

DIY Cocktails

Sick of the same old rum n' cokes and vodka tonics? Looking to recreate the sophisticated cocktail experience of an upscale bar in your home? Mix it up and get creative with **DIY Cocktails!**



DIY Cocktails by Marcia Simmons and Jonas Halpren gives you the knowledge you need to design drinks tailored to your tastes. Using a simple system of basic ratios, we help you:

- **Mix new flavor combinations** for the perfect new blend using the Flavor Profile Chart as a guide
- **Master advanced mixology techniques** from infusing liquors at home to creating custom-flavored syrups
- **Concoct seasonal drinks and garnishes** with fresh fruit and herbs

For the Media

Contact the authors for interviews and recipes with photos. Suggested topics include how to:

- Create cocktails for entertaining and special occasions, such as holidays and weddings
- Add flair to drinks at home by infusing spirits and making syrups, bitters and garnishes
- Use seasonal, local ingredients in cocktails
- Mix classic cocktails well
- Try restaurant and bar trends at home
- Pair cocktails and food
- Stock a home bar efficiently

For Brands, Bars & Independent Retailers

Ask about bulk sale rates and partnerships. In addition to signing books, the authors can:

- Create glossy, four-color custom inserts for the book featuring original recipes inspired by the ingredient and/or theme of your choosing, including a photo and your logo
- Design a "signature cocktail" and speak at your event
- Partner on events and promotional efforts

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