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# BAR ACADEMY

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R A I S E T H E B A R

# LOW & NO ALCOHOL Q&A



## 1. HOW CAN YOU STOP ALCOHOL-FREE SPIRITS FROM DILUTING WHEN BUILDING A DRINK?

There are a few techniques you can use to combat dilution:

1. Try adding ice at the end of a stir, for example, rather than leaving your ingredients to sit in ice.
2. Use big ice blocks rather than crushed or small cubes of ice.
3. Shake and stir for less time.
4. Use chilled glasses.
5. Try using a carbonation rig to carbonate the whole cocktail rather than adding soda water.



## 2. HAVE YOU EVER HAD TO IMPROVISE WITH A NON-ALCOHOLIC DRINK, TO CATER TO A SPECIFIC REQUEST?

Yes! There are often occasions when a customer wants to change up a drink – this could be because they don't like an ingredient or are allergic. To help prepare yourself for these requests, it's always good to keep your bar stocked with a variety of ingredients. There will be learning curves, but as with everything, it gets easier with practice.



## 3. HOW CAN YOU MAKE YOUR OWN SYRUPS USING SPICES AND FRUITS FOR NON-ALCOHOLIC BEVERAGES?

Any syrups you use for regular cocktails can work just as well in your no and low alcohol serves. Cinnamon, vanilla, raspberry, pear, cardamom and ginger are all great ingredients for creating syrups.

The easiest way to make a syrup is to start by making a 1:1 simple syrup, combining equal parts (by weight) of white sugar and water over medium heat. Once the sugar has dissolved, remove the syrup from the heat and then add your spices or fruit to the syrup while it's cooling. You can also use fruit juice in place of the water component for your syrups to make more intense fruit syrups. The sugar content may need to be adjusted, however, depending on the sugar content of the juice. [Here](#) are a few syrup rules and recipes to get you started.

If you're looking for more inspiration, download the '[Seedlip Cocktails at Home](#)' e-book for free with 9 unique blends.

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## 4. DO YOU THINK THERE'S ROOM FOR A COMPLETELY LOW AND NO ESTABLISHMENT?

Yes! There are now over 25 shops in the US, UK and AUS dedicated to non-alcoholic drinks and there are also a growing number of non-alcoholic bars. A great example of a completely non-alcoholic cocktail bar is The Virgin Mary Bar in Dublin.



## 5. HAVE YOU EVER USED 0% BEER FOR A BEER-BASED COCKTAIL? DOES THIS WORK?

Yes. There are some fantastic non-alcoholic beers out there. Riffs on shandies and cobbler can work really well!



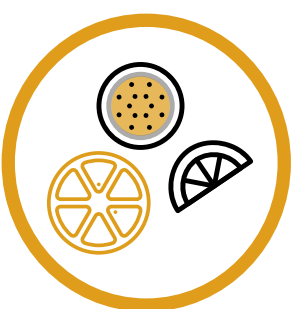
## 6. WHAT WERE THE NAMES OF THE BOOKS YOU RECOMMEND FOR INSPIRATION?

- ['Seedlip Cocktails at Home'](#) by Ben Branson
- 'Good Drinks' by Julia Bainbridge
- 'Liquid Intelligence' by Dave Arnold
- 'Flavour Bible' by Andrew Dornenburg
- 'Amaro' and 'Bitters' by Brad Thomas Parsons



## 7. CAN YOU USE BITTERS TO FLAVOUR LOW ALCOHOL DRINKS EVEN THOUGH THEY CONTAIN ALCOHOL?

They can work as flavouring, however, you have to be careful as bitters typically contain 45%+ ABV. This means that a couple of dashes can increase the ABV of a cocktail, so you need to calculate the maths as accurately as possible. This isn't as much of an issue for low ABV serves but it's very important for non-alcoholic drinks. There are low ABV bitters that use glycerine as a base like Fee Brothers. [Here's](#) a great article by Camper English on the bitter ABV maths for further advice



## 8. WHAT SHOULD YOU CALL YOUR LOW ABV AND NO ALCOHOL DRINKS SECTION? HOW MANY LOW AND NO ALCOHOL DRINKS SHOULD YOU OFFER?

This depends on how big your alcoholic cocktail list is but as a general principle, making 25% of your list No & Low can be very rewarding. We like 'No & Lo' as a name!