

## SWEET SPOT

# AN EVOLUTION OF BETTER DRINKING BY KETEL ONE





### CONTRIBUTORS

#### CARL D'ALTON



Carl d'Alton is the World Class Irish
Bartender of the Year 2018 and Bar manager
of multi-award-winning Cask in Cork. He is a
core member of a bar team that has a strict
ethos of basing their cocktails around the wild
ingredients that grow locally, and have built a
reputation for producing the most creative
and innovative drinks menus in Ireland.

#### **KEVIN PATNODE JR**



Kevin is an American bartender and educator who has been based in Istanbul, Turkey for the past six years. After participating in the World Class global finals twice, he has had the opportunity to travel the world and train bartenders from Iceland to Vietnam. Currently Kevin works as a consultant for the sustainable resort group Six Senses, and continues to travel across Turkey looking for new and exciting inspiration and adventure.

### PAULO FIGUEIREDO & DENNIS TAMSE



Dennis and Paulo both have Global roles for Ketel One. Combined they have more than 50 years of experience in the industry, where together they have visited 150 countries.

After many years in different roles across some of the best bars in the world, they spend their time trying to inspire more bartenders to take a small step towards having an impact on the world. This is truly their passion and what Ketel One stands for.

#### **LAUREN MOTE**



Lauren is the Diageo Reserve Global Cocktailian, co-creator of Bittered Sling Bitters, Sommelier, writer, and spirits judge. A former World Class Canada champ, and top 12 in the world – Lauren now spearheads our World Class Studios educational program, and creates programming for bartenders, ambassadors, customers and consumers across 60 countries. She's the global ambassador for the World Class program and represents the entire Reserve portfolio.

