

Liqueurs Decoded



What in the heck is a liqueur?

Alcohol that has been flavored and sweetened.
Alcohol content varies (15-50%) as does
sweetness (from bone dry to syrupy).

3 high-level categories

Fruit & vegetable

Relying on peels or
whole fruit.
Tend to impart a
specific flavor

Examples

Orange



Maraschino



Floral & Herbal

Often a broad array of
roots, herbs, spices,
etc. Imparting more
complex flavor.

Examples

Floral



Herbal



Rich

Used in moderation,
these sweet liqueurs
can both flavor and
season a cocktail.

Examples

Coffee



Cacao



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What should I buy first and what should I do with it?

Orange



Cointreau or Grand Marnier are essential for a bar. Use them to craft countless classics like **Margaritas**, **Sidecars**, **Cosmopolitans**, **Mai Tais**, and more. See the daisy section of our recipe book.

Italian bitters



Less More

Bitter flavors are not as common in the American diet as they are in Europe and Asia but are wonderful as you begin to explore them in cocktails. Some are quite bitter. Others less so. Use either to make **Spritzes** and **Negronis**.

Elderflower



St. Germain has been referred to as "bartender's ketchup" because it goes well on everything. It imparts tropical fruit, peach, pear, and more. Try it in a **Daiquiri**, **Martini**, **G&T**, **Margarita**, **Spritz**, and more.