

Study the Scope of Modern Age Cocktails over Classic Cocktails in Pune City

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Abstract:

Pune is also known as “Oxford of the East” which basically means pune has more of the population of youth. Apart from thatthis place is abandoned by many bars and restaurants. There one can find lots of bars or hotels selling huge variety of liquor and even cocktails. People tend to try new and ready to experiment with their drinks.A thorough knowledge about the scope of modern age cocktails over classic cocktails in Pune city is has been included in this research.

Study has been conducted in considering with stakeholder’s bartenders and guests with the help of a questionnaire and concerning directly with the objective of Various Modern age cocktail served and understand the need of new-age cocktails for Hotels, Restaurant, & Bars in Pune City also to know the preference of modern age cocktail as compare to the classic cocktail.

The results of the study are done by the analysis of the responses and present through tables and using the chi square test to prove the hypothesis and objective. The conclusion of the study Modern age cocktails has a great future in Pune city as compare to classic cocktails. Hotels, restaurants and bars also need to continuously update with their bar menu to upkeep with market needs, as well as to cop up with competitors.

Keywords:

Classic Cocktails, Modern Age Cocktails, Cocktail Methods, Types of Cocktails, World Wide Cocktails, Cocktail Recipes, Mixology

Introduction:

In India the hospitality industry has grown over the past decades. This is mainly because people generally have more money to spend outside the home and eating patterns have changed also tourism has been promoted more effectively both locally and overseas with the continued increase in tourism it is expected that hotels will become more numerous in the future. This has been indicated by the recent opening of a number of large hotels and plan for several years. At long last the hospitality industry is gaining the recognition it so rightly deserves as one of the fastest growing and most dynamics industry sectors in to the world.

One of many popular notices on the birth of the world cocktail is that during the American war of independence, in 1779, an innkeeper, Betsy Flanagan of Virginia prepared a meal of chicken she stole from a neighbour who was pro-British. She then served the French soldiers with the mixed drinks garnished with the feathers she had plucked from a neighbour's roosters. Her merry French guests toasted her with the words "vive le cocktail". Since then the word 'cocktail' was used to mean the mixed drinks. This is, of course, one of the stories.(The Joy of Mixology, Revised and Updated Edition by Gary Regan, n.d.)

A cocktail is a concoction made with a combination of all or a choice of either the following ingredients namely spirits, sugar, water, wine and other non-alcoholic beverage. Any modern classic should primarily consist of ingredients that are commonly stocked and easy to prepare. Drinks such as the "Old Cuban", "The Bramble", "Espresso Martini," Amaretto Sour", French 75" are made in bars around the world, which is getting popular day by day. (The New-Age Cocktails You Need To Try, 2017)

This year has seen basic spirits and liqueurs completely redefined. The martini is no longer just a martini. Vodka is no longer just vodka. A whiskey sour is no longer just a whiskey sour. Bartenders are liaising with suppliers the way chefs have always done, getting their hands on fresh produce and artisanal ingredients. An emergence of complex and delicately flavoured drinks made with handcrafted syrups and freshly extracted juices has transformed the cocktail menus of the olden days. (The 30 Best-Selling Cocktails in the World in 2018, n.d., p. 30)

Pune is the second largest city in the Indian state of Maharashtra and the ninth most populous city in the country and has approx. population around 3.99 Million. The youngsters, IT crowd, & Working youth of Pune city enjoy their weekend in the hotels, Restaurant and bar with various delicacies and drinks such as cocktail, spirits and mocktails are generally consumed. This will help researcher to know the current trends of the cocktails in Pune city. The Survey will enlighten the researcher about the different types of classic & modern cocktails served in Pune city. The study will also help to understand the acceptability of modern age cocktails among the Pune people. The researcher will come to know the preference of modern age cocktail as compare to classic cocktails. The study will also help to understand the need of modern age cocktails for Hotels, Restaurants, & Bars in Pune city.

