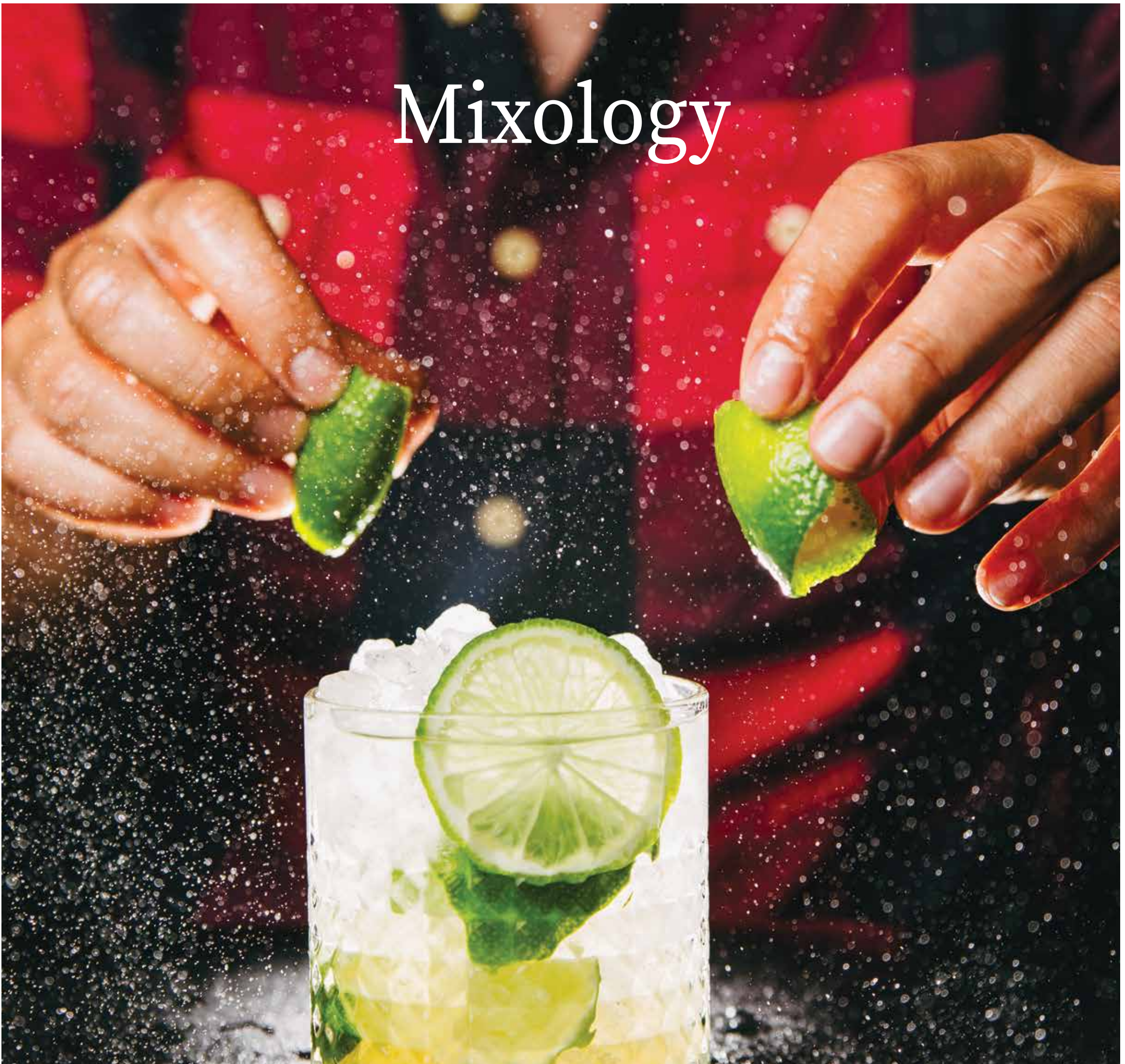


Mixology



2022 Mixology Trends

Some drinkers are looking for more balance, while others are turning to bottled cocktails. Here's a look at the hottest mixology trends for 2022.

BOTTLED COCKTAILS

Ready-to-drink cocktails became hot-ticket items during the pandemic, when takeaway was briefly the only option for shuttered restaurants and bars. The trend continues, even as life begins returning to normal. Some bartenders are even pre-batching signature drinks in house, for use during busy service times that have followed lockdowns. Major distributors noticed, as Bacardi offered thousands of sample pre-batch kits to reopened European locations to help jumpstart nightlife again. Initiatives like that widened the appeal, while also providing another branding opportunity in the age of the Instagrammable drink. In the end, it's all about convenience: Cocktails are also increasingly being offered on draught.

