

## MASTER OF MIXES COCKTAIL ESSENTIALS

# Mixology Minded Jalapeño Syrup

**Master of Mixes continues to turn up the heat in 2025!**

**Turn up the heat: Spicy Cocktails are on the Rise!**

**Turning up the Heat in 2025!**

- The spicy cocktail continues to be the IT drink
- This fiery trend is gaining momentum, as home bartenders are reaching for jalapeños, hot sauce and other spicy ingredients to craft beverages that pack a punch!
- “Sweet-heat” allows a drink to be unexpected, complex and just a little bit dangerous – a great way to add fun to your ordinary cocktail
- The rise of spicy cocktails is not just about the thrill of heat; it’s a reflection of a strong culinary movement towards more adventurous eating and drinking experiences.
- People are increasingly seeking out flavors that challenge and excite their palates, and the complex, warm notes of spicy cocktails meet this demand perfectly
- Master of Mixes Jalapeño Syrup will offer depth and intensity to your cocktails that’s hard to find in more traditional cocktails
- You can now transform any cocktail to spicy with just a splash of Master of Mixes Jalapeño Simple Syrup
- Cocktail Essentials offers every ingredient you need to make the perfect cocktail
- Shelf-stable before and after opening

