KETEL ONE COCKTAILS

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Ketel One°



Give me a Ketel One Cocktail



CONTENTS

01

CLASSIC MARTINIS

DIRTY MARTINI BONE DRY MARTINI DRY MARTINI VESPER MARTINI



03

MODERN COCKTAILS

BLOODY MARY
KETEL ONE COLLINS
DUTCH MULE
PARADISO MULE
CAIPIROSKA
DUTCH 75
TWINKLE
SGROPPINO
BEE LIKE ME
EAST 8 HOLD UP
MARKET SANGRIA
RUSSIAN SPRING PUNCH
DUTCH NEGRONI



02

MODERN MARTINIS

COSMOPOLITAN
APPLETINI
LEMON DROP
PORNSTAR MARTINI
FRENCH MARTINI
FLAME OF LOVE
ESPRESSO MARTINI
CHOCOLATE MARTINI
CHOCOLATE ORANJE
ESPRESSO MARTINI



04
HANDMADE



H. L. Mencken once described the martini as

"the only
American
invention
as perfect
as the sonnet.

From his time to ours, it's been an enduring classic with a remarkable trajectory. The martini's journey through history is a winding one, its popularity and evolution informed by tradition, adaptability, and its ability to change with the times.







Early references to the martini may have been riffs on the Martinez and Turf Club, but cocktail historians have also posited that it originated as a reimagined gin Manhattan. Many historic martini recipes are a far cry from modern ones, featuring ingredients like Old Tom gin, sweet vermouth, various bitters, and myriad liqueurs. These forerunners were markedly sweeter than their contemporary counterparts and their popularity persisted until the turn of the 20th century.¹

As Prohibition loomed, the martini had to pivot to meet the time as dry French vermouth usurped the sweet Italian style, London Dry gins gained popularity, and clean, dry cocktails like the Marguerite and Martini à la Bradford gained traction. The first written record of a dry martini dates to 1904 and is attributed to Frank P. Newman, a bartender at the Ritz in Paris. His recipe, found in the American-Bar Recettes des Boissons Anglaises et Americaines, called for equal parts gin and dry vermouth and dashes of angostura or orange bitters. The garnish was up to the guest: Newman suggests lemon peel, cherries, or olives.



While gin was the original spirit of choice for dry martinis, it faced a formidable challenger after Prohibition ended: Smirnoff. With strategic marketing and a new American distillery, Smirnoff introduced Americans to the vodka martini in 1935, just two years after opening. Vodka's popularity increased exponentially for the next two decades and martinis got drier and drier alongside it. By the 1950s, many recipes omitted bitters and even vermouth, marking the zenith of the dry martini's popularity and solidifying its status as a timeless classic. The reason for this shift is three pronged: consumers began to prefer a stiffer drink, neglected vermouth oxidizes unpleasantly, a number of vermouth producers shuttered during World War II.





The emergence of the dirty martini added another term to the martini lexicon, offering a savory twist to the classic cocktail. While this briny rendition of the classic can be traced back to 1901, it wasn't until the middle of the 20th century that the dirty martini gained widespread recognition. John E. O'Connor, a bartender at the Waldorf Astoria, concocted a variation of the traditional dry martini by adding muddled olives, which imparted a briny flavor to the drink and earned the cocktail its distinctive name. The concept of adding olive brine to a martini-style cocktail entered the broader hospitality scene in 1930 with G.H. Steele's My New Cocktail Book. Steele's recipe called for a teaspoon of olive brine to be incorporated into a standard martini, cementing the cocktail's status as a unique variation of the classic.



It was, though, the midcentury three martini lunches that lent the dirty martini and its drier cousin icon status. President Gerald Ford famously extolled the virtues of this cultural phenomenon, hailing it as the (tax-deductible) epitome of American efficiency.





By the 1970s, a span of just 40 years, vodka surged ahead of whiskey to become the United States' top spirit, marking a major shift in consumer preferences. This exponential growth in vodka sales coincided with the emergence of a multitude of new brands and flavors, reflecting a period of innovation and experimentation within the spirits industry.

