

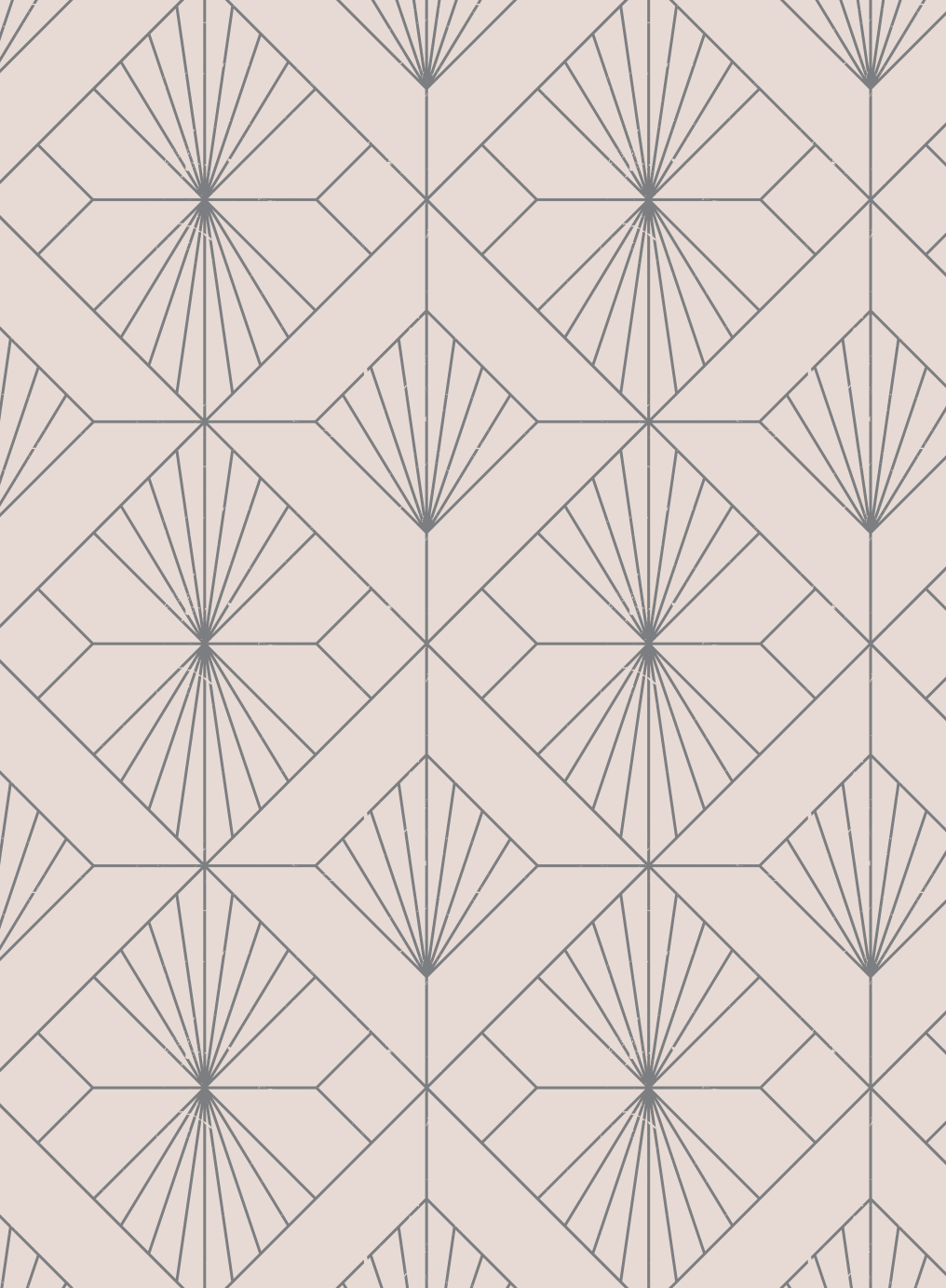
serve & sip



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mixology:

the art or skill of preparing mixed drinks



dedication:

thank you to our incredible mixologists for
making this book a reality

Carl & Fernando, you have mastered the art
of this craft

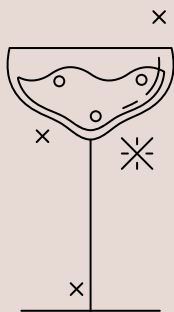


serve & sip

a collection of recipes from the world's most
iconic brands

crafted by:

amanda clark & ana fitzgibbons



serve & sip responsibly

at Diageo, we celebrate life.
every day. everywhere.

Diageo is a global leader in beverage alcohol with an outstanding collection of brands, some of which you'll find highlighted in this book.

We are a young company with entrepreneurial spirit and determination.

Our brands are part of celebrations large and small, and we want those who choose to enjoy them, to do so responsibly.

We are committed to creating an inclusive, responsible, and sustainable world.



Buena Gente, Buen Ambiente

Being good natured
Having good intentions
Doing good things
Bringing an overall positive attitude to life

It's not about striving for perfection
or creating a utopia
It's about living more consciously
even when celebrating

So, let's look after one another
Hold doors open
Pull up more chairs
And slide over new tables

Let's get everyone on the same page
and start spreading the great *vibras* to all

Great People, Great Vibes

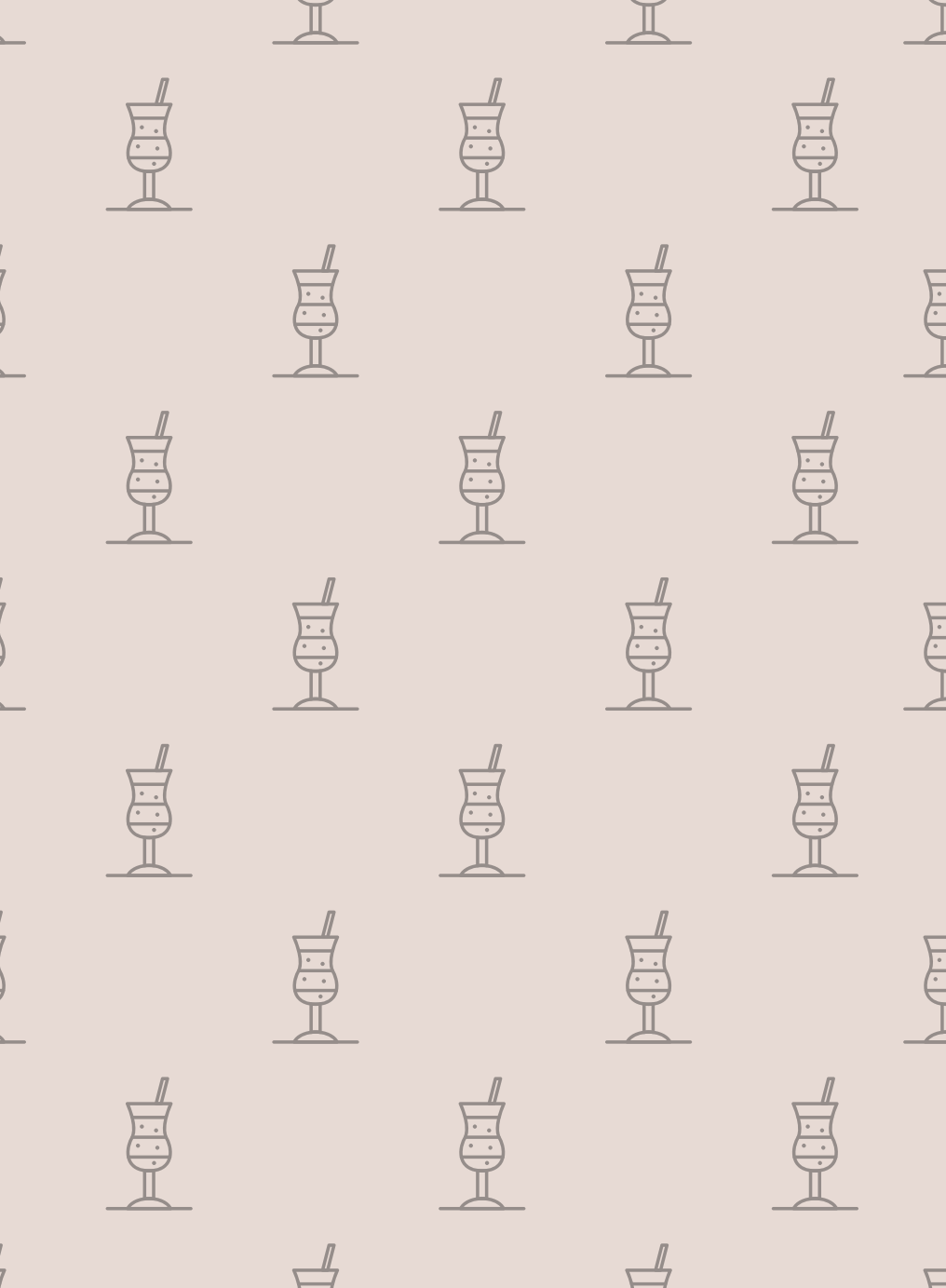




Table of Contents



bartending tools	11
glassware, ice, & syrups	27
let's garnish	35
crafting techniques	45
cocktails recipes	53
tequila	55
mezcal	61
vodka	65
gin	71
rum	77
whiskey	81
blended scotch whisky	87
single malt scotch whisky	93
other portfolio stars	99
measurement conversions	104
the good host guide	107
music	113
our wish	115

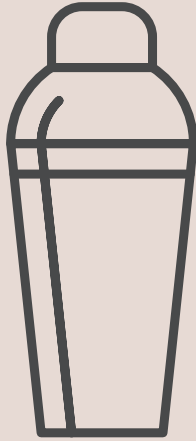






*bartending
tools*





the shaker

used to chill and mix drink ingredients



Boston

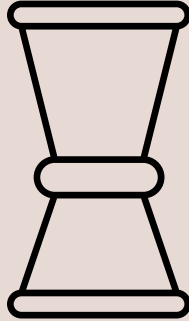


cobbler



French/Parisian





the jigger

a two-sided tool used for
liquid measurement



.75 fl. oz.

