



THE FREEZE MARTINI



Who We Are

1. Single source grain
2. Mineral rich waters
3. Cutting edge -18°C filtration
4. 12x Platinum Award Winning Vodka





**How can embracing
freezing techniques
make your martini
better?**

KEY LEARNING OUTCOMES

- History of freezing techniques in alcohol production
- How we use freeze techniques to make elit
- How temperature impacts flavor and mouthfeel
- Controlling temperature to elevate your martini
- The future of freeze techniques



Contributors



Jack Sotti

Global Brand Ambassador of Elit & Managing Director of Supernacular, After being crowned World Class Bartender of the Year Australia and placing third globally with the world's first levitating cocktail, Jack went on a tour around the world in 80 bars to better understand global drinks trends. Jack then went to work for Diageo, first as Tanqueray Brand Ambassador and later as Head of Brand Advocacy of the UK.



Iain McPherson

Iain McPherson [pronounced YAN] is the owner of Panda & Sons, Hoot the redeemer, and Nauticus in Edinburgh
Iain is the authority on utilising sub zero temperatures to extract flavour and is leading the charge on innovation in this space.
“I have always referenced that sub zero temperatures are like the deep sea. The deep sea has been explored far less than the moon. Just like sub zero has been compared to heat techniques, in the bar and kitchen.”



Ginta Muižniece

Master Blender & Head of Laboratory, Ginta Muižniece, has been perfecting the art of spirit making since the early aughts. But before beginning her career with the world-renowned elit, Muižniece pursued her knowledge of knowing every aspect of the traditional Latvian spirit space through its ancient tradition and history.

ORIGINS OF FREEZE DISTILLATION

early 500s - Central Asia

Mongolian still used to concentrate 2% Kumis to 15 - 20%



1500s - Northern Europe

Vodka casks left out in frigid temps to mellow and smooth spirit



Late **1300s** - Early freeze filtration

Ice was used to crash cool vodka, the oils would condense and be filtered out with cloth



ORIGINS OF FREEZE DISTILLATION



1790s - Ice Wine discovered

Concentration of sugars and acids lead to more booze and more complexity



1960s - Commercial Chill Filtration

Started chilling liquid to condense fatty acids and proteins

1690s - USA begins Jacking

Lairds Scotch whisky family land in the US and start distilling the tiny local bitter apples

