

PDXCW

PRESENTS

A MANUAL FOR MARVELOUS MONDAYS:
A COMPREHENSIVE GUIDE TO DRINKING
CAPTIVATING COCKTAILS

SPONSORED BY: KETEL ONE VODKA





My Marvelous Monday was a roller coaster of fun. I loved catching up with old friends and meeting new ones. We talked about fun topics like new hobbies and skills, this has been the most fun I've had during quarantine.

It is such a great idea and I'm so thankful for Lush Life organizing this event and to Ketel One for sponsoring!

- Jennifer Welsh



Usually my Mondays are lazy and uneventful and there's nothing wrong with that, but this Marvelous meeting was such a delight. Cheers!

- Solomon Thomas



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HELLO AND WELCOME TO MARVELOUS MONDAYS' FIRST RECIPE GUIDE!

After spending many Marvelous Mondays with masterful mixologists from metropolises far and wide, we thought we might make a magnificent manifest of all of the mindful methods used to craft each Martini and Mule! Additionally, they've added absolutely amazing advice for arranging your very own alcoholic beverages.

Each of the bartenders featured in this book have already shared their wisdom on Portland Cocktail Week's Distance Learning Channel this year, and you can find their full class linked to each of the recipes listed. Portland Cocktail Week has been so fortunate to work with Ketel One to deliver education to bartenders across the United States during the COVID-19 Pandemic.

We hope this PDF inspires you to look back on some of the Marvelous moments we've created together over the last seven months and look forward to making more memories together - all with a Ketel One cocktail in hand.

- THE PORTLAND COCKTAIL WEEK TEAM



A WORD FROM OUR HOSTS:



HELLO THERE AWESOME HUMANS!

Greetings from your electrifying hosts of Marvelous Mondays, Fanny and Amie! We want to welcome you to the Portland Cocktail Week Marvelous Mondays Drinks Guide and take an opportunity to thank everyone for joining us each week as we spoke with some of the industry's best and brightest contributors. We consider ourselves very fortunate for the opportunity to work with Ketel One Vodka, Another Round Another Rally, and Portland Cocktail Week and provide exemplary education during quarantine. This drinks guide serves as a reminder of the extraordinary times we shared during our marvelous adventures!

At the end of May we introduced the Marvelous Monday programming, and on June 1, 2020, we hosted our first class which delved into how one might level up their garnish game and take some jazzy Ketel One Vodka cocktail photos to boot. That night we enjoyed delicious and healthy meals provided by a renowned food delivery service, courtesy of Another Round Another Rally. At a time when financial hardship and uncertainty became the collective experience of all hospitality workers, this act of generosity was unparalleled. During our Monday dinners, we met fur babies and partners, shared spooky bar stories and what hobbies people had picked up during quarantine. We took solace in seeing familiar smiles, and our hearts were made warm and fuzzy for the chance to create community when it was not safe to be together in public.

Working on Marvelous Mondays allowed us to welcome new faces, catch up with old friends, and continue our education during a time when our favorite opportunities for industry enrichment were cancelled. We were blown away by the commitment our presenters demonstrated towards keeping their respective hustles alive, and their communities safe, supported, and uplifted. Gardeners, graphic designers, beekeepers, popup pioneers, farmer's market heroes, classic cocktail gurus, champions of wellness, social justice advocates, and so many outstanding bar operators enlightened us throughout the weeks. Our esteemed guests kept us learning, proving our beloved hospitality industry is nothing short of awe-inspiring.

Our weekly guests shared their personal journeys, invited us to understand their passion for hospitality, and dazzled us with their vast talents beyond the bar top. It warmed our souls how much they cared for their bartending kin. These Mondays were a unique opportunity to shed light on, create hope for, and forge interpersonal connections during unprecedented and challenging times. We will forever be grateful for the chance to work with Ketel One Vodka, Another Round Another Rally, and Portland Cocktail Week to provide this educational service to our industry. Thank you from the bottom of our hearts.

Yours in Marvelousness,

FANNY AND AMIE





Another Round, Another Rally is a nonprofit financial resource for the hospitality industry. They provide reimbursement grants and immersive educational scholarships to further the education of underrepresented voices in the community, and supply emergency assistance to those employed in restaurants, bars, and hotels who have fallen on unexpected hardship.

Their goal is to give current and future leaders access to the tools they can utilize in order to create innovative, dynamic workplaces where equity and inclusion allow marginalized populations the space and safety to advance and thrive.



THE MARVELOUS KETEL SODA

KETEL ONE, OUR BARTENDER'S FAVORITE VODKA, WITH SODA WATER AND GARNISHED WITH MARVELOUS SEASONAL RIBBONS AND HERBS.

1.5 oz Ketel One Vodka

5 oz Soda

Apple Ribbon + Rosemary

Take a clean **highball glass**, add your ingredients over ice and finish with a **Marvelous Ribbon** (seasonal to the local market).

Serve with a
MARVELOUS Tale.



KETEL ONE 'WINTER' SODA

Fanny | Brooklyn, NY

- 1.5 oz Ketel One Vodka
- Club Soda
- Fizzy Pomegranate Seeds
- Rosemary



KETEL ONE VODY SODY

In a chilled Collins glass add ice and **Ketel One Vodka**.