1.5 fl. oz.

standard



2 fl. oz.

1 fl. oz.

Japanese



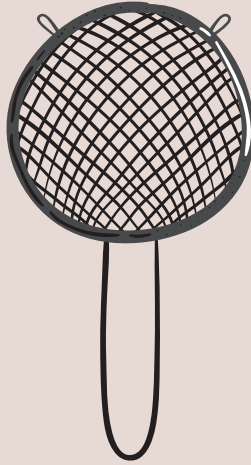


the muddler

used for mashing fresh
ingredients to extract
juice and flavor

pro-tip: try not to over muddle ingredients,
especially herbs, which can become bitter





the strainer

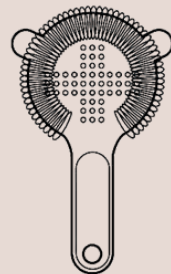
used to separate solid materials from liquid



fine

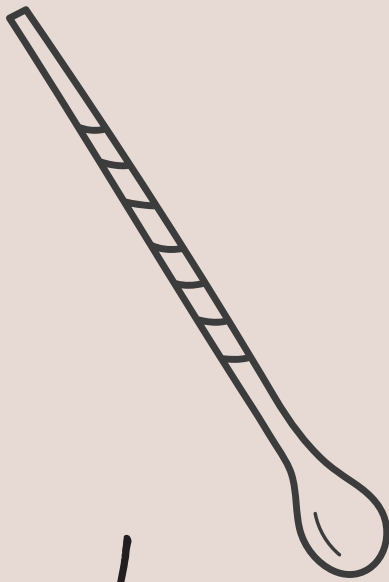


julep



hawthorne





the bar spoon

specialized spoon designed to stir cocktails.
also used to measure & layer



European



American



Japanese

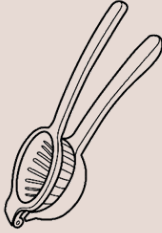
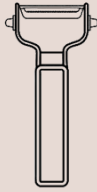




cocktail mixing glass

used to stir and chill cocktails with the use of a bar spoon. this tool is used for cocktails made entirely of spirits. sometimes these cocktails don't require chilling but do need to be stirred, as is the case in a hot toddy, for example





other tools

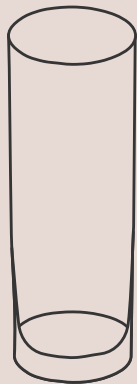






*glassware,
ice &
syrups*

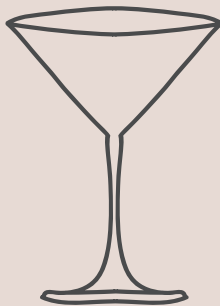




highball/
collins



rocks



martini



coupe

the vessels



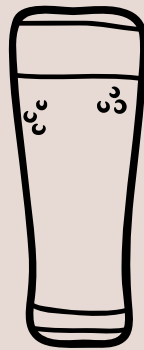
champagne



wine

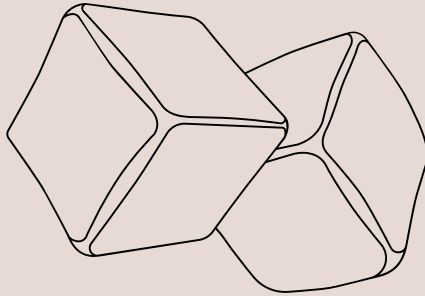


shot



beer





the chillers



ice plays a critical role for any cocktail
it not only chills the liquid, but as it melts, bonds
all ingredients together
when a cocktail is shaken, the ice breaks down
and emulsifies the contents into the drink.
when a cocktail is stirred, the ice dilutes the liquid
at a slower rate
dilution is accounted for in most cocktail recipes



the sweeteners

most shaken cocktails contain a sweet and sour component in order to make a balanced drink. usually, the sweets are simple syrups, agave, or honey



how to make a simple syrup

mix equal parts hot water and sugar in a blender. blend on low until sugar is fully dissolved.

place in fridge for up to a month.

the sweeteners

you can add all sorts of herbs or fruits to infuse the syrup with flavor, so get creative!



how to make a ginger syrup

heat freshly squeezed ginger juice to a light simmer. mix equal parts of sugar and warm ginger juice in a blender. blend on low until sugar is fully dissolved



how to make a honey syrup

mix equal parts hot water and honey in a blender. blend on low until honey and water are fully incorporated





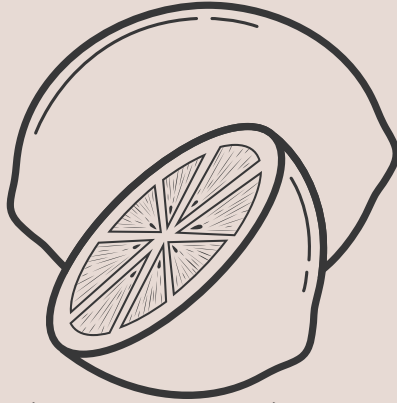


let's
garnish



WALKER

JOHNNIE WALKER



citrus twists



use a citrus peel for an elegant twist by gently peeling a strip of the rind with a vegetable peeler or sharp knife. handle these tools with care fold the edges inward with peel facing out and watch as a mist of glistening citrus oils spray from the peel the simple application of these essential oils can enhance the flavors of a cocktail, and also dramatically cut through the sweetness of syrups or liqueurs





fruit



fruit garnishes are great for adding a subtle fresh fruit flavor and aroma to the finished drink. they often give us a visual cue about what flavors are in the glass

example: cocktail cherries like maraschino or brandied cherries, can offer a contrasting sweetness that is satisfying in a spirit-forward serve like a Manhattan, or in a sour-style cocktail like a whiskey sour





fresh herbs



herbs add flavor and aroma, while leaves are used purely for their visual appeal and to alert the drinker to a flavor present in the drink

some herb & leaf garnish options:

mint, basil, rosemary, thyme, lavender, pineapple leaves, hibiscus leaves





flowers




some flowers are sweet (for example, violets), some spicy (nasturtiums), some citrusy (begonias), some vegetal (hostas). you can pair your edible flowers with your drinks based on their appearance, scent, or flavor

remember: not all flowers are edible or safe as cocktail garnishes

some classics: orchids, lavender, roses, pansies, herb blossoms





*crafting
techniques*



icon to indicate a
built cocktail recipe





built

this is the easiest way to make a cocktail.
simply pour ingredients and ice directly into
serving vessel. You can also muddle directly in
glass



common built cocktails:

gin & tonic

paloma

mojito

scotch highball



icon to indicate a
shaken cocktail
recipe





shaken

shaking technique is used when creating cocktails with juices, dairy or sweeteners. the technique chills and combines all ingredients into one. egg whites or dairy can create a frothy texture

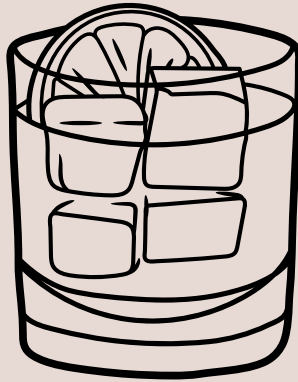


popular shaken cocktails:

daiquiri margarita cosmopolitan gimlet



icon to indicate a
stirred cocktail
recipe



stirred

stirring minimizes the amount of dilution.
stirred cocktails are composed mostly of spirits,
modifiers, or bitters