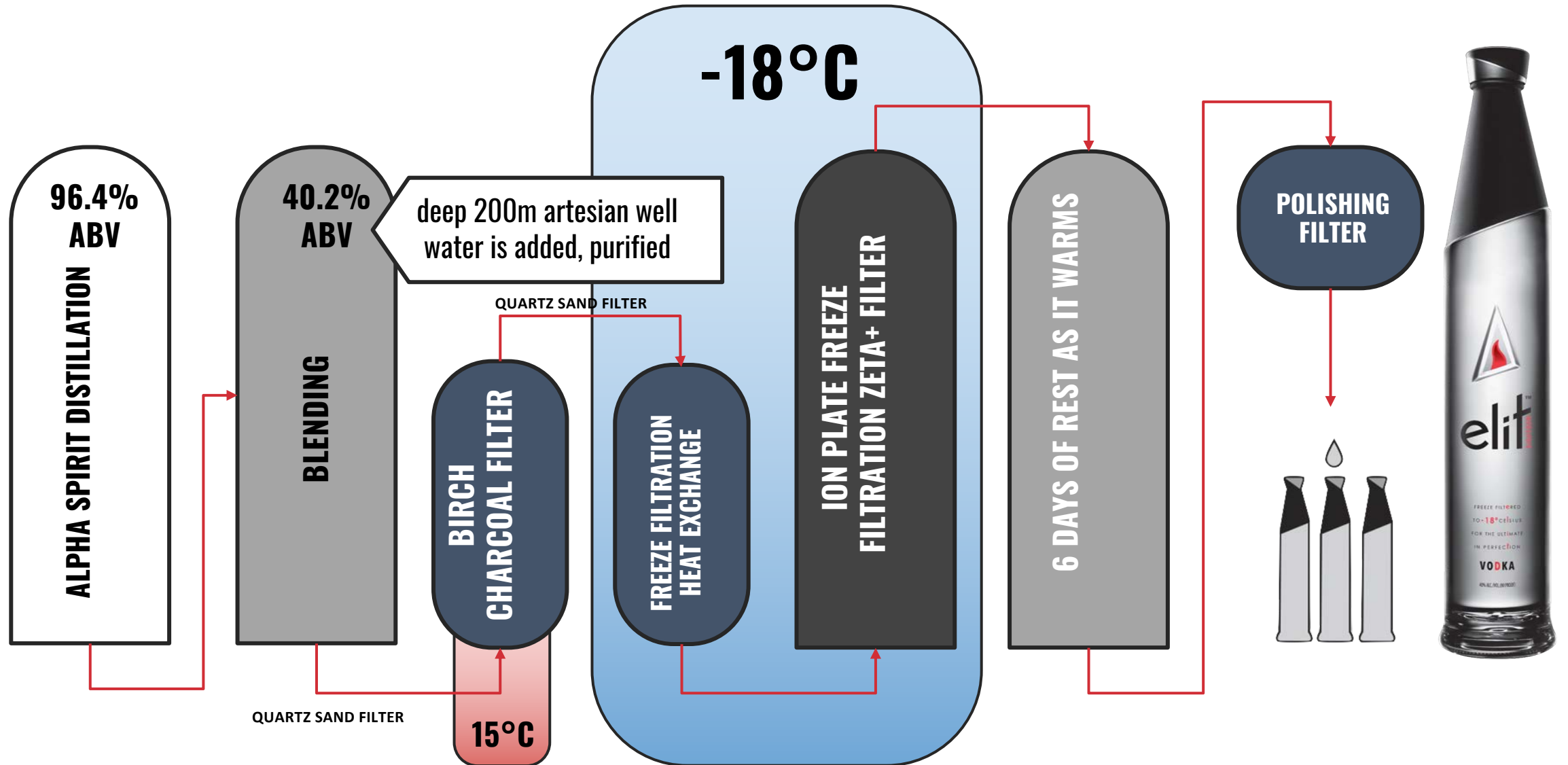


1890s - Birth of Eis Bier

German Brewery worker left cask out overnight. Bitterness mellowed, sugar and alcohol increased

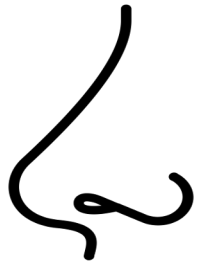


ELIT FREEZE FILTRATION PROCESS



Elit Vodka – Tasting Profile

Nose



Butter, lemon
peel, green
fennel fronds

Palate



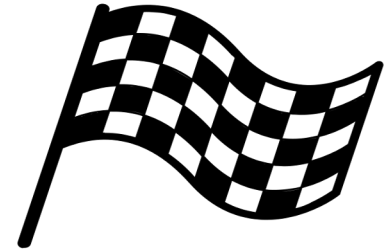
Sweet rice milk,
oats, citrus

Texture



Viscous, prickle,
cleansing

Finish



White pepper,
aniseed



THE ART OF
CREATION:
PERFECTING THE
MARTINI

What is the best ice
for stirring a
martini?



