



Shake: A New Perspective on Cocktails

Eric Prum, Josh Williams

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An artisinal cocktail book by two best friends and the entrepreneurs who invented the The Mason Shaker cocktail shaker and whose mission is to bring cocktail crafting out of the bar and into the home.

Design, cocktail, and culinary enthusiasts Eric Prum and Josh Williams realized that while cocktail bars have sprouted up just about everywhere, good drinks still couldn't be found in the one place where they always mixed them: at home with friends.

So, from their Brooklyn workshop, where they designed, created, and launched The Mason Shaker, a now-iconic invention that transformed a Mason jar into a cocktail shaker, they also created *Shake*. One part instructional recipe book and one part photo journey through their year of cocktail crafting, the book is a simple and inspirational expression of their seasonal, straightforward approach to drinks and entertaining: Mixing cocktails should be simple, social, and above all, fun.

Each recipe is presented visually, in four color photos, as well as in written recipes, making *Shake* both an arresting gift and a practical guidebook to simple, elegant cocktails.



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