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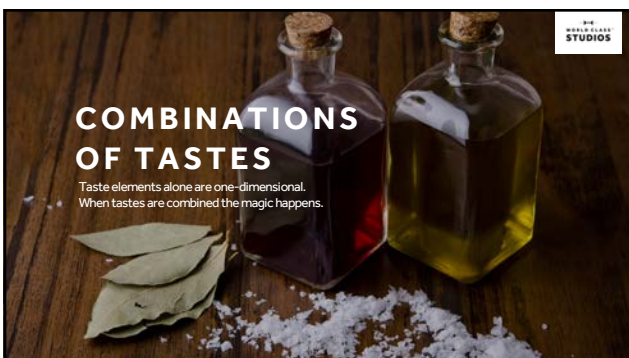
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**BUILDING  
BLOCKS  
OF FLAVOR**

"The ability to balance salt, acid, sweet, bitter and umami are the building blocks of flavor pairing. Once you have learned to do this, then you can use any ingredients to create something special. If, for example, I am trying to add subtle acid to a dish, I will try to find an ingredient that provides this acid, but that no one else is using. This is the rare art of innovation, without doing something silly!"

- Mark Moriarty

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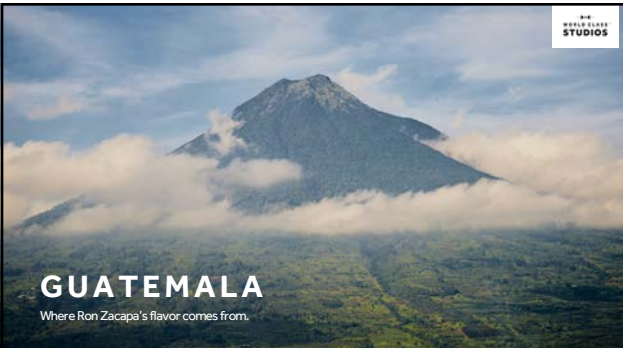
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**GUATEMALA**

Where Ron Zacapa's flavor comes from.

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Guatemala's volcanic, nutrient rich soil is perfect for growing sugar cane.

**SUGAR  
CANE**



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**FIVE DIFFERENT CASKS**  
The Zacapa System

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**THE PERFECT MARRIAGE**

The making of a spirituous beverage such as rum is an art.

The perfect combination of rums transforms a good rum into a sublime experience.

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**Appearance:**  
Light mahogany with the green lights of long barrel ageing at the rim, and long slow legs clinging to the glass.

**Nose:**  
Aromas of caramel, vanilla, cacao and butterscotch combining with layers of flavour indicative of the different barrels in the Solera; sherried notes of caramelised roasted Brazil nuts and toasted hazelnut, and the characteristic rounded toffee banana and dried pineapple of ex-bourbon casks.

**Palate:**  
Complex, generous and full-bodied, with honeyed viscosity, raisined fruit and apricot preserves, building to an intense heart of savory oak, nutmeg, leather and tobacco with notes of coffee and delicate vanilla, balanced with a spicy touch of cinnamon and ginger on the pleasantly long, dry finish.

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"I use my intuition, while always justifying my pairings with research.

The first step in a dish development, involves examining the ingredients available at a given time. Once I begin to develop a dish/cocktail, I use my palate to balance salt, acid, sweetness, bitterness and umami, this is where I can add creativity and innovation in a sensible way."

- Mark Moriarty

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# INTUITIVE

- Classic
- Locality & Seasonality
- Complement
- Contrast
- Cleanse

THE WORLD CLASS STUDIOS

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More than the sum of their parts.

# CLASSIC PAIRING

"The classics, both in food and cocktails, have stood the test of time for a reason. I always use the principles of a classic in flavor pairing, they are the foundations of what we do. For me, presenting a classic and familiar combination, in a light and modern fashion, is innovation."

- Mark Moriarty

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Ingredients from the same location

Ingredients that are in season

# LOCALITY & SEASONALITY

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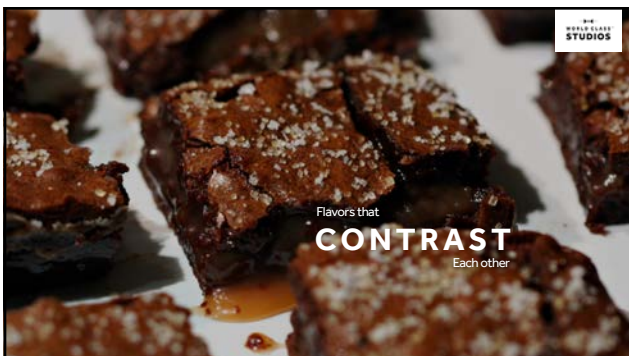
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# ANALYTICAL

The backbone of educated flavor pairing is based upon certain rules which almost always give you a match that works.



