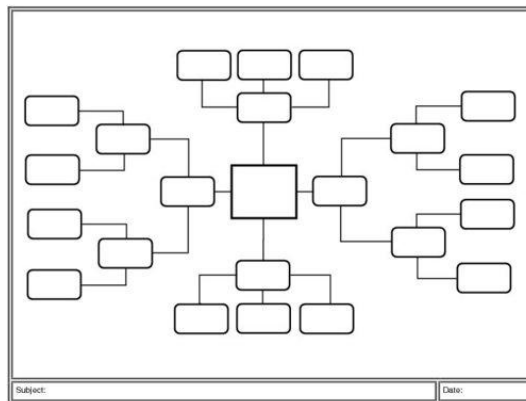
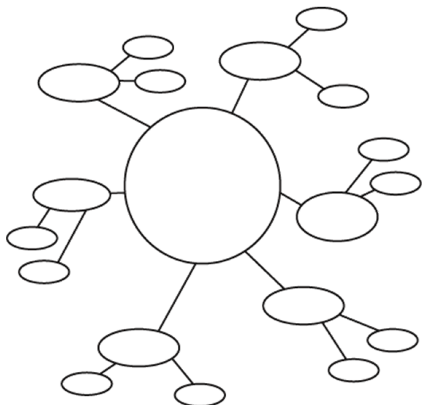
The brain is a self-organizing system, very good at making connections, almost any random word will stimulate ideas on a subject.

Mind Mapping encourages users to connect concepts without a tendency to begin within a particular conceptual framework.

You start with a word or the question at the center and radiate out with



Mind Map



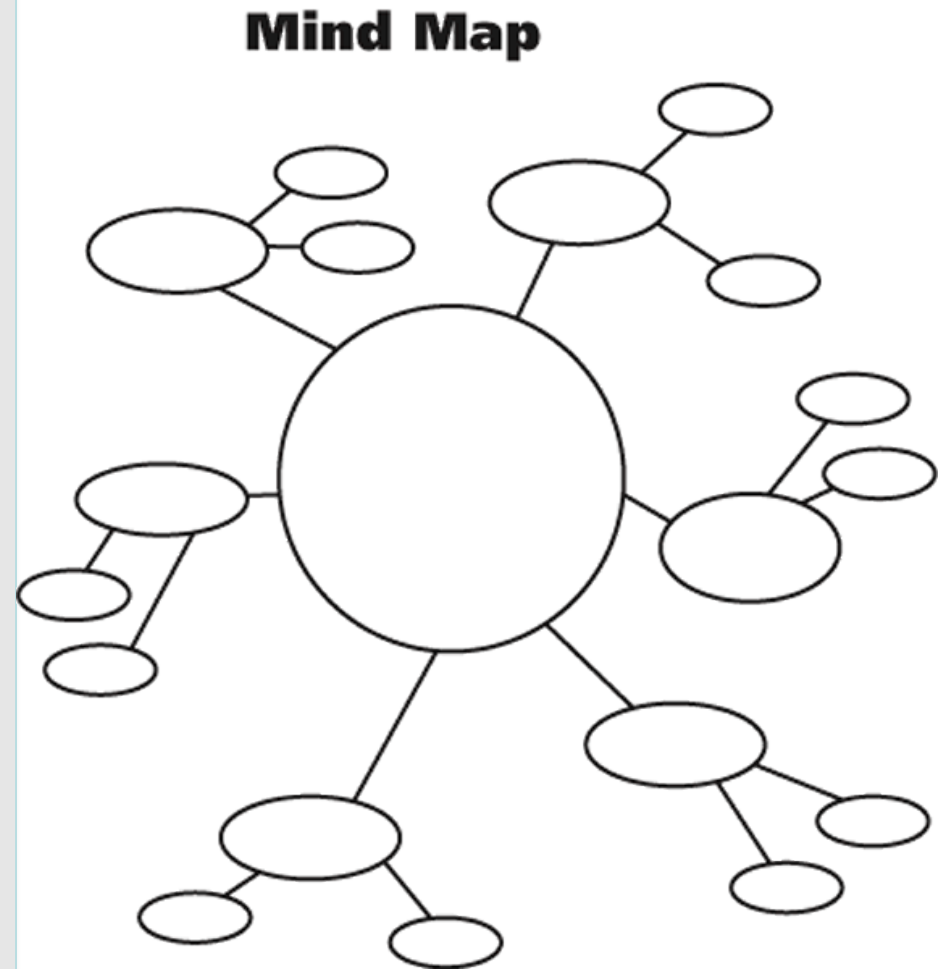
Using an unlined piece of paper, work quickly without pausing, judging or editing.

