

THE C2 COCKTAIL BOOK



C2 STRATEGIC
COMMUNICATIONS

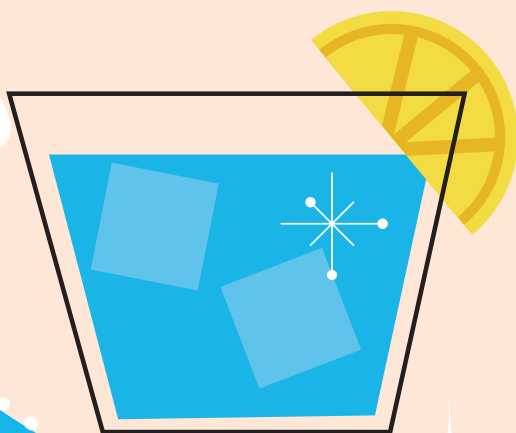


THE C2



CHAD CARLTON | PRESIDENT

Communications connoisseur Chad has grown C2 Strategic from a small batch of expert communicators to a team of 20 in the past 10 years. The firm, like a good bourbon, is only getting better with age. When he is not advising government and business leaders across the region, you may find Chad strolling through a local farmers market, spending time with his family or mixing up “The C2.” Chad says he named it after the firm, but it might be because if you have more than one, you’ll see two.



INGREDIENTS

- 2 ounces small batch Kentucky bourbon
- 1 ounce Cointreau
- 2 dashes Peychaud bitters
- Lemon or orange twist, for garnish

INSTRUCTIONS

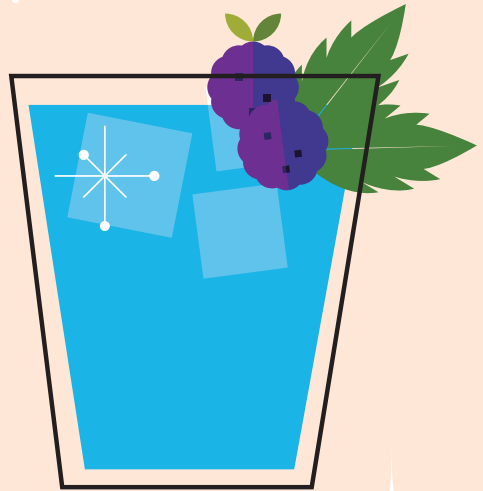
In a mixing glass, add bourbon, Cointreau and bitters. Stir. Pour into a rocks glass with ice. Garnish with lemon or orange twist.



KERRI BERRY JULEP

KERRI RICHARDSON | **EXECUTIVE VICE PRESIDENT**

As a former governor's communications director, broadcast journalist and Emmy-winner, you can trust Kerri's counsel on communication challenges. As a former president of the Bourbon Women Association, you can trust Kerri's counsel on cocktails. At C2 Strategic, Kerri leads projects for business, government and health care clients. Much like her communications approaches, "Kerri's Berry Julep" is thoughtfully-crafted with a modern twist and sure to be a hit.



INGREDIENTS

- 2 ounces bourbon
- 1 ounce simple syrup
- 3 to 5 blackberries
- 4 mint leaves, torn (not too small)
- 1 sprig mint, for garnish

INSTRUCTIONS

In a mixing glass, add blackberries, mint and simple syrup. Muddle, then add bourbon and ice. Stir. Pour into a julep glass filled with ice and garnish with fresh mint sprig.



MINDYRITA

MINDY PETERSON | **VICE PRESIDENT**

Mindy leads communications for transportation projects across Indiana and Kentucky with intelligence and zest. Clients trust Mindy to deliver results that, like good tequila, pack a punch. When she's not developing public outreach strategies or connecting stakeholders, you may find Mindy at the beach relaxing with a cocktail like her "Mindyrita" as perfectly balanced as her communications approaches.



INGREDIENTS

- 1.5 ounces agave tequila
- .5 ounce orange curacao
- 1 ounce lime juice
- .5 ounce simple syrup
- Splash of orange juice
- Lime or orange slice, for garnish

INSTRUCTIONS

In a cocktail shaker with ice, add tequila, orange curacao, lime and orange juice and simple syrup. Shake vigorously for 20 seconds until well-chilled. Pour into a margarita glass over ice and serve with a lime or orange slice.



