

# clar·i·ty™

unruffled cocktails

First there was a need, then a name, then really cool cocktails, that just make sense.

January 2023 marks the second birthday for **Clarity Unruffled Cocktails** & just like a toddler, they're now standing on their own, running, climbing, jumping & bustling with energy!

Special events like 2022's summer "**Peace Concert**", held on the Twisted Lemon patio, helped Clarity to raise much needed funds for both **McMaster Children's Hospital & Mama Mary's Orphanage in Pretoria, South Africa**. Words don't do justice to the **gratitude** that we feel to all who have been a part of the journey so far. We look forward to having much more **fun** with you, continuing to make **positive** ripples, one sip at a time!



For "**clarity's sake**", we'll take you back to where it all **started**. One of those innovative pandemic "**pivot ideas**", **Clarity Unruffled Cocktails** was **born** during fifteen minutes on '**the day we were ready to quit**'.

The **Twisted Lemon** dining room, once filled with smiling faces, buzzing chatter & candlelight had become **consumed by** a mountain of cardboard, foil, paper & plastic **packaging**. Bottles, bags & tags were the new vessels for curbside cocktail deliveries which meant **more packaging** with stickers, straws, picks & portion cups! Fresh ingredients were juiced, thawed, measured & frozen, to preserve even just a ½ a lemon at a time!

**Focus** shifted to **finding a solution** to the things that weren't working. How to create a product with minimal packaging, that has little to **no waste** & would provide an exceptional experience for the consumer? The answer came in a moment of "**Clarity**".

These cocktails are **environmentally conscious**, served in **reusable** glass bottles, packaged in locally custom-designed boxes made from **recycled material** & produce as **little waste** as possible. The **bi-product** of each cocktail is **used** in the Twisted Lemon **kitchen** to create some of the most **delicious** and beautiful dishes we've seen!

This program has **eclipsed** anything that our bar has seen, by a landslide. As all 'of the work' is done behind the scenes, Clarity cocktails are highly **labor effective**, allowing for optimal speed of service. This means that our guests receive quality, complex cocktails **in minutes**, whereas the cocktails themselves take days to make!



It was important to us from the **beginning**, that **Clarity** found a way to 'give back'. As parents, neighbours & friends, there is nothing more important to us than supporting **young people** in our community & in the fall of '21, Clarity Unruffled Cocktails was **honoured** to partner with McMaster Children's Hospital Foundation. Specifically, the **Child & Youth Mental Health Unit**, to which a portion of all retail sales are donated on your behalf.



Now, imagine a **Caesar** cocktail that you can see through or a cocktail that looks as **clear as water**, yet is made with French vanilla **ice cream!** How about sipping a cocktail that tastes like an after school childhood memory of a **peanut butter & jam sandwich?**

Each creation, although as unique as each other, share one thing in common. They are clear. With the solids removed, you are left with shelf-stable cocktails with layers of flavour & alcohol, of course! Alcohol By Volume (ABV) is listed with each recipe & ranges from 13% - 27%.

Each recipe is either an **original** creation, or is based on a **classic**. They are made with precision, using **quality** bar spirits. Bright citrus notes are achieved with **essential oils** from peel infusions & syrups, while more **complex** & warm notes are brought out with spices, teas & bitters. **No garnish, mix or straw is required.** They are **lighter**, less filling & easier, with **no fuss or mess.** Each cocktail is diluted at an average of 13% & in this edition, all but **P.B. & J.** (**dairy-free**), currently contain whey (so are not suitable for anyone who is lactose intolerant).

**Clarity Unruffled Cocktails** may be stored in your liquor cabinet or in your refrigerator. Because we like to **serve them cold**, we recommend keeping your Clarity in the **fridge** & enjoy over ice, such as a larger **"king cube"**.

**Clarity Takeout Bottles** currently come in **3 convenient sizes: 4oz, 8oz & 16oz.** Think of this as one, two or four cocktails. **Tasting Flights** allow you to try a sampling of **5 different flavours**, each in 2 oz bottles & come in beautiful gift boxes, perfect for treating a host, celebrating a birthday or just getting together with friends!

Because these cocktails are **stable** & don't require any mix or additional tools, they're **perfect for travel, hosting dinner events, parties** & are great for any situation where you want to **enjoy a quality cocktail, without the fuss!**

With gratitude, Cheers to you!

