

BOURBON BAR

A FULL GUIDE ON DESIGNING &
SELLING THE PERFECT BEVERAGE
PACKAGE FOR WEDDING RECEPTIONS



RECIPES, STRATEGIES & MORE

ACCELERATED

WEDDING BARS



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1. Introduction

A bourbon bar wedding package can be an excellent way to increase sales at your bar or restaurant. Weddings are big business, and couples are often looking for unique and memorable ways to make their special day stand out. By offering a bourbon bar wedding package, you can provide couples with a unique and sophisticated option that will help make their wedding unforgettable. In this guidebook, we'll provide you with everything you need to know to create a successful bourbon bar wedding package and increase your sales.

2. Bourbon: A Comprehensive Overview

Before you can create a successful bourbon bar wedding package, it's essential to understand what bourbon is, its history, the different types of bourbon, and its flavor profile. This knowledge will help you create a package that appeals to your target market and provides an excellent experience for your guests.

3. Creating a Bourbon Bar Wedding Package

To create a bourbon bar wedding package, you'll need to determine your target market within this space, identify the key features of your package, select the right bourbons, choose the right glassware, mixers, and garnishes, and establish your pricing strategies.

4. Training Staff

Training your staff is crucial for creating a successful bourbon bar wedding package. Your staff needs to be educated on bourbon, and how to serve bourbon properly. By providing your staff with the necessary training, you'll be able to ensure that they can deliver a fantastic experience to your guests.

5. Promoting the Bourbon Bar Wedding Package

Promoting your bourbon bar wedding package is essential for its success. You can promote your package through social media, event hosting, specials and discounts, and customer incentives.

6. Preparing for the Big Day

Preparing for the big day is crucial for ensuring the success of your bourbon bar. You'll need to work with the point of contact, set up the bourbon bar, ensure proper licensing and permits, stock inventory, and prepare your staff.

7. On the Day of the Wedding: Ensure Seamless Logistics

On the day of the wedding, you'll need to set up the bourbon bar, manage inventory, serve guests, and be the most knowledgeable and skillful bartender they have ever seen.

8. Conclusion

9. Recipes

A list of cool recipes to use for your craft bourbon bar wedding package.





Introduction

Mobile bars have grown increasingly popular in recent years as more people seek out unique and exciting experiences for their events. Mobile bar companies must continually innovate and offer new, creative packages to remain competitive.

One notable trend that has emerged is the surging popularity of bourbon cocktails. Mobile bar companies can capitalize on this by providing bespoke packages specifically designed for weddings. These bourbon bar wedding packages offer guests an unparalleled and unforgettable experience, providing a fantastic opportunity for mobile bar companies to increase sales and profits.

This guide has been crafted to assist mobile bar companies in developing a thorough understanding of the fundamentals of bourbon, as well as how to create and promote a successful bourbon bar wedding package. It delves into the history of bourbon and its various types, and covers how to create an exceptional package that appeals to a wide range of wedding clients. The guide also offers comprehensive guidance on staff training, package promotion, and preparation for the event.

By following the insights, strategies, and advice provided in this guide, mobile bar companies can create a truly memorable bourbon bar wedding package that will delight guests. With real-life examples of successful packages, this guide offers the tools and knowledge necessary to maximize the growing trend of bourbon cocktails and increase sales and profits. Whether a mobile bar company is an established player or a new entrant, this guide offers valuable information for taking advantage of the burgeoning trend and thriving in the mobile bar market. So let's dive into the world of bourbon and explore how it can elevate your mobile bar company's success!

Bourbon: A Comprehensive Overview

Bourbon is a distinct American whiskey variety made primarily from corn, but also featuring other grains such as wheat, rye, and barley. With roots dating back to the 18th century, bourbon has a rich history that has seen it evolve into a cherished spirit produced not only in Kentucky, but throughout the United States.

To meet the legal requirements for classification as bourbon, the whiskey must be made in the US and include a minimum of 51% corn in the mash bill. It should be aged in new, charred oak barrels and distilled to no more than 80% alcohol by volume (ABV). Furthermore, it cannot be bottled at less than 40% ABV.

Bourbon is a highly nuanced and flavorful spirit, boasting a broad range of aromas and flavors. Depending on the aging process and specific brand, it can be sweet, spicy, smoky, or even fruity. The aging process is critical to the bourbon's overall flavor profile, providing the opportunity to develop more complex flavors and aromas. Aging for longer periods produces mellower and smoother bourbons.

