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Learn design principles before your creations appear on the catwalk



**FASHION**

THE WORLD CLASS STUDIOS

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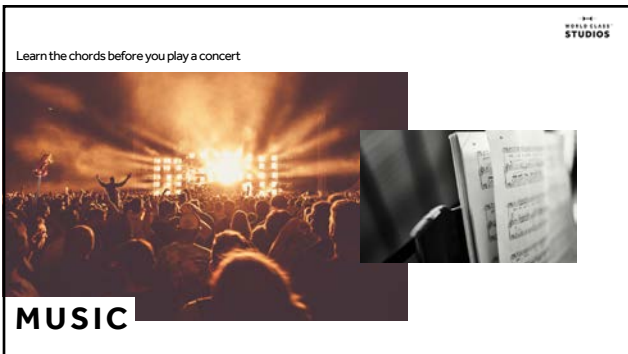
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Learn the chords before you play a concert



**MUSIC**

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Learn to put pencil to paper before ink on skin



**ART**

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Grain


Milling

Mashing

Fermentation

Distillation

Blending



COCKTAILS!

WHISKEY

Bulleit Bourbon's production process

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THE WORLD CLASS STUDIOS



Bulleit's awards

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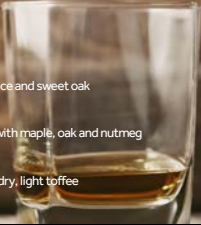
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TASTING

Nose:  
Gentle spice and sweet oak

Palate:  
Smooth, with maple, oak and nutmeg

Finish:  
Long and dry, light toffee



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Influence can come from anywhere.



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## BULLEIT WHISKEY

Bulleit can be a bit of a rebel whiskey brand because of it's strong foundations of traditional craftsmanship.

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THE WORLD CLASS STUDIOS

**DANDELYAN** - Influenced by Botany

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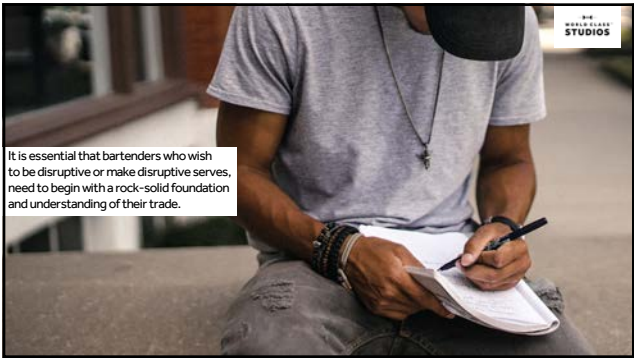
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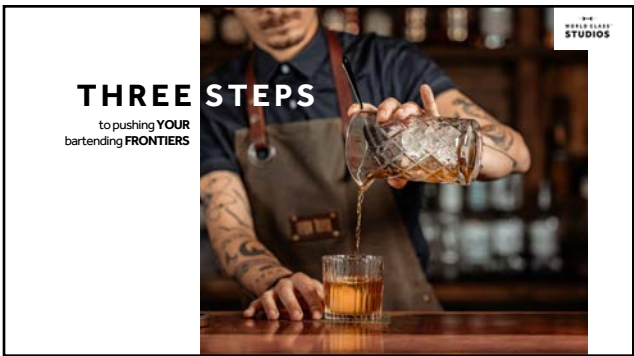
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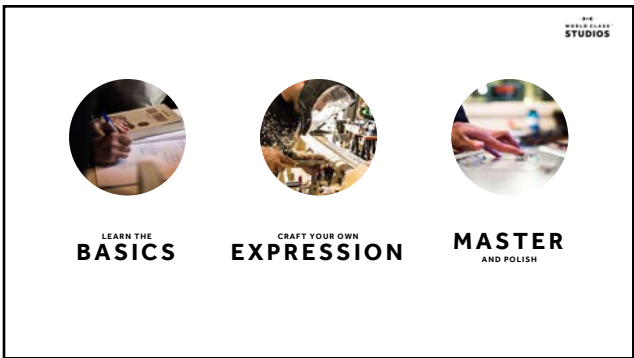
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**LEARN  
THE BASICS**

- how to use equipment
- basic cocktail formulas
- balancing drinks
- classic cocktails

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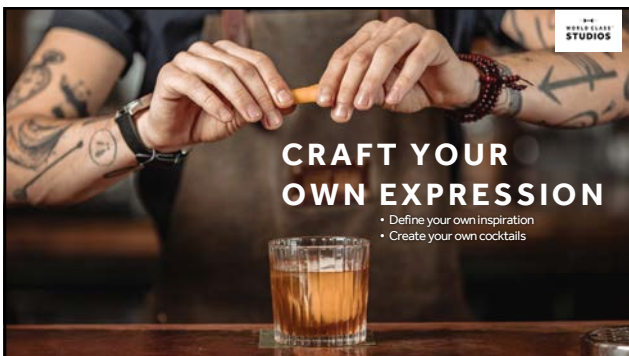
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**CRAFT YOUR  
OWN EXPRESSION**

