

Libations for Innovations

A Cocktail & Mocktail Guide for
Your KGM Holiday Shutdown 2024





Have yourself a merry little *(brand compliant)* holiday shutdown.

Looking forward to unplugging over the holiday shutdown? Ready to mix it up in 2025? Whatever the reason, whatever the season, the KGM Cocktail & Mocktail Guide (KGMCMG) offers 9 step-by-step libations to inspire your next marketing innovations.

THE OPS SLIDE

Riff of: The Tom Collins



SERVES 1



Always make sure to triple-check the measurements before forwarding!

Ingredients

2 oz. London dry gin

1 oz. lemon juice,
freshly squeezed

1 oz. grapefruit juice,
freshly squeezed

1/2 oz. simple syrup

Club soda to top

Garnish: lemon wheel and
Keysight red maraschino cherry

Steps

1. Add the gin, lemon juice and simple syrup to an ice filled shaker and shake.
 2. Pour into a highball glass full of ice, top with club soda and stir.
 3. Garnish with a lemon wheel and maraschino cherry.
 4. Repeat monthly.
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THE FIRE (drill) EXTINGUISHER

Inspired by: Iced Coffee



SERVES 24



Nothing cools off a fire-drill like an iced coffee. Focus, efficiency and productivity – now in a glass.

Ingredients

1 lb. ground coffee (light roast)

8 qt. cold water

Half-and-half (healthy splash per serving)

Sweetened condensed milk (2 to 3 tbsp. Per serving)

Skim milk, 2% milk, whole milk, sugar

Steps

1. Mix the ground coffee with the cold water in a large container.
2. Cover and allow to sit at room temperature for at least 12 hours or up to 24 hours.
3. Line a fine mesh strainer with cheesecloth and set over a pitcher or other container.
4. Pour the coffee / water mixture through the strainer, allowing all the liquid to run through, and discard the grounds.
5. Place the coffee liquid in the fridge and allow to cool.

For an individual serving, pack a glass full of ice cubes. Fill the glass 2 / 3 full with coffee liquid, then add a healthy splash of half-and-half. Add 2 to 3 tablespoons of sweetened condensed milk and stir to combine.

Now jump on that ASAP project, and enjoy the higher-than-average WAM typing speed.



THE DIRECT MAILER

Riff of: *The Old Fashioned*



SERVES 1



Despite digital tactics making up the majority of modern ad budgets, there is always a place for a “traditional” tactic if the strategy calls for it. Plus, can’t we all agree that there’s something special about receiving a highly targeted, oversized with tri-fold postcard in the mail?

Ingredients

1.5 oz. of rye whiskey
or bourbon

1-3 dashes of Angostura bitters

2 teaspoons of simple syrup

Club soda, to top

Garnish with 2-inch orange
peel and Keysight red
maraschino cherry

Steps

1. Combine simple syrup, bitters, and whiskey in an Old Fashioned glass, stir.
 2. Twist the peel over the glass before adding so the orange oils enhance the aroma of the cocktail.
 3. Add 1 to 2 large ice cubes and stir a few more times to chill.
 4. Garnish with an orange peel and cherry.
 5. Best enjoyed after aging in an unmonitored corporate mailbox for 3-6 months.
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DOMO DASHBOARD DATA

Riff of: Agua Fresca



SERVES 1



Everyone knows clean data is the key ingredient for great analytics. So, before you start working on the next QBR slide, whip up this mocktail and take a refreshing look at your underlying data to ensure it's clean, crisp, and ready for bubbling up.

Ingredients

1 cup chopped cherries
1 cup club soda
½ oz. lime juice
2 tsp agave nectar
Chopped lime and Keysight
red maraschino cherry

Steps

Before beginning, ensure all ingredients are sourced farm-to-table and thoroughly scrubbed.

1. Blend all ingredients.
 2. Taste to ensure balance of strong, sour, bitter, and sweet.
 3. Pour into a highball glass, and add club soda for bubbles.
 4. Garnish with lime wedge and Keysight red maraschino cherry.
 5. Enjoy guilt-free, this mocktail is actually quite good for you!
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THE ROI-JITO

Riff of: Mojito



SERVES 1



Get a return on investment for all those extra holiday groceries you bought (just to be safe) and now need to use. Minimal effort and prep, for maximum cocktail production. The perfect post-project digestif. Makes however much fits in your largest pitcher.

