

AdTech with a *Twist*

The cocktails and mocktails in this collection are inspired by the same balance, innovation, and performance that you get with digital media done right. Whether you prefer something bold and energizing or cool and refreshing, these recipes celebrate the results that define every campaign run with Basis.



Basis[®]

MOCKTAILS

Golden Hour Spritz

A refreshing, lightly sweet mocktail with lemon, basil, and a touch of honey.

Bright, smooth, and perfectly blended — just like how Basis helps brands find the right balance between strategy, efficiency, and performance.



Ingredients:

- 1 oz fresh lemon juice
- ½ oz honey syrup (1:1 honey and warm water)
- 2 oz white grape juice or pear juice (light + slightly sweet)
- 3–4 fresh basil leaves
- Club soda to top
- Lemon twist or basil leaf for garnish



Instructions:

1. Muddle basil leaves gently in a shaker with lemon juice and honey syrup.
2. Add grape/pear juice and ice; shake well.
3. Strain into a chilled martini glass.
4. Top with a splash of club soda and garnish with a basil leaf or lemon twist.

Raspberry Ginger Fizz

A vibrant and spicy-sweet mocktail with raspberry and ginger flavors.

A bold mix of sweet and spice — reflecting how Basis helps media buyers move quickly, adapt confidently, and keep campaigns fizzing with momentum.



Ingredients:

- Raspberries (fresh or frozen)
- ½ oz fresh lime juice
- ½ oz simple syrup
- Ginger ale or ginger beer
- Lime slice and raspberries, for garnish



Instructions:

1. Muddle raspberries and lime juice in a shaker.
2. Add simple syrup and ice; shake well.
3. Strain into a chilled martini glass.
4. Top with ginger ale or ginger beer and garnish.



COCKTAILS

Raspberry Lemon Martini

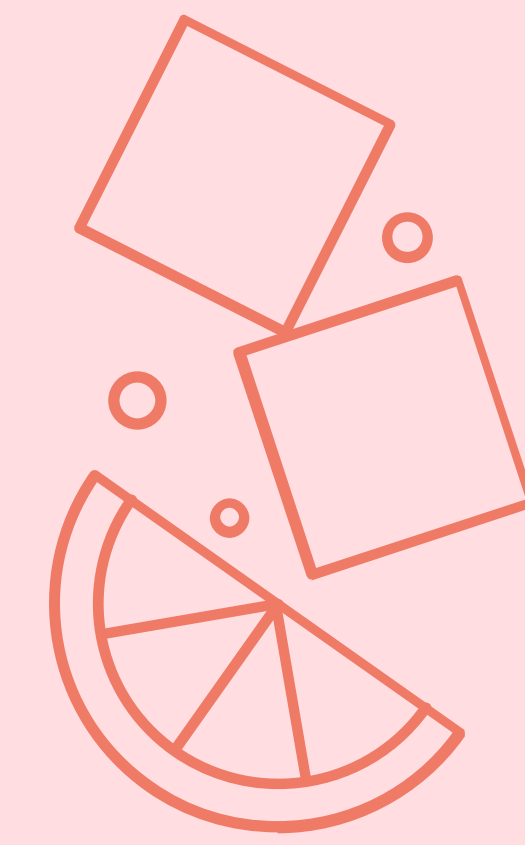
A bright and tangy cocktail with fresh raspberry and zesty lemon — a colorful twist on a classic.

A fresh spin on a timeless favorite — just like how Basis brings modern solutions to classic digital media challenges.



Ingredients:

- 2 oz vodka
- 1 oz fresh lemon juice
- ½ oz simple syrup
- 4–5 fresh raspberries (or ½ oz raspberry purée)
- Lemon wheel or raspberry for garnish



Instructions:

1. Muddle raspberries with lemon juice and simple syrup in a shaker.
2. Add vodka and ice; shake well.
3. Double strain into a chilled martini glass.
4. Garnish with a lemon wheel or raspberry.

Espresso Martini

The caffeine lover's classic — bold, smooth, and anything but basic.

Built to energize and deliver results — just like Basis technology, driving campaigns that perform with power and precision.