- Define your own inspiration
- Create your own cocktails

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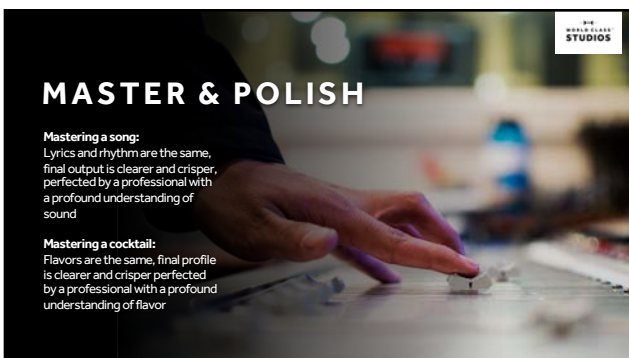
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**MASTER & POLISH**

**Mastering a song:**  
Lyrics and rhythm are the same, final output is clearer and crisper, perfected by a professional with a profound understanding of sound

**Mastering a cocktail:**  
Flavors are the same, final profile is clearer and crisper, perfected by a professional with a profound understanding of flavor

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## FIRST DRAFT TO FINISHED ARTICLE

Once you feel as though you have a complete cocktail, take a step away from it. Come back in a day or two and make it again. Ask yourself what role the drink plays on your menu or in the competition and tick off all of the boxes. Which of the senses are you engaging? Are the temperature, texture, vessel, garnish, color and flavor story all working together?

Is it replicable to your standards hundreds of times during a busy service? Give the recipe to other bartenders and see how they build the drink without holding their hand through the

process- does it turn out as intended? Is every ingredient playing an integral part? Or have we added so many layers that definition begins to blur?

Finally, get real world feedback. Work the drink into service as a dealer's choice. Bump a round to tables of regulars to get honest response. Empower your "taste testers" to be critics - would they finish this cocktail? More importantly, would they order a second?



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The 3 Cocktail Finishing Frontiers:

# TASTE TEXTURE TEMPERATURE



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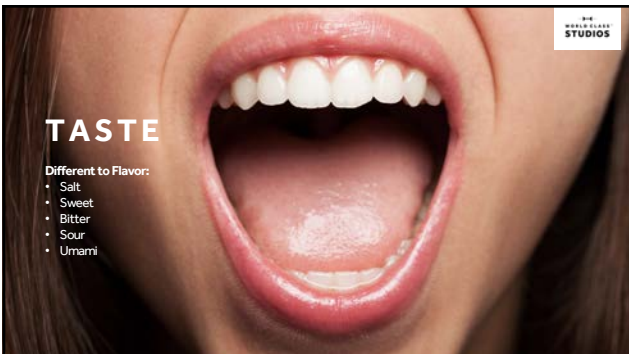
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## TASTE

Different to Flavor:

- Salt
- Sweet
- Bitter
- Sour
- Umami



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FLAVOUR ————— FLAVOUR

Layering tastes builds 3-D flavour

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MANIPULATION  
OF TASTES IS  
THE ESSENCE  
OF MASTERING

Creating harmony of flavor by adjusting taste levels

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Level Of Perceived Bitterness Of Quinine

Combination	Level Of Perceived Bitterness Of Quinine
Quinine	100
Quinine + Sweetener	75
Quinine + Salt	85
Quinine + Citric Acid	90
Quinine + Sucrose & Salt	60
Quinine + Sucrose & Citric Acid	70
Quinine + Salt & Citric Acid	80
Quinine + Sucrose, Salt & Citric Acid	50

Tastes have **reductive effects** on the **perceived intensity** of each other

Adding a **sweetener** will reduce the perceived intensity of bitterness more that adding **salt** or an **acid**

Adding taste elements in conjunction will reduce the other elements further

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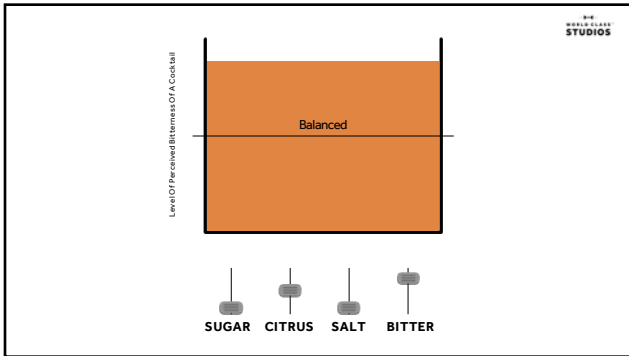
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**DEMO TIME!**  
PAPER PLANE

- ½oz Bulleit Bourbon
- ½oz Amaro
- ½oz ml Lemon Juice
- ½oz ml Bitter Italian Aperitif

**TASTE**  
Out of balance – too bitter, too sour

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**DEMO TIME!**  
PAPER PLANE

- ½oz Bulleit Bourbon
- ½oz Amaro
- ½oz Lemon Juice
- ½oz Bitter Italian Aperitif
- 1bsp Fructose Syrup
- 2 Dashes Saline Solution