LOW OR NO-ALCOHOL

Alcohol consumption skyrocketed during the depths of the pandemic, leading many to try for a better balance in consumption habits. Restaurants and bars are also meeting this demand, offering



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more space to low- and no-alcohol options. Completely alcohol-free bars have also begun springing up, from San Francisco to Dublin. Nearly 60% of global consumers now say they're drinking more non-alcoholic or low-alcoholic drinks than a year ago, according to a survey conducted by the Future Laboratory. Brands like Zeo, created by an Italian mixologist, are aimed as customers they describe as

“sober curious.”

KEEPING IT SIMPLE

After years of increasingly complex cocktails, many are looking for simpler recipes that can be recreated back home. So, think highballs, high-quality tonic mixers and spritzes. In fact, the Aperol spritz is now the most popular drink in 25 countries surveyed for the Cocktails in Europe report. Online searches for the

easy-to-create drink reportedly jumped by 70% last year, compared with the same period in 2020. So-called “long drinks” like Tom Collins are expected to make a big comeback, while martinis and negronis are also on track for a surge in popularity again in 2022.

GET NOSTALGIC

Nostalgia ruled as drinkers made a long-awaited return to restaurants and bars, seeking

out comfortable favorites like a cosmopolitan. A late-2021 reboot of the TV series “Sex and the City,” which prominently featured the drink, also helped spark an explosion of new interest. Internet searches for cosmo recipes increased by more than 200%, according to a survey by the Bottle Club. The growing popularity of classics like the espresso martini has also led to single-drink themed venues.

Learning the Lingo

Were you always confused when James Bond ordered his martinis “shaken not stirred”? Unsure what to do if someone requests a highball, neat or a virgin drink?

If you want to become an expert at-home bartender, you’ll need to learn the special lingo that surrounds craft cocktails. The good news is, you don’t have to invest in 007’s overpriced wardrobe to become an expert. Here’s everything you need to know about this special vernacular:

Angel’s share: Amount of alcohol that evaporates during the aging process.

Aperitif: Low-alcohol drink consumed before a meal, thought to stimulate appetite.

Back: A milder accompanying drink like water or soda, served with a stiff drink.

Bitters: Herbal mix added to cocktails for flavor.

Bruised: Drinks that have been shaken too long.

Box: Pouring a drink into and out of a shaker, without shaking.

Chaser: Some drunk immediately after a shot, typically to cut the taste.

Cocktail: Liquors combined with juice or soda.

Collins: Drink served in a tall glass, typically with soda water or seltzer.

Daisy: Sour drink usually made with rum or gin, sweet-



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ened with fruit syrup over crushed ice.

Dash: Adding only a few drops.

Dry: Adding a small amount of vermouth.

Feather: Floating a short measure of liquor on top for

added kick.

Flame: Set on fire prior to serving, usually associated with shots.

Float: Pouring different alcohol on top of another as a shot.

Free pour: Creating a cocktail without a measuring jigger.

Garnish: Fruit, vegetable or mint added to improve flavor or appearance.

Highball: Liquor mixed with soda, served in tall glass.

Jigger: Hourglass-shaped steel tool used for measuring; one side measures a single ounce, while the other is more.

Lowball: Spirits served with water and soda in a small glass.

Lace: Last ingredient added.

Mixers: Non-alcoholic liquids for mixing.

Muddle: Crush or grind ingredients for drinks like a mojito.

Neat: Drink without other ingredients or ice.

Nightcap: Last drink of the evening.

Punch: Mixture of wine or liquor with fruit juices or other flavorings, sweeteners or soft drinks.

Rocks: Drink served with ice.

Shooter: Shot meant to be swallowed all at once.

Straight up: Drink poured through strainer out of a shaker.

Sangria: Wine, fruit and triple sec.

Shaker: Metal vessel used to mix.

Shot: One measure of liquid, to be consumed all at once
Virgin: Non-alcoholic version of drink.

86’d: Sadly, this is an item that is no longer available.

Bourbon, Whiskey or Whisky?

Bourbon, whiskey and whisky are related — but they're not the same.

WHISKEY

The term whiskey refers to a large group of distilled liquors, made in a fermenting process out of grain mash — a mixture of rye, wheat, barley or corn. Bourbon is a whiskey, but not all whiskey is part of the bourbon family. The kind of grain and selection of barrel for the aging process dictates the kind of whiskey.

