



# How to create new cocktails



Tipp von Joe Schofield



One of the most common questions I hear from the trade is, “how do you create new cocktails?” I’ll let you in on a little secret: the “Mr Potato Head formula”. This is how I create a new drink for any menu that I am working on. First, I take a classic cocktail as a base. This gives the new drink an identity that people can relate to, plus good DNA and balance since many classic recipes have been tried and tested for over 100 years. In the same way that you would take off Mr Potato Head’s nose and give him a new one, you can mix and match your ingredients. For instance, removing one syrup and adding another, or removing one liqueur and adding another. Now it’s time to impress your guests at home with your own signature libations.