

DO IT FOR THE COCKTAIL CULTURE

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the
spruce *Eats*




Woodson's Confidence "Cocktale"

The "Cocktale" of Carter G. Woodson, Founding Father of Black History Month

Written by [Lashana Daniels](#)
Updated 02/26/21



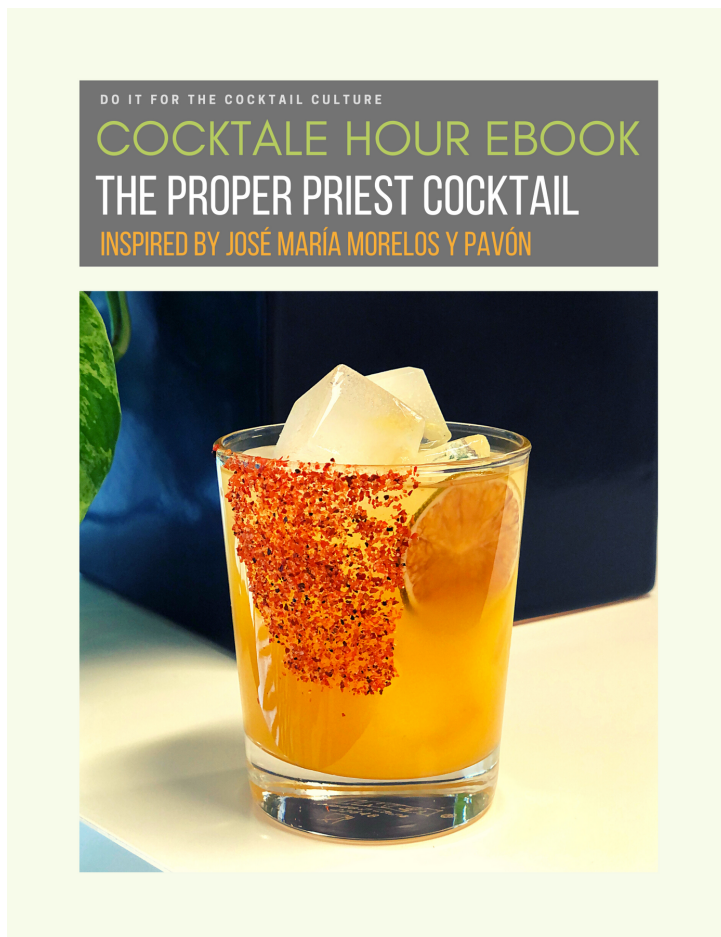
 The Spruce / Heather Wibbels

WE DRINK, SLEEP, & BREATHE THE STORIES.

WE ARE NATURALLY-BORN STORYTELLERS

With a passion for sharing Black History, the lives of everyday people, and businesses like your own's stories through Cocktail Culture.

In this PDF, we answer the most frequently asked questions about our business and services by taking you behind the scenes at D.I.F.T.C.C.



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bitterslab We had such a great time with LaShana From @forthecocktailculture learning about José María Morelos on Cinco de Mayo!

We made a drink called The Proper Priest inspired by José's life

The Proper Priest
2 oz @revelspirits
1/2 cointreau
1 oz mango (or pineapple) juice
1 oz lime juice
1/2 oz agave syrup
2 dashes habanero lime bitters

FREQUENTLY ASKED QUESTIONS



1. DON'T YOU JUST PUT SOME STUFF TOGETHER TO MAKE A DRINK AND CALL IT A DAY?

Our "Cocktales" and "Mocktales" are designed to honor a specific person or story, be it in the ingredient selection and garnish, or in the design and flavor. The Inspiration Breakdown at the end of each "Cocktale" Hour eBook gives you a window into the intentional choices we made to create the drink.

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COCKTALE HOUR

THE BLUE BIRDIE COCKTAIL

INSPIRED BY BERTIE "BIRDIE" BROWN



THE BLUE BIRDIE COCKTAIL RECIPE CARD

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THE BLUE BIRDIE COCKTAIL

Inspired by Bertie "Birdie" Brown
Recipe by Camille Wilson @thecocktailsnob

1 1/2 oz Birdie Brown Plain Hooch
5-7 Whole Blueberries, washed
1/2 oz Cinnamon Syrup
1/2 oz Lime Juice
1 bottle of Ginger Beer

GARNISH:

Smoked cinnamon stick

*OPTIONAL MOCKTAIL INSTRUCTIONS BELOW

DIRECTIONS:

Cinnamon Syrup Recipe: 30 min
Combine 1 cup of water and 1 cup of sugar in a small saucepan over medium heat. Bring to a boil then reduce heat to simmer. Add 2 cinnamon sticks and simmer for 5 minutes. Turn off the heat and let the cinnamon steep for 10 minutes. Strain the mixture into a glass container and let cool.

Making the Cocktail: Muddle blueberries, lime juice, and

cinnamon syrup in a tall glass or copper mug. Add Birdie Brown Plain Hooch and stir to combine. Add ice to fill the glass. Top with ginger beer and stir once more. Take one cinnamon stick and light one end until it smokes. Place in your drink and enjoy!

Prefer A Non-Alcoholic Version?
Turn this cocktail into a mocktail by leaving out the Birdie Brown Plain Hooch.

[INSTAGRAM.COM/FORTHECOCKTAILCULTURE/](https://www.instagram.com/forthecocktailculture/)

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THE INSPIRATION BEHIND: THE BLUE BIRDIE COCKTAIL

This "Cocktail" is inspired by the story of Black bootlegger Bertie "Birdie" Brown. To honor her legacy, Camille Wilson from the Instagram account @thecocktailsnob and Do It For The Cocktail Culture have created The Blue Birdie cocktail.