Ingredients:

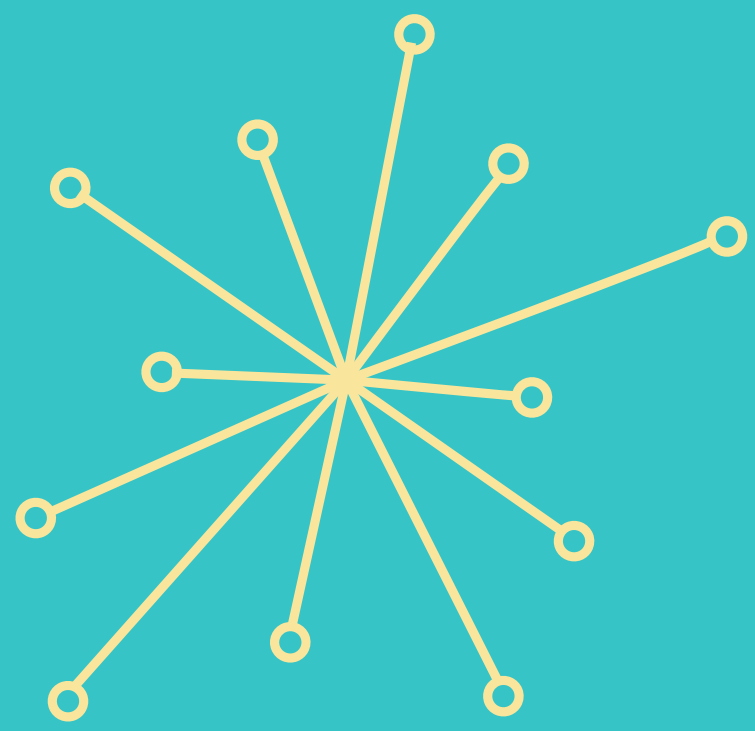
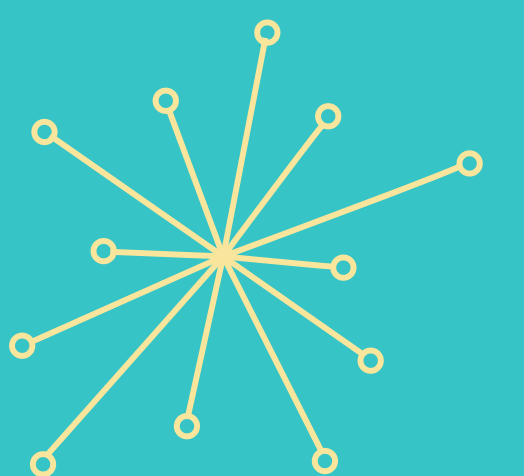
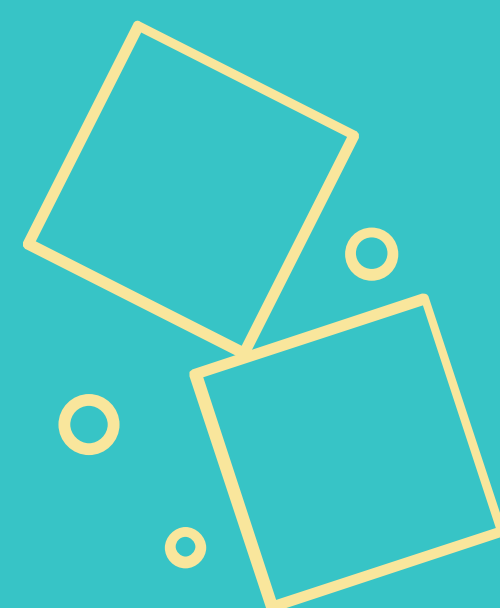
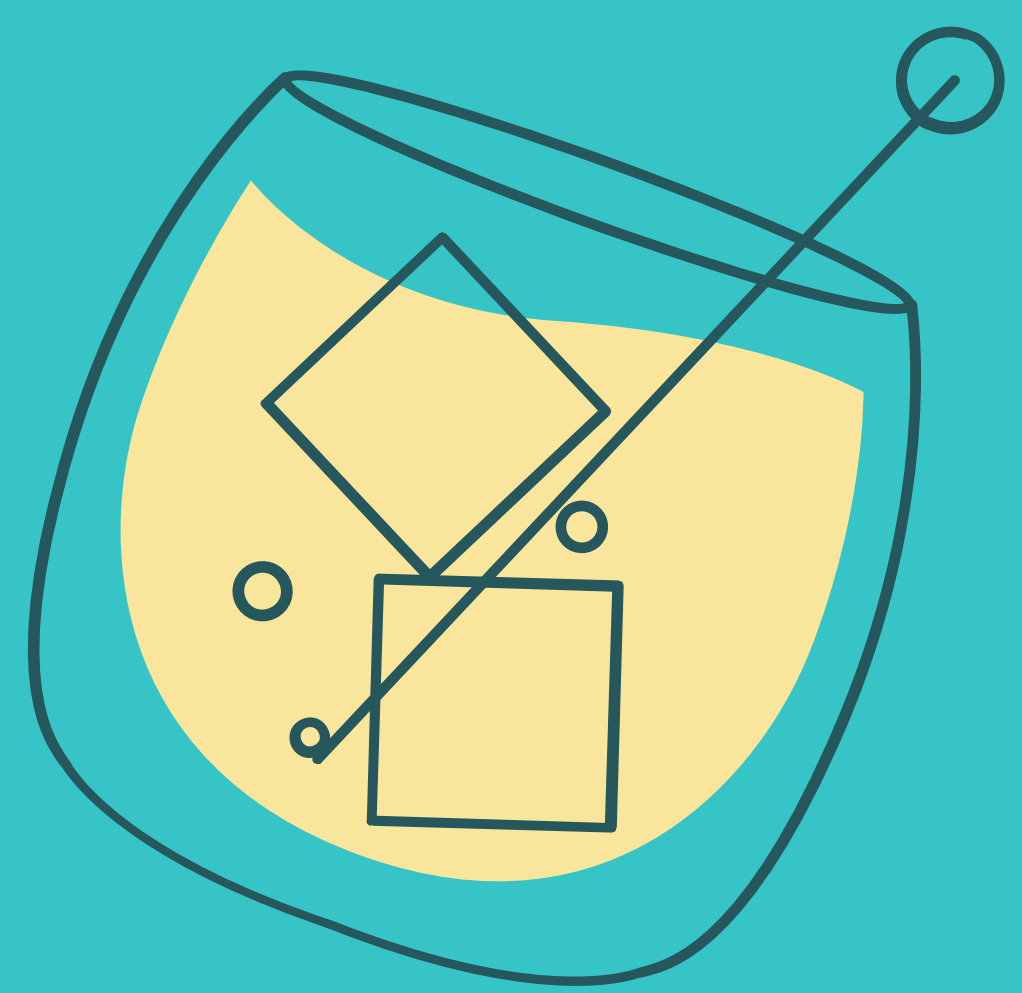
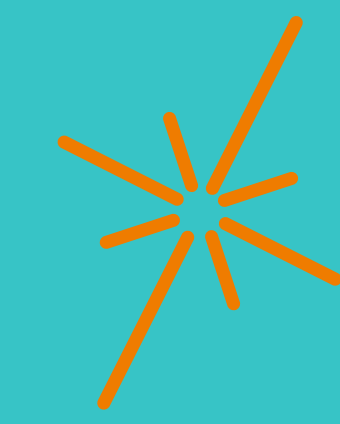
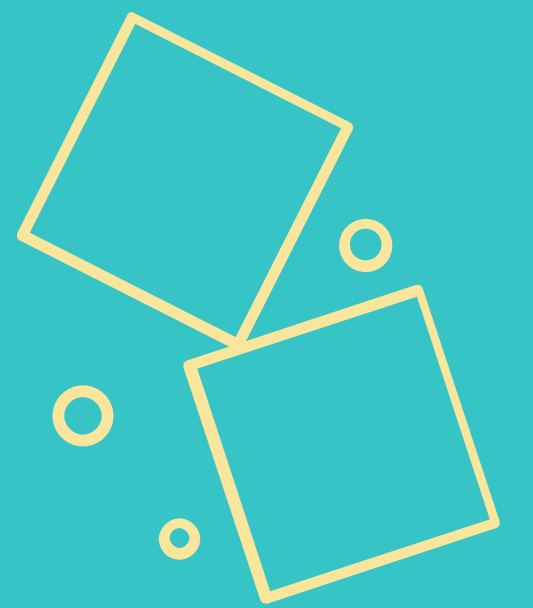
- 1½ oz vodka
- 1 oz coffee liqueur (e.g., Kahlúa)
- 1 oz freshly brewed espresso (or strong cold brew)
- ½ oz simple syrup (optional)
- Coffee beans for garnish



Instructions:

1. Add all ingredients to a shaker with ice.
2. Shake vigorously until frothy.
3. Strain into a chilled martini glass.
4. Garnish with 3 coffee beans.





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