PEACH ICEBREAKER



ED GREEN | VICE PRESIDENT

Ed utilizes his diverse skills and experiences to coordinate with team members throughout the organization serving clients in transportation and community development. When he's not in a team meeting or planning communications strategies, you may find Ed camping, watching sports or unwinding on his patio. Ed created the "Peach Icebreaker" to introduce his friends and family to his love of bourbon. Much like how you'll feel after spending time with Ed, after two of these you'll be relaxed and at ease.



INGREDIENTS

- 3 ounces bourbon
- 4 ounces fresh peaches (about 2 peaches, peeled and diced)
- Juice squeezed from ½ lime
- 6 ounces ginger beer (or ginger ale)
- 2 cups ice
- 2 ounces simple syrup (optional)
- Peach slices, for garnish

INSTRUCTIONS

In a blender, add all ingredients and blend until smooth. Incorporate additional ice or ginger beer to reach desired consistency. Pour into copper mule mugs and garnish with thinly sliced peaches.

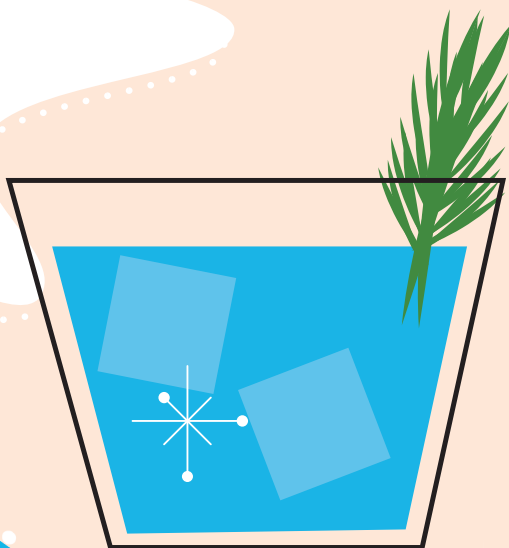




HERBY DERBY

RACHEL NIX | SENIOR STRATEGIST

Rachel loves to plant a seed and help it grow – either at C2 Strategic through smart messaging for her clients or at home in her garden. This “Herby Derby” cocktail is fresh and modern, like her creative approach to strategic storytelling, infusing herbs from her backyard into a bright take on the classic Brown Derby cocktail.



INGREDIENTS

- 2 ounces Kentucky bourbon
- 2 ounces grapefruit juice
- 2 teaspoons honey
- 2 rosemary sprigs

INSTRUCTIONS

In a cocktail shaker with ice, add bourbon, grapefruit juice, honey and one sprig of rosemary. Shake vigorously for 20 seconds until well-chilled. Strain into a rocks glass with ice. Garnish with sprig of rosemary.



BRENNNA'S BOOZY BREW

BRENNNA ANGEL | SENIOR STRATEGIST

Brenna is a battle-tested communicator with experience in both journalism and local government. At C2 Strategic, she works with transportation clients to effectively communicate information about vital infrastructure projects, whether that's a small bridge replacement, new highway construction or a multi-year planning study. When she's not talking about roads and bridges at work, you can find Brenna hitting the road in her soccer mom minivan, carting her two kids around town. This busy mom prefers a cocktail with some pick-me-up like "Brenna's Boozy Brew".



INGREDIENTS

- 1 ounce brewed espresso
- 1.5 ounces vodka
- 1.5 ounces Kahlua
- 1 ounce creme de cacao
- Whipped cream, for garnish (optional)

INSTRUCTIONS

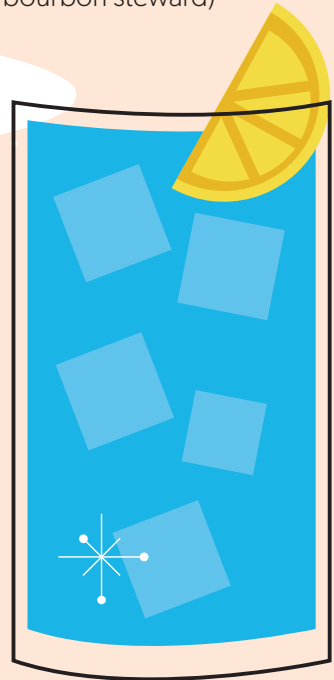
In a cocktail shaker with ice, combine espresso, vodka, Kahlua and crème de cacao. Shake vigorously for 20 seconds until well-chilled. Strain into a martini glass. Top with whipped cream to make it extra indulgent.