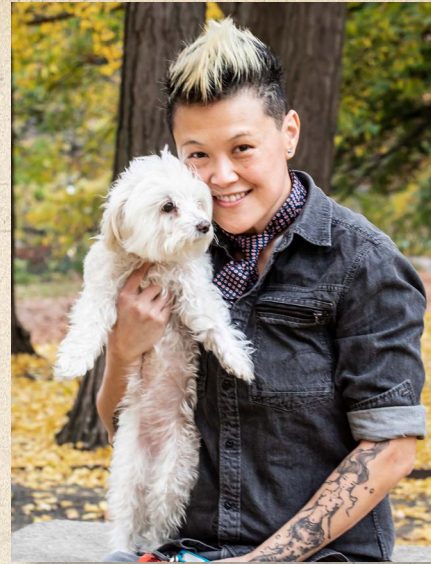
Top with soda and garnish with a handful of fizzy pomegranate seeds and a sprig of rosemary.

Fizzy Pomegranate Seeds:

You can actually do this with any kind of fruit if you have an ISI. Fill an empty ISI half way with pomegranate seeds, screw top on tightly, slowly turn the ISI charger so it evenly disperses the fruit inside. Put the container in the fridge overnight and you'll get super fun fizzy fruit!

Give herbs a good smack with the back of the hand to release essential oils or you can give it a light torch with fire to enhance the scent.

For fresh fruit, make sure your knives and cutting tools are sharp, but make sure you've got gloves! Those sharp knives can cause serious damage if you aren't careful!



INSTAGRAM

Katie | Chicago, IL

- 1.5 oz Ketel One Vodka
- 3 oz Club Soda
- Forelle Pear Slices
- Smoked Rosemary



KATIE'S KETEL & SODA

Thin slice Forelle pears and line one side of your favorite Collins glass.

Add ice, top with **Ketel One Vodka** and soda.

Insert rosemary sprig and lightly torch to create smoked aroma.

REDUCE, REUSE, RECYCLE: Fruit scraps can be blended with sugar and water, and dehydrated to create fruit leather you can cut into any shape you like!

BONUS: Bake citrus scraps in a low oven until they are black and charred. Grind them into a citrus ash, and sprinkle it on top of an Espresso Martini, an egg white sour, or mix it with salt or sugar for a different kind of rim.



FACEBOOK

YOUTUBE

Tanya | San Francisco, CA

- 1.5 oz Ketel One Vodka
- 6 oz Sparkling Mineral Water
- 2 tablespoons Pomegranate Seeds
- Pomegranate Skin
- 4 Mint Leaves
- Crushed Ice



FACEBOOK

YOUTUBE

Add 1 tablespoon of pomegranate seeds to the bottom of a wine glass. Add your **Ketel One Vodka** and fill with ice. Top with sparkling mineral water.

Finely chop 3 mint leaves and add them to your **Marvelous Ketel Soda**, top with an additional tablespoon of pomegranate seeds for garnish and stir.

Use the pomegranate skin and cut a leaf shape - using your paring knife to create leaf lines. Clip your pomegranate leaf and remaining mint leaf to the side of your glass and enjoy!



FOOL ME ONCE

HOLISTIC THINKING: Think of your ingredients as a whole. How can you use a strawberry stem, an orange peel or the skin of a pomegranate? Take creative freedom. If you are squaring off or cutting garnishes, save the “waste” in another container to repurpose in your next **Marvelous Ketel One vodka** soda.

Jess | Washington, DC

- 1.75 oz Ketel One Vodka
- 3 Toorshiya Pickled Carrot Coins
- 0.5 oz Toorshiya Brine
- Soda Water
- Dill Bouquet



FACEBOOK

YOUTUBE



KETEL ONE PICKLE SODA

Drop **Ketel One Vodka**, toorshiya pickle brine & soda into the glass and add ice.

Garnish with pickled carrot coins & dill.

Tigris Toorshiya Pickles (large scale recipe for restaurants or extreme pickle people)

4 Quart Distilled White Vinegar | 1 Quart Cider Vinegar
1 Quart Water | 1/2 Cup Sugar | 1 Cup Curry Powder
12 Garlic Cloves | 3 Bay Leaves | 2 Tsp Dill Seed | 9 Stems Parsley
6 Whole Cloves | 10 LB Carrots (cut into coins) | 1 CS Cauliflower
1 LB Serrano Peppers (deseeded)

Bring everything except for parsley stems to boil. Simmer for 15 minutes. Turn off heat and add parsley stems. Let sit for 10 minutes. Pour over carrots, cauliflower and peppers while hot. Refrigerate 1 week before eating or drinking.

PRO TIP: If you are working in a bar that serves food get with your kitchen and see if there is anything they buy frequently that you can too. Cross utilizing product is a key way to maintain cost while also making sure you have the freshest product possible.

GARNISH GAME: A garnish can completely blow the roof off a drink. I don't consider them afterthoughts. I first consider garnishes for their aroma and flavor attributes. If all of those factors make sense, I move forward. Next, I consider visual appeal to add a little whimsy, because I want cocktails to always be at least a little fun.

THE MARVELOUS KETEL MULE

KETEL ONE, OUR BARTENDER'S FAVORITE VODKA, WITH GINGER BEER, LOCAL HONEY AND SEASONAL FRUITS FOR A FRESH, NATURAL GARNISH.

- 1.5 oz Ketel One Vodka
- 3.5 oz Ginger Beer
- 1.5 oz Fresh Squeezed Apple Juice
- .25 oz Local Honey
- Blood Orange Citrus Sunshine & Cinnamon Stick Garnish

Take a **Ketel One copper mug**, add your ingredients over ice, finish with a **Citrus Sunshine** (seasonal to the local market).

Serve with a **MARVELOUS Tale**.