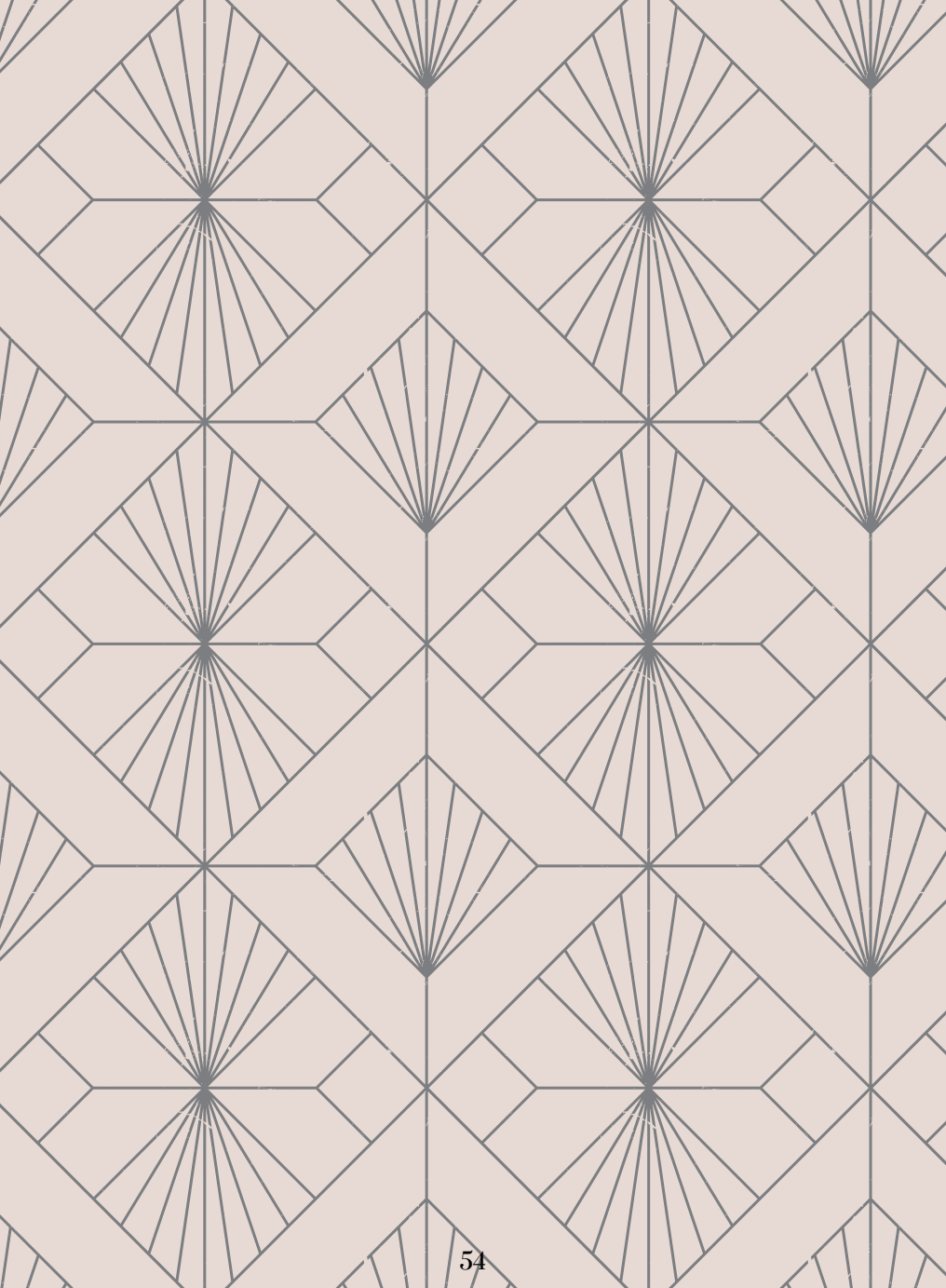
popular stirred cocktails:

martini negroni old-fashioned rob roy





*cocktail
recipes*



tequila



non-alcoholic tequila alternative



tommy's margarita

ingredients

non-alcoholic option

2 oz Ritual Zero Proof Tequila Alternative
1 oz lime juice, freshly squeezed
.5 oz agave nectar

- blanco tequila
- lime juice, freshly squeezed
- agave nectar

lower alcohol option

1 oz blanco tequila
1 oz lime juice, freshly squeezed
.5 oz agave nectar

glass
+
garnish

classic version

1.5 oz blanco tequila
1 oz lime juice, freshly squeezed
1 oz agave nectar

- rocks glass
- lime wedge

directions:

Add all ingredients into shaker with ice and shake until cold. pour through strainer into rocks glass filled with ice

method





paloma

non-alcoholic option

2 oz Ritual Zero Proof Tequila Alternative
3 oz grapefruit juice
.25 oz lime juice

lower alcohol option

1 oz blanco tequila
3 oz grapefruit juice
.25 oz lime juice

classic version

1.5 oz blanco tequila
3 oz grapefruit juice
.25 oz lime juice

directions:

Add all ingredients into shaker with ice and shake until cold. pour through strainer into rocks glass filled with ice and top with grapefruit soda.

ingredients

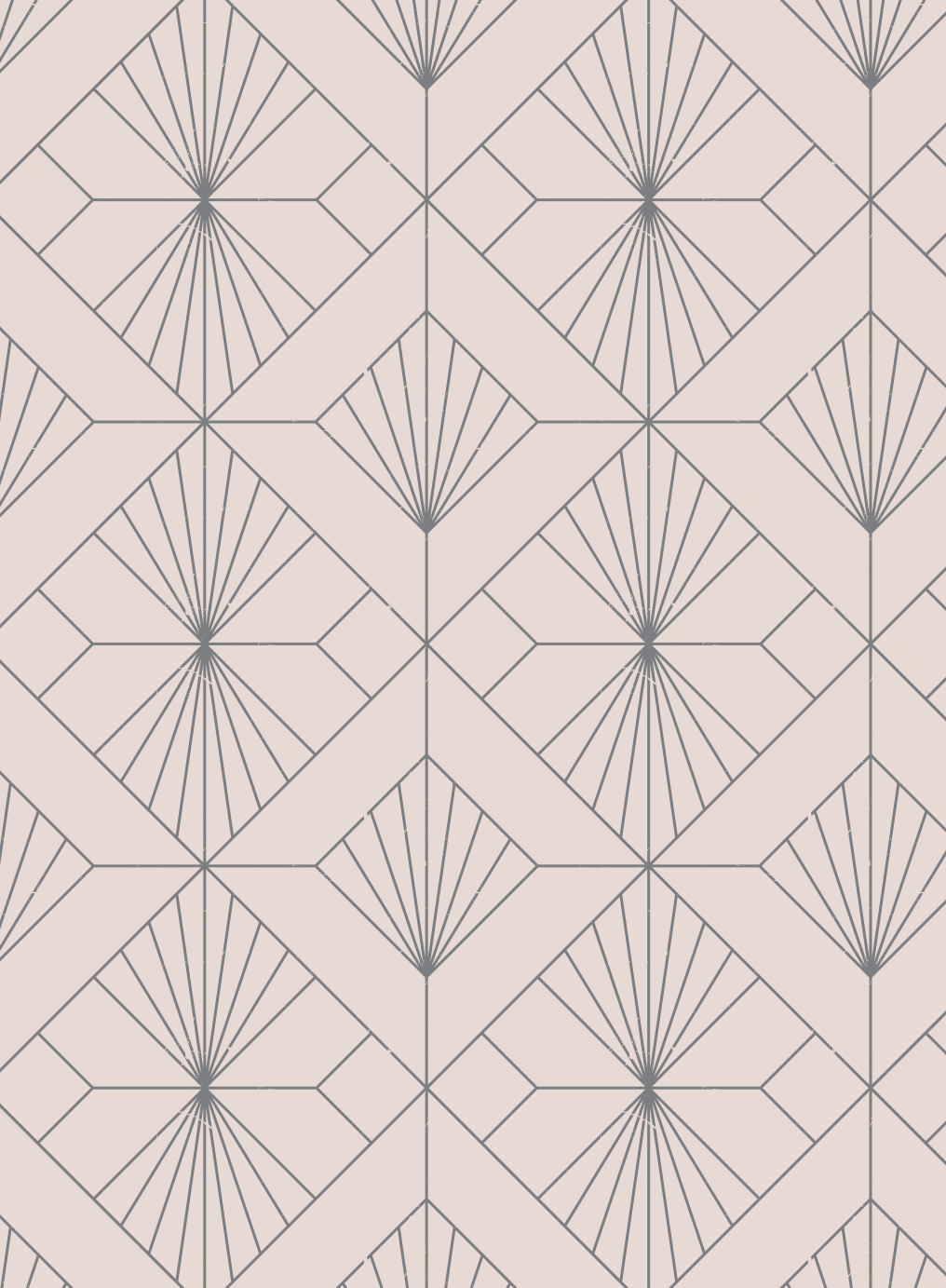
- blanco tequila
- lime juice, freshly squeezed
- grapefruit juice
- grapefruit soda

glass
+
garnish

- highball glass
- lime wedge or grapefruit wedge

method







mezcal



smoky blood orange

ingredients

- mezcal
- lime juice, freshly squeezed
- blood orange juice
- simple syrup
- 2 serrano slices
- tajin

lower alcoholic option

- 1 oz mezcal
- 1 oz blood orange juice
- 1 oz lime juice, freshly squeezed
- .5 oz simple syrup
- 2 serrano slices

classic version

- 1.5 oz mezcal
- .75 oz blood orange juice
- .5 oz lime juice, freshly squeezed
- .5 oz simple syrup
- 2 serrano slices

directions:

wet 1/2 rim of glass with lime wheel or wedge, then dip into salt mixture.