Review of Literature:

Spirit is the general term for all the strong distilled liquors. The first spirits were made more than 4000 years ago. Opinion is divided as to whether the Chinese used the first stills to make

perfume, or the Arabs to make potable (drinkable) alcohol. The word ‘alembic’ as the stills are known is of Arabic origin.

Distillation is the process where desired liquid is separate from undesired liquid by the application of heat. During distillation, a base liquid containing alcohol is heated until the alcohol becomes steam, or vapour. Because alcohol boils at a lower temperature than water, it is possible to vaporize nearly all the alcohol of the base liquid, leaving mostly water and congeners behind. As the vapor passes through condenser it condenses back in to liquid state and the resulting liquid with highly concentrated alcohol is collected.

The origin liquid from which drinking spirit is distilled can be grape wine as in the case of brandy, molasses of sugarcane for rum, malted or unmalted grain for whisky, vodka, and gin. Tequila is distilled from the fermented juice of the blue agaves, cactus plant found in Mexico. (Staff, 2018)

Mixology

The art of adding the ingredients is called mixology.

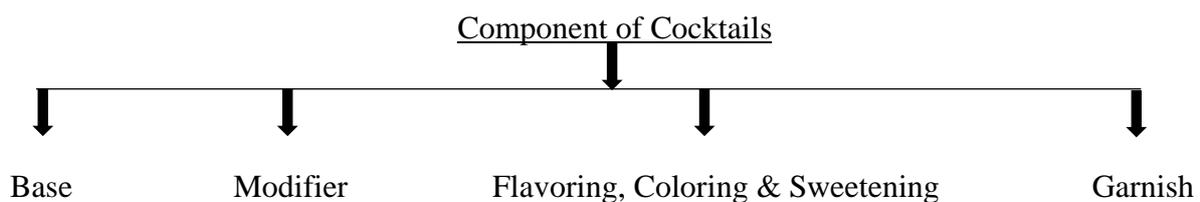
Therefore, if we were to accept this definition it would appear that the cocktail or mixed drinks- is as old as mankind itself, or rather as soon as he/she began to drink, because in some way beverages were being mixed in one from another since time begin. What is important is to remember something what Mr. Peter Zorbas one said: “the cocktail is like a symphony orchestra... if you have one piece out of tune with others, then the whole performance is ruined. To be a good cocktail it must look great... and also taste great” The number of cocktail is always increasing, this can be seen in every bar selling them. In addition, the cocktail competitions conducted throughout introduce new idea constantly.(Staff, n.d.)

Definition of a cocktail:

A cocktail is an alcoholicmixed drink that contains two or more ingredients; at least one of the ingredients must be a spirit.(“Cocktail,” 2020)

Or

A cocktail is a mixed drink typically made with a distilled beverage that is mixed with other ingredients. If beer is one of the ingredients, the drink is called a beer cocktail



Methods of Making Cocktail

1. Build Method:

To build a drink, it is to pour the ingredients in the glass in which the cocktail is to be served. The stirring (mixing) is left to the customer. The majority of build drinks are served on ice. (Mixing Methods - CocktailsForever, n.d.)

2. Shake Method:

This method is used with cocktails that contain juice, dairy, creamy liqueur or other heavy ingredients that do not combine easily with spirits.

3. Blend Method:

To blend a cocktail is to mix the ingredients in an electric blender. For a smooth texture any fruit should be cut in small pieces and put in the blender first. (iamtomblake, 2017)

4. Stir Method:

The cocktails that include mostly liquor should be stirred. The reason is texture. Stirring will produce a clear drink without a hazy effect.

5. Muddling Method:

It is the process of mashing fruit, herbs or other ingredients with a muddler to extract their flavours. When muddling fruit, they should be cut in pieces. Use granulated sugar instead of simple syrup for this method. (BARTENDER GUIDE: Basic Techniques Including Stirring, Shaking, Layering, Muddling, Blending and Building., n.d.)

6. Layer Method:

This method gives an attractive look to a cocktail and is guaranteed to impress. The process involves pouring the heaviest liquid first, followed by a succession of progressively lighter ones.