If you pause you're encouraging linear thinking and analysis-paralysis.

The idea behind the mind map is to think creatively in a non-linear manner.

1. Start with the central idea, in the middle.
2. Think up action points and strategies that relate to it and can make it happen. Let these radiate out from the central idea.
3. Focus on the key ideas, using your own words, and then look for branches.
4. Using this visual method helps you understand and remember better, be open to possibilities, and avoid the restrictions of an outline or list format.
5. use lines, colors, arrows, or branches to complete the idea. You'll see how freeing it is not to have to worry about the "order" they're in.

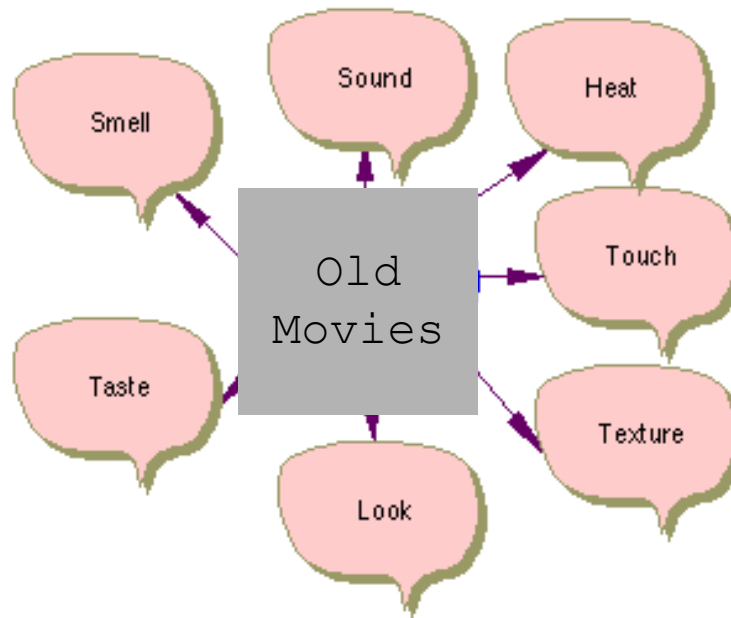
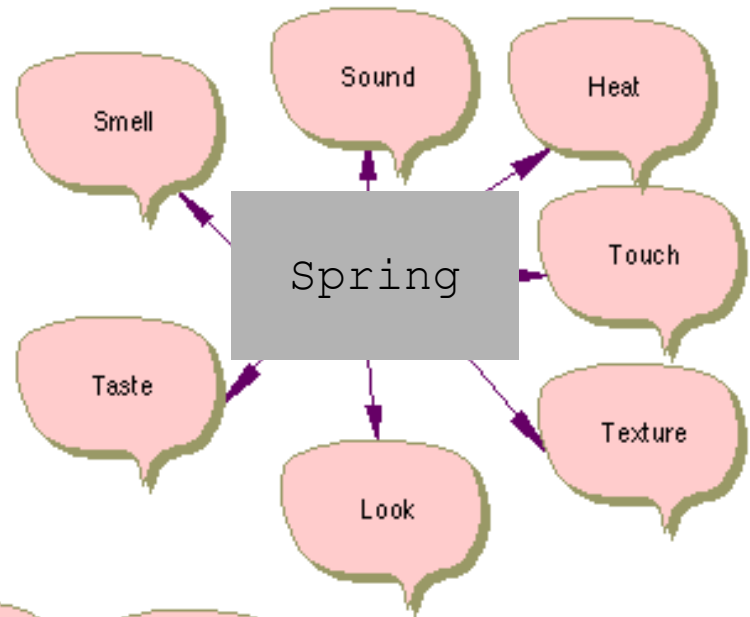
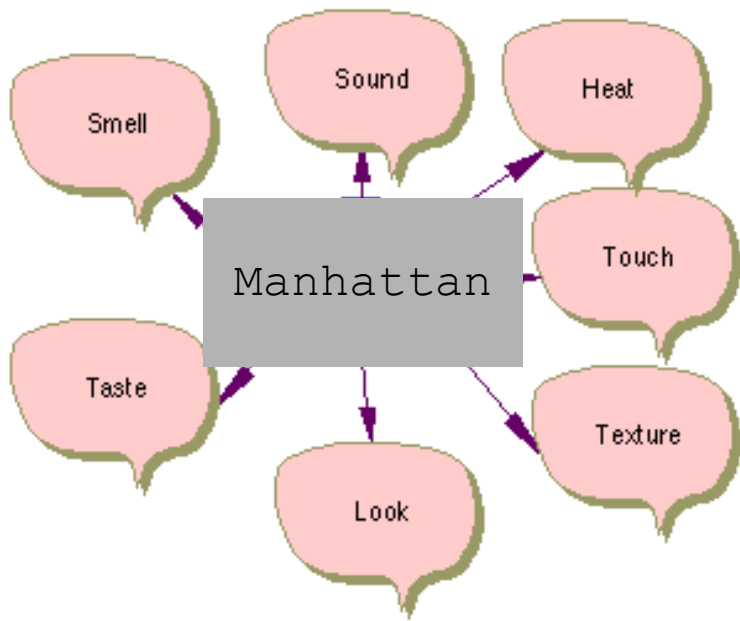
The mind map helps you avoid that paralyzing thought of where to begin. Begin anywhere; the point is to begin.