A basic understanding of bourbon is critical for mobile bar companies looking to create a successful bourbon bar wedding package. This knowledge should encompass different bourbon types such as straight bourbon, blended bourbon, and small batch bourbon. It should also include an understanding of the various serving options, including neat, on the rocks, or in cocktails. A range of bourbons are available, each with unique flavor profiles.



Continued.

Straight bourbon is the most common type, aged for a minimum of two years in new charred oak barrels. It boasts a bold, oaky flavor with caramel and vanilla notes. Kentucky bourbon, on the other hand, must be made in Kentucky and aged for at least one year in new charred oak barrels. It is typically smoother and sweeter than straight bourbon, with a more delicate flavor. Small batch bourbon is made from select few barrels, usually between two and four, and blended together. It has a more complex flavor profile, featuring notes of fruit and spice. Single barrel bourbon is made from a single barrel and is not blended with other barrels, boasting a unique flavor profile that varies between batches.



When using bourbon in cocktails, straight bourbon or small batch bourbon is generally the best choice. These bourbons have bold flavors that can hold up well in a cocktail, without being overpowered by other ingredients. Kentucky bourbon can also be used in cocktails, particularly those with fewer ingredients such as the Old Fashioned or Manhattan. Single barrel bourbon, with its unique flavor, is typically not recommended for cocktails. It's important to note that the specific bourbon used in a cocktail is a matter of personal preference.

Mobile bar companies can create bespoke bourbon bar packages for weddings by understanding the nuances of bourbon. This knowledge allows them to recommend specific brands and flavors that pair well with different ingredients, and create unique bourbon-based cocktails that leave a lasting impression on guests. With the right knowledge and expertise, mobile bar companies can produce sophisticated and memorable bourbon bar packages for weddings.

Creating a Bourbon Bar Wedding Package

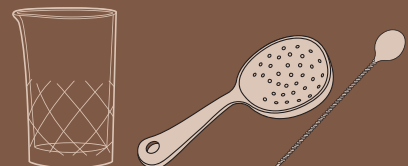
Crafting a bespoke bourbon bar wedding package can be an effective strategy for mobile bar companies to differentiate themselves from their competitors and deliver a distinctive and unforgettable experience for wedding guests. To create a successful bourbon bar wedding package, it is crucial to take into account the preferences and tastes of the bride and groom, as well as the overarching theme and ambiance of the wedding.

One of the initial steps in developing a winning bourbon bar wedding package is selecting the appropriate selection of bourbons. This encompasses not only selecting the right brands and flavors but also considering the overall price point of the package. It is advisable to offer a range of options, from well-known and cost-effective options to more high-end, premium brands. We suggest categorizing your customer base into two groups: standard and premium.

For example, the Bourbon Admirer Bar Package for the standard package and the Bourbon Crafty Bar Package for the premium package. It should be noted that the standard package should be priced lower than the premium package, as the standard package typically provides fewer options for the client to choose from, such as disposable cups, standard ice, regular bourbon, and a single bitters option, along with maraschino cherries. On the other hand, the premium package can feature top-shelf bourbon options, glassware, custom clear and/or branded ice cubes (in cube or sphere shape), a range of flavored bitters, and brandied cherries.

Another crucial factor to consider when creating a bourbon bar wedding package is the overall presentation and visual appeal of the bar. Mobile bar companies should invest in high-quality glassware, as well as bar accessories such as stirrers and garnishes, to ensure that the overall experience is both elegant and unforgettable.

Equipment and Techniques for your Bourbon Bar



Bourbon cocktails are a great choice for wedding receptions, providing a sophisticated and unique touch to the occasion. To create the perfect bourbon cocktail experience for your guests, it is important to have the right equipment and techniques. Here are some tips to help you create the best bourbon cocktails for weddings:

Bitters



For the standard package, one type of bitters is recommended, while for the premium package, two to three types can be used. Different flavored bitters can be used to create a variety of flavors in bourbon cocktails. Classic choices include Angostura bitters, which add a complex and slightly spicy flavor to cocktails, while orange bitters can add a citrusy and slightly sweet flavor. Other options include Peychaud's bitters, chocolate bitters, grapefruit bitters, and lavender bitters. A few dashes of bitters are typically all that's needed to enhance the flavor of a cocktail, and experimenting with different combinations can create a unique flavor profile.