7. Top up / Fill up:

This method is used to fill up a glass with one specific ingredient without a measuring device. Some long cocktails such as a screwdriver combine carefully measured spirits with a large amount of one mixer or fruit juice.

8. Shake and Strain / Stir and Strain:

This method prevents the ice going into the glass. It is used for cocktails which are served straight up such as Martinis or a Manhattan.

9. Coating / Rimming:

The intention is to coat the rim of a glass with sugar, salt or other ingredients. (8 Bartending Techniques for Making Perfect Cocktails - 2020, n.d.)

Types of Cocktails:

- Collins- A drink similar to a sour, which is served in a tall glass with soda water or seltzer water.
- Coolers- A drinks consisting to ginger ale, soda water and a fresh spiral or twists of citrus fruit rind and served in a Collins or highball glass.
- Fizz- An effervescent beverage one which is carbonated and emits small bubbles.

- Julep- A drink made of bourbon, mint, and sugar and crushed ice.
- Mules- A sweetened and spiced liquor, wine or beer served as a hot punch.
- Nightcap- wine or liquor often consumed right before bedtime.
- On the rocks- A drink served over ice.
- Pick-me-up- A drink designed to relieve the effects of overindulgence in alcohol.
- Shooter- A straight shot of liquor taken neat.
- Sour- A short drinks consisting a liquor, lemon and sugar.
- Toddy- A sweetened drink of liquor and hot water often with spice.(The Complete Bartender’s Guide, n.d.)

Classic Cocktails

Cocktail menus vary depending on where you’re ordering. A chain restaurant might offer one or two recognizable cocktails plus a few wild innovations that may taste a lot like fruit punch or a chocolate milkshake (and why not). “Serious” cocktail bars, on the other hand, might have just a few options, many of them unrecognizable—cocktails invented by the bartenders on staff that are no doubt delicious but maybe harder to compare to anything you’ve had.



Source: www.mixology.eu

Figure: 1.1 Classic Cocktail Eras

Fortunately there’s a lot of middle ground, familiar drinks that exist pretty much anywhere a bar is decently stocked. And, of course, these days a lot of cocktail bars are eager to guide you to the right choice (which is to say, what you want), either with cocktail menus arranged by style (e.g., bright and sour, dark and boozy) or by encouraging an old school interaction between patron and bartender. A “bespoke” cocktail bar is actually built around this model, with cocktails made to order per guest preference.

Not only are these drinks among the “standards” that any bartender knows, but if you like something about any of them, you can probably find something similar, or construct something new with the help of your local barkeep.(The Savoy Cocktail Book, n.d.)

Sr. No.	Cocktail Name	Recipe
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1	Martini	Gin Dry Vermouth
2	Manhattan	Rye Whisky Sweet Vermouth
3	Bloody Mary	Vodka Tomato Juice Worcestershire Sauce Tabasco Sauce Salt Lime Juice
4	Margarita	Tequila Triple Sec Lime Juice
5	Old Fashioned	Whisky Orange Slice Sweet Vermouth Cherry
6	Mojito	White Rum Mint Leaves Lime Chunks Sugar
7	Daiquiri	White Rum Lime Juice Sugar Syrup
8	Screwdriver	Vodka Orange Juice
9	Tom Collins	Gin Lime Juice Sugar Syrup Carbonated Water
10	Cosmopolitan	Vodka Cranberry Juice Triple Sec Lime Juice

Modern Age Cocktails around the World

Beginning in the late 1980s, enterprising bartenders and restaurateurs sought to recreate the atmosphere of the Prohibition-era speakeasy, with creative cocktails served in dimly lit lounges. Around the same time, across town at the Odeon, bar owner Toby Cecchini created “Sex and the City” favorite the Cosmopolitan – a vodka martini with cranberry juice, lime juice and triple sec. Bartenders became superstars and cocktail menus expanded with new

drinks featuring exotic ingredients, like the Lost in Translation – a take on the Manhattan using Japanese whiskey, craft vermouth and mushroom-flavored sugar syrup – or the Dry Dock, a gin fizz made with cardamom bitters, lavender-scented simple syrup and grapefruit.