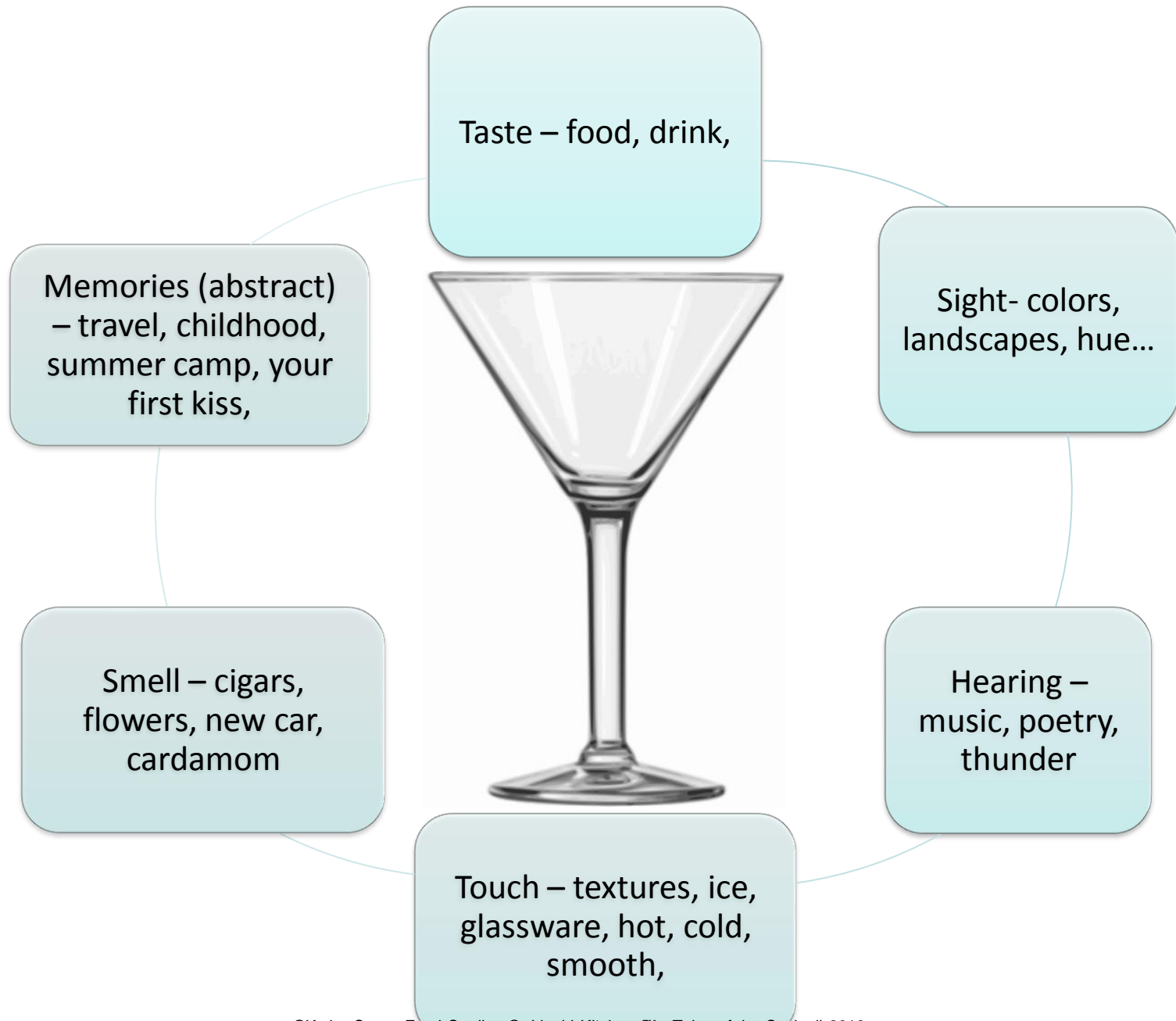








# Using your 5 senses + 1 abstract thought





## **Southern Persuasion**

Makes 1 cocktail

1/4 of a ripe peach, cut up

1 1/2 oz (ri)1

3/4 oz CATDADDY Carolina Moonshine

3/4 oz Cameo's Cherry Bounce, strained

1/4 oz Old Fashioned Peach Pit Bitters

Garnish: 1 Cherry from Cherry Bounce

Muddle peaches in a pint glass. Measure in remaining ingredients.

Fill with ice. Cap and shake vigorously. Place an ice ball into a large cocktail glass.

Double strain cocktail over ice. Garnish with a Bounce cherry.



