



RED BULL
COCKTAIL
Academy

FORWARD: DANIEL YANG

As a career bartender, I often find myself faced with the most dependable question from guests, "What drink do you recommend?". The problem is, there's no catch all answer for everyone, but the approach that many seasoned bartenders, including myself, go with is the "bespoke" cocktail. Finding out what people like, (or dislike) and narrowing it down like a search engine until you can comb through your mental catalog of classics to give the people what they want. End of the day, I believe that's what bartending really is about, hospitality and making people feel special.

That was our goal when making this book, to do something special. I think many of us remember growing up and drinking our share of Red Bull and vodka, or (Jager bombs back when it was still cool). Now that the cocktail world has come full circle and cocktails are pushing boundaries and found everywhere, why can't we make exciting cocktails with the same Red Bull we grew up with? When the Red Bull team approached me with this idea, I couldn't hop on board fast enough. Combining classic cocktails and blending it with the unique and imaginative flavors from Red Bull, talk about a win-win situation. When curating a menu, we often look to offer as many varieties and depths of complexity we can, to please as many palates as possible. We wanted to have the same thoughtful approach when tackling this project. Mixing a combination of more approachable cocktails, to hand crafted syrups and fresh juices, we found a blend of high end and accessibility that makes this collection a fit for anyone. From imaginative tiki cocktails to elegant champagne cocktails, we tackled concepts from all spectrums of the cocktail compendium.

I couldn't be prouder of what our team has put together here, and I look forward to us sharing this passion project with everyone.



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*Daniel Yang*



# SEA BLUE EDITION (JUNE BERRY)





# DOUBLE TROUBLE

## LIFE OF THE PARTY

### DIFFICULTY LEVEL

★★★☆☆ Medium Low

### COMPONENTS

1oz Vodka  
1oz Sweet Vermouth  
.75oz Lemon Juice  
.75oz Simple Syrup  
3 Cucumber Slices

### GARNISH

Cucumber Slices

### GLASSWARE

Collins

### ICE

Spear or Cubes

### RECOMMENDED CLIENTS

Restaurants and Craft Bars

### PRODUCTION

Build in tin, shake and strain, top with Red Bull Juneberry.

### NOTES

Inspired by the wildly popular Trouble Maker, an easy drinking Collins style cocktail that can be executed at multiple levels.



## SUMMER NIGHTS

### MOST LIKELY TO LIFT YOUR SPIRITS

| DIFFICULTY LEVEL                                                                         |         |
|------------------------------------------------------------------------------------------|---------|
| ★★★★ High                                                                                |         |
| COMPONENTS                                                                               | GARNISH |
| 2oz Vodka<br>.75oz Lemon Juice<br>.75oz Simple Syrup<br>3 Fresh Raspberries<br>Egg White | Flower  |
| GLASSWARE                                                                                | ICE     |
| Collins                                                                                  | NA      |
| RECOMMENDED CLIENTS                                                                      |         |
| Restaurants and Craft Bars                                                               |         |
| PRODUCTION                                                                               |         |
| Build in tin, Dry Shake, Wet shake and strain, top with Red Bull Juneberry.              |         |
| NOTES                                                                                    |         |
| A summer fizz, enough said.                                                              |         |



# BULL'S CAPER

## MOST LIKELY TO KEEP YOU GOING

### DIFFICULTY LEVEL

★☆☆ Easy

| COMPONENTS                                                                | GARNISH    |
|---------------------------------------------------------------------------|------------|
| 1.5oz Tequila<br>4 Lime Chunks<br>0.75oz Simple Syrup<br>Brown Sugar Cube | Lime Wedge |
| GLASSWARE                                                                 | ICE        |
| Rocks Glass                                                               | Cubed      |

### RECOMMENDED CLIENTS

Dive Bars

### PRODUCTION

Build in tin, Shake and dump, top with Red Bull Juneberry.

### NOTES

Based on the popular Caipirinha.



# HOT DAY IN JUNE

MOST LIKELY TO BE YOUR GO-TO DRINK

| DIFFICULTY LEVEL                                                                                                  |                      |
|-------------------------------------------------------------------------------------------------------------------|----------------------|
| ★★★ Medium                                                                                                        |                      |
| COMPONENTS                                                                                                        | GARNISH              |
| 1oz Tequila<br>Float Red Wine<br>.5oz Lime<br>.5oz Orgeat<br>1oz Pineapple                                        | 3 Blueberries Picked |
| GLASSWARE                                                                                                         | ICE                  |
| Wine Glass                                                                                                        | Regular              |
| RECOMMENDED CLIENTS                                                                                               |                      |
| Restaurants & Mid Range Bars                                                                                      |                      |
| PRODUCTION                                                                                                        |                      |
| Build in tin, Shake and dump, top with Red Bull Juneberry, Float of Red Wine.                                     |                      |
| NOTES                                                                                                             |                      |
| Beautiful presentation easy to produce if Orgeat is bought, instead of produced in house. Giffard is recommended. |                      |