Ingredients

Rum

Mint, thyme, or any leftover holiday herbs doomed to dehydrate in your fridge

Leftover lemons or limes from those recipes that only needed half

This apple cider you thought everyone would drink more of

Sugar

Alcoholic seltzer (or nearest soda depending on what's left)

Steps

1. With Rum in hand, squeeze out juice from all leftover citrus into your largest clean pitcher.
 2. Throw in the rinds and the doomed leftover herbs.
 3. Add sugar and muddle everything in the pitcher with a potato masher. This releases oils from the greens, and your conscience from the guilt of wasting pricey herbs.
 4. Fill the pitcher with ice, then rum, and then cider and cans of alcoholic seltzer for the bubbles.
 5. Best enjoyed while contemplating how much beverage you made with so few expensive ingredients.
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THE TIER 1.5 TEA-TINI

Riff of: Tea-tini Mocktail



SERVES 1



Is it Tier 1 or 2? Alcoholic or non-alcoholic? This appetizingly ambiguous ambrosia is sure to keep your guests and their designated drivers on their toes. Can be made as a mocktail per this recipe or added as a cocktail mixer.

Ingredients

Ice
1 cup unsweetened black tea
1/2 cup simple syrup
(add to taste)
1/2 a lemon's juice
Lemon zest

Steps

Note: This cocktail should appear simple while being quite labor intensive — like a duck swimming in a pond.

1. Combine all liquids with ice in a cocktail shaker and shake until you hear James Bond smile.
2. Pour into a martini glass and garnish with a lemon peel.
3. Blur categories (but not your vision) with a caffeinated boost for the night.
4. Best if poured through Keysight logo-shaped ice luge, but if there's no budget for that tactic, use the ice you already have in your fridge.



THE VANITY METRIC

Riff of: French47



SERVES 1



Do they look and sound great? Absolutely. Do they actually matter? Absolutely not. So whether it's "hypothetical reach," "Number of video views compared to the population of Uzbekistan – as a percent," or "Number of email opens within the Arctic Circle," we're sure you'll agree that this vanity metric belongs in a cocktail recipe vs. your weekly roll-up report.

Ingredients

1.5 oz. gin
¾ oz. lemon juice
¾ oz. simple syrup
2 oz. champagne

Steps

1. Pour gin, lemon juice, and simple syrup into a Boston Shaker over ice.
 2. Shake vigorously.
 3. Strain through a Hawthorne strainer into a champagne flute – no other glass will do (because the name is vanity metric, after all).
 4. Top with champagne.
 5. Garnish with a lime peel.
 6. Best enjoyed after business hours, on slide 2 of a lunch and learn presentation recording.
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THE BUDGET

Riff of: A Glass of Water



SERVES 1/2



Is it half full, or half empty? It really comes down to your perspective. The key to this mocktail is to always ensure that no matter the size of the glass, it's always half of what you expect, but double what you need.

Ingredients

Any liquid that you can justify. We suggest water.

Steps

1. A picture of efficiency – take a liquid of your choice and fill up a container of your choice half-way.
 2. Best if enjoyed wisely.
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THE PIN-IT-FOR LATER PIÑA COLADA

Riff of: Piña Colada



SERVES ~



In any team thread, the “pin” feature keeps info handy for your coworkers to reference. Don’t you wish you had something similar for real-life family arguments? With a Pin-It-For-Later Piña Colada, commemorate all those hard-fought victories and reluctant concessions with an out-of-season toast your in-laws won’t be able to conveniently “forget.” Serves a “per my previous email” number of people.

Ingredients

5 cups coconut milk

5 cups pineapple juice

2 cups rum

1 cup white sugar (less if it’s going to draw some remarks)

Your ice maker’s capacity, or less, divided by the measure of your ambition for this year’s casserole wars.

Please keep in mind that as with virtual pins, less is more.

Garnish (required): those tiny umbrellas nobody can resist “ooh”ing over. After all, who can resist a toast when tiny umbrellas are involved?

Steps

IMPORTANT: Before your company arrives, blend all ingredients and pour out into tall glasses with garnishes. Cover and refrigerate.

1. Preparing the drinks beforehand is crucial to creating a strong association between the points you need to memorialize and the unusual way everyone did so. It will help maintain the element of surprise over your dinnertime foes.
 2. When the tides turn in your favor, immediately whip out the tray and present it to your guests. Between their oohs and aahs, toast whatever gaffe your in-law just made (Ex: “To Katy’s char-fried onion and gray bean casserole!”).
 3. Best enjoyed while reminding guests of this moment next year when they inevitably criticize your own casserole. Be sure to have a round of “Pin-It-For-Later”’s stocked for that argument, too.
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The KGM, brand-approved toast!



.....> Choose a cocktail/mocktail and make a toast! To your team, your families, and you, in celebration of a well-won reprieve to a busy season. And as we turn into a new year (fiscal or otherwise), we hope you can find something sweet to savor in these pages and share a chuckle or two. Here's to you, KGM, the brilliance you've shown at every opportunity, and many more to come!

Happy Holiday Shutdown!
The KGM Corporate Marketing Team



Please Shutdown Responsibly.