After a visit to the United States in 1979, Carel Nolet, a tenth-generation genever maker, recognized a desire for a vodka that offered a smooth, refined profile that met the moment. Inspired by his family's distillation heritage and motivated by a desire to marry tradition with innovation, he embarked on a journey to create a smooth, modern vodka that would resonate with consumers. When Ketel One Vodka, named for the oldest still at the Nolet Distillery, launched in 1983, the timing couldn't have been better:





In the 1980s and 1990s, the martini phenomenon ruled the cocktail scene. Characterized by martini variations featuring vodka as the primary ingredient, the traditional dry gin martini took a back seat to a wave of fruity cocktails served in the iconic V-shaped glass. These "neo" martinis captured the imagination of consumers, offering innovative flavors and combinations. Classic cocktails like the French martini, breakfast martini, appletini (created at Lola's in 1997) and the ever-popular cosmopolitan emerged as the undisputed champions.

The martinis of this era ran the gamut, changing and growing to suit consumers' palates. From its roots as a simple vodka-espresso the espresso martini evolved to become a sophisticated martini served in a chilled glass. Fruity martinis were a sensation, with flavors like lychee, watermelon, and raspberry taking the lead. This trend was so deeply rooted that when bar patrons asked for a martini, many bartenders would ask, "what flavor?"









Amidst this resurgence of classic cocktails, the dirty martini found itself relegated to the shadows, its reputation tarnished by years of neglect and overexposure. Yet, even as it faded from the spotlight, the allure of this enigmatic cocktail never truly waned. To restore some of the dirty martini's shine, bartenders have honed the extras to a fine point with a renewed focus on the quality of the brine, housemade bitters, and artisanal cocktail garnishes and embellishments from one of many new cocktail companies.



As bartenders around the globe continue to innovate and push the boundaries of mixology, the martini is entering a new era of creativity and experimentation. Interest in mindful drinking led bartenders introduce the One Sip Martinis and Mini-tinis, sophisticated miniatures that serve a broader constituency. Bartenders are experimenting with freezing prediluted martinis, ensuring the martini is served at truly arctic temperatures. Flamboyant techniques, like the Basque method of pouring a cocktail between mixing tins filled with ice, are perfect for a social media-focused era. Some bartenders have introduced bespoke bitters, brines, and pickles for greater emphasis on flavor. Still others have looked to technology, making use of tools like the Ketel One Nitro Espresso Martini Machine, to meet the trends of the moment.