#### **MARK MORIARTY**

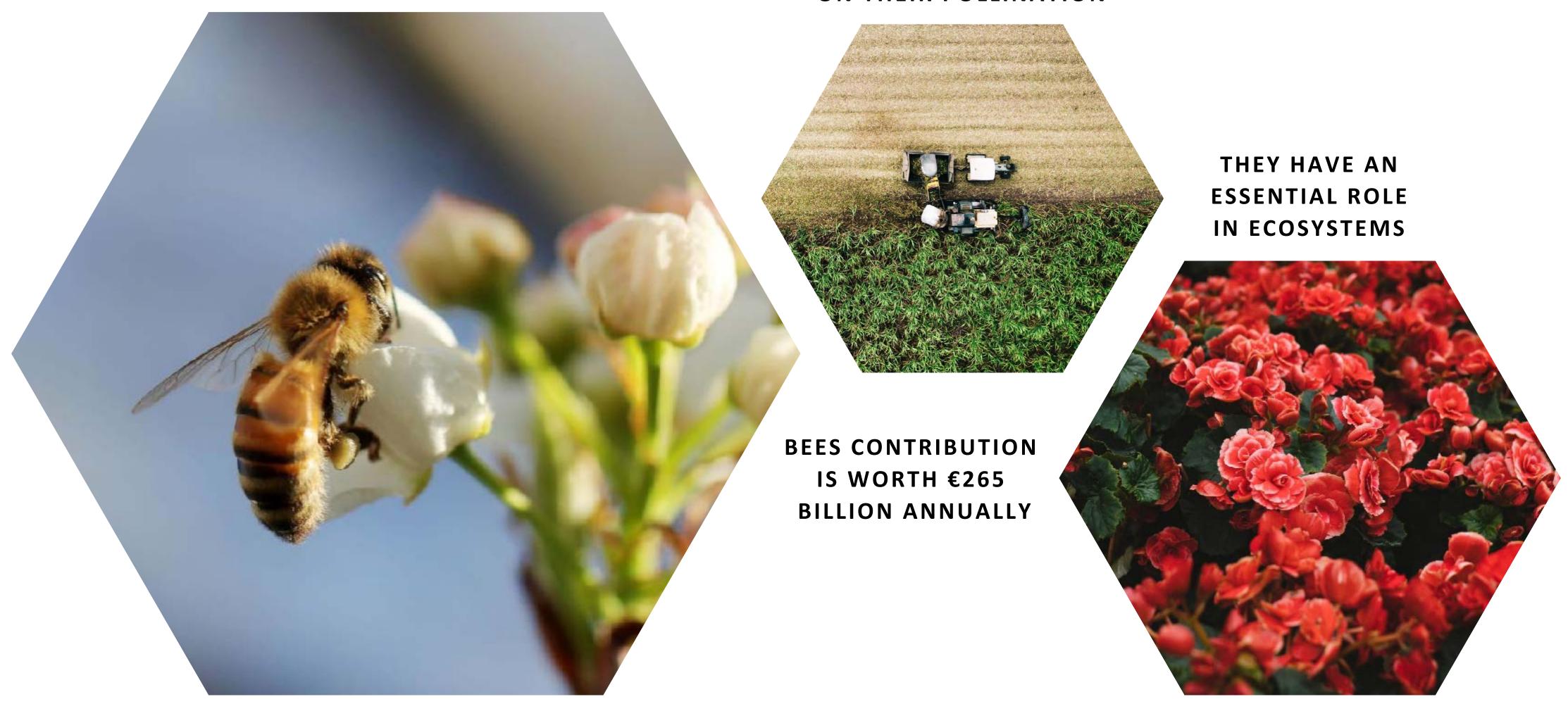


Mark is a 27 year old chef, based in Dublin, Ireland. He works at The Greenhouse restaurant, under head chef Mickael Viljanen, which holds one Michelin star. In addition to this, he works across numerous food projects, including TV, brand consultancy, global popup restaurants and ambassador rolls. Mark also acts as Diageo reserves 'Global Gastronomer', Mark is a former San Pellegrino World Young Chef of the Year, and is listed on the Forbes 30 under 30.



## BEES

## A THIRD OF ALL OUR FOOD DEPENDS ON THEIR POLLINATION



Source: http://www.bee-careful.com/fruit-diversity/value-bees-mankind/

## BES IN DECLINE

UNUSUALLY HIGH RATES OF DECLINE IN HONEY BEE COLONIES DUE TO :

INDUSTRIAL AGRICULTURE

PARASITES/PATHOGENS

CLIMATE CHANGE

LOSS OF BIODIVERSITY

**PESTICIDES** 

LOSS OF COMMERCIAL
HONEYBEE IN THE US
SINCE 2006

11111 25%

LOSS OF COMMERCIAL
HONEYBEE IN EUROPE
SINCE 1985

LOSS OF COMMERCIAL
HONEYBEE IN THE UK
SINCE 2010

Source: http://sos-bees.org/situation/





## BEE POSITIVE

LOCALLY MADE INGREDIENTS

#BeePositive

Making Your Home

WORLD CLASS

Ö

Sadly, over the past 15 years, colonies of bees have been disappearing. In some regions, up to 90% of bees have disappeared!

#BeePositive

Throw & Grow

The power to do samething about it is in your hands, Litterally. The Seeds in this envelope will provide a beautiful haven for bees,

Sommunity a Home

At Cask All Of Our Cocktails Ingredient Are Forraged Or Locally Grown, So F Every One Sip In Three.

THAMK A F

GARNISHED WITH A SEED BOMB

ENCOURAGING MASS PLANTING





### BEE POSITIVE

"I DIDN'T HAVE A LOT OF TIME AND SO I KNEW I NEEDED A SIMPLE MECHANIC THAT COULD ENGAGE THE COMMUNITY AND THE CUSTOMERS AT CASK. SOMETHING THAT SUPPORTED THE LOT. SOMETHING THAT GAVE BACK.

THE END RESULT WAS A HUMBLE CONCEPT BUT WITH THE POTENTIAL TO INSPIRE AND ACTIVATE ACROSS THE WORLD. I FEEL THE IDEA WILL EVOLVE INTO SOMETHING REALLY SPECIAL AND EFFECTIVE, WHILST ALSO LEADING TO GREATER DRINKS."

- CARL D'ALTON



## COMMUNITY





## KETEL ONE IRISH MULE

1 oz Bee pollen butter-washed Ketel One Vodka

1/2 oz Killahora Pom'O

1/3 oz Ballymaloe Grape juice

Leo's honey soda\*

\*(Irish hop fermented)



Built in a Collins glass over ice, garnished with a **BeePositive** seed bomb and wild Irish flower

(13.4g Alcohol per serve)



## BEE POSITIVE

1 oz Borage infused Ketel One Vodka

5/6 oz Local Apple Ice Wine

1/3 oz Gentian Herbal Liqueur

1/2 oz Local Honey Syrup (1:1)

Stirred over ice & strained into a Nick & Nora glass garnished with a **BeePositive** seed bomb and wild Irish flower

(14.8g Alcohol per serve)