Non-bourbon whiskeys also don't have to be aged in specific barrels, so sherry, port and rum casks are sometimes used.

Rye whiskeys have a peppery, grassy flavor profile, with a legendarily spicy finish. Irish whiskey is lighter and fruitier with floral and vanilla undertones; it's not as spicy as rye whiskey or bourbon.

WHISKY

Whisky is a Scottish form of whiskey, more commonly known as simply scotch. This distilled spirit is made from cereals, yeast and water. There are five whisky regions in Scotland, each with its own unique characteristics.

In general, however, the popular single-malt version tastes woody, with a strong smoke and peat flavor. Blended scotch — a mixture of single grain and single malt whiskies — is more buttery. Scotch is required to have a



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minimum of 40% alcohol by volume; it's disqualified if that percentage goes any lower. Water and caramel coloring may be added, but nothing else.

Scotch must be aged in oak for at least three years, but is often left to mature for much longer.

BOURBON

Bourbon is made from a minimum of 51% corn, according to the American Bourbon Association, and then matured in whiskey-only oak barrels. This whiskey must be naturally aged, without coloring or any other additive. The name derives

from its roots in Kentucky's Bourbon County.

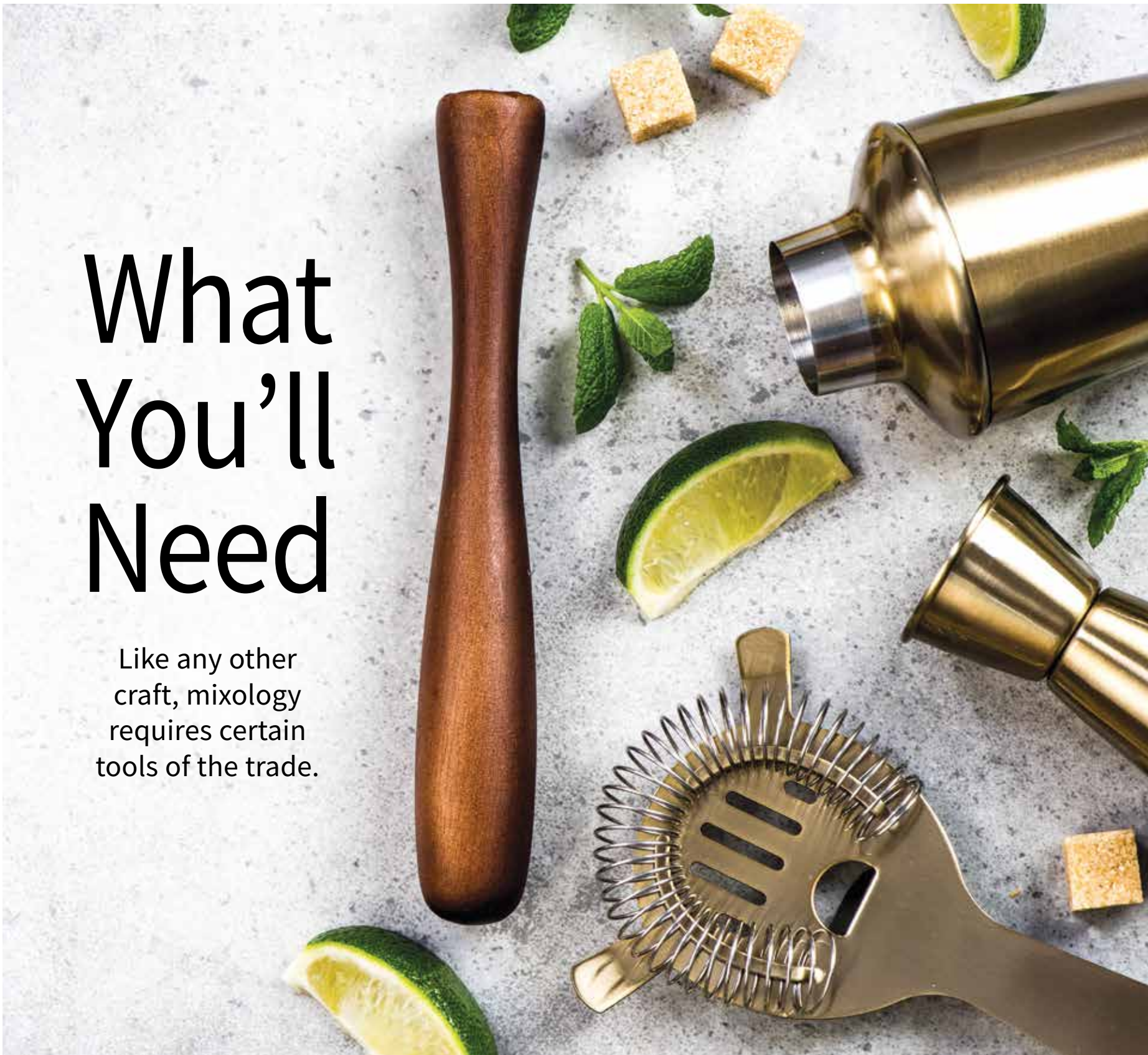
Many decades later, almost 100% of produced bourbon is still made in Kentucky. It has a sweeter flavoring than other styles of whiskey, with vanilla and caramel in addition to oak. Corn imbues it with this signature sweetness.

