



ICONIC
COCKTAIL
CO.

THE SIMPLE METHOD TO DEMYSTIFY THE AT-HOME COCKTAIL.

This guide explains everything you need to know to demystify home bartending to make mouthwatering cocktails, all year long.

[ICONICCOCKTAIL.COM](https://www.iconiccocktail.com)

#JUSTADDSPIRIT



IT'S ALL ABOUT BALANCE

When it comes to crafting cocktails with Iconic Mixers, we like to keep this simple method in mind.

2oz of Spirit

1oz of Iconic Mixer

1/2oz of Tart

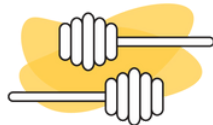
You can find this recipe on any bottle. It was inspired by the rhyme “**one of sour, two of sweet, three of strong, four of weak**” which is the foundation of a balanced cocktail. We broke this guide into similar pieces for you to better understand balancing a cocktail.

LET'S TALK ABOUT THAT RHYME



ONE OF SOUR

Citrus
Vinegar
Kombucha



TWO OF SWEET

Iconic Mixers
Simple Syrup
Agave Syrup



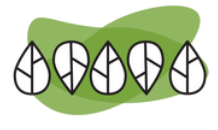
THREE OF STRONG

Spirit
Concentrated Tea
NA Spirit



FOUR OF WEAK

Sparkling Water
Flavored Water
Ice



AND SPICE

Bitters
Herbs
Salt

HOW TO USE THIS GUIDE

We've simplified this rhyme so you can make a great cocktail with Iconic Mixers, every single time. In this guide, **THE SPIRIT PART** breaks down the basics of spirits and what to look for. Next, **THE ICONIC PART** shows our recommended pairing for the entire collection of mixers and best practices to use them. Lastly, **THE TART PART** is really where you can be creative. Explore different juices, bitters, and liqueurs to make your cocktail truly Iconic.

THE SPIRIT PART

There is no way we can fit all the nuances of spirits on one page. If you have more questions, [click here to sign up for #MattFacts](#) to get more knowledge delivered right to your inbox!

LIGHT

VODKA

- Neutral-based grain spirit. Great platform for any mixed drink.

GIN

- Comes in a variety of styles for a more herbal, citrus, or floral spirit.

AGAVE

- Made from roasted piñas in Jalisco (**Tequila**) or regions in Mexico (**Mezcal**)

WHITE RUM

- Distilled from sugar cane. Naturally sweeter and takes on flavor well.

DARK

WHISKEY

- Grain or malted spirits aged in barrels
- All bourbons are whiskey. But not all whiskey are bourbons.
- **Scotch** is whiskey made in Scotland.

BOURBON

- Must be whiskey that has been barreled for at least 4 years before bottling

AGED

- Spirit can be 'aged' in barrels to add depth. Look for **Reposado** (rested) or **Añejo** (aged) in tequilas and mezcals
- **Dark Rum** mostly gets its color from different aging methods (or additives)

NON-ALCOHOLIC

NA SPIRITS

- Find emerging brands specializing in non-alcoholic spirits like **Seedlip** or **Lyre**

TEAS

- A strong tea makes for a great spirit alternative
- Try blends like **Mood Lifters** or **Relaxing Tea**

SIZE GUIDE

Based on 2oz. of spirit

HANDLE

- 59.2 ounces
- makes almost 30 drinks

LITER

- 33.8 ounces
- makes almost 17 drinks

750mL

- 25.4 ounces
- makes almost 13 drinks

TRAVEL

- 1.7 ounces
- makes about 1 drink

HOT TIPS FROM MATT FARROW

If you can, buy a handle of spirit and repurpose it into smaller, easier to maneuver bottles.

Avoid plastic bottles of any kind of spirit. Quality spirits will always be in glass.

Liquor stores are often sorted in alphabetical order based on the brand name.

THE ICONIC PART

SPIRIT PAIRING KEY

 VODKA	 BOURBON
 GIN	 DARK RUM
 AGAVE	 AGED
 WHITE RUM	 NON-ALCOHOLIC
 WHISKEY	 TEA

FLAVORS AVAILABLE YEAR ROUND



FLAVORS AVAILABLE BY THE SEASON



THINGS TO NOTE:

Mix and match flavors to create your '1 part Iconic.'

Pair Ginga Syrup with any other mixer for a great mule

Dark mixers are great with dark spirit while light bottles are great with light spirits

LET'S TALK BUBBLES

Depending on your glassware, you might need a little something to lengthen your cocktail. Bubbles are the way to go.

SELTZER

Filtered water with no added minerals

CLUB SODA

Man-made with added minerals

SPARKLING WATER

From spring source with minerals

TONIC WATER

Bubbly water with quinine and sugar

THE TART PART

TARTNESS KEY

- THE MOST TART
- BITTERSWEET
- MORE SWEET THAN TART
- THE SWEETEST

TART

CITRUS

- Lemon
- Lime
- Grapefruit
- Orange

VINAGER

- Champagne
- Apple Cider
- Sherry
- Balsamic

BOOZEY

LIQUEURS

- Luxardo Maraschino
- Strega
- Aperol
- Blanco Vermouth
- Sweet Vermouth
- Lillet

JUICY

FRUIT

- Pineapple
- Apple
- Kiwi

VEGATABLE

- Carrot
- Beet
- Cucumber

BITTER

BITTERS

- Aromatic
- Orange
- Cherry
- Mint

HERBS & SPICES

- Salt & Pepper
- Herbs
- Mint
- Basil
- Tarragon

GARNISH GAME

Garnishes should always **serve a purpose**. Is it adding aroma? Flavor? Experience? If you answered no to any of those questions, you should leave it off.

Cut a slice of fruit before you juice it.
Better yet, dehydrate it!

Express oils of herbs by gently clapping them in your hands

Use the peels of cucumbers or carrots or left over herbs from another recipes

HOT TIPS FROM MATT FARROW


Liqueurs are going to be most expensive at the grocery stores. Make the trip to your liquor store to purchase these.

Scope out the cold-press juice section to see if there are any juice combos that excite you before buying whole fruit to juice yourself.

WE ENCOURAGE YOU TO BE CREATIVE.

WE CAN'T WAIT TO SEE WHAT YOU MAKE!

LEARN MORE:

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ABOUT ICONIC COCKTAIL CO.

Thanks for trusting us with your cocktails! We are Matt and Kaylee, co-founders of Iconic Cocktail Co. Our brand started when Matt, an experienced bartender, wanted to make it a little easier to craft a cocktail at home. Our handcrafted mixers are made fresh in small batches with real ingredients to help elevate any kind of cocktail or mocktail.