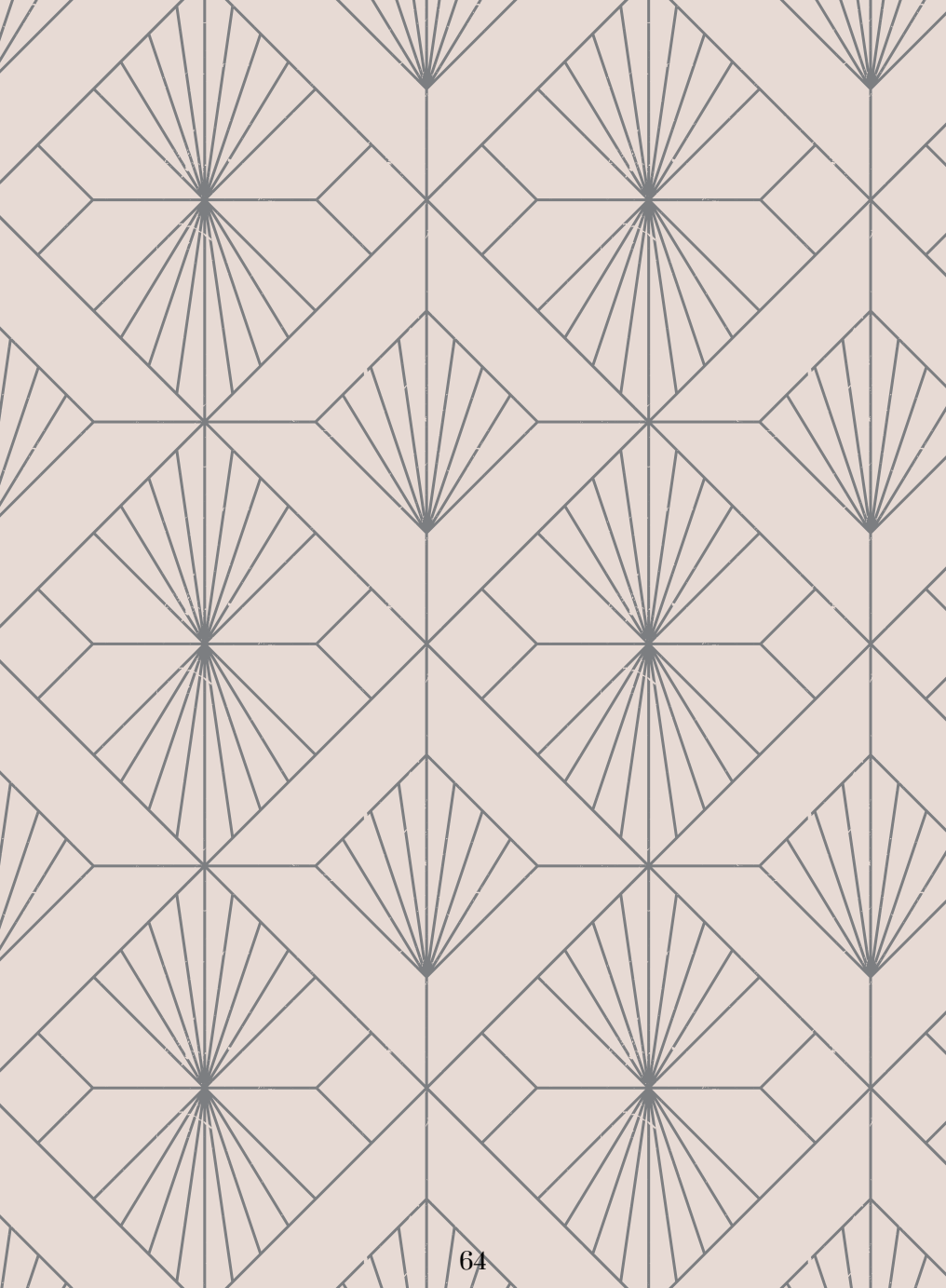
combine all ingredients into tin shaker and muddle serrano. add ice, shake vigorously and fine strain into rimmed rocks glass. add fresh ice and garnish

glass
+
garnish

- rocks glass
- blood orange wheel

method





vodka





moscow mule

ingredients

non-alcoholic option

1.5 oz club soda
4 oz ginger beer
3 lime wedges

lower alcohol option

.75 oz vodka
4 oz ginger beer
3 lime wedges

classic version

1.5 oz vodka
4 oz ginger beer
3 lime wedges

directions:

fill mug with ice. add vodka, ginger beer, and juice of two lime wedges. stir to combine and garnish with a lime wedge

- vodka
- ginger beer
- lime wedges

glass
+
garnish

- copper mug
or rocks glass
- lime wedge

method





espresso martini

ingredients

- vodka
- coffee liqueur
- espresso/cold brew
- simple syrup
- coffee beans

lower alcohol option

.5 oz vodka
1 oz coffee liqueur
1 oz cold espresso or cold brew
.5 oz simple syrup

classic version

1.5 oz vodka
1 oz coffee liqueur
1 oz cold espresso or cold brew
.5 oz simple syrup

glass
+
garnish

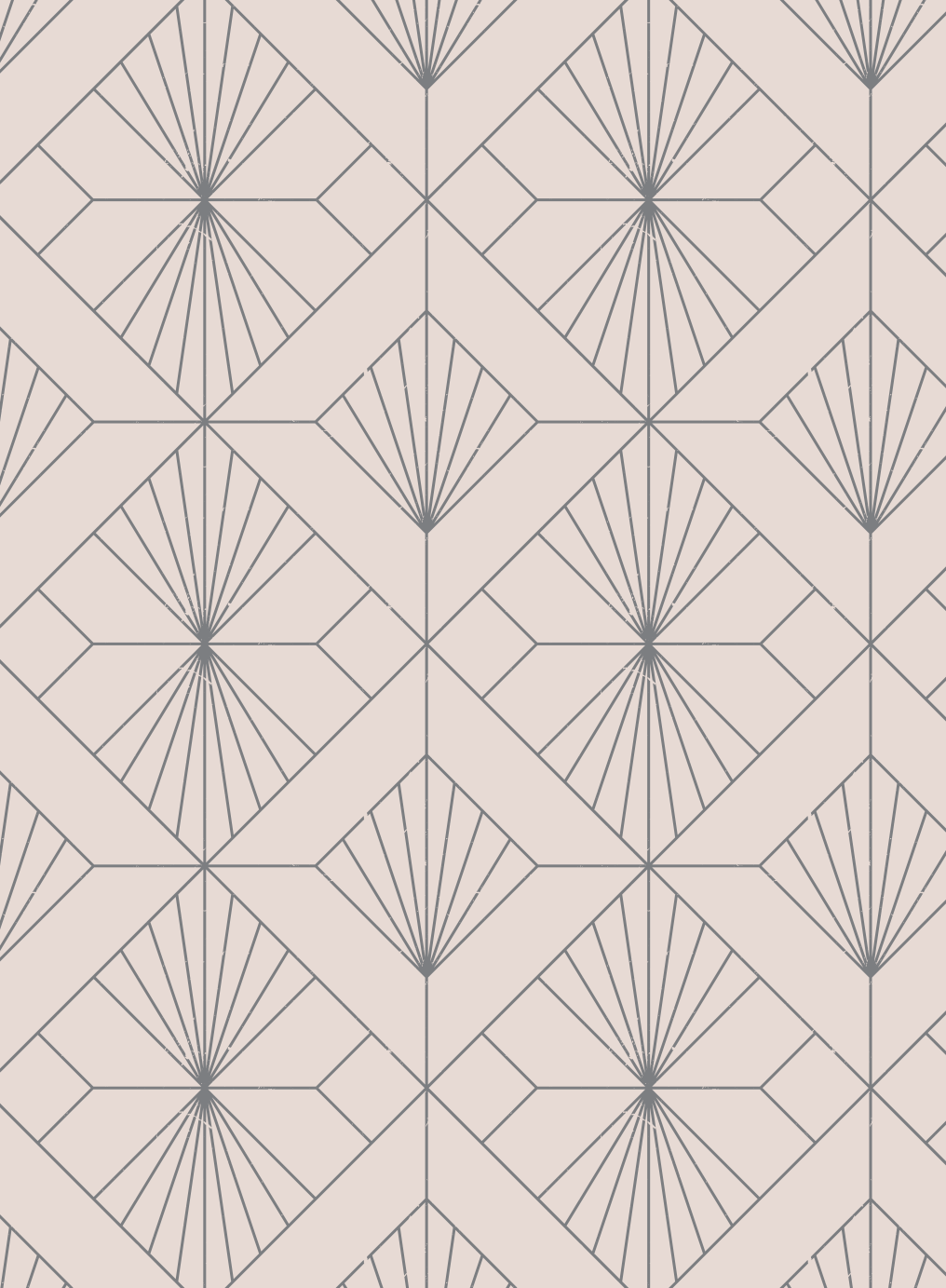
- coupe/martini glass
- 3 espresso beans

directions:

add all ingredients into shaker with ice and shake until cold. pour through strainer into coupe or martini glass filled with ice

method







Tanqueray
LONDON DRY GIN
 ESTD 1830
 SIGNATURE RECIPE
 FOUR PERFECTLY BALANCED INGREDIENTS
 PRODUCED & BOTTLED IN GREAT BRITAIN
 Charles Tanqueray & Co
 LONDON 750 ml, 47.3% alc./vol.