To earn the "straight" bourbon designation, the whiskey must be aged a minimum of two years.

Finally, bourbon has to be distilled to 160 proof or less, then aged until it's 125 proof or less. Bourbon is then diluted to 80 proof in a final filtering process.

What You'll Need

Like any other craft, mixology requires certain tools of the trade.



TRUSTY SHAKER

Metal shakers, with a strainer and cap, are required for a number of classic drinks. They also make for quite a conversation starter, as you prepare your guest's favorite libation. Some caps also serve double

duty as a jigger, a key measuring tool for liquor. Learn how to best use your shaker, so you don't over do it. You can find out more through online searches or video tutorials, but the best place might be at the nearest high-end establish-

ment. Just remember to bring along a great tip for your new friend behind the bar.

POURERS AND STRAINERS

These add-ons replace corks and caps after you've opened

the bottle, offering a smoother, more professional pour. Some also include an aeration feature to help bring out the flavor in wines. If you're making multiple drinks for a particularly crowded gathering, having an extra strainer might also come

in handy. The coiled wire edge keeps any fruit pulp or ice from making its way into your hand-crafted drink.

MUDDLERS AND STIRRERS

Cocktails made with botanicals or fruit are best constructed with a muddler, which crushes the ingredients in the bottom of the glass for an exciting fresh-made flavor. Invest in metal stir sticks too, so every drink finds the correct balance without being contaminated with flavors from your last mixing job.

BOTTLE/WINE OPENER

Beyond making cocktails, the savvy home bartender much also be able to pop tops and uncork bottles. You'll need a well-constructed opener and reliable corkscrew. There are inexpensive combined tools out there, but many are not sturdy enough for long-term use. Wine openers, in particular, have become something of a cottage industry, with a variety of approaches — and a much higher sticker price.

Visit a local wine shop, kitchen store or home-goods location to view a demonstration or try them out before you buy. Comfort of use is the key.

FINE GLASSWARE

Plastic cups won't show off your hard work the way quality glassware would. Go with clear glass that highlights everything inside. Over time, you'll want to acquire a variety of sizes for highballs, shots, neat drinks, and the wide selections of beers and wines.

Eventually, you can complete your collection with novelty glasses for bright, fruity cocktails.

The Perfect Pairing

People tend to only think of wine and beer when discussing food pairings. But nothing brings out the flavor of your favorite cocktail like a great meal.

BE CREATIVE

There's a certain science to mixing the right drinks with food, based on general flavor profiles. For instance, acidity helps cut fattiness, while floral or herbal flavors can highlight savory notes. Still, don't let these general rules keep you from getting creative. As long as one doesn't overpower the other, feel free to mix and match to see what works best for your palate — then try them out with friends and family. The journey is part of the fun. Having trouble getting started? Spark your imagination by attending food-cocktail pairing events at your favorite restaurant, or attend special events put on at food fairs or culinary schools.

WHAT WORKS

Most are familiar with common food-cocktail combinations like nachos and margaritas, or coffee-infused drinks and dessert. But those aren't the only naturally paired food and drinks. Combine all-American barbecue favorites like ribs, chops or steaks with smokey whiskies — or cut across the grill's hearty flavor with a mojito or bloody mary.



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Give your grilled romaine salad a kick in the pants with an apple spritzer or brandy. Serve oysters with a martini, sushi and the gin version of a French 75, or cheesecake with a Sazerac. Negroni is a great accompaniment to cheese platters. The botanical profile

associated with gin also works with fish or other seafood. When in doubt, match foods and drinks based on the country or region of origin.