## FIVE STEPS

TO SUPPORTING A BEE'S HABITAT



AVOID THE USE OF TOXIC CHEMICALS IN YOUR GARDEN



GROW A BEE-ATTRACTING GARDEN



**PROVIDE FRESH WATER** 



**BUY LOCAL HONEY** 



**BUY ORGANIC FRESH PRODUCE** 





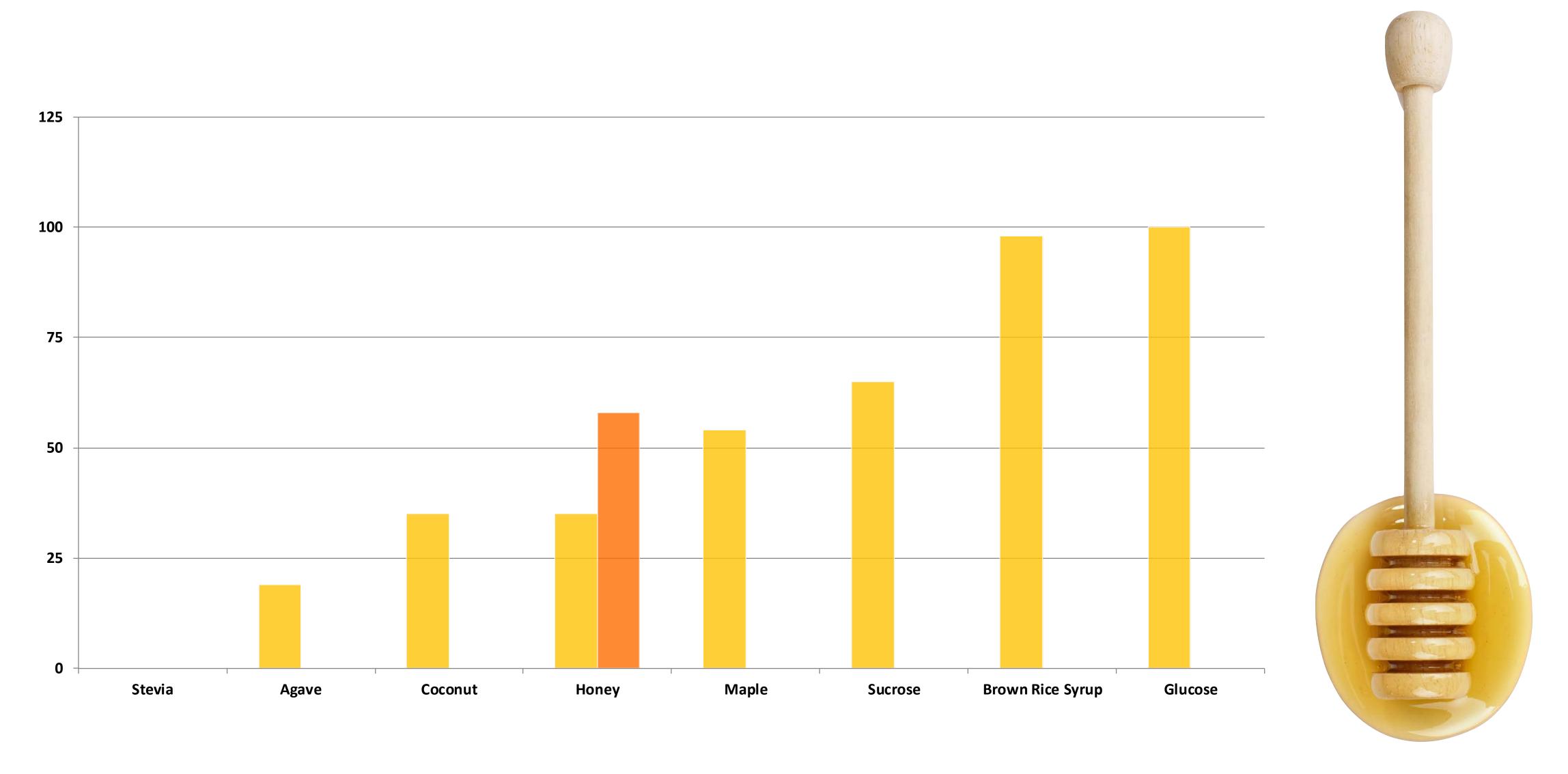








## GLYCEMIC INDEX







WHY USE LOCAL HONEY?