IMPACTS OF ICE - THE VARIABLES

SURFACE AREA



CLARITY

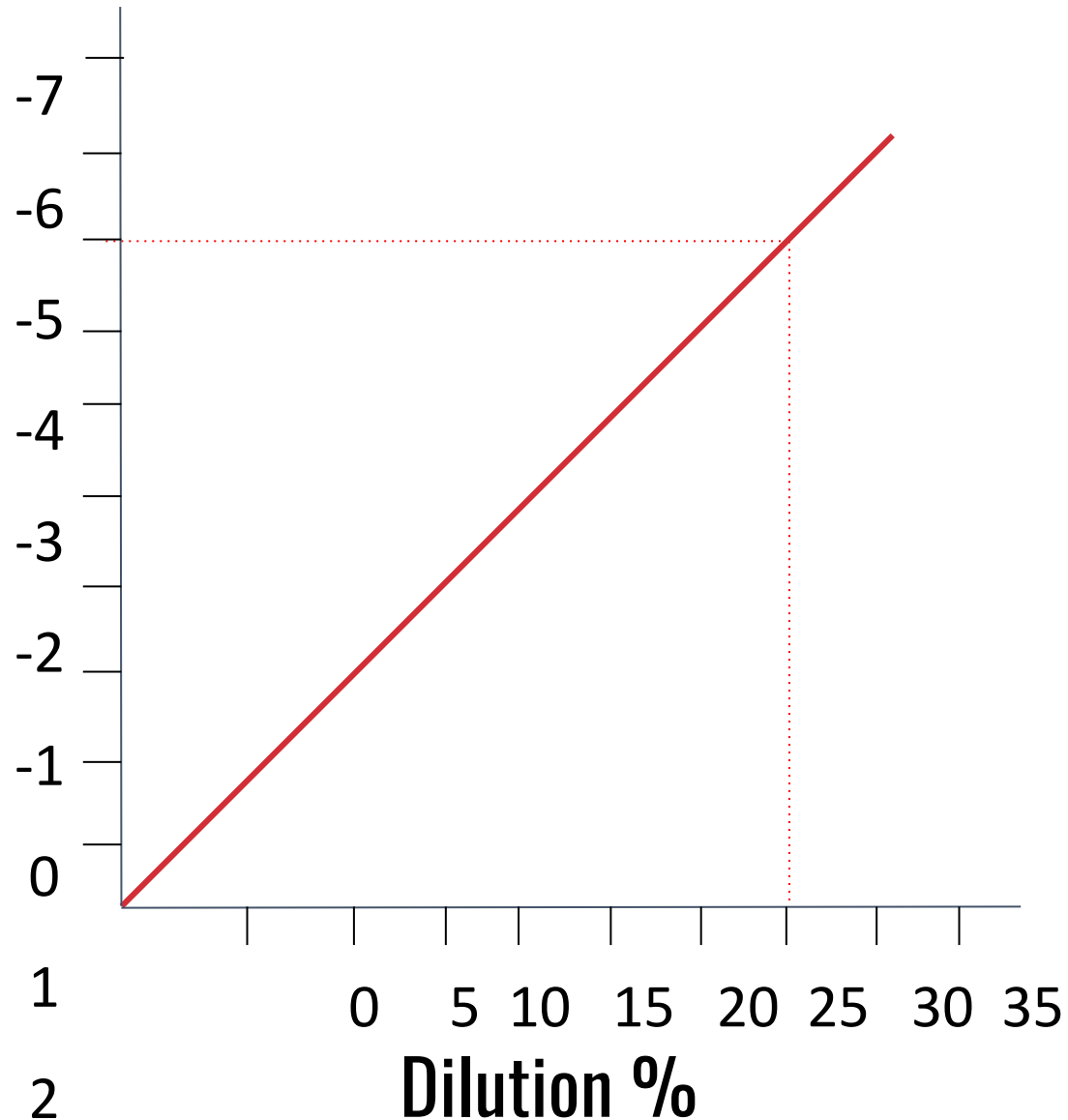


TEMPERATURE



DAVE ARNOLD'S LAW

CHILLING °C

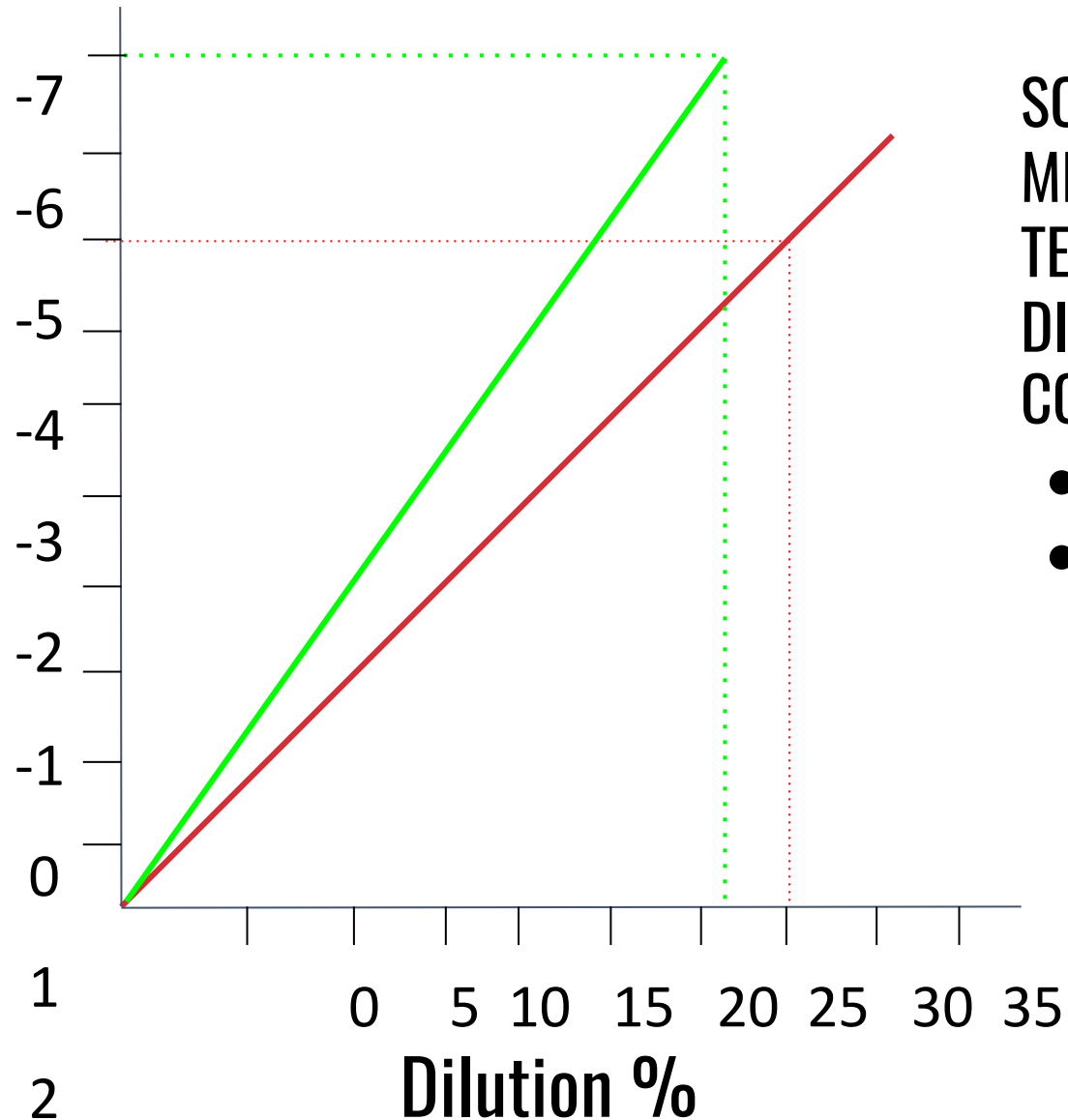


**USING ICE WELL ICE
THERE IS NO
CHILLING WITHOUT
DILUTION. AND VICE
VERSA.**



DAVE ARNOLD'S LAW

CHILLING °C



SO TO DEFY CONVENTIONAL MEANS AND ACHIEVE COLDER TEMPS WITHOUT SACRIFICING DILUTION YOU NEED TO CONTROL THE VARIABLES:

- CHILLING
- DILUTION



THE FREEZE MARTINI

- 2 oz elit [-18°C]
- 1 barspoon vermouth [1 – 3°C]
- 4 dashes orange bitters
- Stir in frozen mixing glass [-18°C]
- Serve in frozen stemmed glass [-18°C]
- Express lemon peel and garnish