KETEL ONE 'WINTER' MULE

Amie | Chicago, IL

- 2 oz Ketel One Vodka
- 4.5 oz Cran-Apple Ginger Switchel
- 2 oz Soda Water



THE OLD SWITCHERLOO MULE

Want to include acid, but don't want to incur all of that citrus waste? Use vinegar! Here's a handy chart to help you select the right vinegar for your cocktail.

Savory and Elegant	White Balsamic
Big Bite	Apple Cider Vinegar
Blank Canvas	White Vinegar
Sweet	Rice Wine Vinegar

If you're feeling adventurous, buy a vinegar with a mother in it, and make your own!

Boiled ginger waste can be used to make candied ginger for a mule garnish, placed into a smoothie for all the anti-inflammatory properties, pickled for a delicious snack, and frozen to be placed in future recipes. Save, save, save, and use your imagination!



WEBSITE

Build in a copper mule mug over ice.

Garnish with sliced apple and grated cinnamon.

Switchel:

3-inch Fresh Ginger | 16oz Water | 2 Apple Cranberry Zinger Tea Bags | 8oz White Balsamic Vinegar | 9oz Local Clover Honey (feel free to use something funkier)

Peel ginger with a spoon and slice, placing into a bowl. Add water, tea, and ginger to a pot and bring to a boil. Steep for 10 minutes. Strain tea and ginger and add honey and vinegar to the mixture. Place into the fridge to cool! Save your ginger for other uses!

Mary | San Jose, CA

- 1.5 oz Ketel One Vodka
- 1 oz Homemade Ginger Honey
- 0.75 oz Fresh Lime Juice
- 5-6 Blueberries
- Sparkling Cider
- Lime Wheel and Speared Blueberries



FACEBOOK

YOUTUBE

Muddle blueberries with lime juice, then add ginger honey and **Ketel One Vodka**.

Shake briefly (5-7 seconds), double strain over fresh ice in a Collins glass. Top w/sparkling cider.

Garnish with a fresh lime wheel and speared blueberries. This recipe was inspired by my upbringing in an agricultural community in Watsonville. Our produce was always fresh and local, and I lived just down the street from a farm, so their cider was a staple for me growing up.

Homemade Ginger Honey:

Blend equal parts by weight honey, ginger (rinsed, trimmed, and roughly chopped. I keep the skin on), and hot water in a blender on high until smooth. I used 100g of each. Strain through a fine mesh strainer or cheesecloth. Refrigerate for up to 1 week.



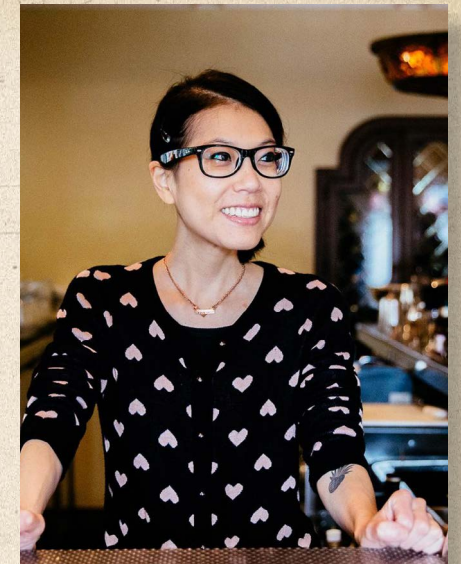
MERRY BERRY MULE

This recipe is a great canvas to adapt with different seasonal fruit. For the ginger syrup, I always leave the skin on. I trim the woody ends and wash it, but you don't need to peel it, since you'll be straining out the fibers once it's blended.

Buying from local producers is one of the greatest ways to be community conscious when making cocktails. I used a honey I got from a local farmers market. Local honey isn't just great for your community, it's great for your immune systems. The honey I used for this drink is by a company that also provides safe bee removal service, which helps save and protect bees.

Cari | Los Angeles, CA

- 1.5 oz Ketel One Vodka
- 0.5 oz Lime Juice
- 0.75 oz Pomegranate Spiced Syrup
- Top With Ginger Beer



FACEBOOK

YOUTUBE

Serve in a glass rimmed with sumac sugar.

Garnish with fresh mint.

Pomegranate Syrup:

Pomegranate Spiced Syrup is infused with saffron, cinnamon, cardamom, black peppercorn, star anise and clove. To make syrup (will make about 2 cups) take 1.25 cups of pomegranate juice in a saucepan, Add 1 whole stick of cinnamon, 4 star anise dried pods, 2 cloves, 5 black peppercorns, 6 crushed cardamom pods, and a tiny pinch of saffron. Bring to a low simmer. Let it simmer until it reduces to about 1 cup. Turn off the heat and let it sit with the spices in it until it cools. Strain off the pomegranate infusion and measure. It should be about 1 cup. Take the equal amount in granulated sugar and add to the infused pomegranate and combine until the sugar is dissolved. Refrigerate until the syrup is ready for use.

Sumac Sugar:

Take equal parts white granulated sugar and freshly ground sumac berries and combine into an even mixture. place the mixture into a shallow flat bottomed dish or vessel to make it easy to use for rimming your glass. To rim the glass, run a cut lemon around the rim of your glass and roll the rim in the sumac sugar.



SPICE ROAD MULE

DO NOT USE TOO MUCH SAFFRON.
A TINY PINCH WILL DO IT!

SUPPORT LOCAL: Each city has great local products, and it's really wonderful to support small local businesses with the ingredients that you choose for your cocktails. In my mule, I use a local brewery's ginger beer, which has a terrific spicy gingery kick that really adds to my cocktail.