LOCALITY



MINIMISES PROCESSING



**BETTER FLAVOUR** 



**SUPPORTS LOCAL BUSINESS** 



**GIVES A SENSE OF PLACE** 



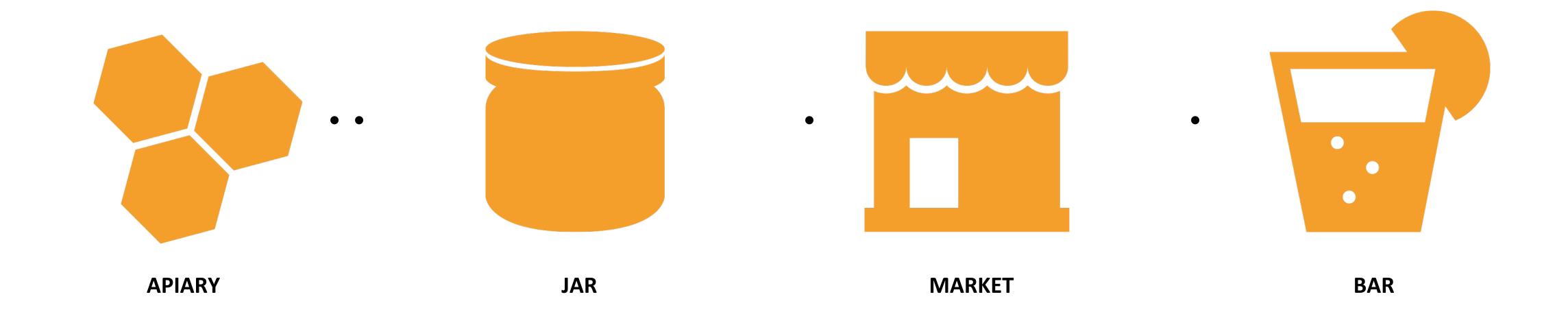


## HONEY

#### **LOW CARBON FOOTPRINT**

51% OF OUR GLOBAL CARBON FOOTPRINT IS FROM LIVESTOCK

RAW HONEY REQUIRES VERY LITTLE RESOURCE AND ENERGY





PACKED WITH FLAVOR & RICH BODY.

UNIQUE TO SEASON, LOCAL FLORA

AND THE CRAFT OF THE BEEKEEPER.

#### ACACIA - NORTH AMERICA & EUROPE

LIGHT AND CLEAR, MADE FROM NECTAR COLLECTED FROM THE BLACK LOCUST FLOWER.

#### **EUCALYPTUS - AUSTRALIA & CALIFORNIA**

VARIES GREATLY IN COLOR AND FLAVOR, BUT TENDS TO CARRY A HIT OF MENTHOL.

#### ORANGE BLOSSOM - MEXICO, SPAIN & FLORIDA

OFTEN A COMBINATION OF CITRUS SOURCES, USUALLY LIGHT IN COLOR AND MILD IN FLAVOR. FRESH AND FRUITY.

#### MANUKA - NEW ZEALAND

COLLECTED FROM THE FLOWER OF THE TEA TREE BUSH, MANUKA HONEY IS ROBUST AND MEDICINAL IN FLAVOR.



## HONEY

"NO MATTER WHERE I AM IN THE WORLD, I LIKE TO EVOKE A SENSE OF PLACE IN MY FOOD. I CAN'T DO THIS WITH CASTER SUGAR. I CAN DO THIS BY USING THE HUMBLE BEE, HE ALLOWS ME TO TELL YOU ABOUT THE TERROIR, THE CLIMATE, THE NATIVE PLANTS, THE SEASONS, THE SUSTAINABILITY OF A REGION, THE BEEKEEPERS STORY, ALL WHILE ADDING SOME NATURAL FLORAL SUGAR TO MY DISH TO BALANCE IT ON THE PALATE."

#### **BAR BITE RECIPE**

"I WANTED TO TELL THE STORY OF THE GORSE-FLOWER AND THE BEES. A GORSE FLOWER MOUSSE IS FILLED WITH HONEY VINEGAR CARAMEL, AROUND IT I PIPED HONEY MERINGUE, LIKE A MERINGUE PIE, ITS FINISHED WITH HONEY AND CITRUS PAPER, HONEY VINEGAR JELLY, GOLD AND CARAMELIZED MILK SOLIDS. A BEAUTIFUL DISH THAT I USE AS A PROMPT TO TELL OUR GUESTS ABOUT THE STORY OF THE BEES AND HORN HEAD HONEY, CO DONEGAL, IRELAND."

