

STYLE LUJO

Trending Spirits And Cocktails Poised For A New Generation In Summer 2024



Mijenta, the award-winning, additive-free, sustainable tequila from the highlands of Jalisco has released its limited edition Cristalino, which through extensive experimentation has brought to life something truly unique and utterly unpredictable. The idea to create a Cristalino tequila was born from Maestra Tequilera Ana María Romero Mena's passion for exploring the sensory possibilities of tequila, which for Mijenta's latest expression, began with experimentation with Symphony barrels. With staves composed of American Oak from the forests of Minnesota, Missouri, Pennsylvania and Virginia, over the course of approximately eight months, the barrels continuously enhance the incredible richness of the tequila as new compounds develop, transform and evolve.

What's new with spirits and cocktails in 2024? For starters, the latest generations have understood that a good time doesn't necessarily need to be buzz-worthy. The alcohol industry is poised to adapt and launch new products. As a result, younger consumers are very interested in learning the art of mixology.

You see, as new generations evolve, people's tastes change. Although change is here, one thing remains the same: Americans enjoy the social aspect of socializing with friends and family.

Our editors at stylelujo.com predict the rise of region-specific flavors. For example, Latinx ingredients will influence food and cocktails, including tequila, mezcal, and rum – many coming from Latin America. We also noticed exciting brand collaborations such as American brand Great Jones x Wölffer Estate Cask Finished Bourbon.

Creative bartenders have long incorporated vegetables in their cocktails, such as cucumbers and peppers, but today, mixologists are experimenting with beets, sea kelp, carrots, and even edamame. These beautiful creations accentuate the consumer experience and seem to be rising for summer 2024.

This summer, mixologists across the USA, from Laguna Beach to Montauk, will develop this trend by adding savory ingredients and techniques from the dinner menu and moving to beverages. These different ingredients are offered to elevate cocktails that heighten the senses while delivering a satisfying taste.

Our team has tasted cocktail and non-alcoholic beverages, including new ingredients such as piquillo peppers, salsa macha, soy sauce, whole cacao, black tahini, and sweetened condensed milk as an alternative to more traditional cocktail infusions.

Mijenta:



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Mijenta Cristalino. shopmijenta.com Courtesy of Mijenta

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