José | Birmingham, AL

- 1.5 oz Ketel One Vodka
- 0.75 oz Persimmon Syrup
- 0.5 oz Meyer Lemon Juice
- 2 oz Ginger Beer
- Persimmon Wheel
- Fresh Sage



FACEBOOK

YOUTUBE

Build in a shaker tin.

Add lemon juice, persimmon syrup and **Ketel One Vodka**.

Shake! Strain into double old fashioned glass and add 2 oz of ginger beer, ice, persimmon wheel and sage.

Persimmon Syrup:

- 1 lb Ripe Persimmons
- 400 Grams Of Pure Cane Sugar
- 200 Grams Of Hot Water
- 5 Grams Of Black Pepper (Not Ground)
- 8 Allspice Pods

First, make your 2 (pure sugar cane) : 1 (hot water) simple syrup. Then, put your pound of ripe persimmons in a blender and add your spices (black pepper and allspice). Next, add your simple syrup. Blend until you have a mixture with puree consistency. Lastly, fine strain your mixture and your syrup will be ready for use.



HERE AND NOW

My inspiration for this cocktail is the farmers market that I attend Saturday mornings. I've been fortunate to have it in my front yard, so I shop for cocktails I may be creating that day.

THE MARVELOUS KETEL MULE

THE MARVELOUS KETEL MARY

KETEL ONE, OUR BARTENDER'S FAVORITE VODKA, WITH FRESH TOMATO, OUR SPECIAL SPICE BLEND AND SEASONAL GARNISHES.

- 1.5 oz Ketel One Vodka
- 5 oz Equal Parts Carrot & Apple Juice
- 1 oz Freshly Squeezed Orange
- 1 pinch of Rock Salt, Pepper, Cayene Pepper & Chili Flakes
- 1/2 tsp Tamarind
- 1/2 tsp Ginger Paste
- Garnish with Orange Sunshine & Carrot Ribbon

Take a clean **highball glass**, add your ingredients over ice, finish with a **Marvelous Ribbon** (*seasonal to the local market*).

Serve with a **MARVELOUS Tale**.



KETEL ONE 'WINTER' MARY

Amie | Chicago, IL

- 1.5 oz Ketel One Vodka (or Citroen if you're feeling sassy)
- 5 oz Yellow Tomato Water
- 0.25 oz Lemon Juice or Lemon Stock
- 0.25 oz Lime Juice or Lime Stock
- 0.25 oz Rice Wine Vinegar (more or less to taste)
- 0.25 oz Coconut Aminos (more or less to taste)
- Fresh Horseradish to Taste

RICE WINE VINEGAR IS THE FUN ACID ELEMENT,
SO THERE'S NO NEED FOR FRESH CITRUS.



YELLOW SNAPPER:
THE LEGENDARY YELLOW MARY

Tomato Chip Garnish:

Preheat the oven to 200 degrees. Take your wrung out tomato scraps and blend down if they are super chunky. Spread scraps out very thinly on a parchment paper-lined baking sheet. Set them slow and low in the oven at 200 degrees for 3-5 hours, depending on the oven. Check your scraps after 3 hours for desired dryness. Ideally you want to be able to break your dehydrated tomatoes puree into large chips to sit on top of your bloody, but you can also pulse them with a blender to make a delicious rim for the bloody too! It's savory goodness!

Tomatoes are seasonal, so if you want to enjoy this year round, work with a local farmer to procure a few cases of the varietal you love. You can make the Bloody Mary Mix in bulk, vacuum seal, and freeze to enjoy whenever you like. If canning is more your speed, canning your tomato juice will keep those flavors fresh through the winter!



FACEBOOK

YOUTUBE

Build in your favorite tumbler over ice. This is a lot of volume and needs room! Give a little stir with your barspoon to incorporate, and enjoy! Garnish with a dehydrated tomato chip or your favorite pickled veggie!

Tomato Water:

1lbs Yellow Tomatoes (they don't need to be pretty!) | 1tbsp kosher salt

Coarsely chop your tomatoes, place in a cambro, and salt heavily with kosher salt (about 1tbsp per 3 tomatoes), making sure to incorporate thoroughly.

*Check your local farmer's market for the tomatoes! Yellow tomatoes are mild, slightly sweet, and low in acidity. They are my favorite for making this cocktail but you are free to explore your favorite variety.

*1lbs of tomatoes will yield about 8-10oz of tomato juice, so adjust your recipe up or down as needed.

With a standard or immersion blender, pulse your tomatoes lightly until chunks are at a minimum. If you do not have a blender, set your mixture in the fridge to marinate overnight, turning on occasion. Set up a fine mesh sieve or nutmilk bag over another cambro and add in tomatoes. Press on tomatoes with a ladle to expel round juice if using a sieve, or wring out liquid if using a bag. Once everything is super duper strained out, you can clarify your liquid if so desired by running it through an unbleached coffee filter. Patience is a virtue here!

THE MARVELOUS KETEL MARY

Eric | Birmingham, AL

- 1.5 oz Ketel One Vodka
- 2-3 oz Housemade Bloody Mary Mix



FACEBOOK

YOUTUBE



TOTALLY TRELLISED
BLOODY MARY

Shake and strain over ice.

Garnish with citrus, herbs, flowers, and even other tomatoes from your "garden."

Housemade Bloody Mary Mix:

Take 2 lbs of tomatoes, rough cut them, and put them in a pan on the stove. Simmer, stirring often, for 15 min until tomatoes release most of their juices.