AVIATION
 AMERICAN GIN
 BATCH DISTILLED
 WITH AN ADVENTUROUS BLEND OF
 SPICES FROM AROUND THE WORLD
 40% ALC VOL 0902 750 ML 84 PROOF

Tanqueray No. Ten

RITUAL ZERO PROOF
 GIN ALTERNATIVE

gin



non-alcoholic gin alternative



tom collins

ingredients

non-alcoholic option

1.5 oz Ritual Zero Proof Gin Alternative
1 oz lemon juice
.5 oz simple syrup
top with soda

lower alcohol option

.75 oz gin
1 oz lemon juice
.5 oz simple syrup
top with soda

classic version

1.5 oz gin
1 oz lemon juice
.5 oz simple syrup
top with soda

directions:

fill highball glass with ice, pour gin and lemon juice and stir. top with soda

- gin
- lemon juice
- soda
- lemon

glass
+
garnish

- highball
- lemon wheel

method





negroni

lower alcohol option

1.25 oz Ritual Zero Proof Gin Alternative

.75 oz Italian aperitif bitters

.75 oz sweet vermouth

classic version

1 oz gin

1 oz Italian aperitif bitters

1 oz sweet vermouth

directions:

place large ice cubes in rocks glass and combine all ingredients. stir and garnish.

ingredients

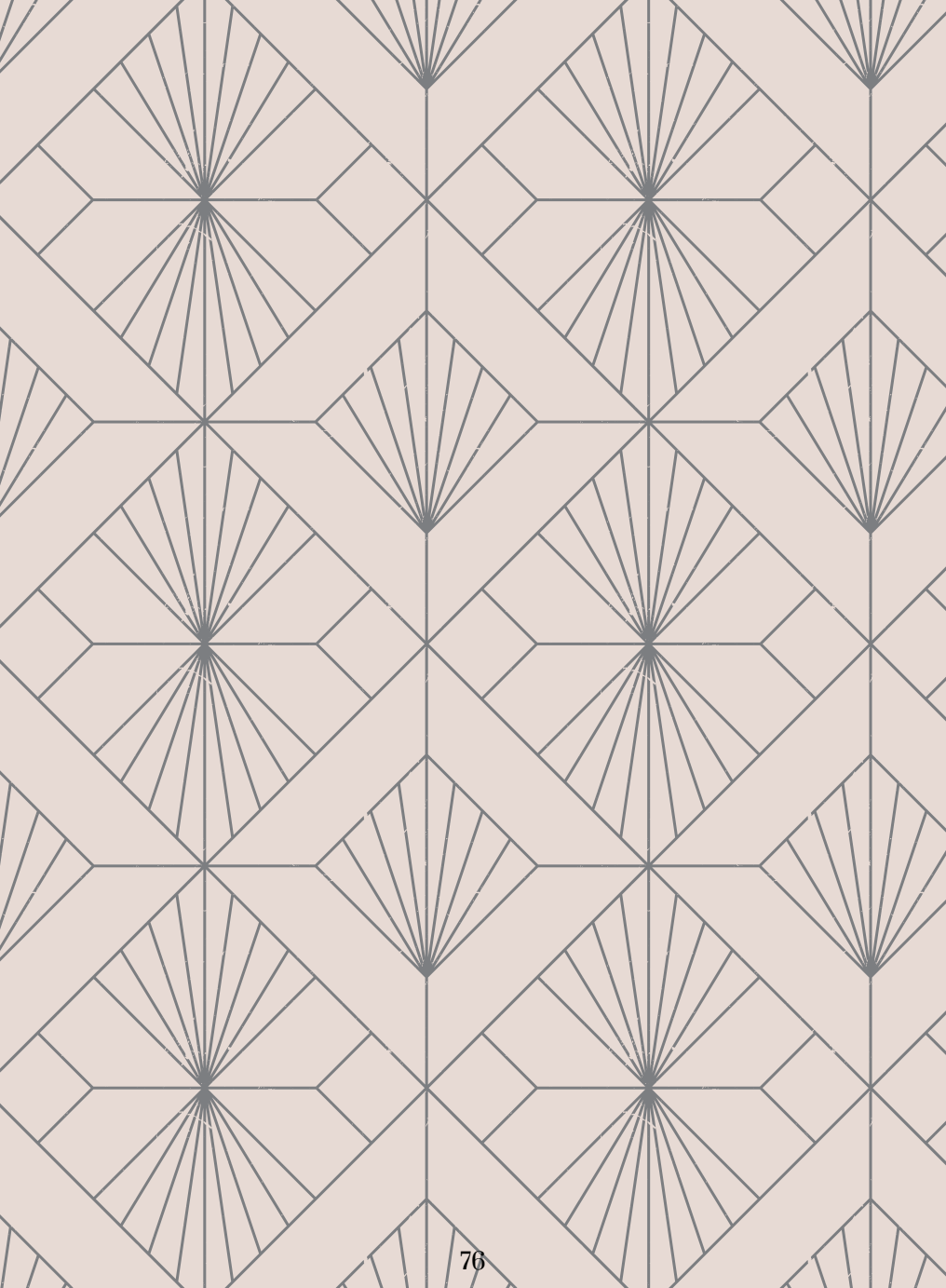
- gin
- Italian aperitif bitters
- sweet vermouth
- orange twist

glass + garnish

- rocks
- orange twist

method







non alcoholic
rum alternative

rum



Ron
Zacapa

SISTEMA
No. 2
SOLE



SOLERA
GRAN RESERVA
FROM VIRGIN SUGAR
AT A HIGH ALTITUDE IN

40% Alc / Vol. | RUM

daiquiri

ingredients

- rum
- lime juice
- simple syrup
- lime

non-alcoholic option

2 oz Ritual Zero Proof Rum Alternative
1 oz lime juice
.75 oz simple syrup

lower alcohol option

1 oz rum
.75 oz lime juice
.75 oz simple syrup

classic version

2 oz rum
1 oz lime juice
.75 oz simple syrup

directions:

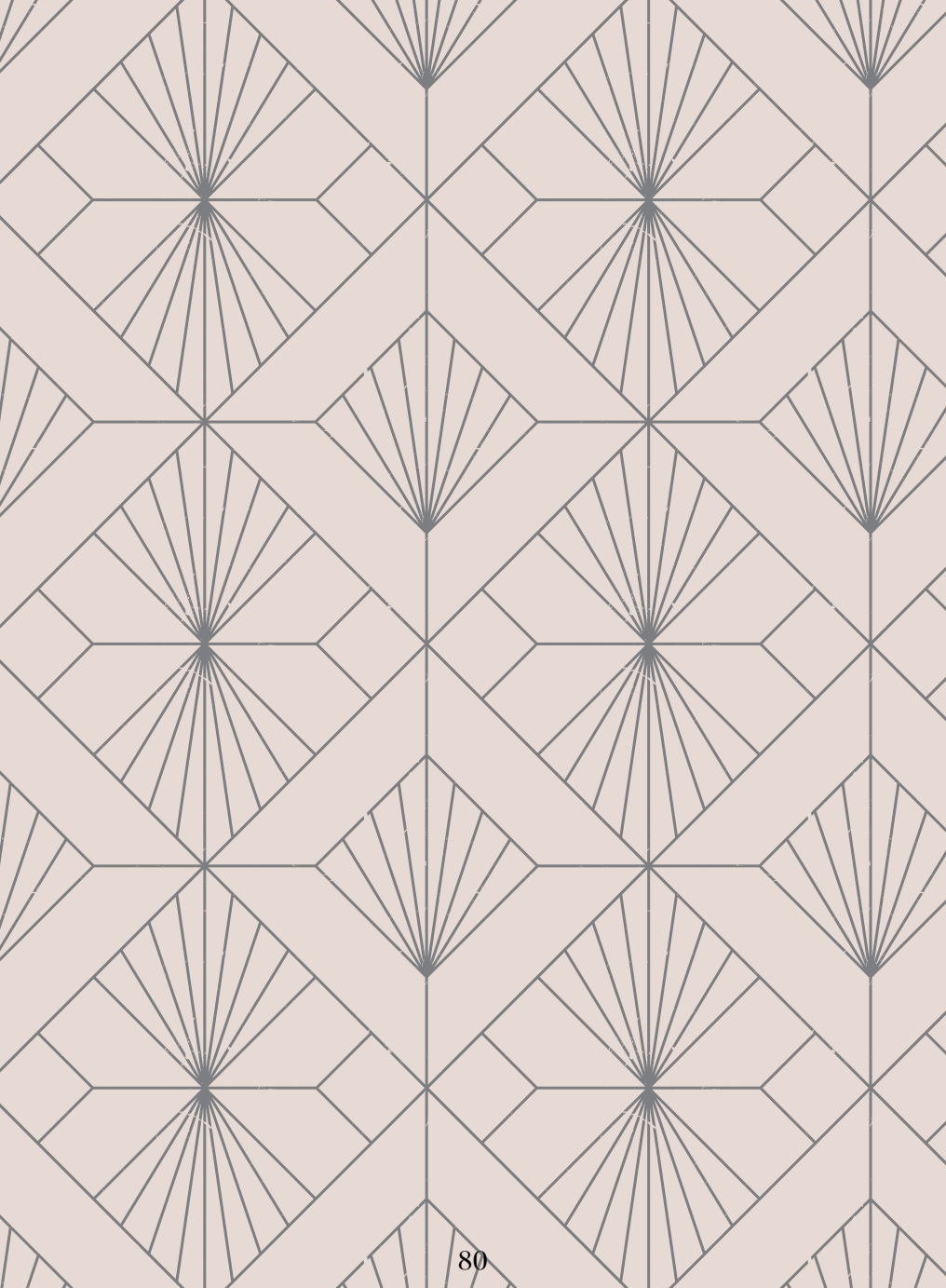
add ingredients to shaker with ice and shake until mixed. strain into chilled coupe glass and garnish

