

EVERYTHING FREEZES



CAMPARI ACADEMY

MONIN®

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Michael is the Beverage Innovation Manager for Monin Gourmet Flavorings in Reno, NV, and the owner of Temple Builders LLC, a beverage and events consultancy.

Michael also contributes to the Reno News & Review with his monthly column Liquid Conversations, which earned him the Better News Papers 2023 Best Food Writer award from the Nevada Press Association.

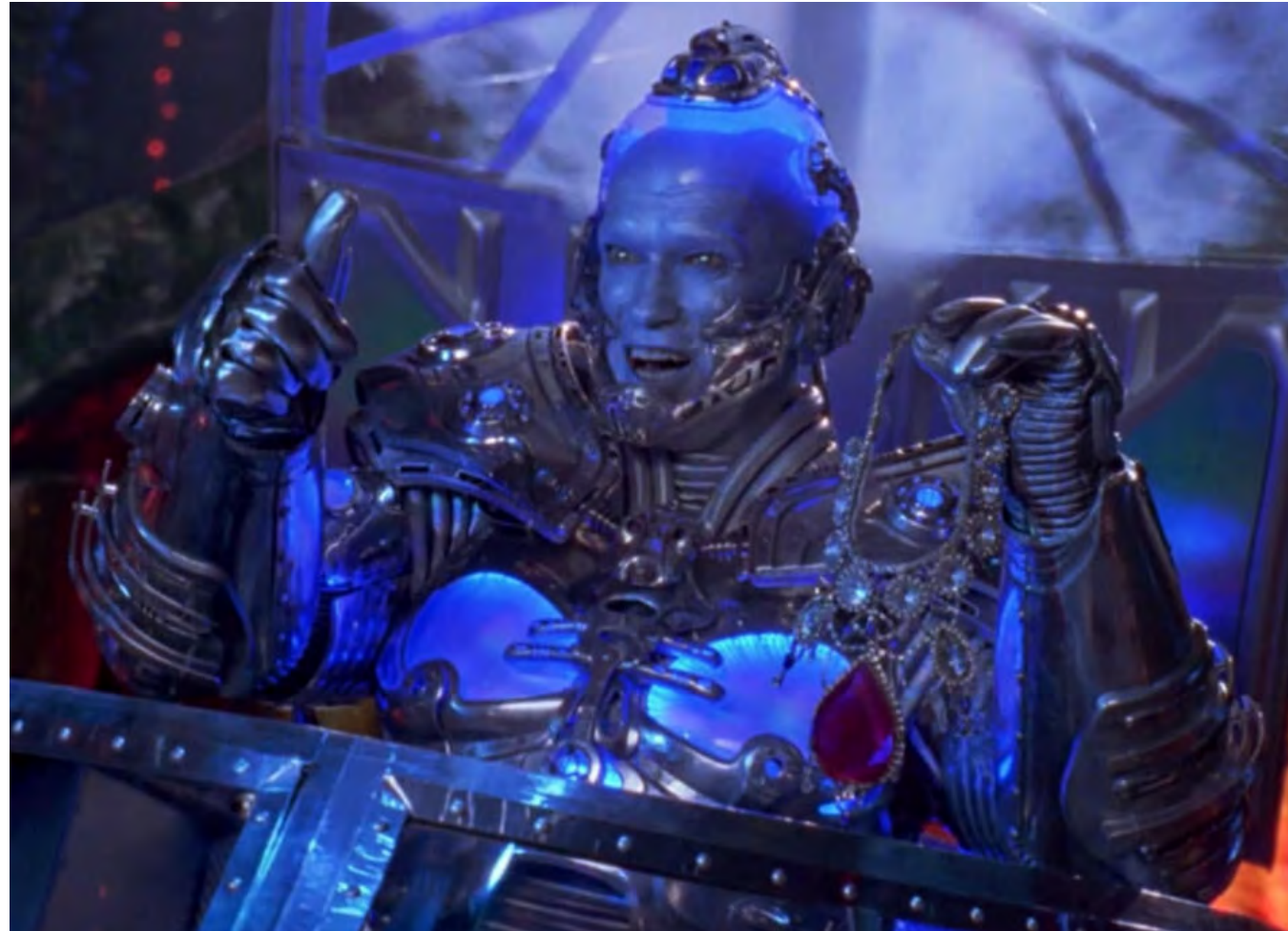
TODAY

FROZEN DRINKS

- Why Frozen Drinks
- History of the Frozen Drink
- Antifreeze/Brix Baby
- Types of Machines & Tools
- Building a Frozen Drink
- Cost & Profit

ICE CREAM

- Ice Cream 101
- Hardset vs Soft Serve
- Science is Your Friend



01

TODAY

“In this universe, there’s
only one absolute.
Everything freezes.”