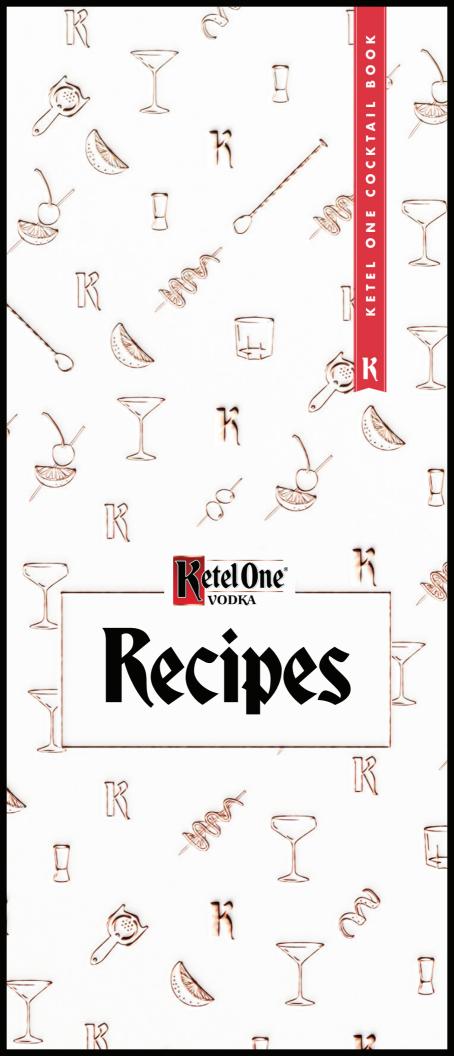


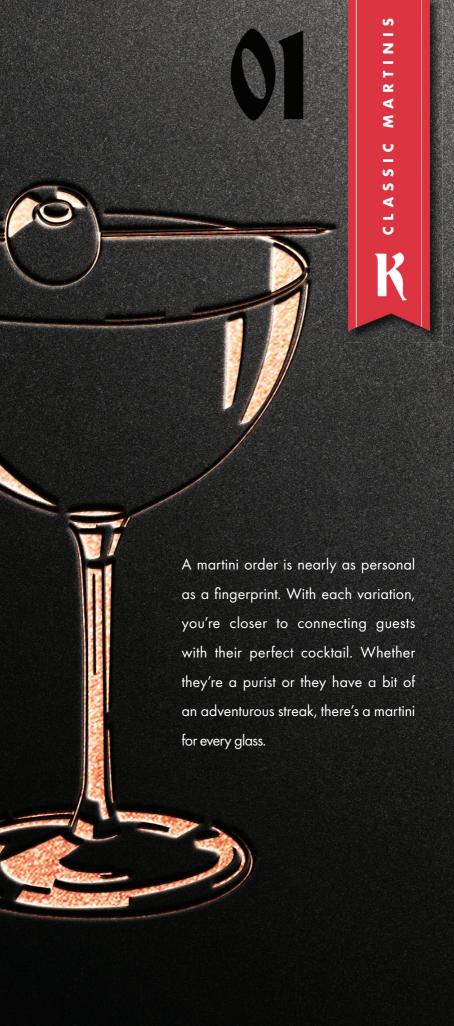
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As we look ahead to the future,

we will see how the martini will continue to captivate drinkers and inspire new generations of bartenders for another hundred and fifty years. For now, it remains a timeless classic that continues to surprise and delight cocktail enthusiasts around the world.







Dirty Martini

Dirty is a term of art in bartending, but this recipe splits the difference between "thin layer of dust" and "covered in mud."

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 1oz olive brine

Garnish: 3 olives

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka and olive brine into a mixing glass. Add ice and stir to chill and dilute.

Using a strainer, pour into a chilled glass. With a cocktail pick, spear three olives. Place garnish across the glass and serve.

PRC TIP

Maintain temperature by garnishing with cold olives



Bone Dry Martini

Do as Winston Churchill did and take a glance at the vermouth bottle whilst pouring.²

INGREDIENTS

1.5oz Ketel One Family-Made Vodka

Garnish: 3 olives or lemon twist

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka into a mixing glass.

Add ice and stir to chill and dilute, about 30 seconds.

Using both a Hawthorn strainer and a fine strainer, pour into a pre-chilled martini glass. Spear three olives with a cocktail pick or peel a lemon twist for garnish.

Place garnish across the glass and serve.

²The "AGTDA." AGTDA, 2025, www.agtda.org/the-martini. Accessed 30 Jan. 2025.



Dry Martini

Tip your hat in the direction of France just a bit for a perfectly balanced dry martini.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.25oz dry vermouth

Garnish: 3 olives or lemon twist

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka and dry vermouth into a mixing glass. Add ice and stir with a bar spoon to chill and dilute, about 30 seconds. Using a strainer, pour into a pre-chilled martini glass. Spear three olives with a cocktail pick or peel a lemon twist for garnish.

Place garnish across the glass and serve.





Vesper Martini

This charming double agent oozes classic sophistication and international flair.

INGREDIENTS

1oz Ketel One Family-Made Vodka 0.5oz Tanqueray Gin 0.25oz white French aperitif wine

Garnish: 1 lemon twist

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, Tanqueray Gin, and white French aperitif wine into a mixing glass. Add ice and stir to chill and dilute, about 30 seconds. Using both a Hawthorn strainer and a fine strainer, pour into a pre-chilled martini glass.

Peel a lemon twist for garnish. Place garnish across the glass and serve.