Syrups



When incorporating flavored syrups into bourbon cocktails, there are some essential tips to keep in mind when using pre-made syrups and making your own.

Using pre-made flavored syrups:

It's important to choose high-quality brands that are made with premium ingredients and free from artificial flavors or colors. These types of syrups offer an authentic and natural taste to your cocktail creations. Experimenting with different flavors is encouraged, as pre-made syrups come in a variety of flavors, making it easy to find the perfect match for your bourbon cocktail. It's important to note that pre-made syrups may have varying levels of sweetness, so adjusting the amount used based on the specific cocktail recipe is advised.

Making your own flavored syrups:

The use of fresh ingredients is crucial to achieving the best flavor when making your own syrup. For example, fresh peaches should be used instead of canned or frozen ones when making peach syrup. Additionally, creating your own syrup allows for experimentation with different ingredients and flavors, such as herbs, spices, or other fruits, to create unique flavor combinations. Proper storage of homemade syrups is essential, as they should be stored in airtight containers in the refrigerator and used within two weeks to maintain freshness.

Overall, using pre-made flavored syrups can be a convenient option for adding flavor and sweetness to bourbon cocktails. However, creating your own syrups offers more customization and control over the flavor profile. Ultimately, the decision to use pre-made or homemade syrups depends on personal preference and the specific needs of the cocktail recipe.

Spirits



When selecting the bourbon options, it is important to consider factors such as flavor profile, price range, and availability. Offering a range of bourbons with different flavor profiles can allow guests to find a bourbon that they enjoy and appreciate. Providing information about each bourbon, including the name of the bourbon, its distillery, and a brief description of its flavor profile, can help guests make an informed decision.

Offering two to three different bourbon spirit options can add a unique and personalized touch to the wedding reception. For example, providing a classic straight bourbon characterized by a robust and woody flavor, a small-batch bourbon boasting a multifaceted and fruity profile, and a single-barrel bourbon featuring a distinct and singular taste. By implementing such a strategy, the business is poised to establish itself as a specialist within this sphere, thereby gaining a competitive edge over others who may not have adopted this approach in your area.

Cocktails



To simplify service and ensure consistent quality, we recommend offering no more than three types of cocktails. Here are three classic bourbon cocktails that we think would be a great addition to your menu:

Old Fashioned

Manhattan

Bourbon Sour

Each of these cocktails is a crowd-pleaser and can be customized to suit your guests' preferences. Whether you're looking for something sweet, sour, or spicy, these cocktails are sure to impress.

Glassware



Choosing the right glassware for bourbon cocktails can enhance the drinking experience by showcasing the color and aromas of the spirit. Common glassware options for bourbon cocktails include the Old Fashioned glass, the Coupe glass, and the Highball glass. It is important to consider the type of drink being served and the drinking experience you want to create when selecting glassware. Here are some details about glassware options for bourbon cocktails:

Old Fashioned Glass: Also known as a rocks glass or a lowball glass, the Old Fashioned glass is the most common glass for serving bourbon cocktails. It has a wide mouth that allows for the aroma of the bourbon to be released and is typically used for cocktails served on the rocks or with a single large ice cube.

Coupe Glass: This is a stemmed glass with a shallow, wide bowl. It is often used for cocktails served up, such as a Manhattan or a Boulevardier. The wide bowl of the glass allows for the color and clarity of the drink to be showcased, while the shallow shape helps to keep the drink cold.

Highball Glass: This is a tall, narrow glass that is typically used for mixed drinks like the Bourbon and Coke or the Bourbon Sour. It allows for the drink to be filled with ice and a larger amount of mixer, while still showcasing the color and clarity of the bourbon.

Ice

Craft ice cubes and spheres, made using special molds and coming in a variety of shapes and sizes, are a popular choice for bourbon cocktails, enhancing both the quality and presentation of the drink. Regular ice cubes can be more prone to melting quickly, diluting the cocktail and altering its flavor profile. In addition, regular ice cubes may not be as aesthetically pleasing as craft ice cubes. They are denser than regular ice, which means they melt more slowly, keeping the cocktail colder for longer without diluting it as quickly. This can help to maintain the intended flavor profile of the bourbon cocktail.

Strategically, this provides an excellent opportunity to prepare some cocktails in advance of the bar's social hour, allowing for faster service without compromising the quality of the drinks.

Ice continued...



There are a few different options for purchasing craft ice cubes:

Online retailers: There are several online retailers that specialize in craft ice.