MONIN PROPRIETARY RESEARCH

Data is retrieved through an on-demand, consumer research platform, allowing gathering of real time insights to make data-driven decisions.

This tool helps address specific customer driven questions that other sources like Technomic or Datassential have not been able to answer.

SURVEY DESCRIPTION You answered “Yes” or “Occasionally” to purchasing a cocktail while dining at a restaurant. The following questions will gauge your interest in frozen cocktails

TOTAL PARTICIPANTS

1034

DEMOGRAPHICS

Age: 21-99

Gender: Any

PREVIOUS ACTION TARGETING

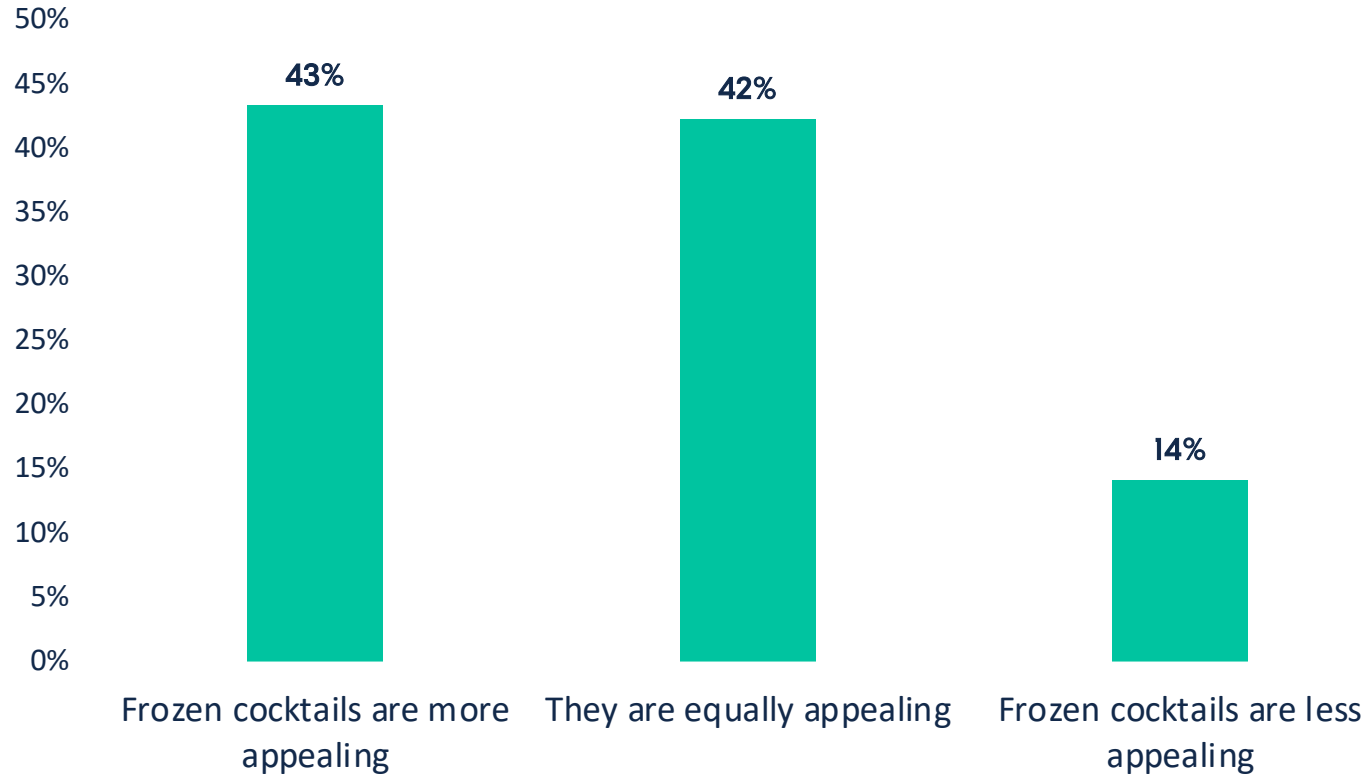
Participated In:

Do you purchase a cocktail while dining at a restaurant?

Selected the following option(s):
“Yes” or “Occasionally”



DO YOU BELIEVE A FROZEN COCKTAIL IS MORE OR LESS APPEALING THAN AN ON-THE-ROCKS COCKTAIL?