A lot of the early bars that subscribed to the modern age cocktail ethos emulated the speakeasies of the Prohibition era. The idea was to make them look special and exclusive, and some of the new “speakeasies” incorporated gimmicks like requiring customers to enter behind bookcases or through phone booths. They’re meant to be places where customers can come to appreciate the drink – not the band, not the food, not the pickup scene. (The New-Age Cocktails You Need To Try, 2017)

“Ron Zacapa Blazer”, Eau de Vie, Sydney and Melbourne, Australia

Served at Eau de Vie’s bars in Sydney and Melbourne – which often feature among lists of the world’s best – “Ron Zacapa Blazer” is a rich and warm digestive style of drink, made with Ron Zacapa, arguably the best rum in the world. Flamed with Pedro Ximenez sherry and a dash of house blended bitters, the cocktail is also available as an Old Fashioned. (The 10 Most Amazing Cocktails in the World, 2013, p. 10)

“Forever Young”, Artesian Hotel Bar at The Langham, London, UK

Artesian, the Langham’s glamorous cocktail bar, offers cocktails with a difference. Even the bar’s ice is special: created with the latest technology, it promises to last longer and keep your cocktails cooler. “Forever Young” features in the Fresh and Sexy spectrum of the menu and is inspired by the novel *The Picture of Dorian Gray*. Elaborately served in a metal vessel hidden behind a mirror and scented by opium incense, it is a blend of Grey Goose vodka, Martini Extra Dry, eucalyptus, Maraschino and citrus. (The 10 Most Amazing Cocktails in the World, 2013)

“Cucumber Collins”, Living Room at W South Beach Hotel & Residences, Florida, USA

“Cucumber Collins” is featured on the Living Room’s cocktail program, which was unveiled in December last year, and is a combination of Square One cucumber vodka, yuzu juice, fresh lemon and blueberry-stained cucumbers pickled in mirin, sake and rice wine vinegar. Bar Chef Scott Beattie’s cocktail making resembles the workings of a chef, with complex layers of flavors and visuals to stimulate the eye and palate. (Left Coast Libations, n.d.)

“Lady’s Leg Cosmopolitan”, Eau de Vie, Sydney and Melbourne, Australia

“Lady’s Leg Cosmopolitan” is prepared in a vintage, late 1930s cocktail shaker in the shape of a lady’s leg complete with a high-heeled silver shoe. The cocktail substitutes cranberry juice for homemade cranberry sorbet, giving the drink a creamy and soft texture. Served in Eau De Vie’s vintage champagne coupes. (Bartender, 2019)

“White Negroni”, Gin Palace, New York, USA

Located in New York City’s East Village, Gin Palace – perhaps unsurprisingly – specializes in serving gin to its punters. “White Negroni”, thought to be one of the strongest cocktails around with a base-spirit proof of 114, is a take on the Italian classic. A concoction of bianco vermouth, Sales aperitif and Perry’s Tot gin, it is lighter than a classic Negroni (since it is missing the Campari), but still maintains bittersweet, citrus flavors.

“Vanilla Chocolate Malt”, Oxo Tower Bar, London, UK

Served at London’s OXO Tower Bar, which offers stunning views along the River Thames, “Vanilla Chocolate Malt” is an on the riff of a 50s American soda fountain – with a little difference. It combines Absolut Vanilla vodka, almond milk and Mozart dry chocolate spirit, with vanilla sugar and malted milk. (Houck, 2020)

“Dropje Daiquiri”, Tippling Club, Singapore

Alongside creative and exciting food, Tippling Club serves up cocktails that take the word innovative and push it to the max. The result? One of the coolest venues in Singapore. “Dropje Daiquiri” is a take on the classic daiquiri, which uses salted licorice from Holland that is infused into a Venezuelan rum and then mixed with orange curaçao and citrus.