Get playful with the dilution





Elit Sapphire Martini

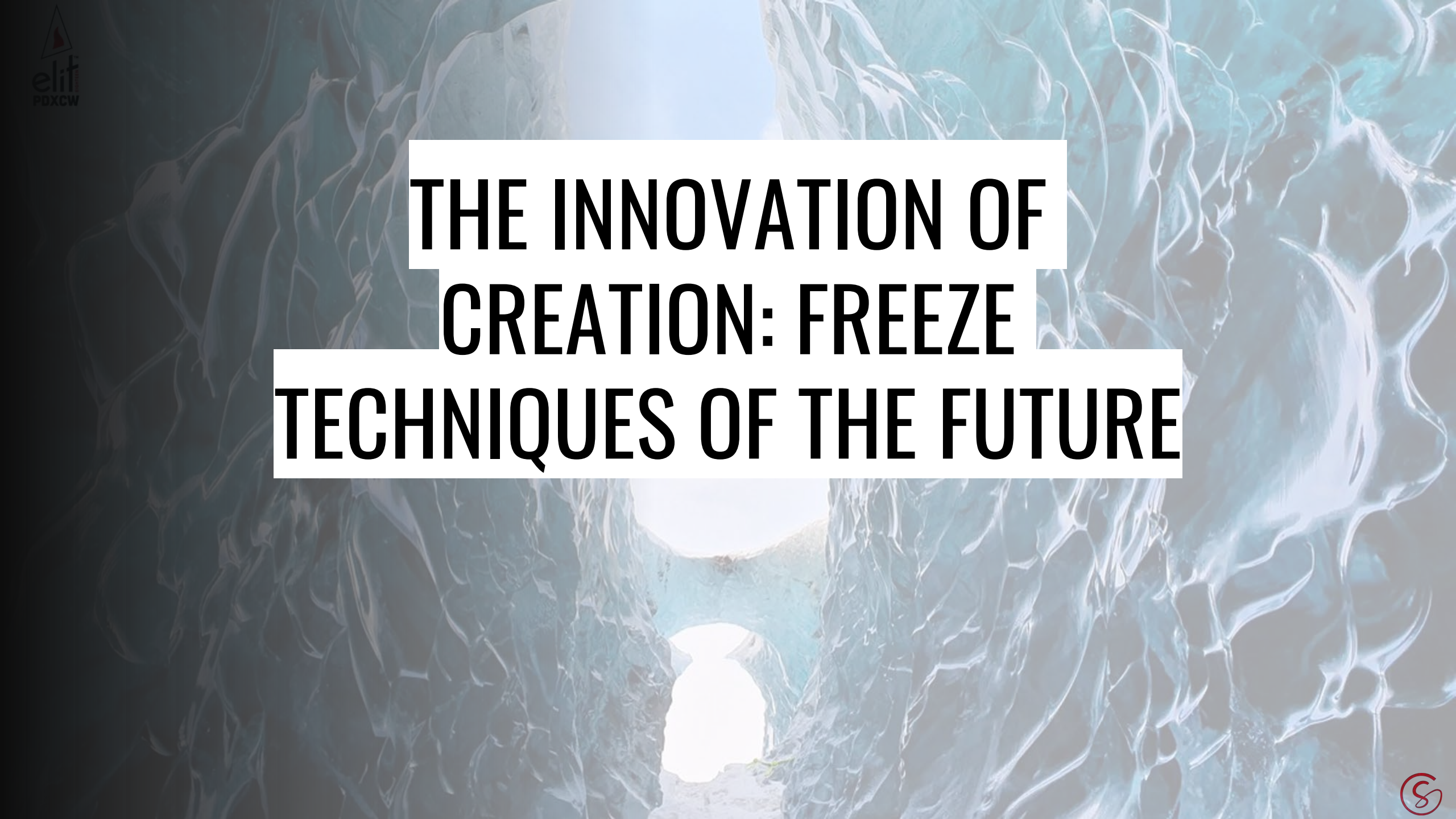
2 oz elit

.5 oz vermouth

.5 oz cold brew
Sapphire Jasmine
Needle White Tea

Combine in frozen
stemmed glass

Garnish with
sweet cicely leaf

A photograph of an ice cave with a path leading through a series of arches. The ice is translucent and blue, with a bright light source at the end of the path.