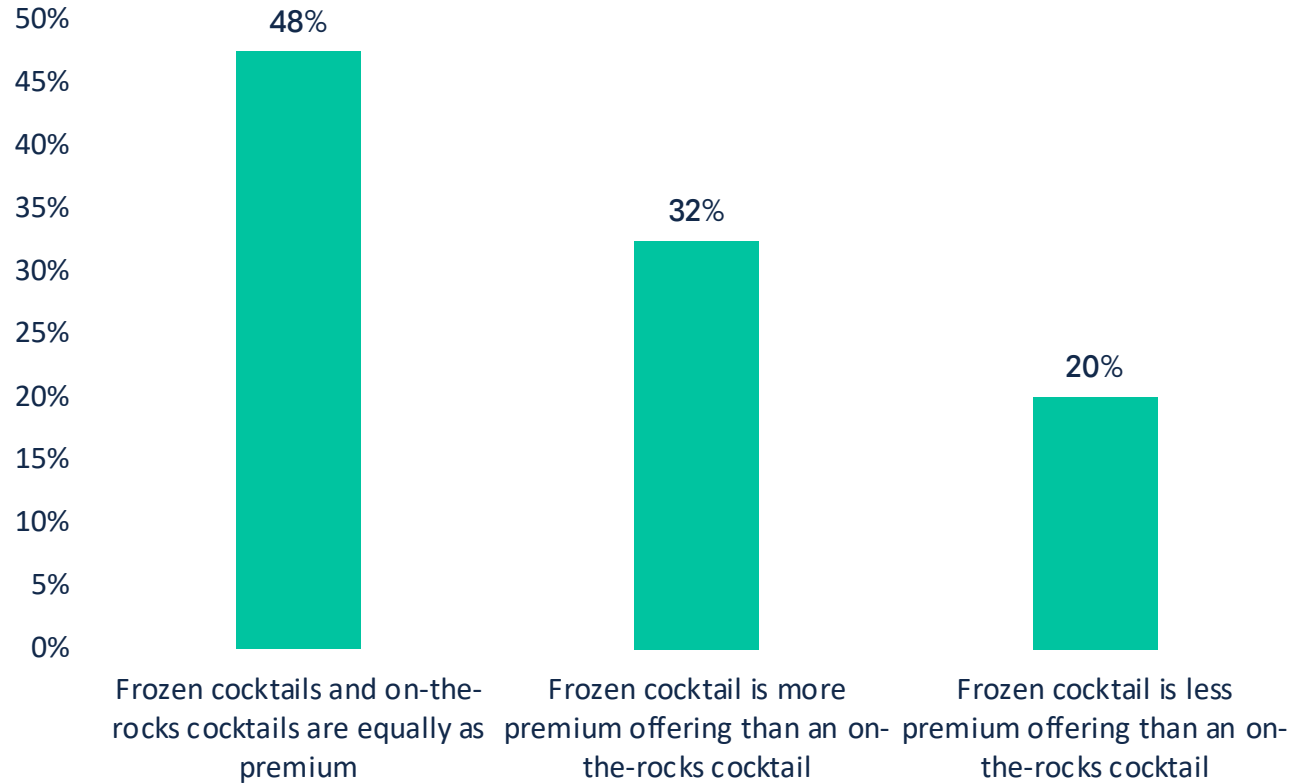


Age Level	More Appealing	Less Appealing	Equally Appealing
21-24	44.3%	18.6%	37.1%
25-34	44.8%	13.9%	41.3%
35-49	44.2%	15.4%	40.4%
50-64	40.0%	10.5%	49.5%
65+	37.8%	16.2%	45.9%

Gender	More Appealing	Less Appealing	Equally Appealing
Female	43.2%	14.2%	42.6%
Male	44.2%	14.2%	41.6%

N = 1034

DO YOU BELIEVE A FROZEN COCKTAIL IS MORE OR LESS APPEALING THAN AN ON-THE-ROCKS COCKTAIL?

