



THE SITUATION

DID YOU KNOW...

8% of Greenhouse gasses worldwide are from food waste?

40% of food is unused or wasted after farmers markets?

THE IDEA

REPURPOSE UNUSABLE PRODUCE FROM FARMERS MARKETS TO SUPPORT FOOD FORWARD ORGANIZATION

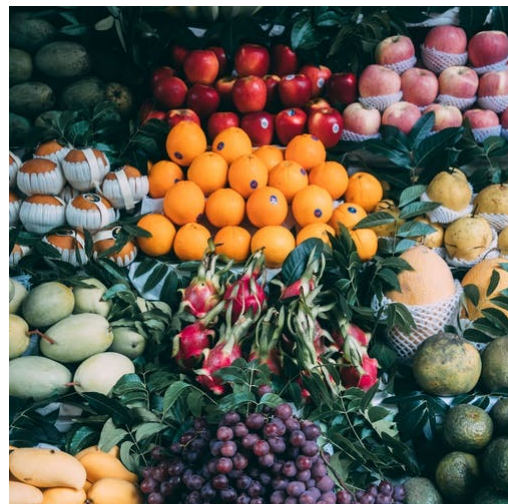
These upcycled syrups can then be recreated in bars across the US and beyond to make delicious Ketel One Cocktails!

Ketel One Stone Fruit Sour

- 1.5oz Ketel One Family Made Vodka
- 1 oz Stone Fruit Syrup
- .25 oz Lemon Juice

Ketel One Salted Citrus Royale

- 1.5oz Ketel One Family Made Vodka
- 1 oz Salted Citrus Cordial
- 3 oz Champagne



Imperfect & bruised fruits & veggies are **100% perfect** for making cocktail syrups!

Moderation is Marcelous.

KETEL ONE Vodka. Distilled from Grain. 40% Alc/Vol. © Double Eagle Brands, B.V. Imported by Ketel One USA, Aliso Viejo, CA. **Scan the QR code for the full recipe.

HOW TO HELP

INSPIRE BARTENDERS, CUSTOMERS, AND CONSUMERS TO MAKE MARVELOUS DRINKS WITH AWARD WINNING KETEL ONE THAT ALSO SERVES THEIR LOCAL FARMERS AND COMMUNITIES

1. ADOPT A LOCAL FARMERS MARKET
2. SOURCE LOCAL PRODUCE FOR COCKTAILS
3. RECYCLE IMPERFECT FRUITS AND VEGGIES FOR COCKTAIL SYRUPS!

SHARE A [SOCIAL POST](#) USING
**#KETELONECONTESTUS AND
#KETELONEHIVE**
FROM JUNE 1-10TH



Scan the QR Code
for these syrup recipes and
more ideas to engage with
your community and turn
discarded produce into
delicious cocktail ingredients



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