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Shake: A New Perspective On Cocktails



Synopsis

An artisanal cocktail book by two best friends and the entrepreneurs who invented the The Mason Shaker cocktail shaker and whose mission is to bring cocktail crafting out of the bar and into the home. Design, cocktail, and culinary enthusiasts Eric Prum and Josh Williams realized that while cocktail bars have sprouted up just about everywhere, good drinks still couldn't be found in the one place where they always mixed them: at home with friends. So, from their Brooklyn workshop, where they designed, created, and launched The Mason Shaker, a now-iconic invention that transformed a Mason jar into a cocktail shaker, they also created *Shake*. One part instructional recipe book and one part photo journey through their year of cocktail crafting, the book is a simple and inspirational expression of their seasonal, straightforward approach to drinks and entertaining: Mixing cocktails should be simple, social, and above all, fun. Each recipe is presented visually, in four color photos, as well as in written recipes, making *Shake* both an arresting gift and a practical guidebook to simple, elegant cocktails.

Book Information

Paperback: 168 pages

Publisher: Clarkson Potter (July 8, 2014)

Language: English

ISBN-10: 0804186731

ISBN-13: 978-0804186735

Product Dimensions: 8.6 x 0.6 x 8.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (114 customer reviews)

Best Sellers Rank: #11,574 in Books (See Top 100 in Books) [#7 in Books > Cookbooks, Food & Wine > Beverages & Wine > Cocktails & Mixed Drinks](#) [#12 in Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Spirits](#)

Customer Reviews

Shake: A New Perspective on Cocktails is co-written by Eric Prum and Josh Williams, the co-creators of the mason jar cocktail shaker. They emphasize high-quality ingredients over quantity of ingredients, and none of the cocktails had more than 5 steps to follow. So many positives to this cocktail recipe book! First, before you even open the book, you feel the lovely matte cover. I love matte covers. I love the minimalist layout of the pages, too. Just look at that beautiful cover! *Shake* opens with a few pages talking about bar basics. There are 12 "standard" spirits the guys

recommend (that's totally doable) and then they also recommend a few styles of stemware/glassware to have on hand. I ended up trying four different cocktails from the book, and only had to buy one ingredient: rosemary sprigs. That's awesome. The book is subdivided by season, which is fun. I don't want to be anything less than thorough in reviewing my books, so over the course of three weeks I tried one cocktail from each season. ;) As I mentioned, I liked the short and reasonable ingredients lists. I had fun experimenting and learning new cocktails. And I enjoyed the short vignettes in each chapter where the guys talked about favorite activities. For example, in Spring they talk about attending the horse races and in Winter they share a glance inside their workshop. Beyond practical, this cocktail recipe book is also full of beautiful photographs and interesting info.

I bought this book as a gift for my brother, who has a bar in his home and loves cocktails. Before giving it to him, I browsed through the book. I was really impressed with the physical presence of the book - the photography is gorgeous, very modern and clean, and the cover, binding, and paper are all fantastic quality. It's a book that exudes polish and sophistication. It would look great on your bookshelf or coffee table and makes for an impressive-looking gift. I didn't try out the cocktails myself, but every few weeks I get a text or phone call from my brother when he makes a new one. He's loved every single one that he tried, and he's getting a lot of use out of the book. He particularly liked the Mid-Winter Marg and the Blackberry Fence Hoppers.

Some very unique cocktails in this book! I love that they group them by season and also have mocktails for my friends who don't drink. Plus it has some amazing imagery, the theme that is carried throughout the book is gorgeous.

Outstanding and refreshingly new ideas for cocktails that don't require 15 ingredients you've never heard of. It's beautifully and simply laid out, broken down by season, and fits perfectly to the home mixologist/bartender who wants to make easy, ridiculously good original cocktails for home or to impress your friends. Put this on your coffee table now, but buy it on a Wednesday or Thursday so it arrives BEFORE the weekend. Otherwise you end up drinking a variety of liquors on a Tuesday night...which never ends well.

Very unique take on popular drinks. They use fresh herbs and fruits. The recipes are easy to follow. Divided up seasonally and uses a muddler thought the book. I have made a few and have enjoyed

them all. I would recommend this book to anyone who wants a more fresh and modern perspective on making cocktails.

NOT your traditional recipe. If you want to try something new and refreshing and if you are really into mixed drinks, I highly recommend this book. There is a drink for every season using unique ingredients to give you a refreshing feeling.

It's more of a table book with great photos. I was hoping for something more educational about the basics of craft cocktails. I will keep it bc it was a gift for my husband, but he will have to keep looking for one with more depth.

Beautiful photos and appealing recipes. The book is divided by season with appetizing recipes and photos to tempt your tastebuds. I'll be making the watermelon daiquiri tonight. It's a pretty straight forward book featuring recipes that won't break the bank on ingredients.

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