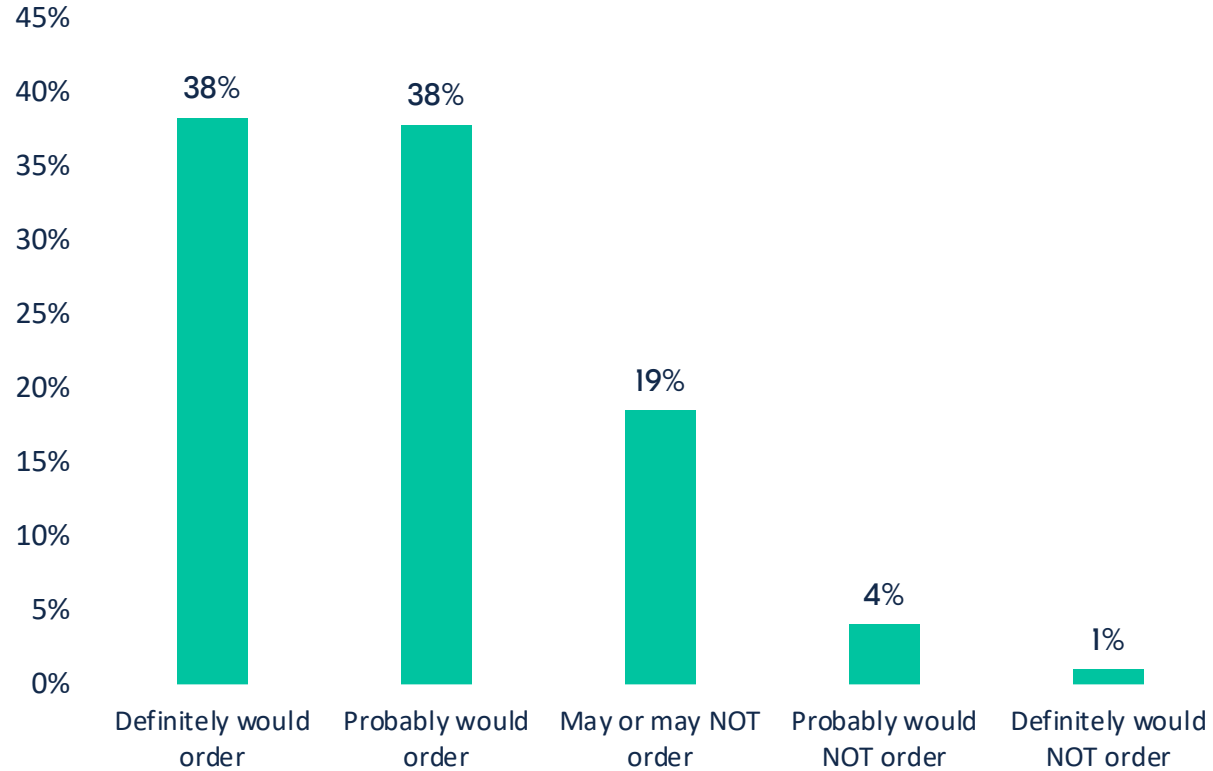


Age Level	More Premium	Less Premium	Equally Premium
21-24	27.1%	34.3%	38.6%
25-34	34.4%	16.7%	48.9%
35-49	34.2%	19.6%	46.2%
50-64	29.1%	22.2%	48.7%
65+	22.2%	19.4%	58.3%

Gender	More Premium	Less Premium	Equally Premium
Female	30.2%	20.2%	49.7%
Male	39.0%	19.7%	41.3%

N = 1023

HOW LIKELY ARE YOU TO ORDER A FROZEN COCKTAIL IF OFFERED AT A REASONABLE PRICE?

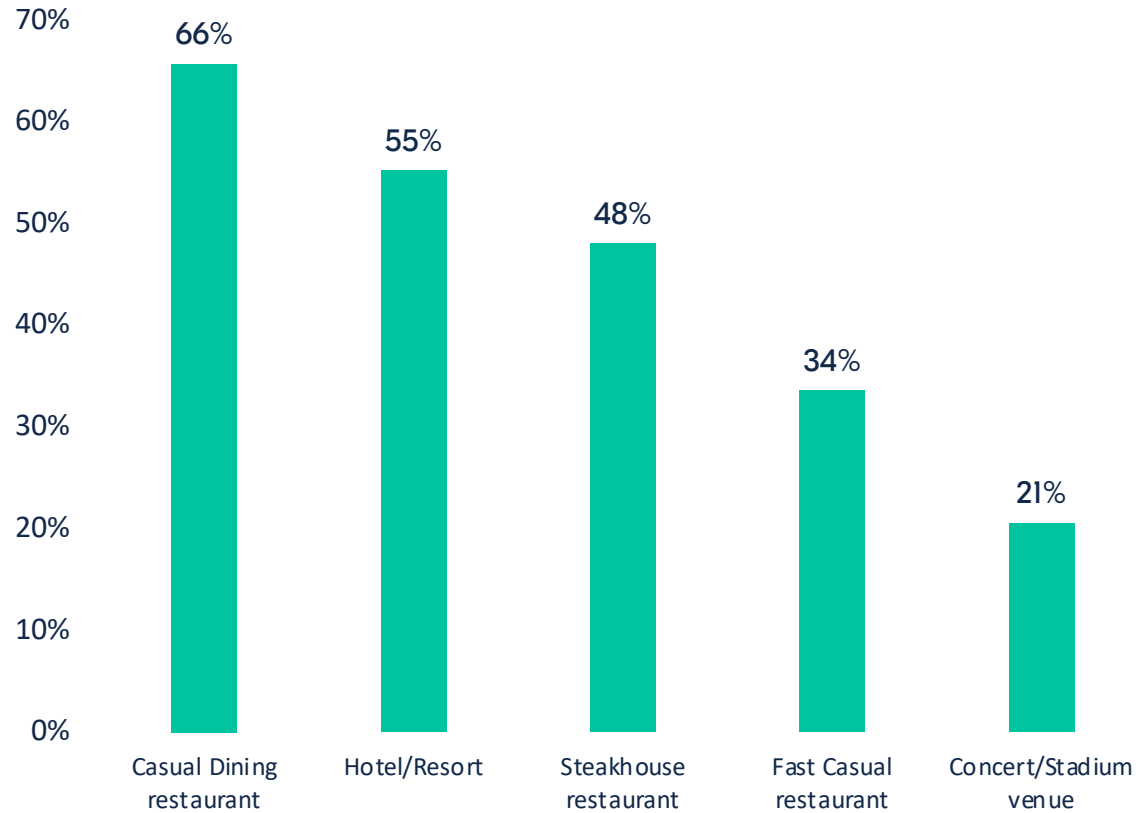


Age Level	Definitely/Probably Would Order
21-24	75.7
25-34	73.3
35-49	80.7%
50-64	74.6%
65+	69.4%

