THE COCKTAIL FORMULAS

6 DIFFERENT FORMULAS FOR CREATING YOUR OWN COCKTAILS!

INCLUDING 30+ COCKTAIL RCEIPES



WRITTEN BY: RUBEN BENTVELZEN

© 2021 BENTVELZEN BARTENDING





WHAT IS A COCKTAIL?

THE DEFINITION OF A COCKTAIL IS QUITE SIMPLE: IT NEEDS TO BE A MIXTURE OF ALCOHOL AND OTHER INGREDIENTS. WHEN A MIXTURE CONTAINS NO ALCOHOL, WE CALL IT A **MOCKTAIL**.

IN THE WORLD OF BARTENDING AND MIXOLOGY, TRULY EVERYTHING IS ALLOWED. FROM BEER CONCENTRATES TO BACON GREASE, ANYTHING HAS BEEN INCORPORATED IN A COCKTAIL BEFORE.

YES, IT'S A CREATIVE AND FREE INDUSTRY. BUT NEVERTHELESS, QUITE SOME COCKTAIL AFICIONADOS STATE THAT A MIXTURE OF BACARDI & COKE OR VODKA & FANTA CAN NOT BE CALLED A COCKTAIL. WHY? NOBODY TRULY KNOWS.

THE MOST COMMON ARGUMENT IS THAT A MIXTURE OF JUST TWO INGREDIENTS IS TOO EASY TO MAKE, THUS NOT WORTHY OF THE LABEL 'COCKTAIL'.

BUT A GIN & TONIC IS CALLED A COCKTAIL BY BARTENDERS ALL OVER THE WORLD, WHILE IT ALSO CONSISTS OF JUST TWO INGREDIENTS AND REQUIRES NO TOOLS OR SPECIAL METHOD TO BE MADE.

SOME OTHER DIFFERENTIATORS BETWEEN A G&T AND A B&C THAT YOU MIGHT'VE HEARD, ARE: THE COMPLEXITY IN TASTE, THE GARNISH AS A THIRD INGREDIENT AND THE LUXURY STATUS OF THE GIN AND TONIC. BUT IF YOU ASK ME, NONE OF THESE FACTORS ARE TRUE REQUIREMENTS TO LABEL A DRINK A COCKTAIL OR NOT...



...BECAUSE IF THAT WOULD'VE BEEN THE CASE,
THESE SIX CLASSIC AND WORLDFAMOUS DRINKS SHOULD NOT BE LABELLED
'COCKTAILS' EITHER.

AND LET'S BE HONEST.. THAT WOULD BE SUCH A PITY!

■ APEROL SPRITZ: 60ML APEROL + 150ML PROSECCO

CAMPARI SPRITZ: 60ML CAMPARI + 150ML PROSECCO
SCREWDRIVER: 50ML VODKA + 200ML ORANGE JUICE
MIMOSA: 50% CHAMPAGNE + 50% ORANGE JUICE
KIR ROYAL: 20ML CRÈME DE CASSIS + 120ML CHAMPAGNE

■ BELLINI: 20ML PEACHTREE + 120ML PROSECCO

YOU SEE? THEY ALL CONT<mark>AIN JUST TWO SIMPLE INGREDIENTS.</mark> **DUEX.**

DOS.





THE KIR ROYAL

ELEGAN<mark>T, SI</mark>MPLE AND DEFINITELY A COCKTAIL!



IT'S ALL ABOUT THE RATIOS

ADMITTEDLY, ANYONE CAN POUR RANDOM SPIRITS AND SODAS IN A GLASS AND CALL IT A COCKTAIL. BUT MOST OF THESE MIXTURES WILL NOT BE ENJOYABLE. IT'S NOT ONLY THE INGREDIENTS, BUT -MORE IMPORTANTLY-THE RATIOS BETWEEN THEM THAT GREATLY INFLUENCE THE SUCCESS OF YOUR CREATION.

IN THE NEXT CHAPTERS, YOU WILL FIND DIFFERENT FORMULAS ALONGSIDE SOME FAMOUS EXAMPLES THAT WILL HELP YOU TO CREATE YOUR OWN WELL-BALANCED COCKTAILS.

WE START OFF WITH BEGINNER LEVEL FORMULAS AND WILL GRADUALLY ADD MORE COMPONENTS TO THEM SO YOU'LL BE ABLE TO EXPERIMENT ALONG THE WAY. HOPEFULLY, YOU'LL HAVE A LOT OF FUN AND CREATE SOME AWESOME, SURPRISING AND DELICIOUS COCKTAILS USING THESE EXAMPLES. CHEERS!