Local ice companies: Check with local ice companies in your area to see if they offer craft ice options. Some companies may be able to create custom shapes and sizes upon request.

DIY: It is also possible to make craft ice at home with silicone molds. These molds can be purchased online or at home goods stores, and can be filled with water and frozen to create custom-shaped ice cubes or spheres. Although this is likely the most cost-effective option in the long run, it's important to factor in the time required to create ice using multiple molds..

When purchasing craft ice, it's important to consider the size and shape of the ice in relation to the glassware and cocktail being served. This is one reason regular ice is recommended for the standard package that uses disposable cups. Additionally, it's important to ensure that the ice is made from clean, purified water to avoid any unwanted flavors or impurities in the cocktail.

By following these tips and techniques, you can create perfect bourbon cocktails that will impress your wedding guests and provide a unique and sophisticated touch to the occasion.

Upselling: Smoked Cocktails

To enhance the standard or premium bourbon bar package, mobile bar companies may consider introducing clients to the option of smoked cocktails. Smoked cocktails are a unique and increasingly popular type of cocktail that add a smoky element to the drink.

The use of different types of woods to infuse distinct flavors into the cocktail is essential when smoking cocktails. Hickory, applewood, cherry, and oak are some of the most popular woods used in smoking cocktails.

When smoking bourbon for a cocktail, it is crucial to remember that a little goes a long way. Over-smoking can quickly overpower the other flavors in the cocktail, so it is best to start with a small amount of wood and adjust as needed. It is also important to monitor the smoking process carefully to ensure that the bourbon does not become too smoky.

There are several ways to achieve the smoky flavor, including using smoked ingredients such as smoked ice or smoked syrups or by smoking the cocktail itself using a smoking gun or a smoking box. For a high-volume service, a smoke top option is recommended.

After making the cocktail and pouring it into the serving glass for the wedding guests, follow these steps to smoke the cocktail using a smoke top, wood chips, and a butane torch.

Gather the necessary equipment, including a smoke top, wood chips, a butane torch, and the cocktail to be smoked.

Choose the desired wood chips based on the flavor profile, such as hickory, applewood, or cherrywood, among others.

Prepare the smoke top, ensuring a tight seal over the cocktail glass.

Load the smoke top with wood chips, add a small amount of chips to the tray.

Ignite the wood chips with the butane torch for no more than 5 seconds, allowing the smoke to filter through the smoke top into the cocktail.

Remove the smoke top carefully to avoid spillage, and serve the cocktail immediately.

Remember to exercise caution when handling the butane torch and hot smoke top, and always follow proper safety procedures. With these simple steps, you can easily create a delicious and unique smoked bourbon cocktail. Overall, smoked cocktails can be a creative and interesting addition to any cocktail menu, offering a unique and flavorful experience for those looking to try something new.

Bar Aprons



Bartenders are responsible not only for crafting delicious cocktails but also for maintaining a high level of cleanliness and professionalism. For this reason, bar aprons are a crucial accessory for any bartender working at such an event.

Apart from protecting the bartender's clothing from spills and stains, bar aprons serve as a vital barrier between the bartender and the delicate or costly ingredients used in craft bourbon cocktails.

Bartenders who wear bar aprons present an image of commitment to their craft and to providing excellent service. A clean, well-groomed appearance instills confidence in guests and contributes to the professionalism of the bar, an essential factor at a wedding where guests expect nothing but the best.

Bar aprons can also serve as a stylish accessory that complements the wedding's theme and enhances the overall aesthetic of the bar. Investing in high-quality bar aprons is thus a smart move for bartenders seeking to provide top-notch service and create a memorable experience for wedding guests.



Training Staff

Creating a successful bourbon bar package requires attention to detail and expertise, particularly with regards to the staff who will be working the bar. The knowledge and skills of the staff are crucial for ensuring that guests have a memorable experience. Therefore, it is imperative to provide comprehensive training on the nuances of bourbon, as well as exceptional service.

Training staff on bourbon should cover a wide range of topics, including the different types of bourbon, the spirit's history, and the various flavors and aromas that can be found in different brands. It is equally important to teach staff how to properly serve bourbon, including pouring and presenting it, and recommending specific brands and flavors to guests.

To provide exceptional service, staff should also be trained to focus on crafting cocktails with attention to the overall taste, presentation, and experience. Furthermore, it is crucial to consider the logistics of the wedding venue and the number of guests attending. Staff should be trained to handle high volumes of orders and to properly transport and set up the bar.

