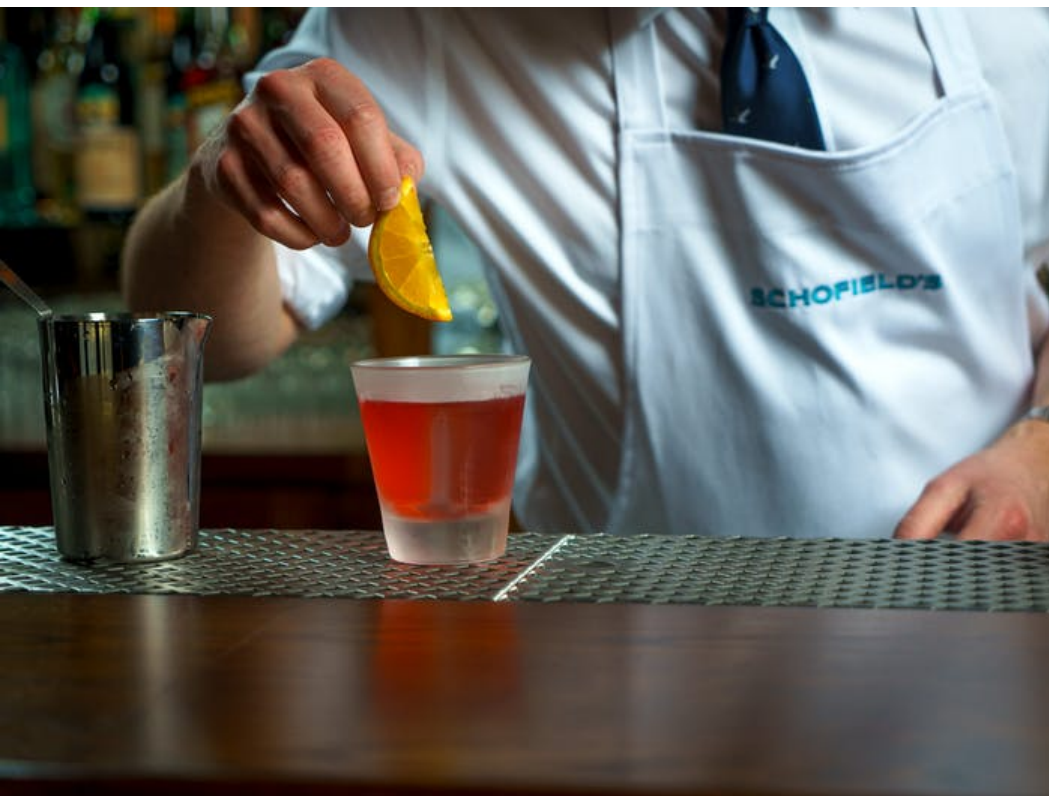




# Simplicity is beautiful

Tipp von Joe Schofield



In recent years it has been in vogue to see complex cocktails with numerous ingredients being served across bars. I for one am excited to see a rise in simplicity in mixed drinks. Bartenders really only have one temperature and texture to play with; we are not as fortunate as chefs, who can utilize different textures and temperatures in a dish. We simply have one plane of delivery and, in my opinion, this should be about creating elegant, minimalist, flavour-driven cocktails. Simplicity is beautiful.