Add salt and black pepper to taste, 2 ounces citrus (like lemon) and spices (like smoked paprika, cumin) and other flavorings (like 2 tsp horseradish, 1 tsp hot sauce, 2 tsp worcestershire sauce, 3 lobes garlic, 2 oz basil, 1 jalapeno). Simmer and stir until combined.

Blend all ingredients with a blender. Strain liquid through a fine mesh sieve or cheesecloth and pour into a clean bottle or jar. Should last in the refrigerator for 1 month.

Growing your own tomatoes will ensure the most marvelous bloody mary mix, because the flavor of home-grown tomatoes is unparalleled. Be sure to prune them often, water on a regular schedule, support the plant with amazing soil, give the plant all the sunlight, and harvest the tomatoes just as they reach ripeness.

You can pick tomatoes when they are under-ripe, and let them ripen on your counter. As long as the shoulders have started to gain a little color, you're good to go.

THE MARVELOUS KETEL MARY

Keyatta | Atlanta, GA

- 2 oz Ketel One Vodka
- 6 oz Bloody Mary Mix

Add 6oz bloody mix and 2oz of **Ketel One Vodka** to your shaker tin and shake hard. Strain over big rocks in a large rocks glass, garnish with basil and celery tops and a tomato slice. Finish it with a few drops of the pepper oil.



FACEBOOK

YOUTUBE



ALL HAIL GARDEN MARY

Bloody Mary Mix:

- 4 Large Heirloom Tomatoes (Red)
- 2 Shishito Peppers
- 1/2 Scotch Bonnet Pepper (Deseeded)
- 2 Brazilian Star Peppers (Or Half A Red Bell Pepper)
- 2 oz Lemon Juice
- 1 Teaspoon Of Horseradish
- 1 Teaspoon Of Salt
- 1 Garlic Clove
- 5 Basil Leaves (Save A Beauty Leaf For Garnish)
- 4 Red Stems Of Swiss Chard (Save The Leaves For A Salad Later)
- 2 Celery Stalks (Save The Tops For Garnish)
- A Few Drops Of Garden Peppers And Herb Oil

Cut the tomatoes in quarters and sprinkle the salt on them and let them sit for 10 minutes to pull water up. Add all the ingredients except the oil in a Vitamix. Blend until smooth and taste to check the spice level and salt.

Garden Pepper Oil:

- 2 Cups Of Neutral Flavor Oil (Grapeseed Or Liquid Coconut Oil) | 2 Jalapeños | 2 Scotch Bonnet | 2 Thai Chili Peppers | 2 Brazilian Star Peppers | 4 Cloves Of Garlic | A Handful Of Basil | A Handful Of Garlic Chives | 2 Sage Leaves | 2 Bay Leaves | Big Pinch Of Salt

Smash the garlic cloves, roughly chop the herbs and slit all the peppers down to middle. Put all ingredients in a saucepan and let simmer for 10 minutes and turn the stove off and let the oil cool. Spoon the peppers and herbs into a glass jar then top with the oil. Store it somewhere cool and dry.

I can't stress this enough - taste as you go, especially with Bloody Mary Mix. Your peppers could be really hot, you may need to add more salt or acid, but you'll never know if you don't taste it.

I am very fortunate to have the resources of A Sip of Paradise garden, but things like growing your own herbs in your window at home or finding a spot at work allows you to have an actual hand in your own wellness and a piece of ownership.

THE MARVELOUS KETEL MARY

Ezra | Baltimore, MD

- 2 oz Mary Wet Mix
- 6 oz Pureéd Tomatoes
- 1.5 oz Ketel One Vodka
- Coffee Grounds
- Seafood Seasoning
- Dill, Olives, Grilled Celery



FACEBOOK

YOUTUBE



FARMHOUSE MARY

Wet Seasoning Mix:

- 1/8 tsp Mustard Powder | 1/8 tsp Ground Fennel Seed | 1/8 tsp Celery Powder | 1/8 tsp Smoked Sea Salt
- 1/4 tsp Red Pepper Flakes | 1/4 tsp Ginger Powder | 1/2 tsp Black Pepper | 1/2 tsp Garlic Powder | 1 tsp Smoked Paprika | 1 tsp Onion Powder | 1 tsp Fine Coffee Grounds | 3 tsp Seafood Seasoning | 1/4 tsp Hot Sauce (choose your favorite local maker) | 1/2 oz Liquid Smoke | 2 1/4 oz Worcestershire Sauce | 2 oz Pickle Juice
- 1/4 cup Horseradish

Stir to combine.

Support local, independent and minority business owners. Your purchases have power, use it! Most of those profits will be recirculated locally.

When I'm looking for the freshest ingredients, I go straight to the source. Pick up your tomato and smell the stem where it was attached. If the smell is pleasant, you've got a nice ripe fruit on your hands.

THE MARVELOUS KETEL MARY

THE MARVELOUS KETEL MARTINI

KETEL ONE, OUR BARTENDER'S FAVORITE VODKA, WITH A RIBBON OF SEASONAL CITRUS.

2 oz Ketel One Vodka

.5 oz Dry Vermouth

Garnish with Locally Sourced
Citrus Ribbon

Take a clean, chilled **Nick & Nora** glass. Add Ketel One Vodka & Dry Vermouth to a mixing glass filled with fresh cubed ice. Stir until diluted and then strain. Garnish with a **Citrus Shoestring**.

Serve with a **MARVELOUS Tale**.