During the 1920s, Birdie was one of few Black women to homestead alone in her region. In 1898 Birdie left Missouri and lived along the banks of Brickyard Creek in Fergus County, Montana.

To highlight Birdie's migration we've created a Montana hooch mule, a nod to Missouri's state animal. Served in a copper mug, our cocktail points to Montana, the treasure state's richness of the mineral. We also use blueberries in the Blue Birdie cocktail to highlight Missouri's state bird the Eastern Bluebird.

An independent female entrepreneur, Birdie was locally known for making the "best moonshine in the country." To honor Birdie's legacy, we have used Black-owned tribute brand Birdie Brown Plain Hooch.

Famous for her hooch and hospitable nature, Bertie had a reputation for providing down-home comfort to locals and travelers in her legendary parlor. In 1933, a revenue officer warned Birdie to stop her brewing. Soon after, a batch of hooch blew up killing the beloved Birdie Brown.

We've incorporated a cinnamon syrup and smoked cinnamon stick garnish to highlight Birdie's warm hospitality and business that went up in smoke.

Cheers to Birdie Brown!

[INSTAGRAM.COM/FORTHECOCKTAILCULTURE/](https://www.instagram.com/forthecocktailculture/)

This "Cocktail" was inspired by bootlegger Birdie Brown and Black-owned tribute brand Birdie Brown Plain Hooch.

If you haven't already, note that our "Cocktales" are spelled c.o.c.k.t.a.l.e. This is intentional! We select each ingredient with care to tell an aspect of our subject's story. We spend a great deal of time sifting through research, brainstorming uniquely personal cocktail ingredients, experimenting with recipes, and executing the final results to create a delicious and one-of-a-kind drink.

We present the inspiration behind these thoughtful drinks in a "Cocktale" Hour eBook, making for an entertaining and educational experience. If you purchase a custom "Cocktale" or "Mocktale"

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creation, reading this portion out loud while everyone has their drink in hand acts as a tribute and teaching moment you can raise a glass to and toast with. Want to know more about our process?

[WATCH THIS VIDEO TO LEARN MORE.](#)

2. YOUR SERVICES SEEM EXPENSIVE.

We at D.I.F.T.C.C. are detailed and thorough when creating content, products, and experiences for our clients. Whether it's an Instagram post or an entire event curation and production, we are meticulously invested in ensuring our work is impactful, innovative, and fun. As we work hard with diligence to create content that is both relevant and eye-opening, we hope that the nuances are something you can appreciate, too.

[CLICK HERE TO VIEW THE FULL POST.](#)

 forthecocktailculture
New York City, N.Y.

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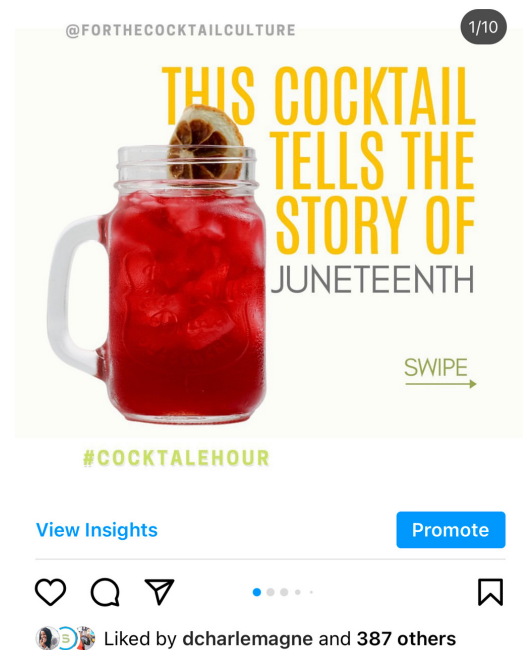
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3. I LIKE THE CONCEPT, BUT THIS SEEMS LIKE A LOT OF WORK.

It can be daunting to come up with entertaining, effective ways to promote your product or service. Let us take care of that for you by crafting a memorable and show-stopping drink, event, or social media campaign concept while you go about your busy schedule. We are a well-seasoned team of writers, mixologists, and creatives with the refined eye and vital level of skill needed to create these flavorful pieces of poetry in motion.

From D.I.F.T.C.C.'s inception in June 2020, we have learned how to grow our community from 0 to almost 10K followers in only one year. Our social media post formats, concepts, and strategies garner thousands of likes, hundreds of shares, and a multitude of saves. If you choose to work with us, you'll gain exposure to our audience and access uniquely creative ways to promote your business and tell your brand's story.



This "Cocktale" includes Black-owned beverage brand Avec Drinks and was featured on culinary website The Spruce Eats.

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NOW IS THE TIME TO PARTNER WITH US & PROMOTE YOUR BRAND.



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COCKTALE HOUR EBOOK THE CREOLE GODDESS COCKTAIL

INSPIRED BY JOSEPHINE BAKER



This "Cocktale" includes Josephine Baker tribute brand Sephina Spirits and Black-owned brands Avec Drinks and HH Bespoke spirits.

Whether through a custom social media campaign, "Cocktale," or "Cocktale" Hour Experience, our services are the perfect way to connect with your audience on a deeper level.

We do more than just make drinks. We put our heart and soul into every "Cocktale" creation, experience, and social media campaign we create. As a plus, we take payment plans and are willing to work together to build a structure that works for you.

Through the art of storytelling, we infuse meaning into your products by emphasizing your mission and showing off innovative uses for your product, allowing your audience to receive a greater understanding of your brand purpose and identity as a whole.

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