glass
+
garnish

- coupe
- lime wheel

method





non-alcoholic whiskey
alternative



whiskey



manhattan

lower alcohol option

1.5 oz Seedlip Garden 108

1.5 oz sweet vermouth

3 dashes bitters

classic version

1.5 oz Bulleit Bourbon or Rye

1 oz sweet vermouth

5 dash bitters

directions:

add all ingredients into a mixing glass. add ice and stir for about 15 to 20 seconds. strain into a coupe glass and garnish

ingredients

- bourbon/rye
- sweet vermouth
- bitters

glass + garnish

- coupe glass
- brandied cherry





old fashioned

ingredients

- whiskey
(traditionally bourbon)
- aromatic bitters
- orange bitters
- simple syrup
- orange peel

lower alcohol option

2 oz Ritual Zero Proof Whiskey Alternative
.25 oz simple syrup
3 dashes aromatic bitters
3 dashes of orange bitters

classic version

1.5 oz whiskey
.25 oz simple syrup
3 dashes aromatic bitters
3 dashes of orange bitters

glass
+
garnish

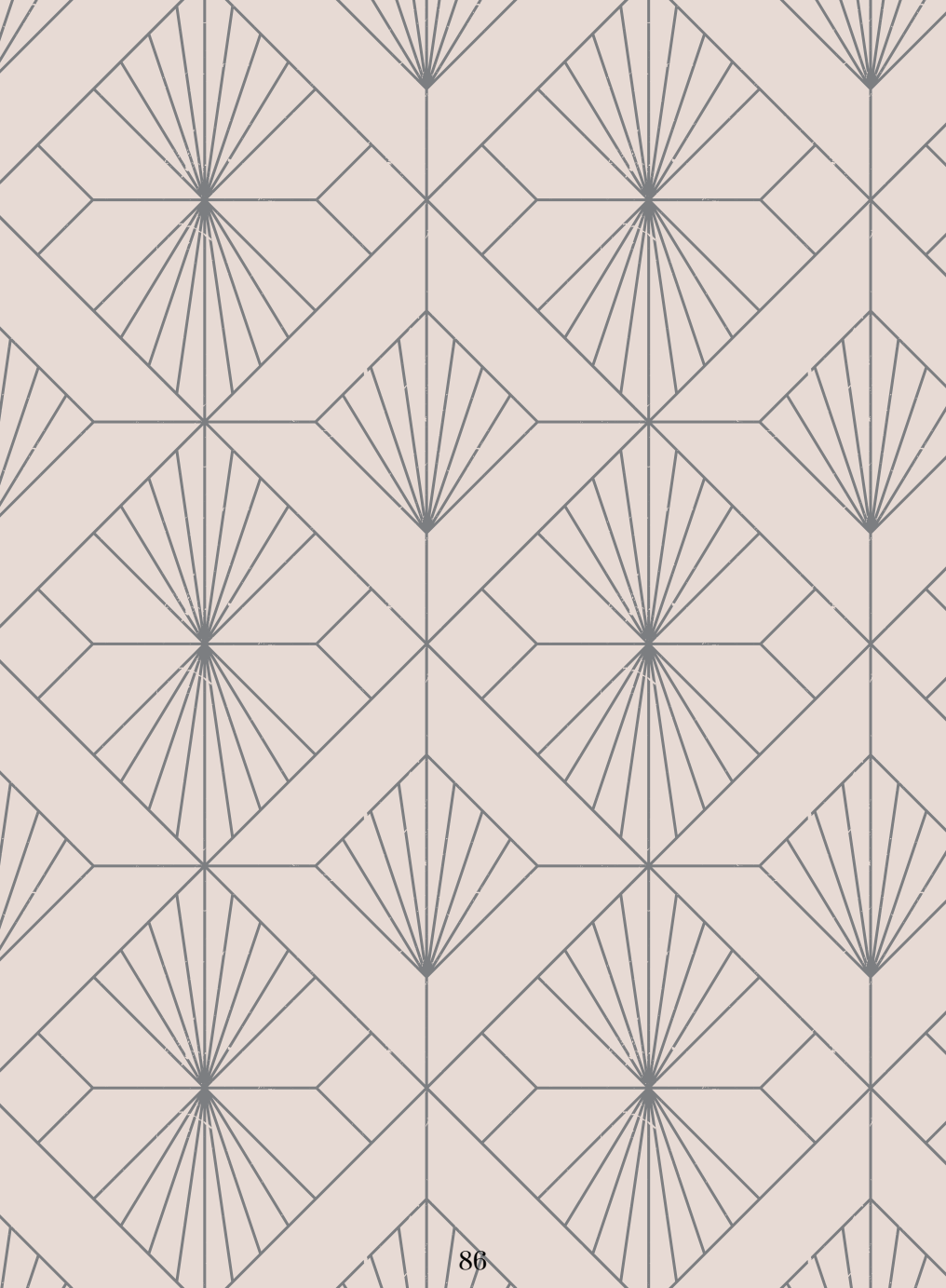
- rocks
- orange peel

directions:

add simple syrup and bitters to cocktail stirring glass. add ice cubes and base spirit. stir. strain into rocks glass over fresh ice. express oil of orange peel over glass and insert.

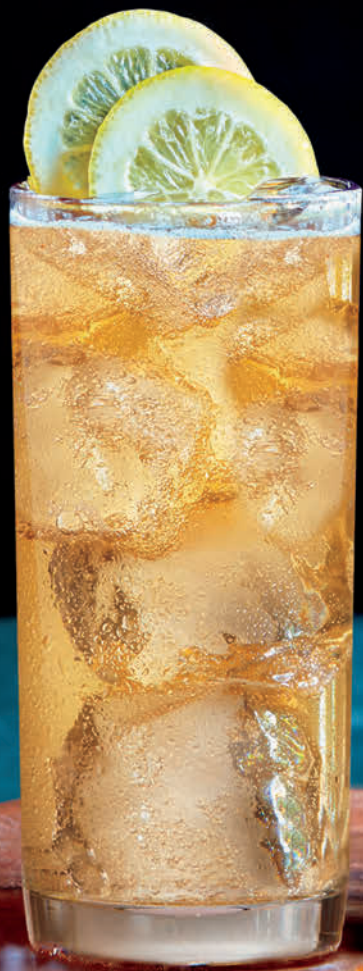
method







blended
scotch whisky



whisky highball

ingredients

non-alcoholic option

2 oz your favorite Seedlip variant
4 oz soda/ginger beer or ginger ale
squeeze of lemon

- blended
Scotch whisky
- lemon
- soda/ ginger
beer or ginger
ale

lower alcohol option

.75 oz Scotch whisky
4 oz soda/ginger beer or ginger ale
squeeze of lemon

glass
+
garnish

classic version

1.5 oz Scotch whisky
4 oz soda/ginger beer or ginger ale
squeeze of lemon

- highball
- lemon wedge

directions:

fill glass with ice, pour whisky and top with choice of fizz, squeeze of lemon, stir

method





penicillin

lower alcohol option

1 oz blended Scotch whisky

1 oz lemon juice

.5 oz ginger syrup

.5 oz honey syrup

classic version

1.5 oz blended Scotch whisky

1 oz lemon juice

.5 oz ginger syrup

.5 oz honey syrup

directions:

add ingredients to shaker with ice and shake until mixed. strain into chilled rocks glass and garnish with candied ginger and float with a bar spoon of islay-region scotch