MODERN MARTINIS

02





Cosmpolitan

Though its origin is shrouded in mystery, it's the quintessential nightlife drink and it's enjoying a renaissance today.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.5oz orange liqueur 0.25oz lime juice 0.5oz cranberry juice Garnish: 1 orange twist

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, orange liqueur, lime juice, and cranberry juice into a Boston shaker. Add ice and shake to chill and dilute, about 30 seconds. Using both a Hawthorn strainer and a fine strainer, strain into a pre-chilled martini glass. Peel an orange twist for garnish and serve.





Appletini

A more sophisticated version of the '90s favorite, the appletini is still a crowd-pleasing cocktail years later.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka

0.25oz apple liqueur

1oz clear apple juice

0.5oz lemon juice

0.5oz simple syrup

Garnish: 3 Granny Smith apple slices

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, apple liqueur, apple juice, lemon juice, and simple syrup into a Boston shaker.

Add ice and shake to chill and dilute, about 30 seconds.

Using both a Hawthorn strainer and a fine strainer, strain into a pre-chilled martini glass. Garnish with three apple slices and serve.



Lemon Drop

A sunny outlook on the martini, the Lemon Drop is a perfect drink for any time of day.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.75oz lemon juice 0.75oz simple syrup or raw honey syrup

Garnish: lemon twist

METHODOLOGY

Measure Ketel One Family-Made Vodka, lemon juice, and simple syrup into a cocktail shaker. Add ice and shake to chill and dilute, about 30 seconds. Using both a Hawthorn strainer and a fine strainer, strain into a pre-chilled martini glass.

Peel a lemon twist for garnish and serve.

PRO TIP!

Dip the edge of the glass in lemon juice to rim with superfine sugar



Pornstar Martini

Provocative, fun, and confident, the Pornstar Martini was practically invented in a lab for festive, exciting nights.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka
0.5oz passion fruit syrup
0.25oz lemon juice
1.5oz sparkling wine

Garnish: 1/2 small passion fruit, cut lengthwise

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, passion fruit syrup, and lemon juice into a Boston shaker. Add ice and shake to chill and dilute, about 30 seconds. Using both a Hawthorn strainer and a fine strainer, strain into a pre-chilled martini glass. Top with sparkling wine. Garnish with a half passion fruit floating in the glass and serve.



French Martini

The New York-born French Martini is hardly gallic, but the raspberry liqueur gives it a certain je ne sais quoi.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.25oz raspberry liqueur 1oz pineapple juice

Garnish: 1 pineapple slice

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, raspberry liqueur, and pineapple juice into a cocktail shaker. Add ice and shake to chill and dilute, about 30 seconds or until foam forms.

Using a strainer, strain into a pre-chilled martini glass.



Flame of Love

The story goes that Frank Sinatra was so enamored with this flashy cocktail, he ordered one for every person in the bar after he had his first sip.³

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.25oz dry sherry

Garnish: flamed orange twist

METHODOLOGY

Add Ketel One Family-Made Vodka and dry sherry into a mixing glass and fill with ice. Using a bar spoon, stir to dilute and chill, about 30 seconds. Using a julep strainer, pour into a pre-chilled martini glass. Garnish with a flamed orange twist and serve.





Espresso Martini

London's Dick Bradsell created a signature cocktail with Y2K glam and a ton of flavor. Add a three-bean garnish for health, wealth, and happiness.

INGREDIENTS

1.3oz Ketel One Family-Made Vodka 0.3oz Mr Black Cold Brew Coffee Liqueur 0.5oz simple syrup 1oz room-temperature espresso

Garnish: 3 coffee beans

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka, Mr Black Cold Brew Coffee Liqueur, simple syrup, and espresso into a Boston shaker. Add ice and stir to chill and dilute until optimal foam forms, about 40 seconds. Using a Hawthorn strainer, strain into a pre-chilled martini glass. Garnish with three espresso beans and serve.

Try a 1:1 honey syrup instead





Chocolate Martini

Legend has it that the chocolate martini was invented by Rock Hudson and Elizabeth Taylor on a movie set in Texas it's a sweet reminder of life's pleasures.