THE INNOVATION OF CREATION: FREEZE TECHNIQUES OF THE FUTURE

FREEZE TECHNIQUES OF THE FUTURE

SOUS PRESSION



SWITCHING

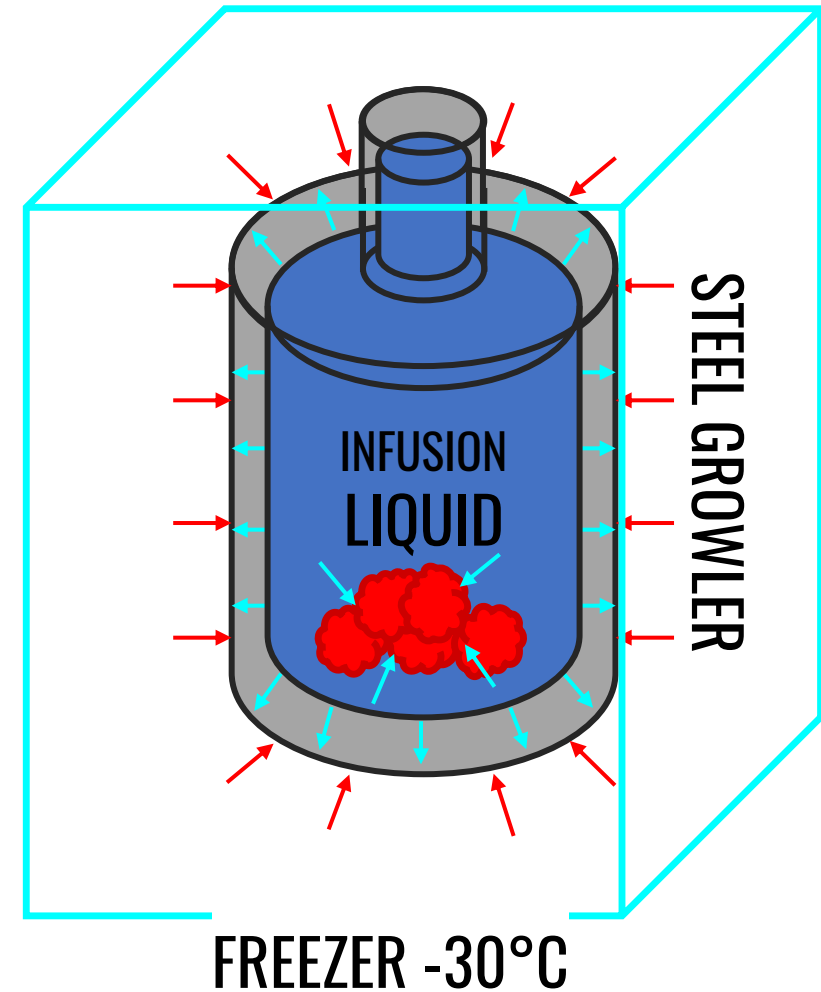


FRUIT JACKING



SOUS PRESSION - INFUSING LIQUIDS THROUGH COLD COMPRESSION

1. Place infusing ingredients & infusing liquid in single wall steel growler ensuring liquid reaches top and lid is on tight!
2. Place in deep freezer at -30 for 24 hours
3. Allow to thaw for 4-6 hours
4. Strain liquid