KETEL ONE 'MARVELOUS'
LEMON TWIST MARTINI

Fanny | Brooklyn, NY

- 1.5 oz Ketel One Vodka
- 0.75 oz Orange Spice Tea Infused Dry Vermouth
- 0.75 oz Manzanilla Sherry
- 0.5 tsp Olive Brine
- Expressed Lemon Twist
- Skewered Olive



INSTAGRAM



KETEL ONE ORANGE YOU GLAD IT'S A
LIL DIRTY 50/50 MARTINI

Combine all ingredients in a mixing glass, crack a few cubes of ice then fill ice to top of glass.

Stir until properly diluted.

Orange Spice Infused Dry Vermouth:
Measure out 250mL of Dry Vermouth, add 5g of orange spice tea. Let it sit for 20 minutes. Strain, label, and store in the refrigerator up to 1 month.

Talking to your local farmers about their harvest, beekeepers about what they are growing to attract bees, chefs about what's going on their seasonal menu and even your local ice cream shop can inspire you to create cocktails with your community in mind.

THE MARVELOUS **KETEL MARTINI**

Andra "AJ" | Washington, DC

- 2 oz Ketel One Vodka
- 1 oz White Wine Lavender Reduction
- 2 dashes Rosemary-Grapefruit Bitters

YOU CAN USE YOUR OWN BLEND OF HERBS AND FRUITS THAT YOU HAVE AT YOUR BAR!



CLAIRVOYANCE

It is important for bartenders and bar managers to create ways to repurpose perishable products. Nowadays, having a shortened schedule is the norm, which leads to products being opened on a Sunday and then being left open to oxidize for two to three days, which jeopardizes the quality. I took a page out of the aromatized wine book, and found that I could repurpose my open white wine bottles at the end of a night and infuse them with leftover fresh garnishes from the bar or herbs from the kitchen. This allowed me to fully use the product, reduce waste, and realign my initial profit margin projections.

In a time where spending is tight and fresh produce isn't going as far as it used to, think about ways to use every part of your fruits and vegetables. For example, using a whole pineapple for tepache. When it comes to herbs, buy less or consider buying dried herbs and creating spice sachets for flavoring syrups and reductions.



FACEBOOK

YOUTUBE

Pour all ingredients into a mixing glass, add ice and stir for 30-35 rotations.

Strain up into chilled coupe glass. Garnish with clipped dehydrated lemon and lavender sprig.

White Wine Lavender Reduction
(this is dependent on the amount of wine you have)

On the stove in a medium saucepan on low heat, add your white wine and white sugar. The sugar should be 1/2 the amount of the wine for a 2:1 ratio. Stir until dissolved.

Add lavender sprigs and blossoms with lemon peels into the reduction.

Allow to simmer on low heat until it has reduced by a quarter.

Remove lavender and lemon from the mixture and let cool.

Kisira | Chicago, IL

- 2 oz Ketel One Vodka
- 0.5 oz Dry Vermouth
- 0.75 oz Genepy Liqueur
- 1 Sprig of Rosemary
- Expression of Blood Orange Peel



FACEBOOK

YOUTUBE



PINE FRESH

Begin with chilling your martini glass in the freezer for 15 minutes.

Fill mixing glass with ice to the top. Add all ingredients into the glass with a sprig of rosemary and stir for 30 seconds.

Strain into a chilled martini glass. Express blood orange peel to finish and garnish with blood orange peel twist and rosemary sprig.

THE KEY TO AN ICE COLD MARTINI IS A CHILLED GLASS AND A THOROUGH COCKTAIL STIR.

Blood orange peel is thicker than regular orange varieties, but gives off a richer and earthier citrus expression. A proper expression for this drink is: outer skin facing the Martini with a hard squeeze expressing the citrus oils about 6 inches away from the glass.

I always seem to run out of time before my cooking herbs expire - a great way to put these to use is adding them to a vermouth or liqueur you have at home. This is a great way to add extra seasonal aromatics to your cocktails!

Mary Allison | Denver, CO

- 2.25 oz Ketel One Vodka
- 0.75 oz Cardamom + Apple Scrap Infused Pineau des Charentes (24 hour infusion)



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Combine ingredients in a mixing glass, fill with ice, stir for 10 seconds and strain into a chilled martini glass.

Garnish with dehydrated fruit cake cracker and pickled grape.

The inspiration for this Marvelous Martini is from the winter season, and specifically the ingredients I'm using in my kitchen during the colder months. Colorado's Western Slope is famous for its fruit, and specifically apples, so I love to take advantage of this bounty while I can. Using the skins and peels allows us to both limit waste leftover from holiday baking and add another layer of seasonal

flavor, along with the cardamom, to the Pineau des Charentes. For the garnish, fruit cake is something that appears in many cultures during this season and its celebrations, but it can be very polarizing and it lasts seemingly forever; also, sometimes one piece can be one too many depending on the skill of the baker. By freezing the cake, we're able to slice it very thin and dehydrate it to create something entirely new - a textured little flavor bomb of a holiday cracker, which pairs beautifully with the dried fruit notes, spice, and nuttiness that the Pineau des Charentes brings to the cocktail. Likewise, the pickled grape is a nod to both the base of the Pineau des Charentes as well as being an ingredient in the form of raisins in the fruit cake; by pickling it lightly we add a tangy salinity that balances the sweetness and makes your mouth water for another sip of your drink.

A great garnish is both a compliment and an addition to your cocktail, as well as an extension of your hospitality to your guest. A garnish that is thoughtful, innovative, and whimsical is the ultimate chance to make your drink unexpectedly delightful.