INGREDIENTS

1.3oz Ketel One Family-Made Vodka
0.3oz Baileys Chocolate Irish Cream Liqueur
Garnish: shaved chocolate or cocoa powder

METHODOLOGY

Measure and pour Ketel One Family-Made Vodka and Baileys Chocolate Irish Cream Liqueur into a cocktail shaker.

Add ice and shake to chill and dilute, about 30 seconds or until foam forms. Using a Hawthorn strainer, strain into a pre-chilled martini glass.

Garnish with shaved chocolate or cocoa powder and serve.



Chocolate Oranje Espresso Martini

Calling to mind a retro favorite from the candy shop, this citrusy twist on the espresso martini is an unexpected surprise for guests.

INGREDIENTS

1oz Ketel One Oranje Vodka
1oz Mr Black Cold Brew Coffee Liqueur
0.5oz simple syrup
1oz freshly brewed espresso
Garnish: 3 coffee beans and an orange twist

METHODOLOGY

Add all ingredients to a cocktail shaker and fill with ice.

Shake vigorously for 40 seconds to achieve optimal crema/foam.

Strain using a Hawthorn strainer into a pre-chilled martini glass.

Garnish with an orange twist and three coffee beans.





Bloody Mary

Bring Mary to brunch. Our Blood Mary is a tangy & juicy brunch addition. A natural & flavorful cocktail that tastes best when using ingredients fresh from the local farmer's market. A decadent start to a slow weekend morning.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.25oz lemon juice 5oz tomato juice 5 drops Tabasco-style hot sauce 1 pinch each salt and pepper Garnish: celery stick and lemon wedge

METHODOLOGY

Add Ketel One Family-Made Vodka, lemon juice, tomato juice, hot sauce, salt, and pepper to a highball glass and stir to incorporate. Fill the glass with ice and stir with a bar spoon to chill and dilute, for about 30 seconds.

Garnish with a washed and cut celery stick and a lemon wedge.

Add complexity and heat with a teaspoon of horseradish





Ketel One Collins

Sometimes called a John Collins, this close cousin of Tom is a throwback with modern appeal.

INGREDIENTS

1.5oz Ketel One Family-Made Citroen Vodka
0.75oz lemon juice
0.5oz simple syrup
2oz soda water

Garnish: lemon wheel

DIRECTIONS

Fill a highball glass with ice and add Ketel One Family-Made Citroen Vodka, lemon juice, simple syrup, and soda water. Using a bar spoon, stir to dilute and chill the cocktail, for about 20 seconds. Garnish with lemon wheel and serve.



Dutch Mule

Mules are an American classic, and this continental twist on an all-time favorite is simple, fun, and easy to make on the fly.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka 0.25oz lime juice 4oz ginger beer

Garnish: lime wedge and mint spring

DIRECTIONS

Fill a mule mug or highball glass with ice and add Ketel One Family-Made Vodka, lime juice, and ginger beer. Using a bar spoon, stir to dilute and chill the cocktail, for about 20 seconds. Garnish with a lime wedge and mint sprig and serve. Decadent but light, the Paradiso Mule's fruity-citrusy-sweet combination feels summery and fresh.

INGREDIENTS

1.5oz fig leaf-infused Ketel One Family-Made Vodka
1oz honey-almond syrup
0.75oz lemon juice
2oz ginger beer
Garnish: thyme sprig

METHODOLOGY

Pour fig leaf-infused Ketel One Family-Made Vodka, honey-almond syrup, and lemon juice into a mule mug or Collins glass.

Add ice and top with ginger beer. Using a bar spoon, stir gently.

Garnish with thyme sprig and serve.



A vodka riff on a South American standard makes for a simple cocktail that is sure to please.

INGREDIENTS

1.75oz Ketel One Family-Made Vodka 1 lime, cut into quarters 0.75oz simple syrup

Garnish: lime wheel

METHODOLOGY

Add the lime and simple syrup to a rocks glass and press with a muddler to release the limes' juices and oils.

Pour Ketel One Family-Made Vodka into glass and stir.

Fill with crushed ice and garnish with a lime wedge.