- MARK MORIARTY







## ALTERNATIVE SWEETENERS

**DATE SUGAR** 

**MAPLE SYRUP** 

**STEVIA** 

**COCONUT SUGAR** 

**AGAVE SYRUP** 

**BROWN RICE SYRUP** 

#### DATE SYRUP - MEDITERRANEAN APERITIF

30ML KETEL ONE VODKA

30ML AMONTILLADO DRY SHERRY

30ML MEDIUM OLOROSO SHERRY

15ML ORANGE CURACAO

15ML DATE SYRUP

2 DASHES LEMON BITTERS

**GARNISH: SIDE SERVE - SMOKED OLIVES** 

- STIR, NEAT, NICK & NORA -

#### **BROWN RICE SYRUP - HORCHATA**

30ML KETEL ONE VODKA (INFUSED WITH 1 VANILLA BEAN, 2

**CINNAMON STICKS, 24 HOURS)** 

15ML AMONTILLADO SHERRY

45ML RICE MILK

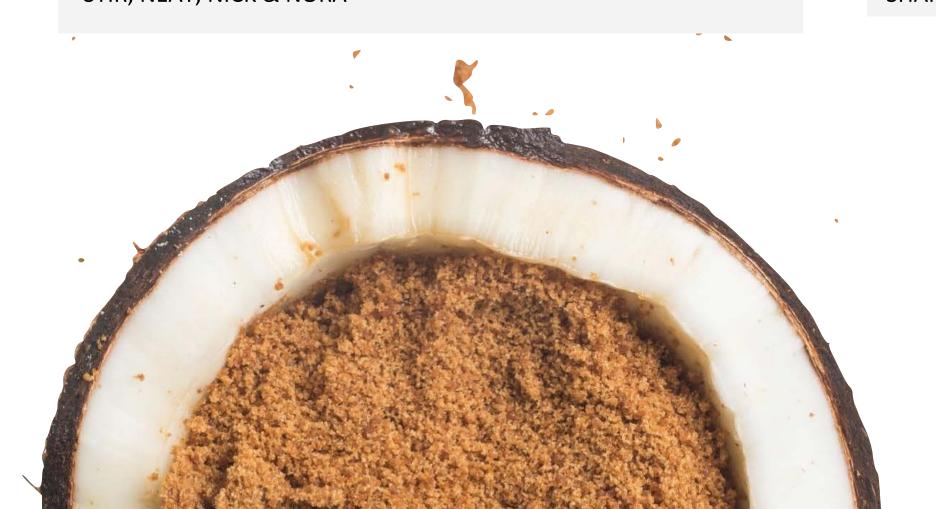
45ML ALMOND MILK

20ML BROWN RICE SYRUP

2 DASHES CHOCOLATE BITTERS

- SHAKE & STRAIN, CUBED ICE, HIGHBALL -







## THE HIVE

"THE HIVE WAS CREATED TO BE A DATABASE OF PEOPLE, PRODUCERS, SUPPLIERS, AND VENUES, THAT WERE ALL ABIDING BY ECO-FRIENDLY PRACTICES. I REALISED THAT MAKING A SINGLE COMPETITION-FRIENDLY COCKTAIL WAS NOT GOING TO MAKE A DIFFERENCE, BUT A CITY FULL OF BARTENDERS USING THE KNOWLEDGE THAT I COULD SHARE WOULD BE A GREAT WAY TO CREATE CHANGE IN MY COMMUNITY.

THE IDEA WAS SIMPLE, CREATE A DRINK ONLY USING INGREDIENTS
WITHIN A 5 MILE RADIUS (THE DISTANCE BEES CAN TRAVEL FOR FOOD).
ANY BAR THAT COULD ABIDE BY THIS WOULD BE ADDED TO THE HIVE; A
MARK OF QUALITY SUPPORTED BY THE PRESTIGE OF THE WORLD CLASS
COMPETITION."

#### - KEVIN PATNODE JR





## BETTER DRING

CHALLENGE



FAMILY MADE -



## AHIVE



THE HISTORIC FARMS OF ISTANBUL, TURKEY



# HONEY, I SHRUNK THE COCKTAIL!

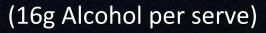
1 1/2 oz Ketel One Vodka

1/3 oz Honey (when added, stir into the vodka to ensure integration)

1 1/3 oz Cold Brew

Handful of Mint (gently muddled into the liquid, to express the oils and aromatics)

Served Julep Style.
Garnished with a bouquet
of foraged flowers and greenery.







RECYCLED GLASS BOTTLES

CREATED HAND-CRAFTED DECORATION PIECES

100% OF REVENUE INVESTED IN THE COMMUNITY

**SOURCING FROM LOCAL FARMERS** 

## TRAVIS KUHN

THE HAVEN

REINTEGRATING HOMELESS PEOPLE

TRAINING RESIDENTS

**PROVIDING A SERVICE** 

GIVING A HAND UP, NOT A HANDOUT











## THANKS

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