THE FORMULAS ARE DIVIDED BETWEEN THREE COCKTAIL CATEGORIES:

- THE HIGHBALLS: COCKTAILS THAT ARE SERVED IN A TALL GLASS AND ARE ALMOST ALWAYS TOPPED OFF WITH SOME SORT OF SODA OR JUICE.
- THE FANCY'S: COCKTAILS THAT ARE SERVED IN A FANCY GLASS LIKE A MARTINI OR COUPE.
- THE SIPPERS: COCKTAILS THAT ARE ENJOYED IN A SLOWER PACE. QUITE BOOZE-FORWARD, THESE BOSS DRINKS ARE MOSTLY SERVED IN A WHISKEY OR NICK 'N NORA GLASS.



YOU'LL NEED TO KNOW THESE TERMS

THESE DEFINITIONS ARE WRITTEN TO HELP
DISTINGUISH ALL THE COCKTAIL INGREDIENTS
WITHIN THEIR PROPER CATEGORY:

THE HARD PART: A <u>DISTILLATE</u> WITH A HIGH ALCOHOL PERCENTAGE. COMMONLY 40% ABV (ALCOHOL BY VOLUME). FOR EXAMPLE: GIN, VODKA OR WHISKEY.

THE SOFT PART: CAN BE EITHER A <u>LIQUEUR</u> (CONTAINS AT LEAST 10% SUGAR AND 15% ALCOHOL) OR A <u>VERMOUTH</u> (FORTIFIED WINE).

THE RICH PART: THIS IS THE <u>ALCOHOL-FREE</u> INGREDIENT WHICH WILL HAVE A BIG INFLUENCE ON YOUR COCKTAIL'S FLAVOUR PROFILE.

THE FILL: SOME COCKTAILS DON'T NEED A RICH PART, AS THE ALCOHOLIC PARTS ARE FLAVOURFUL ENOUGH ON THEIR OWN. IN THIS CASE, A FILL LIKE A <u>SODA OR JUICE</u> IS USED TO MASK THE ETHANOL TASTE.

THE SWEET PART: EVEN WHEN A COCKTAIL IS SUPPOSED TO BE SOUR, SOME SORT OF SWEETENER IS ADDED TO IT. WHY? BECAUSE SYRUPS AND SUCH COMPLEMENT THE OTHER INGREDIENTS AND HIDE SOME OF THE ETHANOL TASTE.

THE SUBTLE PART: WHEN THE MAIN INGREDIENT OF A COCKTAIL IS SOMETHING BITTER, ADDING A SOUR OR SWEET INGREDIENT IS OFTEN THE WRONG WAY TO GO. IN THIS CASE, YOU'LL ACTUALLY WANT TO LOOK FOR A SUBTLE INGREDIENT THAT CONNECTS AND SOFTENS THE MIXTURE.

FORMULA #1 THE SIMPLE HIGHBALL

WITHOUT FURTHER ADO, LET'S GET INTO THE FIRST FORMULA!THIS ONE IS VERY FUN AND EASY TO PLAY WITH. IT GOES AS FOLLOWS:

HIGHBALL EASY = 60ML HARD/SOFT + FILL

AS THERE ARE HUNDREDS OF LIQUORS AND LIQUEURS, THE HARD/SOFT COMBINATIONS ARE ENDLESS!

HERE ARE FOUR WORLD FAMOUS COCKTAILS THAT EMBODY THIS FORMULA:



FORMULA #1 THE SIMPLE HIGHBALLS

THE HIGHBALL 60-FILL	woo woo	SEX ON THE BEACH	
60ML	VODKA 30ML & PEACHTREE 30ML	VODKA 30ML & RASPBERRY LIQUEUR 30ML	
FILL	CRANBERRY JUICE	CRANBERRY JUICE & ORANGE JUICE	

THE HIGHBALL 60-FILL	PIÑA COLADA	AMERICANO
60ML	RUM 45ML & MALIBU 15ML	CAMPARI 30ML & SWEET VERMOUTH 30ML
FILL	PINEAPPLE JUICE & MILK	SODA

> YOU CAN **BUILD** THE WOO WOO, SEX ON THE BEACH & AMERICANO IN YOUR GLASS.