Dutch 75

For moments that beg for a little sparkle, look no further than the Dutch 75.

INGREDIENTS

1.5oz Ketel One Family-Made Citroen Vodka 0.75oz lemon juice 0.5oz simple syrup 2oz sparkling wine Garnish: lemon twist

METHODOLOGY

Add Ketel One Family-Made Citroen Vodka, lemon juice, and simple syrup to a cocktail shaker and fill with ice. Shake vigorously to dilute and chill the cocktail, for about 30 seconds. Using both a Hawthorn strainer and a fine strainer, strain into a champagne flute. Top with champagne. Garnish with a lemon twist and serve.



Twinkle

The star of any cocktail party is the Twinkle, a three-ingredient drink that is as elegant as it is simple.

INGREDIENTS

1.5oz Ketel One Family-Made Citroen Vodka 0.75oz elderflower cordial 3oz sparkling wine

Garnish: lemon twist

METHODOLOGY

Add Ketel One Family-Made Citroen Vodka and elderflower cordial to a cocktail shaker and fill with ice. Shake vigorously to dilute and chill the cocktail, for about 30 seconds. Using both a Hawthorn strainer and a fine strainer, pour into a pre-chilled champagne flute or coupe. Top with sparkling wine. Garnish with a lemon twist and serve.



Sgroppino

After dinner, enjoy this simple cocktail-dessert there's no garnish, just joyful drinking.

INGREDIENTS

1oz Ketel One Family-Made Citroen Vodka 2 tablespoons of lemon sorbet 2oz sparkling wine

METHODOLOGY

Add Ketel One Family-Made Citroen Vodka and sorbet to a pre-chilled coupe glass. Slowly add sparkling wine.

Using a teaspoon, stir until the mixture becomes slushy.

No garnish, just joyful drinking.

Bee Like Me

by Ashie Bhatnaga, World Class India Winner 2023

With an eye toward vibrant, diverse flavors, cocktailscan bee like the communities they're in with locally produced honeys.

INGREDIENTS

20z Ketel One Family-Made Vodka 40z Community Soda Garnish: bee pollen

METHODOLOGY

Pour Ketel One Family-Made Vodka into a Collins glass.

Top with Community Soda, then add an ice spear.

Using a bar spoon, stir gently.

Garnish with bee pollen and serve.



With a fruit salad's worth of flavors, the East 8 Hold Up showcases the versatility of Ketel One and makes for an Instagram-worthy cocktail moment.

INGREDIENTS

1.5oz Ketel One Family-Made Oranje Vodka
0.25oz bitter Italian liqueur
0.5oz pineapple juice
0.5oz lime juice
0.5oz simple syrup
0.25oz passion fruit syrup

Garnish: pineapple wedge, half a passion fruit, sprig of mint

METHODOLOGY

Add Ketel One Family-Made Oranje Vodka, bitter Italian liqueur, pineapple juice, lime juice, simple syrup, and passion fruit syrup to a cocktail shaker. Fill with ice and shake to chilland dilute, about 30 seconds. Using a Hawthorn strainer, strain into a rocks glass, then fill with ice. Slice a passion fruit in half and cut a pineapple wedge. Garnish the rim of the rocks glass with the passion fruit and pineapple, then add a mint sprig and serve.





Market Sangria

Make the most of the season's bounty keeps menus fresh and flavors rich.

INGREDIENTS

1.25oz fig-infused Ketel One Family-Made Vodka
1.25oz orange wine
1oz white grape juice
2oz apple kombucha
0.5oz honey syrup
2 dashes Ketel One Botanicals Peach & Orange Blossom
4 dashes saline solution
Garnish: foraged flowers

METHODOLOGY

Combine fig-infused Ketel One Vodka, orange wine, clarified grape juice, honey syrup, Ketel One Botanicals Peach and Orange Blossom, and saline solution into an ice-filled shaker. Shake until well chilled and strain into a highball glass filled halfway with ice. Top with apple kombucha and stir gently. Garnish with flowers and serve.