**Sability from Panda
& Sons**

2 oz elit Vodka

.5 oz Fino sherry

.5 oz Lustau Blanco

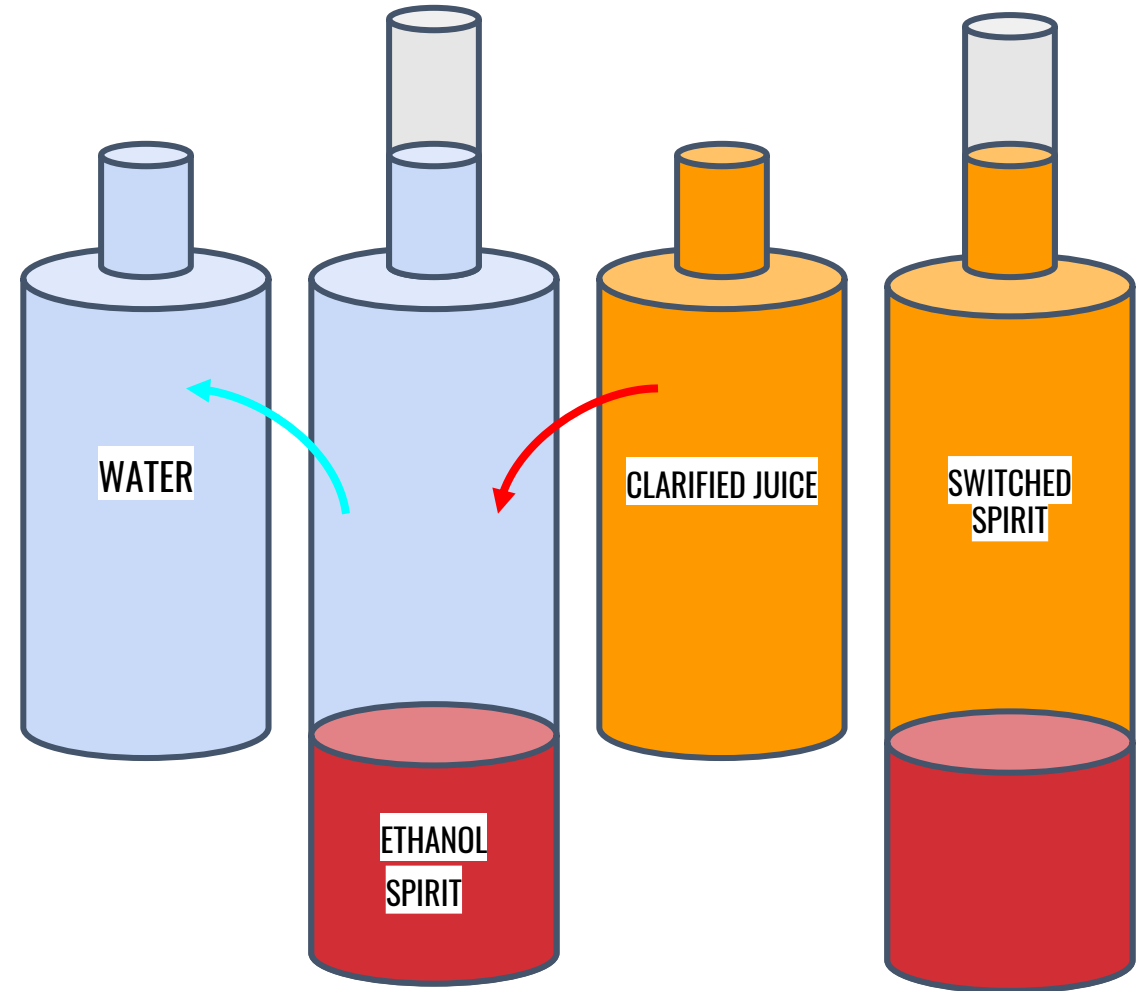
vermut

5g Sable grape



SWITCHING - Replacing water in spirits & cocktails for more flavoursome liquid

1. Weigh spirit
2. Freeze spirit
3. Strain off liquid ethanol
4. Replace with same weight switching liquid



COSMOS from Panda & Sons

1.5 oz elit switched with cranberry juice

.5 oz dry curacao

.25 oz citrus oleo saccarum

.5 oz Lime