ingredients

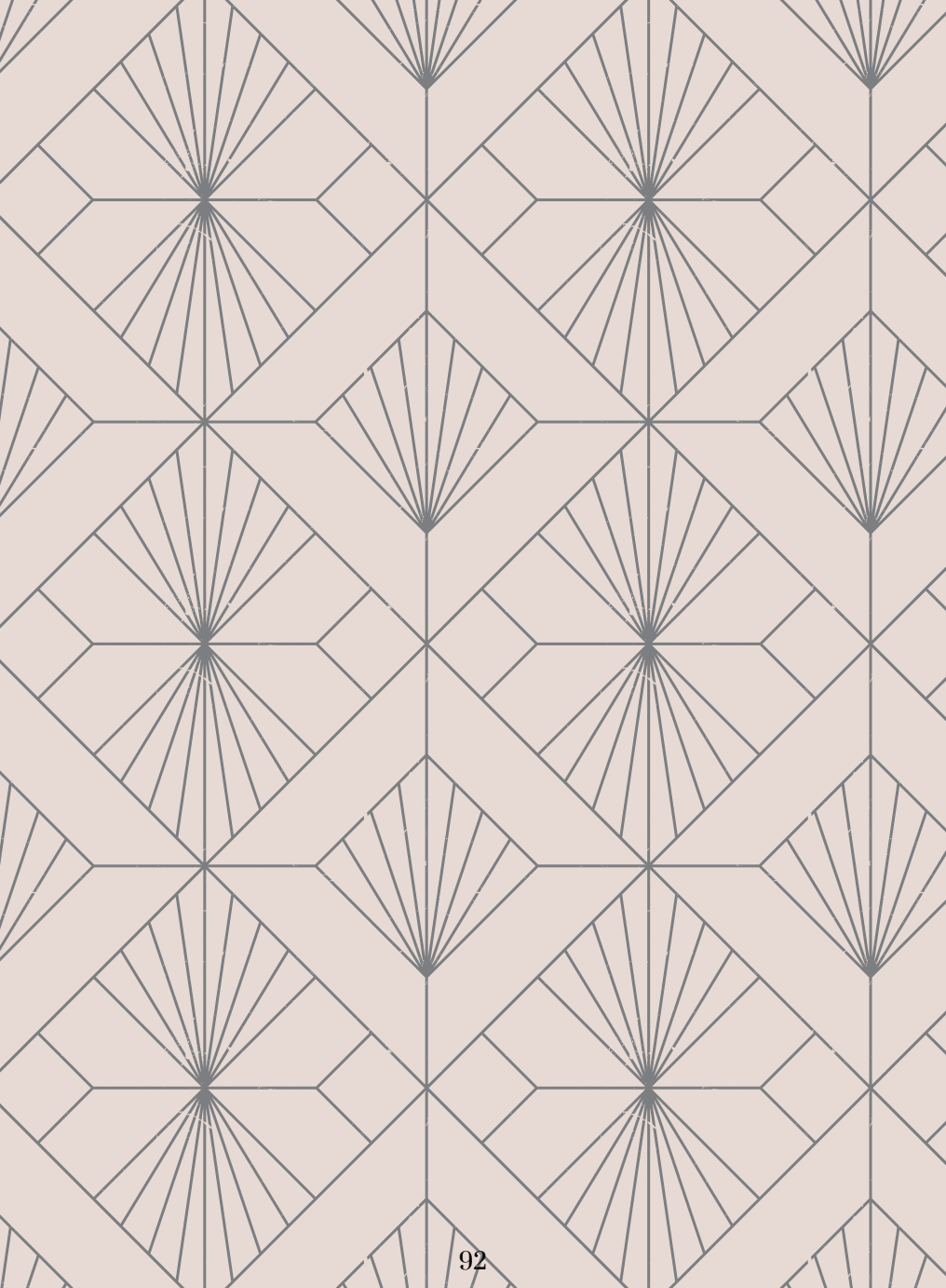
- blended Scotch whisky
- lemon juice
- ginger syrup
- honey syrup

glass
+
garnish

- rocks glass
- candied ginger
- floater of Islay-region Scotch

method







*single malt
scotch whiskies*



berry scotch sour

ingredients

- Scotch whisky
- lemon juice
- berries
- simple syrup
- egg white (optional)

lower alcohol option

1 oz Scotch whisky
.75 oz lemon juice
.75 oz simple syrup
1 egg white (optional)

classic version

1.5 oz Scotch whisky
.75 oz lemon juice
.75 oz simple syrup
2 whole berries of choice
1 egg white (optional)

directions:

if using egg white, dry shake vigorously until frothy before following steps below

muddle berries, add Scotch whisky, lemon juice, and syrup into shaker with ice. shake until chilled. fine strain into glass and garnish

glass
+
garnish

- coupe/rocks
- berry of choice

method





hot toddy

ingredients

non-alcoholic option

- 1.5 oz Seedlip Spice 94
- .25 oz of honey syrup
- .25 oz of freshly squeezed lemon juice
- 3 oz of hot water

- Scotch whisky
- lemon juice
- simple syrup
- egg white (optional)

lower alcohol option

- 1 oz Scotch whisky
- .25 oz honey or honey syrup
- .25 oz freshly squeezed lemon juice
- 3.5 oz of hot water

classic version

- 1.5 oz Scotch whisky
- .25 oz honey or honey syrup
- .25 oz freshly squeezed lemon juice
- 3 oz of hot water

directions:

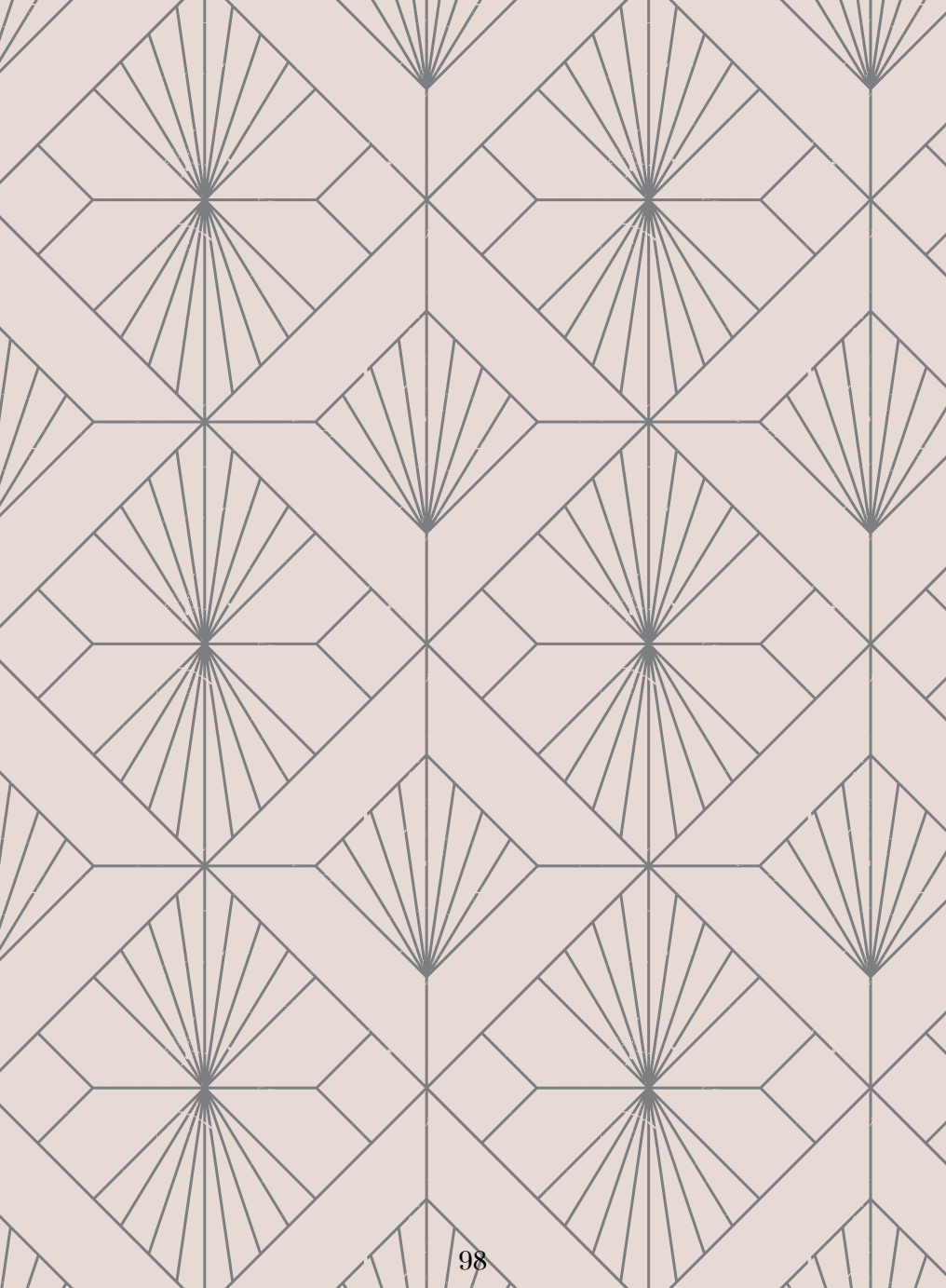
build in a glass, add all ingredients and top with hot water
garnish with cinnamon and lemon slice or wheel

glass
+
garnish

- rocks
- lemon wedge

method

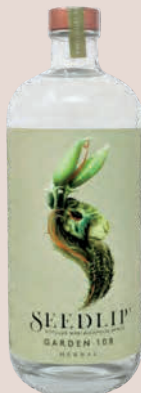




other portfolio stars



non-alcoholic





black velvet

ingredients

- Guinness
- prosecco

non-alcoholic option

half a champagne flute of Guinness 0
2 oz club soda

classic version

half a champagne flute of Guinness
2 oz prosecco

glass
+
garnish

- champagne
flute

directions:

pour 2oz of prosecco into champagne flute,
top with Guinness

method





Baileys iced coffee

ingredients

- Baileys
- coffee
- chocolate sprinkles

lower alcohol option

1 oz Baileys Original Irish Cream
5 oz coffee

classic version

1.5 oz Baileys Original Irish Cream
4 oz coffee

glass + garnish

- your favorite glass to drink coffee
- chocolate sprinkles

directions:

add ice into your preferred glass and pour in 4 oz of coffee. add 1.5 oz of Baileys and stir to chill. garnish with chocolate sprinkles