Russian Spring Punch

Put a little pep in your step with this springy, bubbly cocktail.

INGREDIENTS

1.5oz Ketel One Family-Made Vodka
0.75oz lemon juice
0.5oz crème de cassis
0.25oz simple syrup
1oz sparkling wine
Garnish: raspberry, blackberry, mint sprig

METHODOLOGY

Add Ketel One Family-Made Vodka, lemon juice, crème de cassis, simple syrup, and sparkling wine to Collins glass.
Fill the glass three-quarters with crushed ice and add a straw.
Top off with more crushed ice. Garnish with a raspberry, blackberry, and mint sprig and serve.





Dutch Megroni

Negronis are very au courant, so try Ketel One Vodka in place of the more expected gin for a cross-cultural cocktail that will win over purists.

INGREDIENTS

1oz Ketel One Family-Made Oranje Vodka 0.5oz bitter Italian aperitivo 0.5oz sweet vermouth Garnish: orange twist

METHODOLOGY

Add Ketel One Family-Made Oranje Vodka, bitter Italian aperitivo, and sweet vermouth to a mixing glass and fill with ice. Using a bar spoon, stir to dilute and chill, about 30 seconds. Using a Hawthorn strainer, pour into a pre-chilled rocks glass filled with ice. Garnish with an orange twist and serve.



Handmade Ingredients



Handmade Ingredients

FIG LEAF-INFUSED KETEL ONE FAMILY-MADE VODKA

INGREDIENTS

3 fig leaves

750ml bottle Ketel One Family-Made Vodka

METHODOLOGY

Cut up the fig leaves and place them in a self-sealing plastic bag with Ketel One Family-Made Vodka for 24 hours. Strain through cheesecloth and label.

PARADISO HONEY-ALMOND SYRUP

INGREDIENTS 11b 2oz honey

10oz almonds
35oz water
Peel of 1 lemon
Peel of 1 orange
0.5 teaspoon dried chamomile
0.5 teaspoon fresh thyme

0.5 teaspoon fresh oregano

METHODOLOGY

Toast almonds in a high-sided skillet over low heat until lightly browned. Add all other ingredients and heat on medium heat for 15 minutes. Using a blender, blend until smooth, then strain through cheesecloth and bottle. Refrigerate and keep for up to one month.

SIMPLE SYRUP

INGREDIENTS

12oz granulated white sugar 12oz water

METHODOLOGY

Blend sugar and water in a blender until all the sugar is dissolved.
Pour into a clean bottle and refrigerate for up to one month.

HONEY SYRUP

INGREDIENTS

18oz honey 6oz water

METHODOLOGY

Blend honey and water in a blender until thoroughly mixed. Pour into a clean bottle and refrigerate for up to one month.



Handmade Ingredients

PASSION FRUIT SYRUP

INGREDIENTS

12oz passion fruit puree 12oz granulated white sugar

METHODOLOGY

Blend sugar and passion fruit puree in a blender until all the sugar is dissolved. Pour into a clean bottle and refrigerate for up to one month.

SALINE SOLUTION

INGREDIENTS

2oz good quality sea salt 8oz boiling water

METHODOLOGY

Stir until salt is dissolved. Add to a clean dropper bottle and keep for up to one month.

CLARIFIED APPLE JUICE

INGREDIENTS

6 imperfect green apples 0.5 teaspoon ascorbic acid

METHODOLOGY

Juice apples with a high-speed juicer until it yields four cups. Add ascorbic acid. Strain through a coffee filter to clarify. Bottle and refrigerate for up to three days.

COMMUNITY SODA

INGREDIENTS

33oz coconut water
1.75oz fresh pandan leaf
3oz honey
0.5 teaspoon citric acid
0.25 teaspoon malic acid

METHODOLOGY

Add pandan leaf to a vacuum bag with coconut water and honey. Seal and sous vide at 113°F for two hours. Place the bag in an ice bath until fully cool. Strain the liquid through a sieve into a large bowl. Add citric and malic acid and stir until dissolved. Pour into an iSi canister. Using a CO2 charger, charge twice.



