

DIY Cocktails

A Simple Guide to Creating Your Own Signature Drinks

By Marcia Simmons and Jonas Halpren

What's the story?

Sick of the same old rum n' cokes and vodka tonics? Got a liquor cabinet filled with a hodgepodge of bottles, but lacking inspiration? Mix it up and get creative with ***DIY Cocktails: A Simple Guide to Creating Your Own Signature Drinks*** (Adams Media, a division of F+W Media; April): using a simple system of basic ratios to learn how to mix new flavor combos, you can take whatever you have and build hundreds of infallible thirst-quenchers!

Developed by DrinkoftheWeek.com, ***DIY Cocktails*** is the only guide that teaches readers to create their own concoctions simply by flavor and measurements. So get mixing – and shaking, stirring, and rolling – and build your own delectable designer drinks using whatever you have at home; all you need is a good thirst, an active imagination, and ***DIY Cocktails!***

What does it mean for your audience?

From tropical blends to elegant sips, each chapter demonstrates the fundamental ratios through flagship cocktails we all know and love, and pairs them with an exciting universe of tastes that have made their way into the cocktail shaker - from pluots and pomegranate juice, to cayenne pepper and cardamom.

In ***DIY Cocktails***, if the ratio for a Manhattan is “2 parts strong; 1 part aromatic sour,” then use any of the ingredients that fall in those categories – whether it’s gin, tequila or vodka for the “strong,” or vermouth or amaro for your “sour” – as long as you adhere to the ratio of tastes, your cocktail will blend harmoniously!

Who are the authors?

Marcia Simmons is Contributing Editor of DrinkoftheWeek.com and editor-in-chief of Liqueur.com. Her pantry is always filled with bottles and jars of homemade infusions and liqueurs. She's been a professional writer for more than ten years and a professional drinker since 2008. Her personal blog is marciaisms.com.

Jonas Halpren is Founder and Publisher of DrinkoftheWeek.com. He started the site in 1999 to share his passion for creative drinks, knowledge of bartending, creative alternatives to boring cocktails, and to demystify the intimidating cocktail world for regular folk. .

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For more information, please contact Adri Cowan at (508) 427-6724 or
adri.cowan@fwmedia.com

<http://www.AdamsMedia.com>