Ongoing training and development are also critical to maintain staff's knowledge and engagement. This includes regular training sessions and opportunities for staff to attend bourbon tastings and other industry events. Mobile bar companies can invest in the continuous development of their staff to ensure that their bourbon bar wedding package remains a top choice for brides and grooms.

In conclusion, training staff is a vital aspect of creating a successful bourbon bar. By providing comprehensive training on bourbon and exceptional service, mobile bar companies can ensure that guests have an enjoyable and memorable experience. Moreover, ongoing training and development are critical to keep staff engaged and knowledgeable and maintain the popularity of the bourbon bar package.



Promoting the Bourbon Bar Wedding Package

After creating an exceptional bourbon bar wedding package, it is essential to promote it effectively to potential clients. Here are some strategies for promoting the package to increase sales and grow your mobile bar company:

Develop a landing page: A visually appealing landing page on your existing that highlights the bourbon bar wedding package, with high-quality photos and comprehensive details is crucial to attract clients.

Utilize social media: Leverage social media platforms, such as Facebook and Instagram, to promote the package by sharing photos and videos of the bourbon bar set up, staff, and guests enjoying the experience. Use relevant hashtags to increase visibility and reach a wider audience.

Network with wedding vendors: Network with local wedding planners, caterers, and other vendors in the wedding industry to promote your package. Collaborate on styled shoots or events to showcase your bourbon bar wedding package and its unique features.

Attend wedding shows and events: Participate in local wedding shows and events to promote the package and connect with potential clients. Bring marketing materials and branded swag to hand out, and make sure to highlight the unique features of your package.

Offer discounts and promotions: Consider offering discounts or promotions for clients who book the bourbon bar wedding package. This can incentivize clients to choose your package over competitors and lead to word-of-mouth referrals.

Invest in search engine optimization (SEO): Investing in SEO ensures that your website and package appear at the top of search engine results when potential clients search for bourbon bar wedding packages in your area. In addition to that, paid advertising online can also be beneficial for gaining impressions and views on what you are offering.

Collect reviews and testimonials: Encourage clients to leave reviews and testimonials of their experience with your bourbon bar wedding package. Display these on your website or landing page, and social media to build trust and credibility with potential clients.

Bonus tip: Promote online as his and hers cocktails to add a personal touch to the wedding experience.

To improve organic search results, consider utilizing keywords such as "bourbon bar wedding service" and "[state name] whiskey bar wedding service" on your website or landing page..

By effectively promoting your bourbon bar wedding package, your mobile bar company can attract more clients and increase sales. By creating a strong online presence, networking with other wedding vendors, and offering promotions and incentives, you can make your bourbon bar wedding package the preferred choice for brides and grooms.





Preparing for the Big Day

Executing a successful bourbon bar requires thorough preparation. Mobile bar companies must ensure that they are fully equipped for the big day with these key tips:

Coordinate with the wedding planner or point of contact: Communication with them is crucial in integrating the bourbon bar into the wedding timeline. Collaborate to create a comprehensive plan for the bar setup, staffing, and service.

Prepare the bar setup: Ensure that the bourbon bar is stocked with all necessary equipment and supplies, including glassware, mixers, and garnishes. Have extra supplies on hand in case of any unforeseen circumstances.

Train and brief staff: Conduct a final training session with staff to prepare them for the big day. Review the timeline, service expectations, and any special requests from the wedding couple or planner.

Plan for transportation and setup: Plan for the transportation of the bourbon bar to the wedding venue and allocate enough time for setup and testing of the equipment.

Coordinate with the venue: Ensure that the bourbon bar is approved by the wedding venue and that all necessary permits and licenses are obtained. Coordinate with the venue staff to ensure smooth setup and service.

Be prepared for weather conditions: Have contingency plans in case of inclement weather. If the wedding is outdoors, ensure that the bourbon bar is covered and protected from the elements.

Plan for cleanup and teardown: Plan for efficient cleanup and teardown of the bourbon bar area. Leave the area in the same condition as it was found and ensure that all equipment and supplies are properly packed and transported.

It is important to note that crafting cocktails requires more precision than single pour mixed drinks. Clients should understand the quality of service being provided.

By following these tips, mobile bar companies can provide exceptional service for the wedding couple and guests, resulting in a successful bourbon bar wedding package. Proper planning and execution can lead to increased sales and business growth.



