WHY GET INVOLVED?

Reckon you've got what it takes to come up with an exciting new fizzy drinks brand?

Want to work for Company Drinks and be involved in running our events?

Want to meet the people behind some of London's most exciting and sustainable food and drinks businesses?

Molecular Fizz is run by Cam Jarvis and Oribi Davies from Company Drinks, in partnership with a wide range of growers, food manufacturers, food businesses, innovative social enterprise and community organisations.

The lab-based workshops are devised by a leading renowned Biochemist and Food Scientist.

Molecular Fizz Partners and Collaborators include Award winning east London soda makers Square Root, Dagenham Farm, a scientist in flavour, Mae J's at Peckham Palms, E5 Bakehouse, Mission Kitchen, Rabbits Road Press, Food Actionist Deirdre Woods, Artel's London, The Molecular Fizz Design Panel and more...

Supported by:

wellcome

CONTACT

contact@companydrinks.info

Follow us on social media:
@goingpicking

Company Drinks
Outdoor Bowls Pavilion
Barking Park
Essex IG11 8TA

COMPANYDRINKS.INFO

FREE TRAINING AND WORKSHOPS

MOLECULAR FIZZ

BECOME A FIZZ SPECIALIST

Delivered by

COMPANY DRINKS

ABOUT

Molecular Fizz is inviting the world's leading specialists on fizzy drinks – young people – to make their very own delicious drinks. Molecular Fizz is an innovative, interdisciplinary and participatory action-research and drinks-nutrition project.

The project brings renowned food technologists, food and drinks manufacturers, and inspiring entrepreneurs together with young people to make 'making drinks' a hands on experience, and to give insights into the various aspects of London's food industry.

Through a four-step, hands-on workshop young people will be fully involved in a whole drinks production chain, from understanding nutritional and food technology aspects, to identifying and picking plants in their local environment, from lab-based experiments to recipe development, from branding to trading.

Molecular Fizz is Company Drinks' bespoke Fizzy Drinks Training Programme for young people, harnessing local ingredients and exercising local taste buds.

Company Drinks is a Barking and Dagenham based community drinks enterprise offering a year round intergenerational public programme, which covers all aspects of the drinks production cycle. We grow, pick, make, brand, trade, socialise and reinvest all profits back into our activities. Company Drinks is a new community economy model, where the commercial supports the social and educational.

The four-step education, training and making programme, includes:

1. TASTE TRAINING

Labs to analyse soft drinks, in terms of their biochemical make-up, flavour profiles and nutritional value.

2. UNDERSTANDING LOCAL RESOURCES

Focus on available local resources, plant identification and collective picking.

3. EXTRACT AND MIX

Newly acquired nutritional knowledge and locally picked produce feeds into recipe development and ingredients.

4. BRAND AND PROMOTE

Branding and marketing sessions, resulting in new labels and distribution strategies.

1. TASTE TRAINING

A series of experiments to test your ability to recognise flavours and challenge what you think you know about taste.

EXERCISE A: Guess the flavours of the coloured liquids in front of you by just smelling them

BLUE	**RED**	**YELLOW**
GREEN	**PINK**	**ORANGE**

EXERCISE B: Taste a series of soft drinks. Try guessing the flavour from how sweet or acidic they are.

	1= VERY SWEET									VERY ACID = 10
JUICE 1	1	2	3	4	5	6	7	8	9	10
JUICE 2	1	2	3	4	5	6	7	8	9	10
JUICE 3	1	2	3	4	5	6	7	8	9	10
JUICE 4	1	2	3	4	5	6	7	8	9	10

EXERCISE C:

Where does your drink sit on the acidity-sweetness scale?

ACID ——— SWEET

NOW YOU CAN: Know the difference between flavour and taste, and you'll know the parts of your body you use to recognise flavour.

2. UNDERSTANDING LOCAL RESOURCES

Find out about the ingredients in your favourite fizzy drinks and learn which ones are actually local, and can be picked by YOU. Plants, trees, flowers, roots, petals, berries, herbs, fruit, sap, leaves, ... It's a jungle out there when it comes to identifying different types of ingredients.

EXERCISE A:

Identify which are your favourite drinks flavours and guess the ingredients.

EXERCISE B:

Do you know of any drinks ingredients growing locally?

EXERCISE C:

Come for a walk in your area and see what's growing locally. Pick something seasonal.

No bananas, we're afraid. Also mangoes and kiwi are pretty DIFFICULT to find in the UK.

NOW YOU CAN: Know your local fruit and plants and save money by picking what grows on your doorstep. Show off with your new plant identification skills. Plants are the new brands.

3. EXTRACT AND MIX

Once you know how to extract flavour, you can start to develop your own recipe and mix ingredients. We also need to test if adding fizz will have any effect on the flavour of your drink creation.

EXERCISE A:

How are you going to get the flavour out of the fruit, flower or herb you've picked? Add water, sweetness and acidity until you reach the perfect balance. Write down your base flavour recipe.

EXERCISE B:

Blend and mix the various local ingredients that are available to us.

Be bold, be brave. Find the new best flavour combination!

EXERCISE C:

To bubble or not to bubble?

A whole new decision to make: do you want to create a still or fizzy drink? Notice how the bubbles affect your drink flavour.

NOW YOU CAN: Extract flavour from a plant or fruit you picked yourself, and blend it with other flavours to make your very own, perfect mix.

4. BRAND AND PROMOTE

What sells a drink? What are the tricks of the trade to make people WANT to have this drink, and only this drink?

EXERCISE A:

Look at drinks brands you like and identify what they have in common? Does every berry drink have a splash on the label somewhere? Is there sunshine on every single citrus drink?

EXERCISE B:

Learn the 4 big 'W's from the world of marketing and selling:

WHAT is it you are selling?	**WHO** is it for?
WHY should anyone want it?	**WHERE** can I get it?

EXERCISE D:

Try and sell your drinks to each other.

Make sure you can convince everyone in the room that your drink is the best new thing since

_____ (fill in)

EXERCISE C:

Time to work together: As a group, choose a flavour and come up with a name and a look for your brand.

NOW YOU CAN: Spot the tricks of the trade and make up your own mind about the drinks you buy. You're ready to create your own soda product and sell it to the masses! Watch out Coca-Cola...