Gender	Definitely/Probably Would Order
Female	74.7%
Male	80.6%

N = 1022

WHERE ARE YOU MOST LIKELY TO ORDER A FROZEN COCKTAIL?

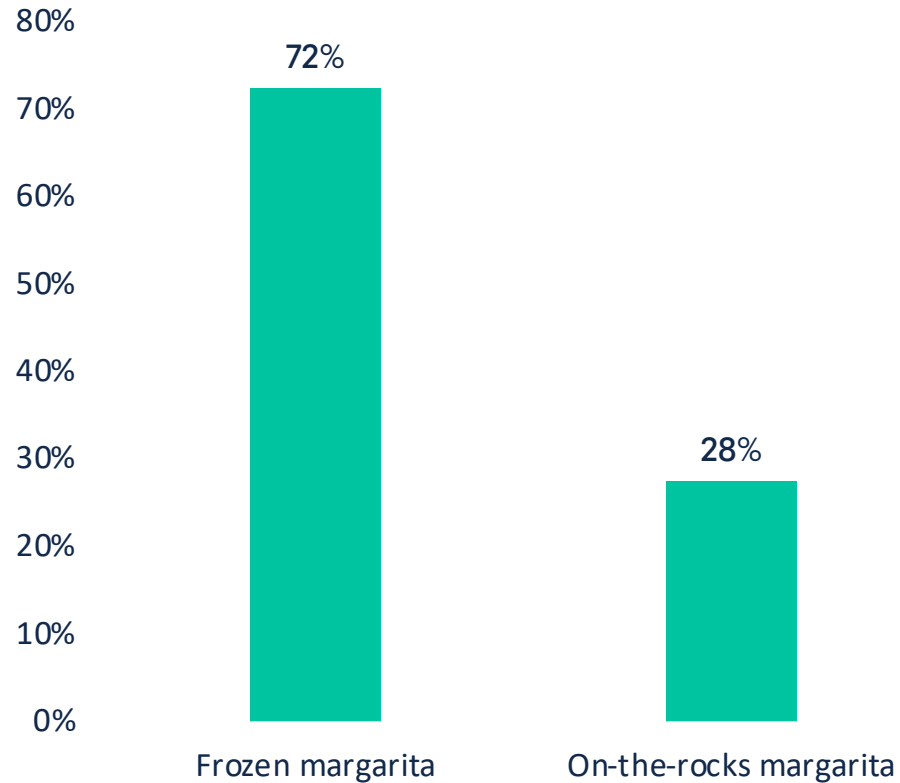


Gender	Steakhouse restaurant	Casual Dining restaurant	Fast Casual restaurant	Hotel/Resort	Concert/Stadium venue
Female	50.1%	65.2%	30.7%	58.4%	22.0%
Male	42.4%	67.6%	42.0%	46.2%	16.4%

Age Level	Steakhouse restaurant	Casual Dining restaurant	Fast Casual restaurant	Hotel/Resort	Concert/Stadium venue
21-24	46.4%	62.3%	39.1%	58.0%	26.1%
25-34	49.0%	63.6%	34.5%	54.9%	21.6%
35-49	48.4%	73.0%	37.7%	53.6%	21.6%
50-64	46.6%	59.8%	24.9%	57.7%	15.9%
65+	47.2%	52.8%	19.4%	58.3%	13.9%

N = 1017

ARE YOU MORE LIKELY TO ORDER A FROZEN OR ON-THE-ROCKS MARGARITA?