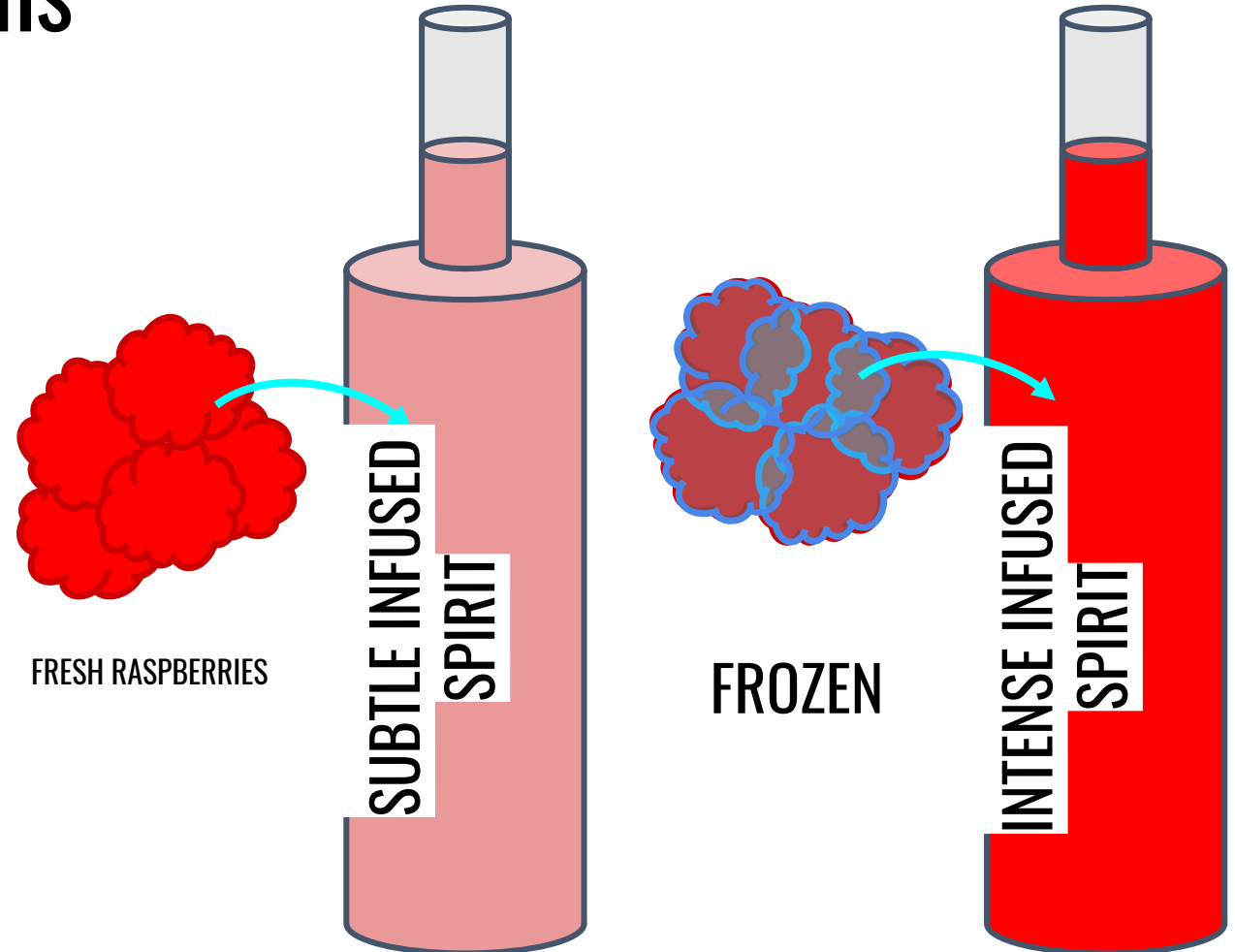
3 drop orange bitters



FRUIT JACKING - Using ice crystals to improve infusions

Rupturing cell walls by Freezing fruit makes for better infusions:

1. Captures Season
2. Increases yield
3. Increases intensity of colour
4. Increases intensity of flavour
5. Speeds up infusion time
6. Maintains freshness - no need to sous vide



Frozen Rose Negroni

1 oz elit

1 oz frozen strawberry & rose petal vermouth

1 oz white italian bitter

Questions???