“Mulata Daisy”, Connaught Bar, London, UK

“Mulata Daisy” is Connaught Bar’s modern take on the golden age of the 1920s. Combining Bacardi Superior Rum with freshly squeezed lime juice, fennel seeds, dark crème de cacao liqueur and GallianaL’Autentico, the cocktail is served in a champagne coupe glass with cacao powder on the rim.(The Waldorf Astoria Bar Book by Frank Caiafa, n.d.)

“The Versailles Experience”, Eau de Vie, Melbourne and Sydney, Australia

Served in Eau de Vie’s Absinthe Fountain, “The Versailles Experience” is an elegant and refreshing cocktail on tap, in which Tanqueray Gin and Absinthe are combined with pear, lemon, apple and mint.

“Paloma Hermosa”, Living Room at W South Beach Hotel & Residences, Florida, USA

Tequila lovers will be in heaven with W South Beach’s “Paloma Hermosa”, which is a cocktail made up of Tapatio Blanco tequila and St. Germain Elderflower liqueur, fresh grapefruit, lime, agave and egg whites, served up with lime wheels and edible flowers. Image credit: Andres Aravena (Cranberry Cocktail Recipes & Drinks | Ocean Spray®, n.d.)

Modern Age Cocktails around Pune City

Amaretto Sour

Pour the Amaretto, simple syrup, and lemon juice into a cocktail shaker with ice. Shake and strain into a glass filled with ice. Garnish with an orange slice and a cherry. (Is Specialised Cocktail Bar The New Fad, n.d.)

Bloody Caesar

A Caesar (also known as a Bloody Caesar) is a cocktail created and primarily consumed in Canada. It typically contains vodka, a Caesar mix (a blend of tomato juice and clam broth), hot sauce, and Worcestershire sauce, and is served with ice in a large, celery salt-rimmed glass, typically garnished with a stalk of celery and wedge of lime. What distinguishes it from a Bloody Mary is the inclusion of clam broth. (Sanghvi, 2019)

Strawberry Daiquiri

Strawberry Daiquiri – Popular fruity cocktail that is made with fresh or frozen sweet strawberries, rum, lime juice and some ice.

Paradise Punch

Paradise punch makes a delicious fruity cocktail. Made with Absolute, Southern Comfort, and Amaretto and a blend of pineapple juice, orange juice and grenadine to a glass with ice.

Paradise Punch is one of the most famous Cocktail on cruise line which sails in Caribbean island also in Mediterranean cruising to kill the heat.

Paradise Punch gets its popularity during Pune's summer around so many bars and restaurant in the city especially during lunch. (The Best Bars In Pune To Get Your Drink On, n.d.)

Espresso Martini

Espresso Martini is a cold, coffee-flavoured cocktail made with vodka, espresso coffee, coffee liqueur (Kahlua / Tia Maria), and sugar syrup. (These Best Bars And Pubs In Pune That You Can't-Miss Partyng At, 2018)

Beer-Rita

Pour limeade, tequila, water, and beer into a large pitcher. Stir until well-blended and limeade has melted. Add plenty of ice, and garnish with lime wedges.

The typical Beer-Rita is a wild combination of frozen margarita with a bottle of beer upended inside. (Top 6 Places to Get the Best Cocktails in Pune, n.d.)

Hypothesis

H_0 - Modern age cocktail does not enhance satisfaction over classic cocktails with great experiences.

H_1 - Modern age cocktail significantly enhances satisfaction over classic cocktails with great experiences.

Statistical Analysis

The collected data was tabulated and the statistical analysis was computed using tool, Microsoft Office 2007.

The finding of the data collected from the respondents in the form of the questionnaire. The data was collected in a span of four weeks from 15th February 2020 to 15th March 2020. Around 100 questionnaires were distributed amongst several hotels of the city, all the questionnaires were received filled in appropriate manner. The data received was of the people in restaurants and hotels of Pune city.

Results for Questionnaire of Customer

Gender of the Respondents

The gender divisions that the respondents have shown via the data collection. Amongst the 100 respondent's majority of them were male i.e. 75. The remaining respondents were female from the various hotels and restaurants of Pune city.

