



Dré Masso describes it as follows:

"For me sustainability within the bar world is all about making the right decisions for both the planet and the business. It's a long-term project."




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### THE PERFECT VESSEL

Ketel One Family Made Vodka is the perfect vessel for carrying flavor

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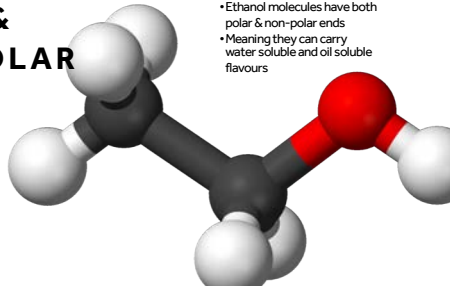
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# POLAR & NON-POLAR



- Ethanol molecules have both polar & non-polar ends
- Meaning they can carry water soluble and oil soluble flavours

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# PURITY WITH CHARACTER

Ketel One Family Made Vodka contains vodka distilled in the historic 'Distilleeketel #1', which gives it its complex character.

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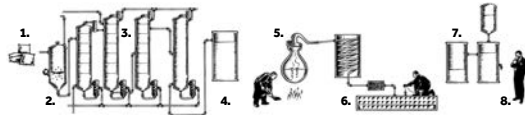
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# BETTER PRODUCTION

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Finest grade wheat</li> <li>2. 48 hour fermentation</li> <li>3. Quadruple column distillation</li> <li>4. Diluted to 50%ABV &amp; Charcoal filtered creating 'Ultra Wheat Spirit'</li> </ol> | <ol style="list-style-type: none"> <li>5. Part redistilled in 10 pot stills (including Distilleeketel#1) creating 'Master Pot Still Batch'</li> <li>6. Master Pot Still batch is filtered</li> <li>7. Both liquids are blended together</li> <li>8. Signed off as Ketel One Vodka by Nolet family member</li> </ol> |
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**TASTING**

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**FRAGRANCE**  
**FLAVOR**  
**FEEL**  
**FINISH**

Fresh, with hints of citrus and honey. Deep and layered.

Crisp yet complex, harmonious. A suggestion of sweet liquorice.

Silky smooth & luxurious.

Long and lingering, with a lively tingle.

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**WHAT IS SINGLE INGREDIENT?**

Getting the most out of ingredients  
Giving the purest representation of ingredients

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**WHY SINGLE INGREDIENT?**

Better for many reasons

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## MINIMIZE WASTE

By using all parts of an ingredient we can ensure that we minimize waste.



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## LOCALLY SOURCED

"By going local and seasonal you are getting the optimum taste possible. By supporting local producers, you are supporting the community and added value is given to the experience."

- Dré Masso

forge strong relationships with local suppliers • Fresher produce •



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## SEASONALITY

- Freshest ingredients possible
- Diversifies our offering across the year



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## INGENUITY

"Single Ingredient cocktails are an interesting concept which forces bartenders to be more ingenious with what they are using. We are seeing roots, seeds, petals, fruit and stems being used in wonderful ways."

- Dré Masso

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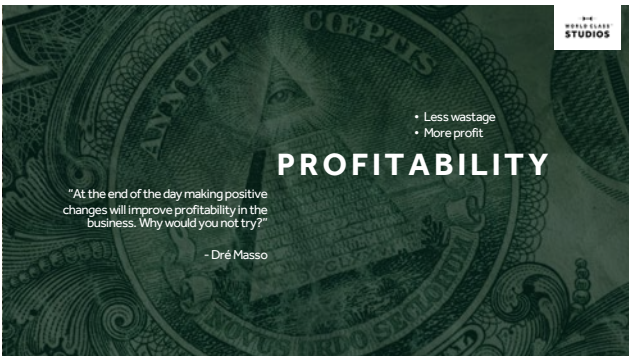
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## PROFITABILITY

- Less wastage
- More profit

"At the end of the day making positive changes will improve profitability in the business. Why would you not try?"

- Dré Masso

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## SINGLE INGREDIENT COCKTAIL DNA

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# ROOT TO FLOWER

Using the all parts of an ingredient




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# LAYERING FLAVOR

Extracting flavor from the different parts of an ingredient and layering them together




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# MAXIMUM YIELD MAXIMUM FLAVOR

Ingredients that keep on giving

Dre Masso's go-to ingredients




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# THINK GLOBAL

Global Ingredients that keep on giving




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# EXTRACTING THE FLAVOR

Choosing the right method for the right ingredient

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# MANIPULATING THE FLAVOR

Choosing the right method for the right ingredient

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## AKADEMI BAR

"Our first case study at Akademi bar championed the Balinese cacao. We made a syrup from the pulp, a tincture from the stems, leaves and skin and we cold infused locally made Arak with the fermented beans. The final drink was served in a dried cacao shell cup."

- Dré Masso

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**DEMO TIME!**

**Ketel Koko Soda**

- 1 1/4oz Coconut Washed Ketel One Family Made Vodka
- 3/2oz Carbonated Coconut Water
- 1/2oz Ultrasonic Coconut Shell Aged Bianco Vermouth
- Shredded Coconut rim
- Pickled Coconut Garnish
- Coconut Sorbet

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"The idea is to encourage bartenders to look at what they might normally discard and turn it into a tasty ingredient."

- Dré Masso




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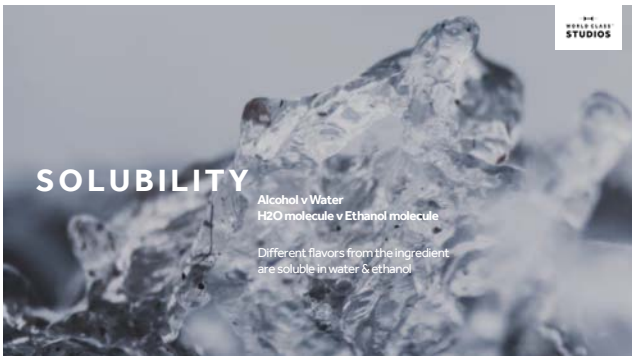
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## SOLUBILITY

Alcohol v Water  
H<sub>2</sub>O molecule v Ethanol molecule

Different flavors from the ingredient are soluble in water & ethanol




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## DEMO TIME!

### Better Ones Ketel Espresso

- 1 1/2oz Spent Espresso Ketel One
- 1/4oz Spent Espresso Syrup
- 1 1/2oz Ketel Cold Brew Coffee




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Dave Masco

### SOME WORDS FROM OUR EXPERTS

Make sure whatever you do that the cocktail tastes incredibly delicious. You'll be amazed at how often this is overlooked.

Think about the technique you are using and make sure it's the best one for the job. Have good reason for every idea.

Be completely happy with appearance, aroma and flavour. When you have the finished article take a step back and see if there is anything else you can do to improve what you have.

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Lauren Mote

### SOME WORDS FROM OUR EXPERTS

Making cocktails should be as fun to make as they are to drink. The concept of being "sustainable" and "resourceful" can be incorporated quite easily into your personal and professional lives, making your thoughtful contributions and better choices part of your daily routine.

When it comes to making an impact, think of the small details, and follow where that path takes you - small gestures and single actions can make a big impact. Think of your community, and how you can contribute to the health of your local neighbourhood, industry and family.

When it comes to "single ingredients", treat them as the beautiful jewels and treasures they are, experiment, plan and use techniques that do the ingredients justice.

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