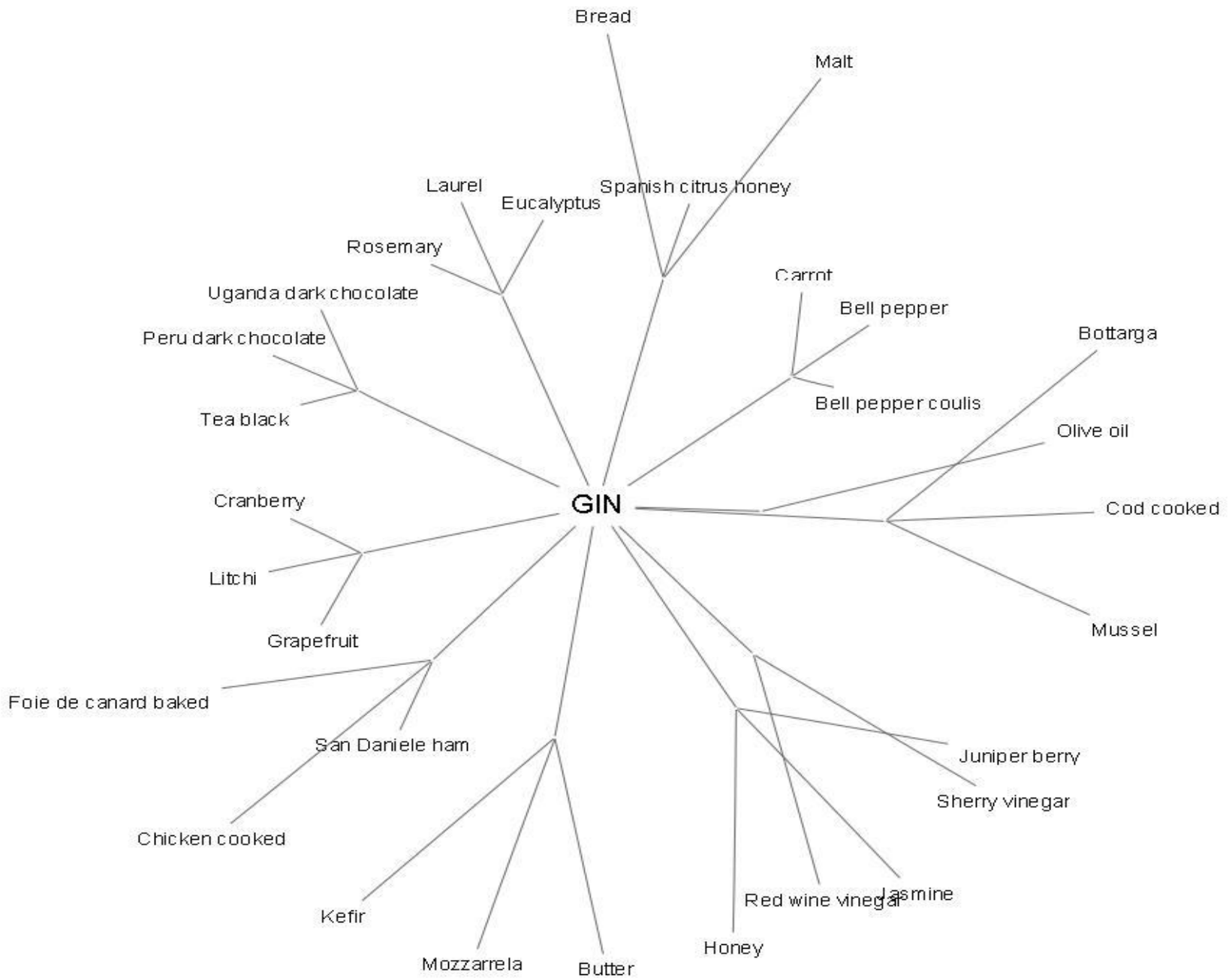
# Flavor Profiles

flavor profiles act as a guide to the relative intensity of flavors and aromas and their correspondence to each other.

- Profiles are based on cultural attributes, flavor trends as well as scientific flavor genealogy.
  - Some food and drink taste great together because due to chemical properties, others because of geography and cultural significance.
- Plenty of cocktails can be built from tried and true profiles, but stepping outside the fold is where new discoveries are made.
  - **Flavor Pots**: trial and error small mixes of different ingredients, ingredient “brainstorming”,
  - **Reverse engineering**: trying to duplicate an exact flavor
  - **Building off of tradition**- using templates to ‘tweak’ and create new cocktails.









# Using Templates:

building from the tried and true, a choose your own adventure drink

## muddled:

crushing ingredients with muddler before adding ice or spirits

## Cobblers:

base + sweetener + crushed ice + fruit

## French Italian:

(Manhattan variation)  
distilled spirit + sw. or dry vermouth

## Jelly Shot:

drinks gelatinized but the addition of gelatin

## highballs:

highball glass base spirit + mixer

### Florida highball:

+ citrus juice

### New England:

+ cranberry juice

## Infusions:

syrups, vodkas, tinctures

## duos:

base spirit + liquor

## trios:

duo + cream

## champagne

## cocktails:

containing champagne or sparkling wine

## sours:

base liquor + lemon or lime + N/A sweetener

## juleps:

uses mint as a flavoring agent

## Tropical drinks:

Rum based + tropical fruits

## Sparkling

## sours:

(collins, slings, fizzes)  
base + lemon or lime + sweetener + CO2