➤ YOU'LL NEED TO SHAKE THE PIÑA COLADA

"THE HARD PART FORMS THE BACKBONE OF A COCKTAIL AND GIVES IT IT'S ENJOYABLE KICK."

THE HARD PART

FOR INSPIRATION, CHECK OUT THESE EXAMPLES OF DISTILLATES:

- □ VODKA
 □ PISCO
- ☐ GIN ☐ ORUJO
- □ BLANCO TEQUILA
 □ ARMAGNAC
- ☐ REPOSADO TEQUILA ☐ CACHACA
- BOURBON WHISKEY
 BAIJU
- ☐ RYE WHISKEY ☐ GUARO
- □ SCOTCH WHISKY
 □ PÁLINKA
- ☐ IRISH WHISKEY ☐ RAKI
- ☐ JENEVER ☐ ARAK
- DONKERE RUM
 MEZCAL
- WITTE RUM
 AKVAVIT
- ☐ BRANDY ☐ SHOCHU





THE PIÑA COLADA IS CREATED BY ONE OF THE BARTENDERS OF THE HILTON HOTEL IN PUERTO RICO.





FORMULA #2 THE 60-20-FILL

THIS FORMULA IS QUITE OFTEN USED IN THE CARIBBEAN AND GOES AS FOLLOWS:

HIGHBALL MEDIUM = 60ML HARD + 20ML RICH + FILL

➤ FILL YOUR GLASS WITH ICE, POUR 60ML OF A DISTILLATE IN IT, ADD 20ML OF A NON-ALCOHOLIC INGREDIENT THAT GIVES THE COCKTAIL A DISTINCTIVE AND STRONG FLAVOUR, AND VOILA!

THE HIGH- BALL 60-20-FILL	BATANGA	CUBA LIBRE	
60ML	TEQUILA	RUM	
20ML	LIME	LIME	
FILL	COCA COLA	COCA COLA	

THE HIGH- BALL 60-20-FILL	FIDEL CASTRO	TEQUILA SUNRISE
60ML	RUM	TEQUILA
20ML	LIME	GRENADINE
FILL	GINGER ALE	ORANGE JUICE

"THE HARD PART GIVES
YOU THE KICK, BUT THE
RICH PART STEERS
THE COCKTAIL TOWARDS
ONE OF THE FOUR MAIN
TASTES:
SOUR, BITTER,
SWEET OR EVEN
SALTY"



THE FILL

BY NOW, YOU HAVE PROBABLY THOUGHT ABOUT SPARKLING WATER, TONIC, COKE AND ICED TEA AS GOOD FILLERS.
BUT NOWADAYS, THE WORLD IS FULL OF WONDERFUL, UNIQUE SODAS THAT ARE A TAD MORE SURPRISING!
HERE ARE SOME EXAMPLES:

HERE ARE SOME EXAMPLES:		
BUNDABERG PINK GRAPEFRUIT		FRITZ SPRITZ BIO RHUBARB WOSTOK ORANGE &
BUNDABERG BLOOD ORANGE	Ī	VANILLA
GINGER BEER		WOSTOK DATE & POMEGRANATE
GINGER ALE		WOSTOK PEAR &
CIDER		ROSEMARY
LOOZA ABRIKOOS		FEVER TREE MEDITERRANEAN ORANGE
LOOZA PASSIEVRUCHT		
FINLEY MOJITO		SCHWEPPES HIBISCUS
FRITZ-LIMO APPLE		ROSA PIEMENTA
CHERRY		YAYA KOMBUCHA YUZU
FRITZ-LIMO MELON		
FRITZ MISCHMASCH		YAYA KOMBUCHA

BLUEBERRY

FORMULA #3 THE 60-20-10-FILL

THESE NEXT FOUR COCKTAILS ARE TYPICAL DRINKS THAT PACK A SOUR COMPONENT AS THE RICH PART. THUS THEY WILL PROFIT FROM A SWEET PART THAT TAKES THE EDGES OFF AND COMPLEMENTS ALL OTHER AROMAS. 10 MILLILITERS IS NOT MUCH, BUT YOU'LL FIND THAT IT MAKES A BIG DIFFERENCE!