BITTERSWEET END OF THE DAY

WILL WINGFIELD | SENIOR STRATEGIST

Will applies his transportation and state-government experience to exploring new frontiers for C2 Strategic in his adopted-home of Indianapolis. After long evening of feeding and wrangling kids, Will enjoys this simple “Bittersweet End of the Day” cocktail that his dad (and personal bourbon steward) introduced to his family.



INGREDIENTS

- 2 ounces bourbon
- 12 ounce can ginger ale
- 3 dashes of orange bitters

INSTRUCTIONS

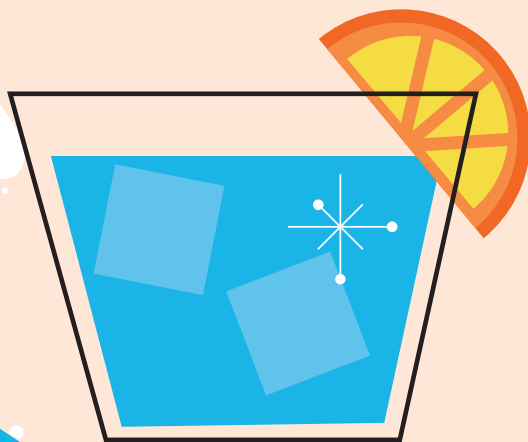
In a highball glass filled with ice, add bourbon and top with ginger ale. Add 3 dashes of orange bitters and stir.



“MY OH RYE” OLD FASHIONED

BEVERLY BARTLETT | SENIOR STRATEGIST

Beverly uses her background in media and government to drive strategy for mostly non-profit and government clients. She loves camping with her family and one year they spent 30 days in a tent! (Not 30 days in a row, though.) She likes an old fashioned like this “My Oh Rye” recipe because she’s kind of a classic.



INGREDIENTS

- 2 ounces rye whiskey
- 1 teaspoons simple syrup
- 3 dashes Angostura bitters
- Orange peel, for garnish

INSTRUCTIONS

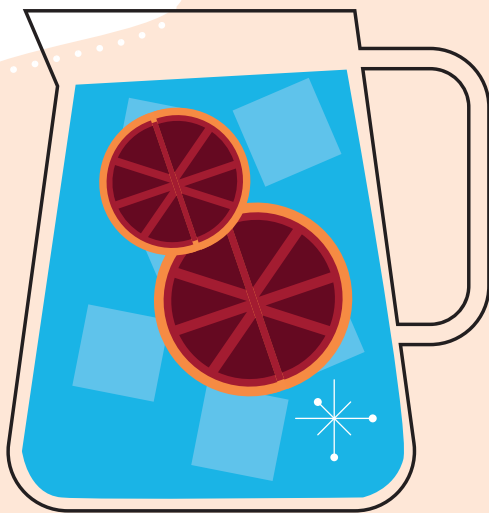
In a rocks glass, add simple syrup and bitters. Stir. Add bourbon and stir. Add large ice cube, if desired. Express orange peel over glass and garnish with peel.



BERRY STRATEGIC SANGRIA

ANDREA BRADY | SENIOR STRATEGIST

Andrea brings bright and balanced communications insights to delight her clients, so it's no surprise her go-to summer cocktail is sangria—a well-rounded, refreshing beverage. This seasoned PR pro knows that mixing smart plans with fresh opportunities leads to 'fruitful' outcomes, every time, like in this "Berry Strategic Sangria" recipe.



INGREDIENTS

- 1 bottle red wine
- 4 ounces brandy
- 2 ounces triple sec
- 4 ounces orange juice
- 4 ounces pomegranate juice
- 2 ounces simple syrup
- 1 orange and 1 apple, sliced
- 6 ounces blackberries
- Seeds of 1 pomegranate

INSTRUCTIONS

In a pitcher, add all ingredients and refrigerate overnight. Serve in wine glasses with ice.