OUTSIDE THE BOX

Pair a mojito made with cucumber and watermelon to

cool off your spicy tuna roll. Whiskey sours can serve as a neutral partner with any salad. Bubbles from a fizzy highball will brighten up that next bowl of chili. Try lobster bisque and an old fashioned. A gimlet's citrusy flavor meshes well with sushi's innate saltiness. Then

consider saving your whiskey pairing for dessert, an unconventional choice that will make perfect sense once your guests give it a try. Chocolate will bring out new flavor notes from any rich, brown bourbon. Ice cream is also an oddly perfect whiskey pairing, too.

What's a 'Mocktail'?

Gone are the days when so-called virgin drinks were just pale imitation of their alcohol-infused cousins.

The age of the mocktail has brought an exciting range of combinations and styles.

A GROWING TREND

Non-alcoholic beverage sales in 2021 were up 37% on Instacart compared with the year before. N/A beers have long been a staple, but now they're being joined by spirits makers who've introduced dozens of new products. They mimic the flavor of bourbons, gins and tequilas, but without the alcoholic content. Drinkers have taken notice: Online searches for mocktail were up more than 40%, while "non-alcoholic" rose by a stunning 80%, according to Google Trends. Now, low- to no-proof segments are increasingly found on menus for both restaurants and bars, allowing everyone to take part in a fun night on the town. Consumption is expected to grow by 31% through 2024, according to a market analysis by the beverage-trend spotting firm IWSR.

HOW THEY WORK

Mocktails provide a fun way to experiment at home, while also cutting out the expense of alcohol — and some of the calories.



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Unsurprisingly, the standard ingredients mimic what you'd find on the typical bar menu, including juices like lemon, lime and orange. But you don't have to get stuck in that rut, or sacrifice flavor or quality when giving up alcohol.

More intriguing options are becoming popular, however,

including espresso, lemon grass, almond, botanicals like elderflower and jalapeno. Botanicals are the perfect replacement for gins or tequilas, opening the door for exciting new variations on gimlets, martinis and margarita. Drinks made with fermented and distilled hemp can replace the classic amaro.

GETTING STARTED

If you're interested in transforming your own flair for mixology into a N/A experience, begin by trying some of the widely available commercial versions.

Offerings from Curious Elixers or Seedlip will get your creative juices flowing.

Hella Bitters and soda is

available in a convenient can. Mingle Mocktails and Brooklyn Brewed Sorrel have also introduced a line of N/A cocktails that make special occasions fun for all. Non-alcoholic cocktail maker Curious Elixers' motto is "shaken not slurred; founder John Wiseman says sales have grown by 428% since 2020.

Nailing the Presentation

Find the right balance of alcohol and unique flavors, then complete things with some finishing touches.



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WHAT'S A GARNISH?

A drink's garnish can be many things. They might be viewed as a completing decoration, a fun embellishment or a surprising new accent. They might be edible or not, simple or outlandish (look no further than some bloody marys), large or small. Some are meant to combine with the drink, and other garnishes are simply cast aside. Most bar environments don't offer much variety, but at-home mixologists have the freedom to let their imaginations roam.

LOOK AND FEEL

Garnishes complete the look of many

drinks, and occasionally add a grace note to the recipe. There's a delicate balance to doing it right, since the presentation isn't meant to overpower or fundamentally change the cocktail itself. There are a few rules to live by when incorporating these final touches — like including thick cuts of fruit. In general, remember that simplicity never goes out of style. If you go overboard, you may end up taking away from your creation, rather than highlighting it.

TRADITIONAL GARNISHES

Fruit and vegetables are timeless favorites for a reason: These garnishes

add excitement and style while complementing the cocktail's basic flavor profile. If you're just getting started as a mixologist, an easy rule of thumb is to match garnishes with the drink's color. Whatever you choose, don't save these flourishes for big parties. They'll add pizzazz to intimate dinners for two, as well. Try to avoid less-sophisticated plastic items or little paper umbrellas, unless preparing drinks for themed event.

NEW IDEAS

Ready to try something new? Use herbs with sturdier stems like lavender

or rosemary as a skewer for seasonal fruits or citrus rounds. (Rosemary goes particularly well with gin and tonic.) Remember to slap herb stalks against the palm of your hand to release their vital aromas and oils.

Try candied fruit instead of the classic fresh slice; add spices to the candying process to take things up a notch. Cut your fruit into whimsical shapes, like a star or flower.

Skip the traditional salted rim and try sugar or other spices. Sugar is perfectly paired, for instance, with cosmopolitans. Cayenne will raise your bloody mary or margarita to new heights.