On the Day of the Wedding: Ensure Seamless Logistics

The success of a bourbon bar wedding package depends on the day-of logistics. Mobile bar companies need to ensure that they have a well-executed plan in place to provide a smooth and seamless experience for the wedding couple and their guests. Here are some tips to help ensure that the day-of logistics are efficient and effective:

Arrive on time: Arrive at the wedding venue well before the start time to allow for ample setup and preparation time. Being punctual will also allow for any unforeseen issues that may arise.

Efficient setup: Set up the bourbon bar quickly and efficiently, ensuring that it is fully stocked and all necessary equipment is in place. For the premium package, make sure to have enough glassware available for the entire period of service time. The bar area should be clean and presentable for guests.

Manage bar flow: The bar service should be efficient. Ensure that there are enough bartenders to manage the expected guest flow and that they are properly trained in service techniques.

Monitor inventory: Keep track of inventory levels throughout the event to ensure that there is enough stock for the duration of the event. Make sure that backup supplies are on hand in case of emergencies.

Communicate with the wedding planner or point of contact: Keep them informed of any issues or concerns throughout the event, and work together to ensure that the bourbon bar is fully integrated into the wedding timeline.

Efficient clean-up and teardown: After the event is over, ensure that the bourbon bar area is properly cleaned up, and all equipment and supplies are properly packed and transported. Venue owners and managers appreciate when you leave their space in a cleaner condition than when you arrived.

When it comes to the actual service, it is important to consider the location of the bourbon bar. The bar should be located in an accessible space that is not too tight or difficult to operate. Some great options include indoor wedding venues with a running sink behind the bar, or a bar trailer with a sink that has running water and enough space to manage all necessary equipment for this package.

The service time for the bourbon bar wedding package is up to you. You might want to have these drinks available for 5 hours or only during social hour. Keep in mind the labor cost and product expenses when creating your pricing and hours of service. This will vary for different bar companies. It is also important to have the right systems in place during social hour. This package works best for wedding guests of 50 or less, but it can also be done for larger groups with additional bar staff to handle the lines.

Lastly, make sure that you have all the necessary equipment for the bourbon bar wedding package. This includes mixing glasses, bar spoons, bar mats, bottle pourers, disposable cups, and rock glasses. For smoked cocktails, you will also need smoke tops, flavored wood chips, a torch, and butane.

By following these tips, mobile bar companies can ensure that the day-of logistics are well-executed, and the bourbon bar wedding package is a success. Proper planning and execution will lead to increased sales and business growth.

Conclusion

In conclusion, the bourbon bar wedding package represents a unique and exciting opportunity for mobile bar companies to increase their sales and grow their business. To achieve success with this package, mobile bar companies must have a thorough understanding of bourbon, and create a customized package that meets the needs and preferences of each wedding couple.

To provide exceptional service, mobile bar companies must invest time and resources into staff training, promoting their offering, and ensuring that all logistics are well-executed on the day of the event. By following the guidelines outlined in this guidebook, mobile bar companies can create a smooth and seamless experience for the wedding couple and their guests, while also differentiating themselves from competitors in the market.

The bourbon bar wedding package is an excellent opportunity for mobile bar companies to showcase their expertise, and create a memorable experience for their clients. As the bourbon industry continues to gain popularity, mobile bar companies have the opportunity to capitalize on this trend and continue to innovate, offering new and exciting services to their clients.

By staying up-to-date with industry trends and best practices, mobile bar companies can remain competitive, grow their business, and provide exceptional service to their clients. With careful planning and execution, the bourbon bar wedding package represents a valuable addition to the offerings of mobile bar companies, and a rewarding experience for all involved.

What's Next?

Stay tuned for our upcoming detailed content, which will provide you with tips and strategies on the following topics:

Deconstructing the flavor profiles of the ingredients that go into crafting delicious bourbon cocktails.

A comprehensive guide to online marketing and advertising strategies that you can follow to generate leads, drive sales, increase website traffic, and boost brand awareness.

And much more.

We can't wait to share our expertise with you!

Recipes



Old Fashioned



Manhattan



Bourbon Sour

Here are some recipe ideas to kickstart your journey towards developing and expanding your bourbon bar wedding package!

