

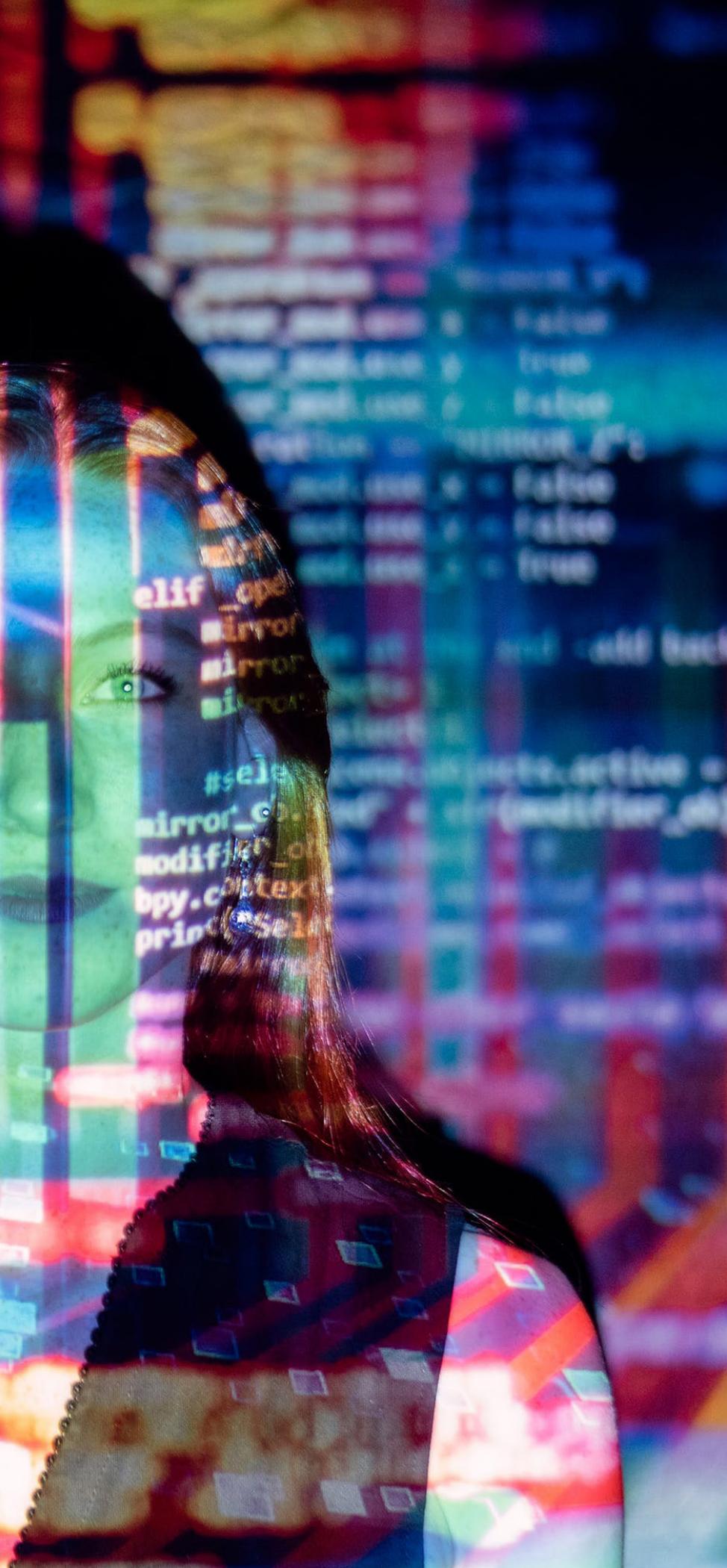


CHEERS — TO THE — FUTURE



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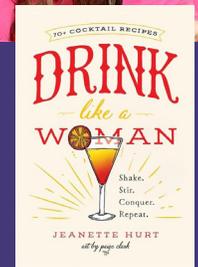
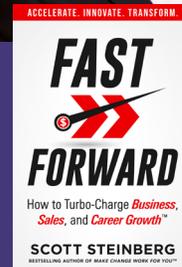


THE FUTURE OF DRINKING IS HERE!

Hold the holographic, folding smartphone: Is it just us, or between all those recent advancements in quantum computing, artificial intelligence, robotics, telehealth, and private space travel, does it often seem like tomorrow is today?

If it feels like your head is spinning from a world of growing digital transformation and high-tech advancements, join the club. Buoyed by skyrocketing public interest in cutting-edge technology and communications tools, pop culture is quickly becoming pop future, and breakthroughs we could scarcely dream about years ago reality in the modern day and age. Keeping this in mind, here at FutureProof Strategies: The Futurist Consulting Firm, we noticed that there's a lot of human progress to celebrate as of late. So we asked Scott Steinberg, keynote speaker and futurist consultant for over 1500 brands, and Jeanette Hurt, author of *Drink Like a Woman* and *Wisconsin Cocktails*, to raise a toast to the future's hottest new trends.