By approaching every aspect of an ingredient with an open mind and really viewing it holistically as a system (and not as a single use substance) we give ourselves the opportunity to create new experiences in a sustainable way. We toss things out because we don't understand the full ingredient, we aren't familiar enough with it, or because we're programmed to think of part of it as less valuable, but these can add different pathways to flavor, totally new experiences, and marvelous cocktails.

THE MARVELOUS KETEL MARTINI

THE MARVELOUS KETEL ESPRESSO MARTINI

KETEL ONE, OUR BARTENDER'S FAVORITE VODKA, (LOCALLY SOURCED) ESPRESSO AND FINISHED WITH A DUSTING OF SEASONAL SPRINKLES.

- 1.5 oz Ketel One Vodka
- 1 oz (Locally Sourced) Espresso
- .5 oz Local Honey
- Citrus Zest Garnish

Take a clean **coup**, shake the ingredients & pour, finish with a **Sprinkle of Powder** (seasonal to the local market).

Serve with a **MARVELOUS Tale**.



KETEL ONE 'WINTER'
ESPRESSO MARTINI

Fanny | Brooklyn, NY

- 1.25 oz Ketel One Vodka
- 1 oz Cold Brew
- 0.5 oz Coffee Stout Syrup
- 0.25 oz Crème De Cacao Liqueur
- Crushed Candy Cane
- Edible Gold Glitter
- Déhydrated Coffee Grounds
- Nutmeg



INSTAGRAM

Rim half the coupe with crushed candy cane edible gold glitter AKA Sweet, Brown and Gold. Add all ingredients to a shaker tin except the crushed candy cane, dehydrated coffee grounds and edible glitter. Shake and fine strain into a chilled coupe. Add freshly ground nutmeg (optional).

Sweet, Brown and Gold

To repurpose coffee/espresso grounds, spread out the grounds evenly on a cookie sheet and put in your oven at the lowest degree for an hour or until the grounds are dry. When dry, mix with equal parts sugar, edible gold glitter, and crushed candy cane.

Coffee Stout syrup

Combine equal parts stout and sugar in a saucepan over medium heat. Bring to a gentle simmer. Cook, stirring occasionally and skimming off the foam, until reduced to a light syrup consistency, about 30 to 45 minutes. Try not to stir the mixture too much, or else you may end up with beer flavored rock candy, which sounds really yummy and would be an incredible garnish!!! Keep in an airtight container in the fridge for a month.



KETEL ONE ESPRESSO
STOUTINI

I love coffee and beer, especially coffee stouts, but I don't always finish them because they can be too heavy. Instead of dumping it when I've had my fill, I like to turn it into syrup and use it for either dessert, sweetener or this Espresso Martini.

BONUS: After making cold brew, I like to repurpose the grounds. There are many great uses for spent coffee - as a face or body scrub, fertilizing your house plants, compost, baking or garnishing your rim like I did with this cocktail.

THE MARVELOUS KETEL ESPRESSO

Akide | Nashville, TN

- 2 oz Ketel One Vodka Infused with Reserved Espresso Grinds
- 2 oz Espresso
- 0.75 oz Pumpkin Spice Croissant Syrup
- 1 Egg White
- Garnish with Pumpkin Spice Croissant Crumbles



FACEBOOK

YOUTUBE



Add all ingredients except for the garnish to a shaker tin. Add two standard ice cubes. Shake vigorously until completely dissolved. Strain into a coupe glass and garnish with a sprinkle of pastry crumbles.

The egg white creates a more striking head on this cocktail, adding texture and a sturdier foundation for the garnish.

Pumpkin Spice Croissant Syrup:

I chose to use a Pumpkin Spice Croissant for this particular cocktail, based on using a day old pastry that would not be sold, in order to create a cocktail ingredient. In this cocktail, you can substitute this for any pastry with complimentary flavor to coffee, that may be otherwise wasted. As seasons change, this can make for some fun flavor combinations.

To make the Syrup, blend 1 part pastry with 2 parts simple syrup. Fine strain or use a cheesecloth if necessary.

Pumpkin Spice Croissant Crumbles:

Crumble the Croissant over a bowl. It will result in the flaky outside of the pastry forming Crumbles. Reserve the rest of the pastry for the Syrup. Add two parts of the crumbles to one part of sugar and a quarter part of cinnamon. Stir together to incorporate the ingredients.

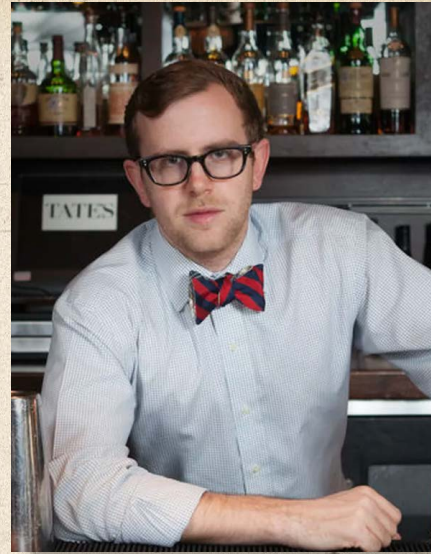
To infuse Ketel One Vodka with reserved espresso grinds, pour one bottle of Ketel One Vodka over the reserved grinds from two pressings of espresso. Allow to rest overnight and use a coffee filter to strain the infused Ketel One Vodka back into the bottle.

By procuring cocktail ingredients from a local coffee shop, we are supporting a local business owner and in turn, the staff of the business. When making a cocktail menu, you can list local businesses where ingredients are sourced. This will steer guests towards a local place that they might not have known about, or a place that had not been on their mind. It is important to support other businesses in your community to help your local workforce.