Age of the Respondents

The age of respondents divided in 4 different groups. Amongst the respondent's majority of the people belonged to the age group of 21 – 25 years which were 66. Following were the age group of 25 – 30 years which comprised of the second largest majority i.e. 24. There were only 10 people ranging in the age group of 30 – 40 and last but not the least none of them were more than 50-year age group from the data collected.

Occupation of the Respondents

The occupation of the respondents which is divided into 3 groups, majority of the respondent are working professionals i.e. 43. Followed with student which is 34 and rest is entrepreneur.

Table 1.1 Aware about Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	96	96
2	No	4	4
Total		100	100

Source: Primary Data

From the Table 1.1, its clearly indicate that 96% respondents know about cocktails while only 4% people did not aware about the cocktails.

Table 1.2 Heard about Classic Cocktails and Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	89	89
2	No	11	11
Total		100	100

Source: Primary Data

From the Table 1.2, it can be observed that 89% respondents know about classic and modern age cocktails and a minority of the respondents i.e. 11% did not know of about the same.

Table 1.3 Consumption about Classic Cocktails and Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	74	74
2	No	26	26
Total		100	100

Source: Primary Data

From the Table 1.3, it is clearly observed that almost 74% of total respondents have consumed classic as well as modern age cocktails whereas only 26% states that they did not tried yet.

Table 1.4 Prefer Classic Cocktails or Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Classic Cocktails	28	28
2	Modern Age Cocktails	72	72
Total		100	100

Source: Primary Data

From the Table no. 1.4, the majority of the respondents would prefer to have modern age cocktails (72%) and very few respondents preferred the classic cocktails (38%).

Table 1.5 Satisfaction of preferred cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Satisfied	97	97
2	Unsatisfied	3	3
Total		100	100

Source: Primary Data

From the Table 1.5 it can be state that the most of the respondents would satisfied with their preferred cocktails (97%), and very few respondents got unsatisfied with their preferred cocktails (3%).

Chi-squared test

O	E	O-E	(O-E) ²	(O-E) ² /E
26.5	27.16	-0.66	0.4356	0.016038
70.5	69.84	0.66	0.4356	0.006237
1.5	0.84	0.66	0.4356	0.518571
1.5	2.16	-0.66	0.4356	0.201667
		0		0.742514

Source: Primary Data

As compared to the table value with critical value – 0.05 LOS, 1 DOF i.e., 3.84. The table value is much lesser; hence it proves Modern Age Cocktails satisfied customer over Classic Cocktails.

Table 1.6 Place of Consumption of Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Restaurant	21	21
2	Bars	41	41
3	Pub	26	26
4	Hotels	10	10
5	House	2	2
Total		100	100

Source: Primary Data

From the Table 1.6, it can be crystal clear that the majority of the respondents would prefer to consume these cocktails at bars (41%). On the other hand, some respondents would prefer to have at pubs (26%) followed with restaurant (21%) and few respondents consumed in hotels (10%) and very few prefer to have it at home (2%).

Table 1.7 Like to purchase aforementioned Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Extremely Likely	15	15
2	Very Likely	55	55
3	Neutral	23	23
4	Not so Likely	5	5
5	Not at all Likely	2	2
Total		100	100

Source: Primary Data

From the Table 1.7, it's clearly indicates that 55% respondents will purchase aforementioned modern age cocktails while 23% respondent gave neutral and not so likely 5% rest not at all likely only 2%.

Table 1.8 Scope of Modern Age Cocktails over Classic Cocktails in Pune City

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Strongly Disagree	8	8
2	Disagree	3	3
3	Neutral	18	18
4	Agree	39	39
5	Strongly Agree	32	32
Total		100	100

Source: Primary Data

From the Table 1.8, it is observed that 39% respondents agree that the modern age cocktail have great future in pune city as compare to classic cocktails. On other hand 32% respondent are strong agree followed with neutral which is 18% and few strongly disagree (8%) least but not the least 3% are disagree.

Results for Questionnaire of Staff

Table 2.1 Response for Serving Cocktail by respondent

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	89	89
2	No	11	11
Total		100	100

Source: Primary Data

From the Table 2.1, it's clearly indicates that 89% respondents serve cocktails while only 11% people did not serve cocktails in their bars.