## Milene

## Drinks:

drinks containing Campari

mixed drink 'families' from the Joy of Mixology by Gary Regan

# *Using your huge brain and seasoned palette to create innovative cocktails:*



# Developing for Client • Sponsor:

It is important to be creative even when limited to concept, brands, budget, or market.

## Catdaddy - Southern Persuasion:

Brainstorm – flavor pots – audience- ingredient limitations

Concept: ‘moonshine’ and what it represents – keyed in on the south a bygone era of bootlegging,  
moonshine • peaches • bitters • spices • rye whiskey

## Sex in the City Session:

Create character specific cocktails, using a specific brand. Each character was designated a flavor of vodka. No more than 4 ingredients and easily executed regardless of bar type.

## Ritz Carlton Edible Cocktails:

Bringing edible cocktails to a high end concept steeped in class and tradition. Introducing unique flavor profiles to a high end “jelly shot”





# Developing for Locale • Environment • Culture



## The Bollywood:

Created for Bab al Bahr, Fairmont Abu Dhabi

This drink combines the regional taste for sweeter, fruit forward drinks, modern technique, cultural reference.

Middle Eastern flavors • locally sources spices • 'Bollywood' films • Fresh Fruits • texture with foams • opulence with real gold flakes

The drink was created onsite for a new bar to showcase the concept and amazing selection of fresh fruit juices available.

# Freestyle Cocktails:

Events • Competitions • Freedom behind the bar

Limited only by your imagination,  
resources and know how.

You can turn anything into a cocktail  
using any abstract idea, chemistry, or  
flavor profile.