THE MARVELOUS KETEL ESPRESSO

Beau | Winston-Salem, NC

- 2 oz Ketel One Vodka
- 1 oz Coffee Concentrate
- 0.5 oz Local Honey Syrup (2 parts locally sourced orange blossom honey to 1 part filtered water)
- 1 Lemon Twist
- Food-Grade Lavender Oil Mist



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Add the Ketel One, cold brew concentrate, and local honey syrup into a cocktail shaker. Dry shake for thirty seconds, shake vigorously over ice for another twenty seconds, and double strain into a Nick and Nora glass.

Express lemon peel over the top of the drink and discard. Spritz the stem of the glass with food-grade lavender oil.

Cold brew concentrate:

First, start with great coffee. This drink is only going to be as good as the coffee so using something fresh, ethically produced, and locally sourced is a must. Next, get a pitcher. Add 1/2 pound of coarsely ground fresh, ethically produced, and locally sourced coffee and four cups of water and give it a stir before letting it sit overnight. Strain through a cheesecloth and then pass through a coffee filter. Let it do its thing as it's passing through the coffee filter and don't touch it. Good things take time.



STAY GROUNDED

Make your local farmers' market a central part of your weekly ritual and talk to the farmers and producers. With the wealth of amazing markets around the country, it can be easy to take them for granted, but you'll easily find as much inspiration there as you will in any cocktail book. Take the time to get to know vendors and tell them about what you do and how you're thinking about using their product. You'll end up with a better final product, and you are also supporting somebody's dream, keeping money in your community, and voting for regenerative agriculture with your money. I promise, your drinks and spirits will be better for it.

THE MARVELOUS KETEL ESPRESSO

Amanda | New York, NY

- 1.5 oz Ketel One Vodka
- .5 oz Allspice Dram
- .5 oz Simple Syrup
- 1 Rested (Cooled Off) Double Shot of Espresso - ideally a washed central American coffee, medium roast, from your local roaster
- 1 Crispy, Dry (day-old stale is ok!) Gingerbread Cookie
- 2 Dashes Mole Bitters



FACEBOOK

YOUTUBE

Add all wet ingredients into the shaker and shake well, strain into a coupe or gibraltar glass.

Garnish by grating or crushing your cookie and making a crescent moon with the crumbs!

Inspiration- In the café there is a lot more than coffee that gets wasted, often pastries aren't sold and baristas can only eat so many! This recipe can be modular-switching out the dram for an amaro if you have a chocolate cookie, or for amaretto if you want to use a biscotti.

Just like you often use jiggers/measuring cups to weigh cocktails, you can absolutely up your coffee game with the purchase of a gram scale to keep your coffee to water ratios consistent! These ratios will strongly affect how one's coffee extracts, and therefore how it ends up tasting in your final product.

Coffee largely is grown in countries where there is a long legacy of colonization and the paternalistic attitudes that are inherent to this practice long after the colonizing powers have left. When thinking about coffee companies

looking for those that not just purchase coffee from growers that are using sustainable approaches- organic, rainforest alliance, fair trade, and others-- but also that the people who engage in those practices are treating the coffee producers like the full business partners and professionals that they are. There is a tendency in some corners of the coffee world to look at the act of buying coffee as a charity we do for the farmers, which is a bad perspective the same way that buying grain to produce vodka isn't charity to the farmer you purchase it from.

Also, think of the coffee roasters you or your bar work with as potential collaborators. Often restaurants and bars haven't engaged very strongly with coffee folks, but they are often more ready to have those conversations than you would think! Ask about flavor profiles, they have been tasting that coffee for weeks and likely have tasting notes and flavor associations that can help kickstart your creative process. When it comes to which coffee roasters to work with, look beyond the ones with the coolest build outs and use your personal networks to find out who truly invests in their staff, hires inclusively, is mindful of their impact on neighborhoods they do business, and treats their staff with kindness.

THE MARVELOUS KETEL ESPRESSO



ABOUT KETEL ONE

When Carolus Nolet Sr first envisioned Ketel One Vodka, it was a unique, super premium vodka for the modern palate. And with a crispness, clarity and silky softness all of its own, you could be forgiven for thinking Ketel One Vodka is purely a feat of modern liquid engineering. But at its heart is the unique combination of traditional copper pot stills and modern distilling techniques. Not to mention over 300 years of Nolet distilling expertise.

After years of experimentation, drawing on his great, great grandfather's tasting notes, Carolus discovers the perfect vodka recipe. The vodka making process combines modern column distillation with the unique liquid produced by copper pot stills, creating Ketel One Vodka. He names it after the oldest, coal-fired copper pot still used at the distillery – Distilleerketel #1 – an image of which still graces the label of every one of our vodka bottles.

Carolus invested most of his time visiting the bartenders who inspired him, travelling across California equipped with the newly created Ketel One Vodka. Based purely on taste and word-of-mouth, Ketel One becomes the vodka of choice in many of America's finest bars, making some of the world's best vodka drinks and cocktails.

Bartenders have long been at the heart of Ketel One Vodka and we're truly grateful to have shared these Marvelous Mondays with all of you. We hope you enjoy these cocktails and look forward to raising a glass with you soon.

PLEASE DRINK RESPONSIBLY.

KETEL ONE VODKA. DISTILLED FROM GRAIN. 40% ALC/VOL. © 2020 DOUBLE EAGLE BRANDS,
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