THE WORLD CLASS STUDIOS

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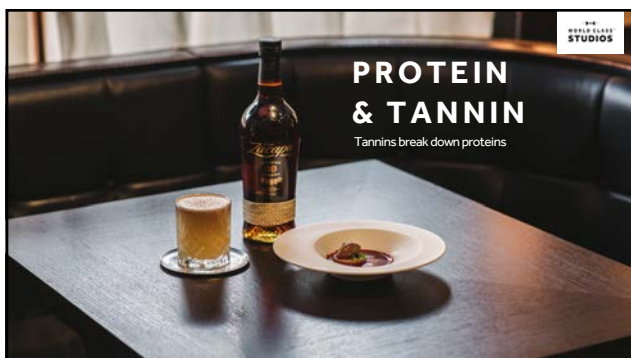
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THE WORLD CLASS STUDIOS

# PROTEIN & TANNIN

Tannins break down proteins

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THE WORLD CLASS STUDIOS

# ACID & FAT

Acid cuts through fat

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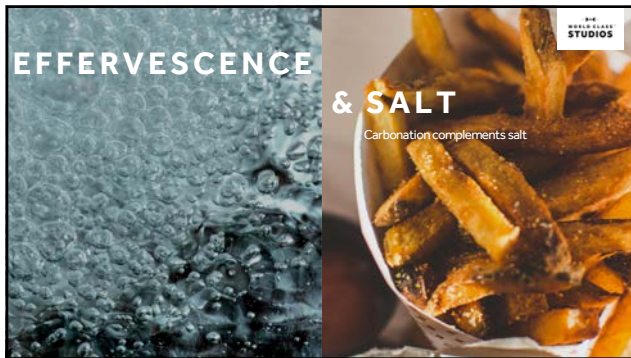
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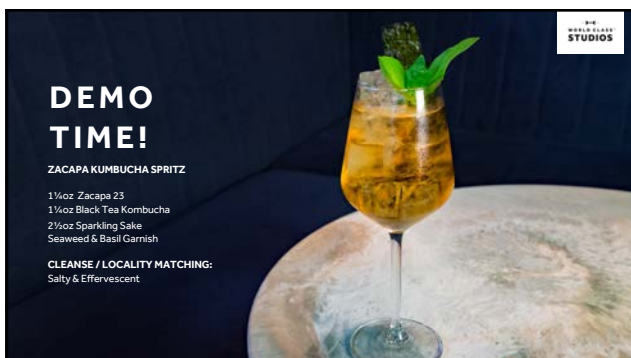
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# DEMO TIME!

**STORMY SOUR**

1½oz Zacapa 23  
¾oz Late Harvest Riesling  
2 Cubes Cantaloupe Melon  
1bsp Malic Acid Solution  
¾oz Egg White  
Garnish with Cucumber  
& Jamón Ibérico

**CONTRAST PAIRING:**  
Acid & Fat

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# DEMO TIME!

**PEACH-THYME HIGHBALL**

1½oz Zacapa 23  
¾oz Fresh peach puree  
½oz Thyme-infused sugar syrup (2:1)  
¾oz Lemon juice  
1oz Chilled soda water

**SHARED COMPOUND & CLASSIC PAIRING**

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# SOME WORDS FROM OUR EXPERTS

**Mark Moriarty**

Understand the seasoning balance of the cocktail: Salt, acid, sweet, bitter, umami. Always attempt to create harmony between the 'seasoning' of the cocktail and the flavors you are using.

Remember that all the flavors in your serve have to work together. Create a harmonious journey and be able to articulate why.

Try to incorporate a story into either the flavor pairing or the presentation of the cocktail. The judge's palate becomes numb after a few tastings. There has to be another memorable element/moment to your presentation that makes you stand out from the crowd in competition.

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Lauren Mote

## SOME WORDS FROM OUR EXPERTS

Creating moments in time where food and flavour come together to pair, to contrast, to make us think, to bring us joy, or a sense of nostalgia – these are all wonderful moments that bring the cocktail occasion into a new space.

Understanding the way chefs, sommeliers, food scientists and story-tellers think is a great way to learn about this topic – if we consider cocktails as “bookending” an occasion – the aperitif to begin, or the digestif to end – this can be interpreted in a number of different ways – get creative to consider more than food – think of time of day, events, themes, spirits, ingredients, locations (cities, neighbourhoods, countries) and start to develop the palate-cleanser or the aperitivo, the DIF cocktail at a dinner party or the final cocktail of the night – what are the moods? The variables? The flavours?

The only thing that holds you back is your imagination, and we don’t always want to end the day with something sweet and chocolate – that’s a dining-room myth. Think outside the obvious and think outside the box.

WORLD CLASS STUDIOS

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WORLD CLASS™ STUDIOS

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