Table 2.2 Response for Serving Classic Cocktails and Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	79	79
2	No	21	21
Total		100	100

Source: Primary Data

From the Table 2.2, it is observed that 79% respondents serve classic and modern age cocktails and a minority of the respondents i.e. 21% did not serve the same.

Table 2.3 Preference for Classic Cocktails or Modern Age Cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Classic Cocktails	40	40
2	Modern Age Cocktails	60	60
Total		100	100

Source: Primary Data

From the Table no. 2.3, the majority of the respondents would prefer to have modern age cocktails (60%) and very few respondents preferred the classic cocktails (40%).

Table 2.4 Response about Satisfaction prefer cocktails

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Satisfied	93	93
2	Unsatisfied	7	7
Total		100	100

Source: Primary Data

From the Table 2.4, it is stated that the most of the respondents would satisfied with their preferred cocktails (93%), and very few respondents got unsatisfied with their preferred cocktails (7%).

Table 2.5 Opinion about Scope of Modern Age Cocktails over Classic Cocktails in Pune City

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Strongly Disagree	1	1
2	Disagree	6	6
3	Neutral	11	11
4	Agree	53	53
5	Strongly Agree	29	29
Total		100	100

Source: Primary Data

From the Table 2.5, it is observed that 53% respondents agree that the modern age cocktail have great future in Pune city as compare to classic cocktails. On other hand 29% respondent are strong agree followed with neutral which is 11% and few strongly disagree (6%) least but not the least 1% are disagree.

Inferences& Conclusion

“The cocktail is like a symphony orchestra... if you have one piece out of tune with others, then the whole performance is ruined. To be a good cocktail it must look great... and also taste great.”(“The Fine Art of Mixing Drinks,” 2020)

A cocktail is a concoction made with a combination of all or a choice of either the following ingredients namely spirits, sugar, water, wine and other non-alcoholic beverage. Any modern classic should primarily consist of ingredients that are commonly stocked and easy to prepare. Drinks such as the “Paradise Punch”, “Strawberry Daiquiri”, “Espresso Martini”, “Amaretto Sour”, “Bloody Caesar” are made in bars around the world, which is getting popular day by day.

During the research, the researcher found that most of the people of Pune city think that there a tremendous scope of modern age cocktails over classic cocktails in the city. For that researcher survey in different Hotels, Restaurant and Bars to know the scope of modern age cocktails.

So, the researcher concludes that the Modern age cocktails have great future in Pune city as compare to classic cocktails. Pune is the very fast growing city where the people are more found of trying new thinks and to be experimental with their drinks rather than just having what has been there since ages. There are so many restaurants, hotels and bars in the city and many more to come, where people can go and consume different types of Classic as well as Modern Age Cocktails. Now a day’s majority of the crowd visit these places are youngsters, they prefer to have their cocktails in a Bar with music and food. Hotels, restaurants and bars also need to continuously update with their bar menu to upkeep with market need, as well as to cop up with competitors. Cocktails like Amaretto Sour, Paradise Punch, Espresso Martini,

Bloody Caesar and Strawberry Daiquiri has great scope in the city since they have been liked and preferred by the people in Hotels, Restaurant and Bars of Pune City.

Suggestions

- Hotels and restaurants should provide a free sample of modern age cocktails to each and every guest to create more awareness about modern age cocktails.
- Restaurants, Bars and hotels need to innovates their recipes day by day to cop up with the market needs.
- The bartenders and servers in bars, hotels and restaurants need to suggest having different types of modern age cocktails in the menu.
- People of Pune, need to start the culture of drinking modern cocktails during their regular meal.
- Hotels and Restaurants who are famous for selling classic cocktails need to organized festivals in which they can promote Modern Age Cocktails to compete in the growing market.
- Innovation of modern age cocktails is must to generate good revenue and always there in guest good terms.
- Quality of Modern Age Cocktails have to improve by using seasonal or exotic fruits in their recipe.

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