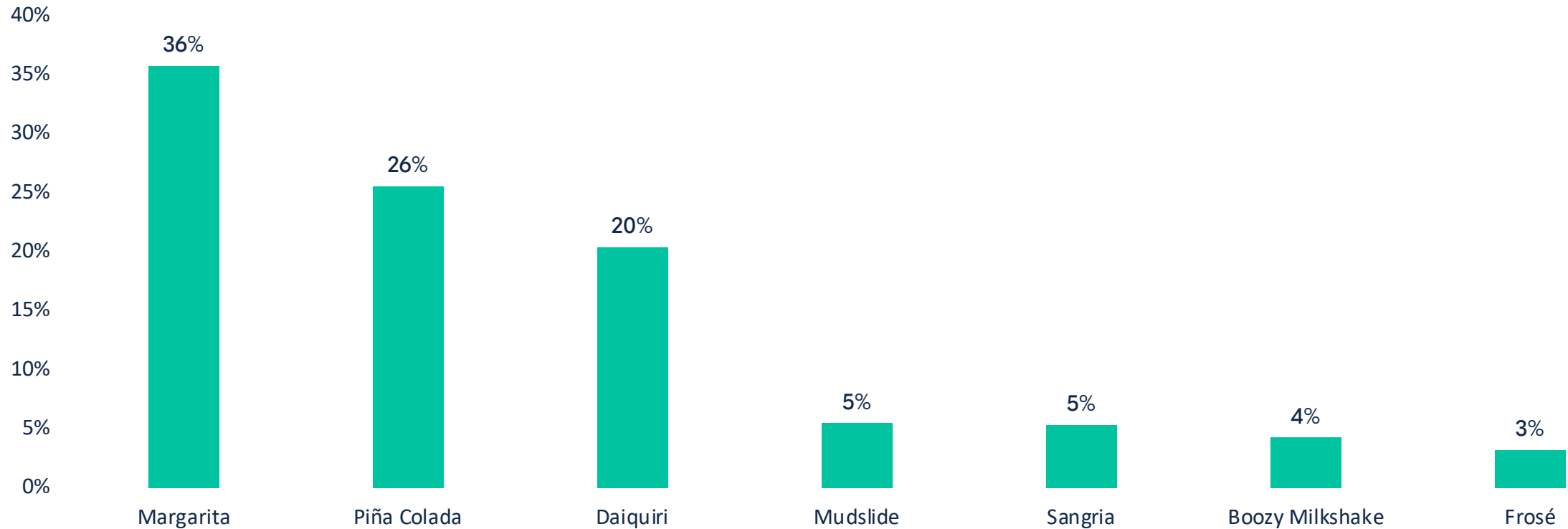


Age Level	Frozen Margarita	On-the-rocks Margarita
21-24	71%	29%
25-34	73.2%	26.8%
35-49	71%	29%
50-64	73%	27%
65+	80.6%	19.4%

Gender	Frozen Margarita	On-the-rocks Margarita
Female	71.7%	28.3%
Male	74.8%	25.2%

N = 1010

WHICH COCKTAIL ARE YOU MOST LIKELY TO ORDER FROZEN?



N = 657

WHICH COCKTAIL ARE YOU MOST LIKELY TO ORDER FROZEN?

Age Level	Margarita	Frosé	Piña Colada	Daiquiri	Mudslide	Sangria	Boozy Milkshake
21-24	37.2%	2.3%	27.9%	20.9%	7%	2.3%	2.3%
25-34	40%	6.2%	24.8%	16.2%	4.3%	5.2%	3.3%
35-49	29.5%	2.7%	28.6%	19.6%	5.8%	7.6%	6.2%
50-64	34.7%	0.7%	24%	26%	6.7%	4%	4.0%
65+	56.7%	0%	13.3%	26.7%	3.3%	0%	0%

Gender	Margarita	Frosé	Piña Colada	Daiquiri	Mudslide	Sangria	Boozy Milkshake
Female	34.5%	3.2%	26.1%	22%	5.8%	5.4%	3%
Male	39.7%	3.2%	23.7%	15.4%	4.5%	5.1%	8.3%

N = 657

FROZEN COCKTAIL INSIGHTS

76% say they are more likely to order a frozen cocktail now than 2 years ago

- Frozen cocktail affinity is split between more appealing/equally appealing across gender and age demographics.
- Most respondents view frozen cocktails to be of equal premiumization as an on-the-rocks cocktail.

TOP PLACES TO BUY A FROZEN COCKTAIL

- Casual Dining restaurant
- Hotel/Resort
- Steakhouse



Margaritas are the #1 cocktail to be ordered frozen!

Source: Monin Proprietary Research

HISTORY OF THE FROZEN DRINK

THE ICEE

- Omar Knedlik invented the Icee we know and love today in the 50's when his soda fountain broke and he put a can of soda in the freezer. The frozen carbed beverage was a hit and inspired him to add gas to his old Taylor machine.
- An Icee is flavored syrup, water, and CO2 chilled under pressure, the CO2 is what creates the Joules-Thomas Effect: gas expands and absorbs heat, cooling the surrounding solution. That's what makes Slurpees and Icees so fluffy.



FUB

- While an Icee/Slurpee are Frozen Carbonated Beverages, most frozen drinks today are Frozen Uncarbonated Bevs. FUB machines are cheaper and easier to use as they do not require gas to operate. Without the aid of CO2 we must design FUBS to be lighter by controlling the sugar and still giving the texture we are looking for in a frozen drink.