- 
- **Events:** signature cocktails for events allow you to offer a unique product to customers.
  - **Competitions:** These have become a viable outlet for bartenders to gain exposure, make money and build a name. They can be brand specific or purely conceptual.
  - **Freedom:** One thing I love as a customer is to know a bartender well enough to say ‘make me something with gin, or I feel like fruit’ knowing how to read customers and design drinks on the fly for them is a rare and wonderful talent

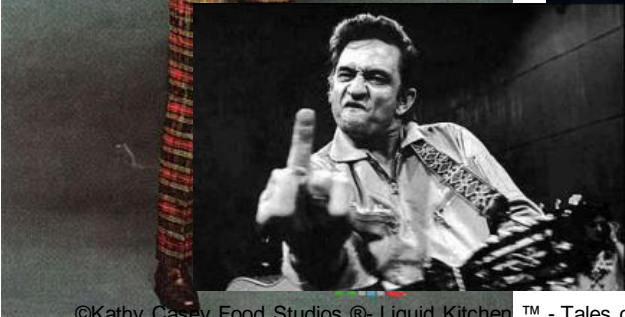
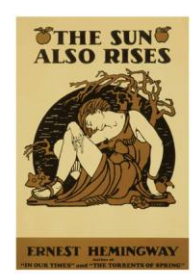
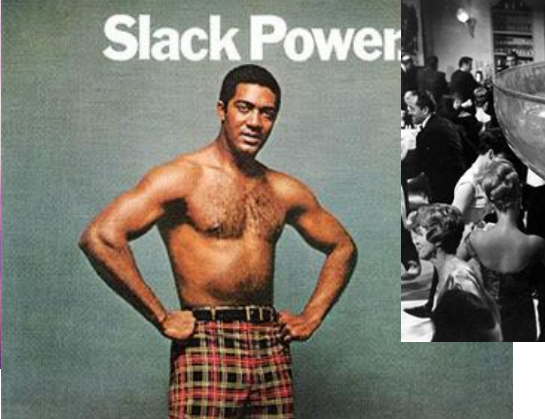


# “Creative Cocktail Create-off!”

The rules:

1. Each table is a team.
2. Each table has a piece of bar equipment that must be used.
3. Sponsor liquor on each table.
4. The ‘black box back bar’ is shared free for all items.
5. Table numbers will be randomly drawn for your turn – don’t be the last one out of the bag!
6. Then you have one minute to grab your items from the back bar and select glass ware.
7. You have 5 minutes to work out your cocktail on paper.
8. You then have 10 minutes to create your cocktail.
9. Then teams will present to the panel of judges (3 of the same drink)
10. As you present to the judges you also have to sell us on the idea, using your personality as a bartender.

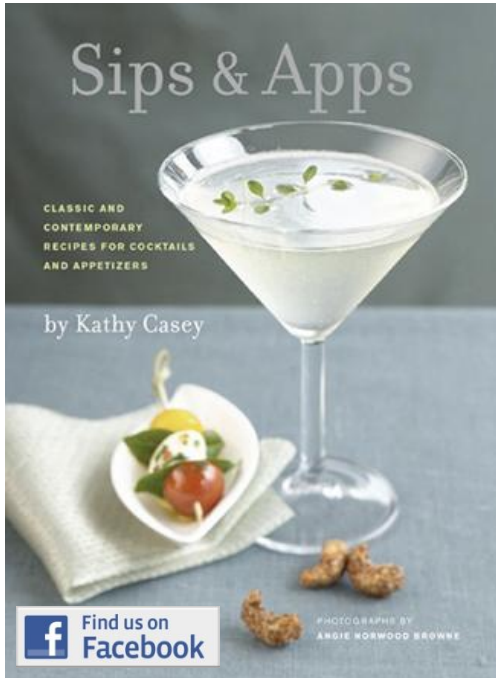




Thanks so much for coming and remember, creativity and inspiration can come from anywhere.

Thank you to Jamie Boudreau for photos  
Other photos by Kathy Casey Food Studios  
CameoAppearance photos  
Mind Mapping  
[http://en.wikipedia.org/wiki/Mind\\_map](http://en.wikipedia.org/wiki/Mind_map)  
drink 'families' from Joy of Mixology by Gary Regan  
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Special thanks to: participating bartenders

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