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The Evolution of Mocktails

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Divine Elegance Catering & Special Events



What is a Mocktail?

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A mocktail is a non-alcoholic cocktail that is typically made by blending fruit juices, syrups, and other non-alcoholic ingredients. They are often served in the same glassware as cocktails and can be garnished with fruits, herbs, and spices to add flavor and visual appeal. Mocktails are a great option for people who want to enjoy a refreshing and flavorful drink without the effects of alcohol.



Everyone isn't a drinker!

“Traditionally, if you weren't drinking, options were limited to a soda water with lime or a sugary, childish looking 'mocktail,’” said Ben Branson, founder of Seedlip. “But now, you can create great-tasting, sophisticated and complex cocktails, without alcohol.”

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Elements of a good Mocktail!

Crafting a good mocktail requires some effort and consideration.
Here are some tips to help you create a delicious mocktail:



Use the classics as a foundation: Start with your favorite classic cocktail and explore twists on the flavor to elevate it without the alcohol. For example, you can make a non-alcoholic gin and tonic with fresh herbs to keep the garden flavor that gin often provides.



Balance is key: A good mocktail should be well-balanced in terms of sweetness, acidity, and bitterness. Avoid making a mocktail that is too sweet or too sour. Instead, aim for a balance of flavors that complement each other.



Presentation matters: People want to feel like they're treating themselves. Part of it is the ritual of watching it happen, being served something in a pretty glass with a nice garnish.



Experiment with flavors: Don't be afraid to experiment with different flavors and ingredients. You can use cocktail shrubs, herbal sugars like rosemary turbinado, or reductions (strawberry balsamic is a winner) to add flavor and sweetness.



Bubbles are an excellent start: Flavored seltzers, tonic water, or club soda make a good foundation. They add flavor and sweetness to your mocktail.



How can you upsell your Mocktail?



- Price it right: Start by pricing your mocktails at a reasonable price point, such as \$8-\$10, to attract customers. You can also run half-price happy hours to introduce people to your mocktail list and build traffic, transitioning to higher prices once the happy hour period ends
- Create mocktail specials: Consider creating mocktail specials that are unique and different from your regular mocktail menu. This can help to entice customers to try something new and increase sales
- Offer mocktail flights: Offering mocktail flights is a great way to allow customers to try multiple mocktails at once. This can help to increase sales and encourage customers to try new mocktails
- Promote mocktails on social media: Promoting your mocktails on social media can help to increase awareness and drive sales. Consider posting pictures of your mocktails on Instagram or Facebook and using relevant hashtags to reach a wider audience
- Train your staff: Make sure your staff is knowledgeable about your mocktail menu and can make recommendations to customers. This can help to increase sales and provide a better customer experience



Let's Get Mixing!



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