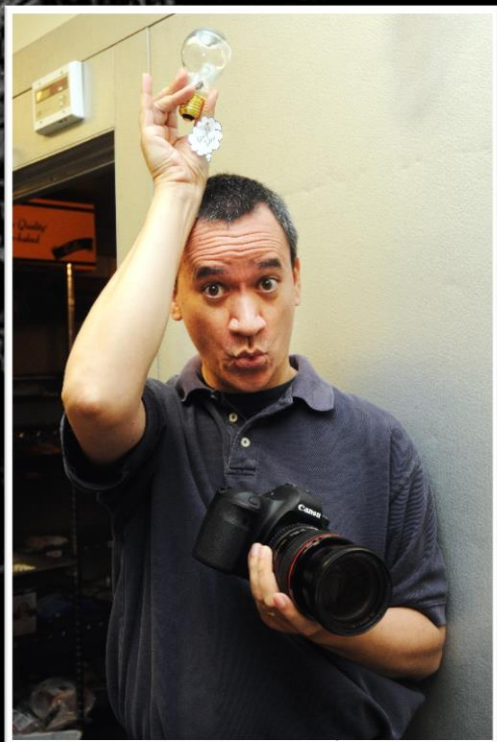




Innovative Mixology





SYNOPSIS

Brainstorming new ideas requires brain food, or in this case, a brain beverage. Stimulating brain foods were used to create the event's first impression. Served in a working light bulb, the "Bright Idea" illuminated the thought provoking evening and sparked inspiration for everyone.

DESCRIPTION

Concept

The purpose of this event was to introduce new ideas to a group of experienced industry professionals and get feedback on those ideas in a fun and festive atmosphere. The attendees were encouraged to relax and enjoy the event while giving honest feedback. The concept was that upon arrival, the guests would be offered a drink designed to loosen them up and sharpen their minds. The alcohol, of course, would not help this in the least, but we chose form over function.

We began by researching ingredients that would stimulate cognitive function. In our research we discovered many items, but we decided to focus on the following three: Ginger to boost energy along with alertness, Blueberries to help improve memory and Curry to help overall brain health. The next step was determining which alcohol to use as the base of the cocktail. After discussing many options, the team narrowed our choices down to Bourbon, Vodka and Moonshine. All of the choices had great attributes, but the determining factor came



down to novelty. Moonshine! It was trending and we had never used it in a libation before. So we decided to capitalize on the popularity of moonshine. We started by infusing the moonshine with blueberries. Adding fresh Blueberries to the Moonshine we allowed them to soak in the refrigerator for 4 days. When it came time to make the cocktail we strained the Blueberries from the Moonshine and added our homemade Ginger Ale. Taste testing revealed that these ingredients alone were quite sweet, and with the addition of the Curry powder it perfectly counteracted the sweetness of the mixture.

Originality

Originality can be found in both the cocktail and the presentation of the cocktail. The drink itself was conceived with brain food in mind, incorporating ingredients that chemically stimulate the mind. The cocktail was served in a glass shaped like a light bulb accented with a working light and pull chain. Combined together we created the “Bright Idea”.



Uniqueness of Service and Presentation

Bright ideas are signified with light bulbs turning on over our heads. We found the cutest light bulb glasses to serve the drink in but we wanted to go one step further and actually have a light in the light bulb. We found water proof battery powered lights originally designed to be in balloons. We suspended them in the light bulb glasses with fishing line. The final piece was the tag. We secured an "idea bubble" to the neck of the bulb with a lamp chain with the name of the drink printed on it.



Production

The drink was pre mixed in a pitcher with all ingredients. To keep the integrity of the drink we chilled the drink as quickly as possible and strained the ice as soon as we could to keep the drink from getting too watered down. We made notes that ideally we should not use ice in the future, but rather mix the drink the day before so we could chill it overnight. After the mix was chilled it was poured into the light bulbs and the LED light was turned on. Once the cap was secure we shook the bulb to give a final mix to the spice in the drink.

Challenges and Obstacles

With any drink the key to consistency is careful attention to ratios. Once the ratios are determined then the drink can easily be made for 2 people or 2,000. Each time we tested the mixture we made careful notes to keep track of which ratios created the most desirable results.

The light bulb proved to be a bit of an issue. If the string holding the light was too short the light would not submerge into the drink and we would not get the desired effect. If the string was too long the light would sink to the bottom of the bulb and lose any look of authenticity. The string we used was fishing wire which is difficult to tie into consistent knots. After much trial and error we did achieve the desired effect but agreed that this element of the drink would have to be redesigned for future events.

RECIPES

Bright Idea Ingredients:

- 1 part Blueberry infused Moonshine (instructions below)
- 2 parts Homemade Ginger Ale (recipe below)
- Dash of Ground Curry

Bright Idea Directions:

Combine all ingredients into a pitcher and mix thoroughly. Pour 3oz into each bulb.
Refrigerate until ready to serve.

Blueberry Infused Moonshine Directions:

Add 1 cup fresh blueberries to 1 liter of moonshine and let sit in refrigerator for a minimum of 4 days, the longer you can soak them, the better.

Ginger Ale Ingredients:

1 ½ cups sliced fresh ginger

1 ½ cups sugar

½ cup fresh lemon juice

1 ½ (1-liter) bottles club soda or plain seltzer, chilled

Ginger Ale Directions:

1. Combine ginger (don't bother to peel it), sugar, and ½ cups water in a medium saucepan and bring to a boil, stirring to dissolve sugar. Lower heat and simmer mixture about 15 minutes, or until it reaches the consistency of pancake syrup (you should have about 1 cup syrup).
2. Strain syrup and cool to room temperature. Stir in lemon juice.
3. Place 2 tablespoons syrup in each of 8-ounce glasses and fill three quarters full with club soda. Gently stir to blend. Add ice and more club soda or syrup if necessary.