



Business News

October 12, 2021

DRINK YOUR FRUITS AND VEGETABLES: HOW UNEXPECTED COMPONENTS ARE IMPACTING TODAY'S COCKTAILS

VPM: 13,680

[Link to Full Article](#)



The expansion of cocktails in new and unexpected directions is one of the most exciting developments in the world of American mixology. And while the most forward-thinking drinks used to primarily be the purview of the sort of craft cocktail establishments that specialized in them—and that guests would often go to for the specific purpose of either drinking at the bleeding edge of the industry or gaining a new sense of appreciation for the classics that made them fall in love with cocktail culture in the first place—today, those sorts of experiences are available across the drinking (and dining) spectrum.

3 BADGE BEVERAGE CORPORATION

Among the more notable trends I've seen recently is the tendency to incorporate fruits, vegetables, flowers, and herbs into both the drinks and the spirits themselves in new and unusual ways and combinations.

For those who want to experience unexpected combinations from the comfort of home, there are a number of new and familiar spirits on the market that are worth incorporating into a home bar. Below are five of note:

Bozal Guías de Calabaza - This vegetarian Sacrificio mezcal, part of the excellent 3 Badge lineup of spirits, is crafted entirely from Espadín agave in Río de Ejutla, Oaxaca. The first distillation proceeds as expected, but during the second one, pumpkin stems, plantains, oranges, pineapples, pumpkin seeds, and chepiche are suspended in the still, lending the final liquid a fabulously layered complexity, lifted and earthy and slightly vegetal all at once, with orange oils, woody spices, and subtle tropical-fruit flavors lingering through the savory, slightly saline finish. This is excellent.

BOZAL / GUÍAS DE CALABAZA MEZCAL