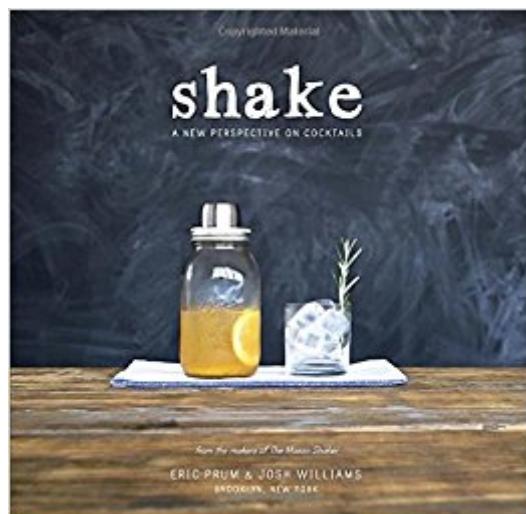


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# Shake: A New Perspective On Cocktails



## **Synopsis**

An artisanal cocktail book by the entrepreneurs who invented the The Mason Shaker cocktail shaker, 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**

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## **Customer Reviews**

ERIC PRUM and JOSH WILLIAMS have been best friends since they were freshman roommates at UVA. A decade later, they are founding partners in W&P Design, a product innovation company launched in 2012 with a Kickstarter campaign to manufacture a Mason jar cocktail shaker. They are guest cocktail contributors for marthastewart.com and have been featured in the New York Times, Martha Stewart, Southern Living, Food & Wine, and on CNN among other media outlets.

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.

I have not had a bad drink out of this book yet. I love trying new things so I am having a lot of fun with this book. Some of the ingredients are things I usually do not stock in my bar, so I am trying to buy one new thing each month and try a different drink. This also makes me look very impressive to friends when we entertain. When we go to others houses now, I am usually assigned to bring a creative drink and I never disappoint when using something from this book. It is a little pricey, but well worth the money.

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.

This cocktail book is awesome! They organize the cocktail recipes by season (Spring, Summer, Fall and Winter) and the pictures and recipes are very cool. We've made a few of the recipes so far and they're delicious! I find it much more appealing to look through a book for recipes rather than search the internet, and this a great book for cocktails! It's also pretty enough to keep out on your bar or table.

This is a great book that I use often. The book's philosophy is just like mine: "Drinking should be fun, simple, and social". And true to form, the book delivers on its promise. Not only is the book itself beautiful to hold and behold (the cover has great "feel" and the pictures are simple but stunning), but the drinks are easy to make, fun, and definite crowd-pleasers. Whether you muddle and mix at home for your own pleasure (you can make a drink with dinner in mere minutes), or if you bring it along to a party and mix with friends, you're sure to be satisfied. Makes a great gift too.

I bought this for my husband as a Christmas gift and he loves it. He had just started mixing drinks at

home and this book gave him the structure to take it to the next level. It's also beautifully made so it's fun to flip through and learn about the authors and their philosophy on cocktails. Whether you choose to keep it on the coffee table or in the kitchen, it's a great buy.

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.

This book is a great gift for someone.

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