BRIX BABY

WHAT ARE BRIX

- Degrees Brix is a measure of the dissolved solids in a liquid.
- Brix are sugar.
- One degree brix is equivalent to one gram of sucrose in 100g of solution.
- Rich simple syrup or Monin Pure Cane Sugar Syrup is 65 brix
- Orange Juice is 12 brix.
- Coke is 10.5 brix.



ANTI FREEZE

- What keeps a frozen drink a drink and not a frozen block is motion and sugar. Sugar acts as an anti-freeze, the sugar and water molecules bond together before water completely freezes.
- So where there is sugar there can not be completely ice.
- Motion helps by producing the avalanche effect: while snow is in motion it's like liquid, the moment it stops it turns back into a block. Motion also adds air which is ideal for fluffy drinks.

TYPES OF MACHINES

BEVERAGE FREEZER

This machine is a tank, moving liquid around in enclosed frozen cylinder with a refrigerated holding tank that feeds the freezer. She's big, bad, expensive, and dependable.



TYPES OF MACHINES

GRANITA MACHINE

The most common machine out there, this manual fed beverage system pushes liquid around a cooled cylinder. She's moody, versatile, and pretty.



TOOL YOU MUST HAVE

REFRACTOMETER

A simple instrument used for measuring concentrations of aqueous solutions such as gases, liquids, and translucent solids.

There are two kinds, digital & handheld. Both do the same thing.



BUILDING BETTER FROZEN DRINKS

START SMALL

- A good frozen drink is a good drink. The best way to start is to make the drink as you would for a single non frozen serving and then check the brix.
- First add all your predilution ingredients and measure. Then shake or stir and measure again. That will give you the amount of added water.
- Test the brix, if it is in the range of 13-14 brix then you are golden! If the batch is too high in brix add water and taste. Do this until you hit that sweet spot.
- The ideal frozen drink BRIX people will say is 13-15 BRIX, however, it is best to let the environment and drink dictate the BRIX. For hot humid weather we want dense ice forward frozen drinks because they will melt faster. For spirit forward drinks staying syrupy can be ideal.
- Remember: High Brix = Syrupy. Low Brix = More Ice.
- Do not be surprised if your drink tastes a little thin. Remember the water is what freezes.

BATCHING UP

- Once you have your single cocktail to the desired brix, batch up to 64oz and test again. You may see a slight change in brix due to the increased volume of sugar.
- After you have tuned to 64oz you are ready to batch to your desired volume
- When batching your frozen drink it is best to add water a fourth of the required amount at a time. Add the water, then measure, then add more if needed. The nightmare is when you have to add more sugar to balance the water which can throw off your drink completely.



FROZEN MINT JULEP

5.75 gallon batch
Contains alcohol



INGREDIENTS

3 liters Monin® Vanilla Syrup
10 oz Monin® Mint Concentrated Flavor
4 liters Wild Turkey 81 proof Bourbon
480 oz Unsweetened Black Tea

GARNISHES Powdered sugar, mint sprig

PREPARATION Taylor Drink Machine

1. Combine ingredients in large container and stir.
2. Pour mix into Taylor drink machine and freeze.
3. Dispense frozen beverage into serving glasses.
4. Garnish.

NOTES Brix: 13.7

FROZEN MINT JULEP

5.75 gallon batch
Yield 92 8 oz Servings



INGREDIENTS

3 liters \$27 Monin® Vanilla Syrup
10 oz \$5 Monin® Mint Concentrated Flavor
4 liters \$97 Wild Turkey 81 proof Bourbon
480 oz \$5 Unsweetened Black Tea

Total cost: \$134

Cost Per Drink: \$1.46

**AT \$10 YOU ARE RUNNING
A 14% POUR COST.**

SPICY YUZU SPLIT BASE MARG

2 gallon batch
Contains alcohol



INGREDIENTS

- 28 oz Espolon® Blanco
- 28 oz Montelobos® Mezcal
- 24 oz Monin® Yuzu Puree
- 12 oz Monin® Spicy Agave Sweetener
- 153 oz Water

GARNISHES Lime

PREPARATION Batch/ Frozen

1. Pour ingredients into suitable mixing container.
2. Whisk well to mix.
3. Cover, label, day dot, and store in freezer overnight.
4. Scoop, garnish, and serve.

NOTES Brix: 13.7

FROZEN NEGRONI

2 gallon batch
Contains alcohol



INGREDIENTS

40 oz Campari®
20 oz Monin® Orange Tangerine Syrup
40 oz Gin
40 oz Sweet Vermouth
118 oz Water

GARNISHES Orange slice

PREPARATION

 Batch/ Frozen

1. Combine ingredients in large container and stir.
2. Pour mix into drink machine and freeze.
3. Dispense frozen beverage into serving glasses.
4. Garnish.