Here, you'll find an exclusively-curated selection of drinks we've created that are inspired by some of the most promising new developments in the world of technology, communications, and business. Don't be surprised if requests for them start to trend upward around your cocktail table shortly. After all, like the many new and forward-thinking developments that they reflect, they're well-worth keeping on the tip of your tongue going forward.



MALWARE DESTROYER

With billions of high-tech attacks now occurring online annually and hundreds of new high-tech threats launched by cybercriminals literally every minute, you're on near-constant red alert protecting your data and network. Help stay more alert for signs of hacks, data breaches, and network compromises by quaffing this feisty cocktail that's designed to match your mood. Hibiscus-infused tequila marries well with cherry and bitter liqueurs with just a sparkle of bubbly. Down one or two of these cybersecurity-inspired libations, and you'll be in a much better headspace to deal with whoever's lurking unseen in the bowels of your hybrid cloud hunting for sensitive information.

- 1 1/2 oz. Blanco tequila infused with hibiscus tea (recipe follows)
- 1/2 oz. Aperol or other red-colored aperitivo
- 1/2 oz. Door County Cherry liqueur or other cherry liqueur
- 3/4 oz. Hibiscus agave simple syrup (recipe follows)
- 3/4 oz. Fresh lime juice
- 2 dashes Orange bitters
- 1 oz. Rosé champagne or sparkling wine
- Glass: Coupe that has been prepared with sugar and salt
- Garnish: Sugared hibiscus flower

To prepare glass: Chill coupe in freezer for 10 minutes. Then rub a lime wedge around the edge of the glass. Pour 2 teaspoons sugar and 2 teaspoons coarse Kosher or sea salt into a saucer. Dip edges of glass into sugar-salt mixture. Set aside. In a cocktail shaker filled with ice, add tequila, Aperol, Door County cherry liqueur, hibiscus agave simple syrup, fresh lime juice and orange bitters. Shake for 30 to 60 seconds, until well-chilled and shaker is slightly frosty. Double-strain into prepared glass, top with rosé champagne, garnish with sugared hibiscus flower.

Hibiscus-Infused Tequila

- 1 cup blanco tequila
- 4 hibiscus tea bags or 4 tablespoons loose-leaf hibiscus flowers

Let tequila steep with hibiscus tea for at least 10 minutes, but no more than 20. Remove tea bags and use tequila in recipe.

Hibiscus Agave Simple Syrup

- 1 cup agave syrup
- 1 cup hot water
- 1 hibiscus tea bag or 1 tablespoon loose-leaf hibiscus flowers

Bring water to a boil. Add tea bag, and steep for at least 5 minutes. Stir in agave syrup until dissolved.

Note: If you'd like a smokier cocktail, switch out the tequila with mezcal, and follow the instructions to infuse with hibiscus.



HOLD THAT BITCOIN!

Need something to take the edge off cryptocurrency's whipsawing market valuation and the industry's rollercoaster-like ups and downs? We've put together a fresh twist on a timeless classic that can help those trillion-dollar ebbs and flows off the old blockchain go down a little easier. Scotch and rum tango together here in an old-fashioned way but with an innovative new twist that's sure to please both old- and new-money tycoons alike. Just be sure to stash the key to your digital wallet somewhere safe before pouring one – it's a heck of a lot more painful to lose than a napkin with a phone number on it.

- 1 oz. Scotch, preferably aged in rum barrels
- 1 oz. Aged rum, preferably aged in scotch or whiskey barrels
- 1/4 oz. Rich aromatic syrup (recipe follows)
- 2 dashes Old fashioned or aromatic bitters
- 2 dashes Orange bitters
- Glass: Old fashioned
- Garnish: Fresh plum slice or 1/2 fresh fig and/or whole star anise

In a cocktail shaker filled with ice, stir together all ingredients until well-chilled or for about 60 seconds. Afterwards, strain into an old fashioned glass, then garnish with fresh plum slice or 1/2 fresh fig and/or whole star anise.

Rich Aromatic Syrup

- 1 cup hot water
- 2 cups turbinado sugar
- 3 cinnamon sticks
- 3 whole star anise

Mix together until sugar is dissolved. Let spice infuse for at least 20 minutes or up to 20 hours.

Variation: Using a cocktail smoker, smoke a few hickory chips, cover for 30 seconds, then serve.



SEEING GREEN

With seven in ten shoppers now preferring to buy from eco-friendly brands, and shareholders and investors alike increasingly adopting an activist stance, make no mistake: Sustainability isn't a buzzword – it's become an essential business practice. Green business is good business today, after all, noting that the era of corporate social responsibility (CSR) and environmental and social governance (ESG) is now firmly at-hand. So why not toast to a brighter future for our planet with a cocktail that boasts an earthier flavor palate? Zesty gin mingles with herbs and sugar snap peas in this fresh and fun cocktail that incorporates a host of tasty natural ingredients.