**TASTE**  
Adding salt & sweetness reduces bitterness and sourness; bringing it back into balance

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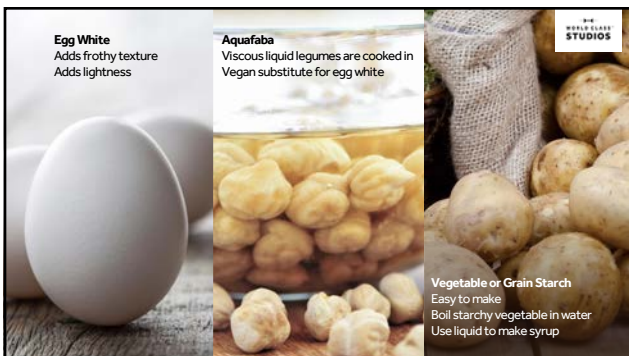
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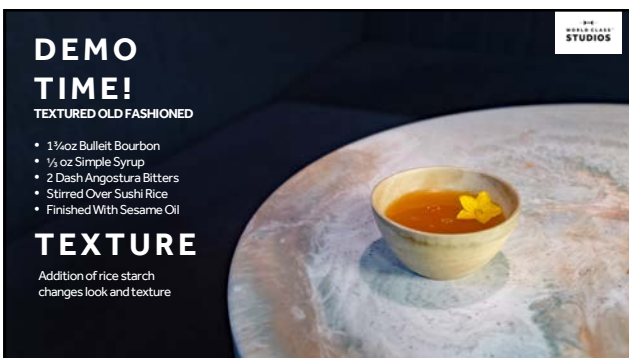
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**TEMPERATURE**

- Temperature is commonly overlooked
- Never listed on cocktail recipes
- Crucially important to flavor profile
- Low temperature decreases perceived sweetness and alcoholic strength
- Low temperature heightens bitterness

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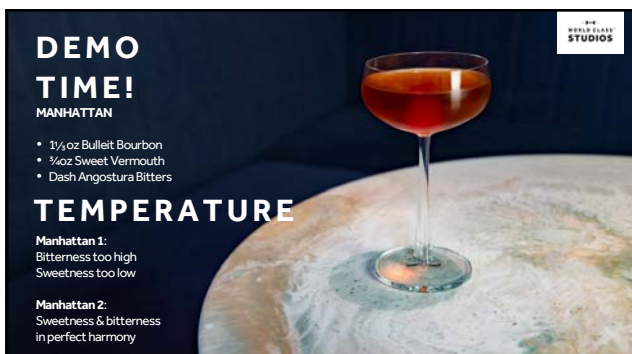
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**DEMO TIME!**  
MANHATTAN

- 1 1/4 oz Bulleit Bourbon
- 3/4 oz Sweet Vermouth
- Dash Angostura Bitters

**TEMPERATURE**

**Manhattan 1:**  
Bitterness too high  
Sweetness too low

**Manhattan 2:**  
Sweetness & bitterness  
in perfect harmony

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**SOME WORDS FROM OUR EXPERTS**

Be yourself, showcase your personal style and sense of place. Judges want to see an actual bartender, not an overly rehearsed routine (although there is a time and place for theatre).

Use techniques that you have mastered. The competition is not the place to chase trends that you are not completely familiar with. That's not to say you shouldn't push yourself. If you're going to utilize a new style, technique or process, practice it in your bar until you are completely comfortable. With that, don't do cocktails that are only created for competition. If you have to think about what you're putting into a shaker, you're already neglecting your guests.

Practice public speaking and presentations. Being on stage does not come naturally for everyone. While our bars are certainly a kind

of stage, understand that you are 100% comfortable there.

We have all had rounds where you get out from behind the bar and are totally flustered. You can't remember what happened during your time, what you said to the judges or are even certain if all of the correct ingredients made it into the drink.

Work on being present in the moment. Take a breath, slow down, prepare ahead of time so you aren't sweating any of the basics (where's my jigger? Are my ingredients in order? etc). If you can settle your head and be in the moment, you'll truly be able to engage the guests (judges) and deliver your message.

Charles Joly

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Lauren Mote

## SOME WORDS FROM OUR EXPERTS

We often overlook texture behind the bar, as we are so focused on the classic designs of a cocktail, the speed of service and the labour involved in running a bar's mise en place program. It's high-time we started thinking more like chefs, planning schedules, harvest and processing time accordingly, giving us the same speed of service, more talking points, and flawless cocktails that take "texture" into consideration.

When it comes to texture, ensure you're able to answer the question "why" for every thought-provoking idea you have - chances are judges will ask, so will your guests, and you should be an expert and an authority on the products you're using. Why legumes? Why egg white? Why sweet potatoes? Why nuts?

Test things on yourself and your co-workers before they reach the guests' lips - this should be a joyful experience that's tried and tested in a controlled environment, instead of a chance encounter that may or may not be dangerous, terrible tasting and void of value.

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