NOTES Brix: 15.7

02

**BOOZY
ICE CREAM**

“Alright everyone, chill!”



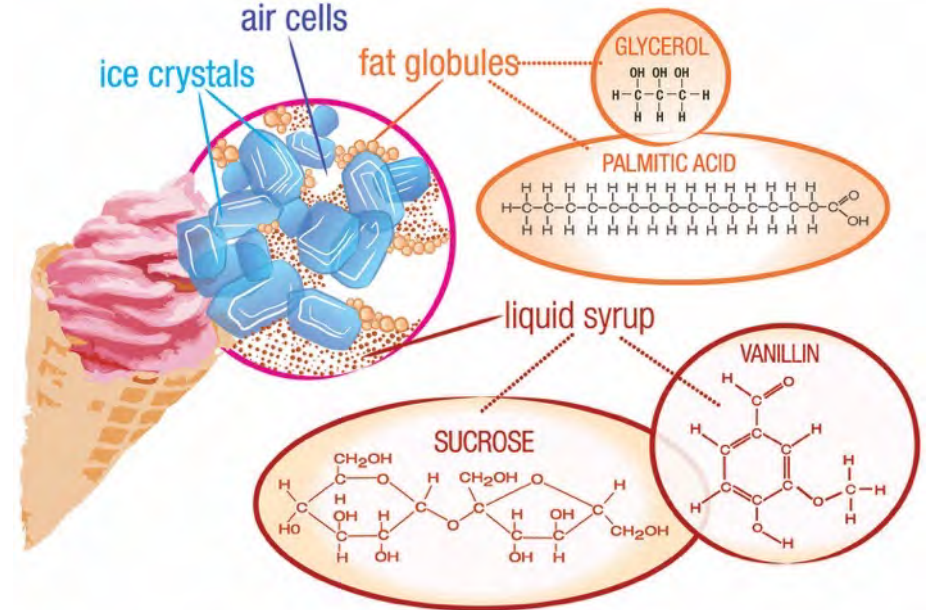
BOOZY ICE CREAM 101

THE BASICS

- Ice Cream is dissolved sugar and emulsified fat and protein that create a soup of super-concentrated syrup surrounding millions of tiny ice crystals and air bubbles.
- By adding proofed alcohol to ice cream bases we are adding less room for those little ice friends to do their freezing job.
- The freezing point of an 80 proof spirit is -16F. So the more abv the harder it is to freeze.

LESS IS MORE

- While a cocktail or frozen drink requires a more articulate and balanced approach to flavor, with Ice Cream its all about the story & fun.
- You can build ice cream ideas with near flavors and spirits that have a high concentration of flavor with lower ABV, like Campari!
- The goal should not be to make a product that gets people drunk but one that delights them.



TYPES OF ICE CREAM

HARD SET

- Hard set ice cream is what you would find in a pint at a store.
- You can make cocktail inspired hard set ice creams with a batch freezer or tabletop ice cream maker.
- The goal is to turn the solution of fat, sugar, and alcohol until it has ice mixed into the product.
- Then you must freeze the batch for that firm ice cream experience.

SOFT SERVE

- This is where the frozen drink and hard set come together as one. The idea is to create something firm enough to freeze, but soft enough to enjoy with a lick.
- Alcohol adds no body or creaminess to ice cream only softness.
- Much easier to dispense with machines like a Taylor frozen drink machine.



SCIENCE, BABY!

MIX-A-LOT

- The best method in making boozy ice cream is to find a mix that works for you.
- Brands like Frostline make the work of creating culinary bases easier and makes your product much more reliable.
- If you are making your own base you must have a batch freezer or table top ice cream maker to get the desired effect.

ABV

- Because the higher the ABV the worse your ice cream will come out, you must control your pour.
- Do not exceed 3% or you will end up like your worst regular, a messy puddle on the floor.
- Big flavors work best! Amaro, cordials, wine based products, and other lower ABV ideas that have a big flavor impact.



GARIBALDI DOLE WHIP

5.75 gallon batch
Contains alcohol



INGREDIENTS

1 750 ml bottle Campari®
8 oz Monin® French Vanilla
1 package Dole® Orange Soft Serve Mix
184 oz Water

GARNISHES None

PREPARATION Batch/ Frozen

1. Pour ingredients into suitable mixing container.
2. Whisk well to mix.
3. Pour into frozen machine.

NOTES 2.4% ABV

GARIBALDI DOLE WHIP COST BREAKDOWN

2 gallon batch
Contains alcohol



INGREDIENTS

1 750 ml bottle	\$21	Campari®
8 oz	\$2	Monin® French Vanilla
1 package	\$27	Dole® Orange Soft Serve Mix

Total cost: \$50

Cost Per Drink: \$.69

**AT \$10 YOU ARE RUNNING
A 7% POUR COST.**

THANK YOU!



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