method

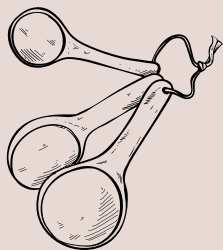


conversions for your convenience



unit	ounces	milliliters (rounded)	you may use
1/4 oz	1/4 oz	7.39 ml	7.5 ml
1/2 oz	1/2 oz	14.79 ml	15 ml
3/4 oz	3/4 oz	22.18 ml	22.5 ml
1 oz	1 oz	29.57 ml	30 ml
1 1/4 oz	1 1/4 oz	36.97 ml	37.5 ml
1 1/2 oz	1 1/2 oz	44.36 ml	45 ml
1 3/4 oz	1 3/4 oz	51.75 ml	52.5 ml
2 oz	2 oz	59.15 ml	60 ml

unit	ounces	milliliters (rounded)	you may use
dash	1/32 oz	0.92 ml	1 ml
teaspoon (tsp)	1/8 oz	3.7 ml	3.75 ml
tablespoon (Tbsp)	3/8 oz	11.09 ml	11.25 ml
pony	1 oz	29.57 ml	30 ml
jigger	1 1/2 oz	44.36 ml	45 ml
Cup	8 oz	236.59 ml	240 ml
US pint (pt)	16 oz	473.18 ml	480 ml
US quart (qt)	32 oz	946.35 ml	960 ml
US gallon (gal)	128 oz	3,785.41 ml	3.84 L

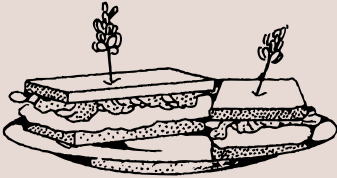






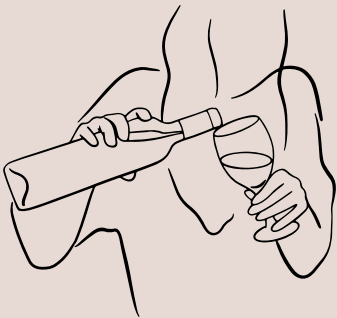
*the good
host guide*

hosting



always provide plenty of
food options

serve plenty of water and have
non-alcoholic options available

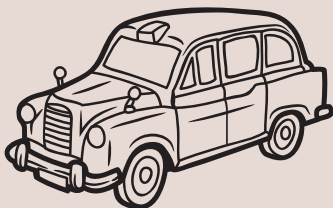
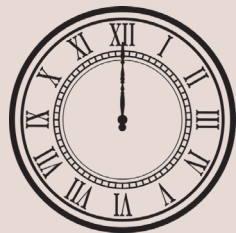


avoid topping off drinks. It makes
it difficult to keep track of how
many standard drinks a guest
has had*

*remember that in the US a standard drink is defined as a 5 fl oz glass of wine (12% ABV), a 12 fl oz glass of beer (5 % abv), or a 1.5 fl oz pour of spirits (40% ABV)

tips

remember that it takes, on average, about 1 hour for the liver to process one standard drink



help guests plan ahead to get home safely by either appointing a designated driver or taking a ride share/cab home

make sure you have plenty of activities that don't revolve around drinking



scan here to take the
DRINKiQ quiz.

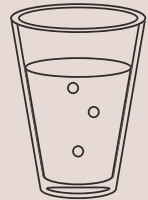
Why not challenge your guests and see who can bust the most myths about alcohol?

more



find new life for leftover ingredients by using them to infuse water, spirits, or syrups

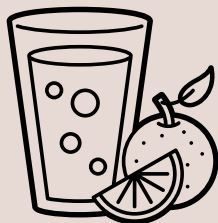
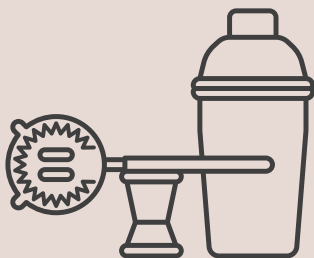
assign your guests a glass for the evening and avoid using single-use plastic, including straws



introduce guests to one another who may not know each other and keep an eye out for anyone who may feel left out

tips

if guests will be serving themselves, have a jigger available for measurement to help them keep track of their standard drink consumption



respect guests' decisions not to drink without judgement and point them to other available options





as a host, be sure to follow your own advice!

MUSIC




suggested genres and playlists

bar deco art deco 

 smooth jazz

cocktail jazz 

 french jazz cafe

dinner with friends 

 cocktail lounge

this is cocktail 

01:30

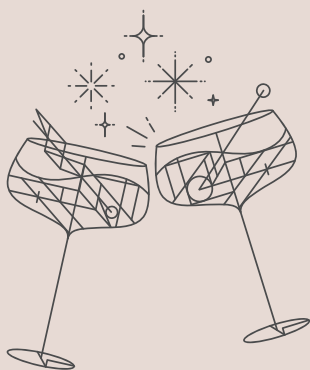
04:03



our wish



may your cocktails always be chilled,
and your celebrations last a lifetime

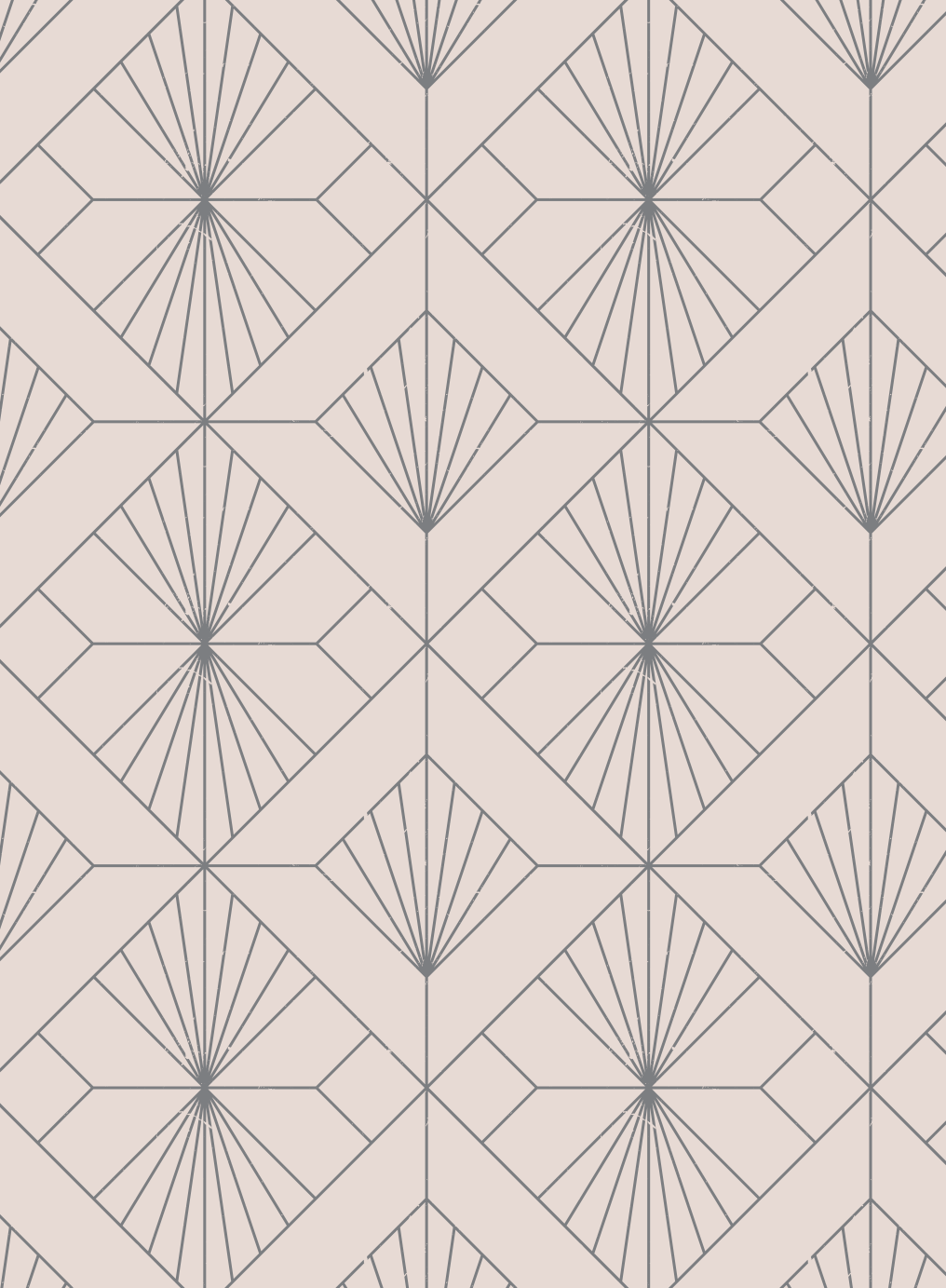


find your *buena gente*
create the *buen ambiente*
celebrate life.
every day.
everywhere.

whenever and wherever you
choose to celebrate,
serve & sip responsibly



fin.



to find out more about our
Society 2030: Spirit of Progress
ESG goals, scan here:



DIAGEO

cheers!