Old Fashioned

Smoked Maple Old Fashioned

2 oz bourbon

1/2 oz pure maple syrup

2 dashes Angostura bitters

1 dash orange bitters

Applewood chips for smoking (optional)

Instructions:

- Combine bourbon, maple syrup, Angostura bitters, and orange bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- If desired, smoke a glass by lighting applewood chips with a torch or lighter, then quickly placing an inverted rocks glass over the chips.
- Strain the cocktail into the smoked glass over a large ice cube.
- Garnish with an orange peel and a cherry.

Continued..

Black Walnut Old Fashioned

2 oz bourbon

1/2 oz black walnut liqueur

2 dashes Angostura bitters

1 dash orange bitters

Lemon peel for garnish

Instructions:

- Combine bourbon, black walnut liqueur, Angostura bitters, and orange bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- Strain the cocktail into a rocks glass over a large ice cube.
- Express the oils from a lemon peel over the cocktail, then garnish with the peel.



Gingerbread Old Fashioned

2 oz bourbon

1/2 oz gingerbread syrup

2 dashes Angostura bitters

1 dash orange bitters

Cinnamon stick and orange peel for garnish

Instructions:

- Combine bourbon, gingerbread syrup, Angostura bitters, and orange bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- Strain the cocktail into a rocks glass over a large ice cube.
- Garnish with a cinnamon stick and an orange peel.

Enjoy your delicious craft bourbon Old Fashioned cocktails!

Manhattan

Cherry-Smoked Manhattan

2 oz bourbon
1 oz sweet vermouth
1/4 oz cherry liqueur
2 dashes aromatic bitters
Cherry wood chips for smoking (optional)

Instructions:

- Combine bourbon, sweet vermouth, cherry liqueur, and aromatic bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- If desired, smoke a glass by lighting cherry wood chips with a torch or lighter, then quickly placing an inverted rocks glass over the chips.
- Strain the cocktail into the smoked glass over a large ice cube.
- Garnish with a Luxardo cherry on a skewer.

Blackberry Manhattan

2 oz bourbon
1 oz blackberry syrup
1/2 oz dry vermouth
2 dashes orange bitters
Lemon peel for garnish

Instructions:

- Combine bourbon, blackberry syrup, dry vermouth, and orange bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- Strain the cocktail into a chilled coupe glass.
- Express the oils from a lemon peel over the cocktail, then garnish with the peel.



Continued..

Chocolate Manhattan

2 oz bourbon

1 oz sweet vermouth

1/2 oz crème de cacao

2 dashes chocolate bitters

Orange twist for garnish

Instructions:

- Combine bourbon, sweet vermouth, crème de cacao, and chocolate bitters in a mixing glass with ice.
- Stir until chilled and properly diluted.
- Strain the cocktail into a chilled coupe glass.
- Express the oils from an orange twist over the cocktail, then garnish with the twist.

Enjoy your delicious craft bourbon Manhattan cocktails!

Bourbon Sour

Honey and Sage Bourbon Sour

2 oz bourbon

3/4 oz lemon juice

1/2 oz honey syrup

2-3 fresh sage leaves

Egg white (optional)

Instructions:

- Muddle the sage leaves in a shaker.
- Add bourbon, lemon juice, honey syrup, and egg white (if using) to the shaker and dry shake (without ice) for 10-15 seconds.
- Add ice to the shaker and shake again for another 10-15 seconds.
- Strain the cocktail into a rocks glass filled with ice.
- Garnish with a fresh sage leaf and a lemon wheel.

Continued..

Rosemary Grapefruit Bourbon Sour

2 oz bourbon
3/4 oz fresh grapefruit juice
1/2 oz rosemary syrup
1/4 oz fresh lime juice
1 egg white

Instructions:

- Combine bourbon, grapefruit juice, rosemary syrup, lime juice, and egg white in a shaker with ice.
- Shake until chilled and properly diluted.
- Strain the cocktail into a rocks glass filled with ice.
- Garnish with a sprig of fresh rosemary and a grapefruit twist.

Blood Orange Bourbon Sour

2 oz bourbon
1 oz blood orange juice
1/2 oz simple syrup
1/2 oz fresh lime juice
1/4 oz elderflower liqueur

Instructions:

- Combine bourbon, blood orange juice, simple syrup, fresh lime juice, and elderflower liqueur in a shaker with ice.
- Shake until chilled and properly diluted.
- Strain the cocktail into a rocks glass filled with ice.
- Garnish with a blood orange slice and a sprig of fresh thyme.

Enjoy your delicious craft bourbon sour cocktails!

