



the
**SNOW
GLOBE**

INNOVATIVE MIXIOLOGY | CATIE AWARDS 2020



SYNOPSIS

"Do you want to build a snowman?" A cocktail experience crafted to evoke childlike wonder and create a warm and festive welcome, the Snow Globe was a delicious blend of whimsical presentation, interactive elements, and a creative collection of flavors.

This cocktail was a winter delight.

CONCEPT

"HOW HE CAME TO LIFE ONE DAY"...

The Snow Globe cocktail was a playful and simply fun idea come to life created for a loyal corporate client who in addition to their annual holiday party were also celebrating a large deal they had just signed. When we got the phone call from our client (pictured on the right), she excitedly shared their company news and told us two things. The first; "we want to go all out this year" and when we asked what she envisioned she simply said "you decide, have fun." What caterer doesn't love that?! And so, off we went. Development started immediately. With a crisp white winter wonderland design emerging, we narrowed in on creating a craft cocktail that would welcome guests to their dining tables as well as provide an interactive and down right festive experience.

We aimed to create a cocktail that allowed guests to "play in the snow" once again, by building their own snow globe complete with Frosty himself...except it was just a little different this time.





ORIGINALITY

Each facet of this cocktail was uniquely designed for our client. With no limitations provided to us, we used the combined efforts of our design and beverage teams to deliver a completely customized experience.

Curating an experience that our client and her coworkers would cherish for years to come, we used innovation in technique, ingredients, and presentation to deliver an unforgettable moment. A slight bend on the traditional aspects of a holiday cocktail and a very themed visual experience led to a finished product that brought literal joy to our client.

UNIQUENESS IN SERVICE STYLE & PRESENTATION

Without question we aimed to go over board with the presentation value of this cocktail experience. From the outset our goal was to deliver a visual "wow" just as much as we wanted to create a delicious cocktail. Working with our design team we found ourselves building tiny snowmen on bamboo picks that would then be frozen in coconut water to provide the base to what would become the snow globe cocktail experience. Using coconut flakes and luster dust we were able to create a hidden effect that guests would discover as they poured their cocktail into the glass.

Positioned at each place setting was a glass cruet filled with our delicious cocktail creation along with the collins glass filled with our snow globe presentation. As each guest took their seat they were instructed to pour the cocktail in to the glass which created the "flurry" surprise. You would have thought the room was full of children on Christmas morning. What a delight it was to see guests laughing and enjoying this fun and festive experience.





PRODUCTION

The production of this cocktail was a detailed and layered process. The first of several steps was to freeze the first layer of coconut water in the glassware. As that component was freezing, tiny snowmen were created on bamboo picks for placement in the "snow." Along with a sprig of rosemary each snowman was carefully placed in the coconut water with a small amount of the water being added to cover the area we pressed these components in to. The glasses were then stuck back in the freezer overnight. Both the rimmer and the coconut flake snow with luster dust were added prior to service.

The cocktail was batched completely prior to service and chilled in the back of house. Just before guests were seated both the cruets and the glasses were positioned at the place settings.

The obvious challenge with this cocktail was the timing of service given the necessity for the base to remain frozen. The venue we were working within has a freezer onsite which allowed us to ensure the glasses stayed frozen until just prior to service. Once the glasses were removed from the freezer we had a limited amount of time before the presentation value was lost. Snowmen falling over in the snow is just not as cute as them standing up waiting to be surrounded by a delicious cocktail. We were able to avoid any trouble by ensuring our timing was tight for service.

The second challenge was ensuring the presentation did not diminish the quality of the drink itself. This brought to the development stages trial and error of balancing the flavors of ingredients used in both the glassware and in the cocktail. After a few attempts (who doesn't like a cocktail tasting during the work day?!) we were able to balance flavors and ensure a quality experience from start to finish.

CHALLENGES

**"WHEN THE
TEMPERATURE GOES UP,
I START TO MELT! AND
WHEN I START TO MELT,
I GET ALL WISHY-
WASHY."**

RECIPE

6 oz Coconut Water
3 Mini Marshmallows,
2 Whole Clove
1 Mini Hershey Kiss,
3" Twizzler
1 Rosemary Sprig
1 oz Nolet Gin
2 oz White Cranberry Juice
1 oz Elderflower Tonic
1 oz Citric Acid Simple Syrup
1 oz Distilled Water
5 Sprays of Pearl Luster Dust

Rimmer
3:1 Simple Syrup
Toasted Coconut Flakes

Method:

Place coconut water in 15oz collins and freeze overnight.

Batch cocktail and place in one side of double lobed cruet.
Chill until service.



Thank
YOU

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