- 1 1/2 oz. Uncle Val's Zesty gin or other herbal gin
- 1/2 oz. Midori or other melon liqueur
- 3/4 oz. Sugar snap pea herb syrup
- 3/4 oz. Fresh lime juice
- 1/2 oz. Fresh egg white or aquafaba water
- Glass: Coupe or wide champagne glass
- Garnish: Dried or fresh lime wheel, fresh herbs and/or sugar snap pea

Place all ingredients in a shaker without ice and dry shake for 60 seconds. Add ice, then shake for another minute. Double strain into a coupe or wide champagne glass. Garnish with a dried or fresh lime wheel, fresh herbs and/or sugar snap pea flower.

Sugar Snap Pea and Herb Syrup

- 1 cup water
- 1 cup granulated sugar
- 1 1/2 cup sugar snap peas, roughly chopped
- 1 handful (about 1/2 cup) fresh cilantro, dill or other herb leaves

Pour water and sugar into a small saucepan and bring to a boil. Once boiling, stir in sugar snap peas and herbs, and remove from heat. Let sit at least 30 minutes.

Variation: You can use whatever herbs are fresh from your garden in this versatile recipe.



WHY'S MY NFT IN YOUR METAVERSE?

It's no secret that Web 3.0 is having a moment, as are virtual reality (VR), augmented reality (AR), and the many other extended reality (XR) experiences that aim to suck us into connected 3D online worlds. But before you enter The Matrix or slip on that funky-looking headset, remember: The moment you set foot in cyberspace, what is virtual becomes real, and what is real can change from moment to moment. In the spirit of watching an array of new universes open up, and many worlds become one, this color-shifting cocktail integrates herbal Chartreuse and scotch-laced Drambuie with rum, orange liqueur and lemon juice. Blue waves meet apricot sunshine as they swirl together, producing an overall experience that's far greater than the sum of its parts.

- 1/2 oz. Green Chartreuse
- 1/2 oz. Modern gin, e.g. Hendrick's
- 1/2 oz. Drambuie liqueur or 1/4 oz. Scotch and 1/4 oz. Honey
- 1/2 oz. Blue curaçao liqueur
- 1/2 oz. White rum
- 1/2 oz. Fresh lemon juice
- 1/2 oz. Simple syrup
- 2 oz. Club soda or seltzer water
- 2 dashes Orange bitters
- 1 oz. Apricot nectar
- Glass: Collins
- Garnish: Luxardo or other upscale cherry with 1/2 of fresh apricot

Combine all ingredients except for club soda and apricot nectar in a shaker filled with ice. Shake for 60 seconds, then add club soda and stir to combine. Fill a Collins glass with crushed ice and pour cocktail into glass. Then, pour apricot nectar over the back of a bar spoon, to float on top of the drink. Use a toothpick or stirrer to spear 1/2 of apricot with cherry in the middle.

Simple Syrup

- 1 cup granulated sugar
 - 1 cup hot water
- Stir sugar into water until dissolved



FTW: LET THE GAMES BEGIN!

As evidenced by eSports' skyrocketing popularity, there's never been a better time to be a professional gamer – or video game enthusiast, for that matter. But if you've ever hoisted a mouse and keyboard, you know fragging your way to the top of the charts requires incredible stamina, mental prowess, and reflexes like a hyper-caffeinated cobra. For those looking to get a quick edge up on the competition, be forewarned: This one will get your spider senses tingling. Vodka, raspberry liqueur, and your favorite energy drink combine here to create a buzzworthy cocktail featuring a butterfly pea simple syrup that changes colors from a dark blue to vibrant violet, representing the color of your opponents' guts the minute your plasma rifle lands home and splatters them against that neon-colored wall.

- 1/2 oz. Green Chartreuse
- 1/2 oz. Modern gin, e.g. Hendrick's
- 1/2 oz. Drambuie liqueur or 1/4 oz. Scotch and 1/4 oz. Honey
- 1/2 oz. Blue curaçao liqueur
- 1/2 oz. White rum
- 1/2 oz. Fresh lemon juice
- 1/2 oz. Simple syrup
- 2 oz. Club soda or seltzer water
- 2 dashes Orange bitters
- 1 oz. Apricot nectar
- Glass: Martini
- Garnish: Cotton Candy

Place all ingredients except for energy drink in a cocktail shaker. Use a muddler to muddle the raspberry jam into the other ingredients. Add ice, shake hard for 60 seconds. Strain into martini glass, add garnish. Then, when you are ready, pour in energy drink, and watch the color change from dark blue to violet.

Butterfly Pea Tea Simple Syrup

- 1 cup granulated sugar
- 1 cup hot water
- 2 tablespoons loose leaf butterfly pea tea

Steep tea in hot water for at least 5 minutes and up to 10 minutes until it is dark, dark blue. As tea is steeping, stir in sugar until dissolved.



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