HIGHBALL ADVANCED == GOML HARD + 20ML RICH + 10ML SWEET + FILL

THE HIGHBALL 60-20-10-FILL	MOSCOW MULE	TOM COLLINS
60ML	VODKA	GIN
20ML	LIME	LEMON
10ML	SUGAR SYRUP	SUGAR SYRUP
FILL	GINGER BEER	SODA

THE HIGHBALL 60-20-10-FILL	DARK 'N STORMY	PALOMA
60ML	RUM	TEQUILA
20ML	LIME	GRAPEFRUIT JUICE
10ML	SUGAR SYRUP	AGAVE SYRUP
FILL	GINGER BEER	GRAPEFRUIT SODA

"THE HUMAN BRAIN
ABSOLUTELY LOVES
GLUCOSE, SO OUR
TASTE BUDS ARE
VERY FOND OF
SWEET INGREDIENTS"

➤ YOU CAN BUILD THESE COCKTAILS IN THE GLASS, NO SHAKING REQUIRED.
#NICEANDEASY





THE PALOMA

ONE OF THE MOST ORDERED TEQUILA-COCKTAILS IN MEXICO. LITERALLY TRANSLATED, THIS DRINK MEANS 'THE DOVE'.



IN NEW YORK CITY, AROUND 1874, THE TOM COLLINS COCKTAIL WAS OFTEN USED TO <u>PRANK</u> ONE ANOTHER.

YOU'D WALK UP TO YOUR FRIEND AND TELL HIM THAT SOME GUY NAMED TOM COLLINS IS SITTING IN HIS FAVORITE BAR, TALKING TRASH ABOUT HIM.

YOUR FRIEND WOULD THEN RUSH TO THE BAR TO GIVE THIS TOM COLLINS GUY A PIECE OF HIS MIND!

WHO THE HELL DOES HE THINK HE IS?!

WHEN ASKED WHERE TOM COLLINS IS SITTING, THE BARTENDER WOULD TRY NOT TO LAUGH AND WOULD RESPOND IN ALL SERIOUSNESS: "YOU WANT TOM? I'LL GO GET HIM FOR YOU"

AFTER A MINUTE OR SO, HE'D PLACE THIS COCKTAIL ON THE BARTOP AND SAY:

"HERE YOU GO: ONE TOM COLLINS.
THAT'LL BE 50c PLEASE".

DID YOU KNOW THAT TOM COLLINS BECAME SÓ POPULAR, IT HAS IT'S OWN FAMILY? IN MOST BARS, YOU CAN ORDER ANY **COLLINS**.

BESIDES TOM (WITH CIN), YOU CAN ALSO ORDER A COLONEL(BOURBON), PEPITO- (TEQUILA), RON- (RUM), JOE- (VODKA),
SANDY- (SCOTCH) OR PIERRE (COGNAC) COLLINS.



FORMULA #4 HARD-SOFT-RICH-SWEET

WE HAVE ARRIVED AT THE SECOND CATEGORY OF COCKTAILS: THE FANCY COCKTAILS.
THESE DRINKS ARE TYPICALLY SHAKEN AND SERVED ICE-COLD IN A TALL, FANCY COCKTAIL GLASS.

FANCY EASY = 45ML HARD + 20ML SOFT + 30ML RICH + 15ML SWEET

SIX GREAT EXAMPLES ARE:

THE FANCY ONES HARD-SOFT-RICH-SWEET	MARGARITA	WHITE LADY	AVIATION
45ML HARD	TEQUILA	GIN	GIN
20ML SOFT	COINTREAU	COINTREAU	MARASCHINO
30ML RICH	LIME	LEMON	LEMON
15ML SWEET	SUGAR SYRUP	SUGAR SYRUP	SUGAR SYRUP

THE FANCY ONES HARD-SOFT-RICH-SWEET	APPLETINI	ESPRESSO MARTINI	SILK STOCKING
45ML HARD	VODKA	VODKA	TEQUILA
20ML SOFT	APPLE LIQUEUR	KAHLUA	CRÈME DE CACAO
30ML RICH	LEMON	ESPRESSO	CREAM
15ML SWEET	SUGAR SYRUP	SUGAR SYRUP	GRENADINE

"THE SOFT PART WORKS AS A BRIDGE BETWEEN
THE HEAVY DISTILLATE AND THE ALCOHOL-FREE
COMPONENTS OF THE COCKTAIL."



THE SOFT PART

FOR INSPIRATION, CHECK THESE EXAMPLES OF LIQUEURS:

■ MEDRONHO

☐ CHARTREUSE

FRANGELICO

CHAMBORD		GRAPPA	0	APRICOT BRANDY
PIMM'S		VERMOUTH		PAMA
FERNET		AMARO		LIMONCELLO
SAMBUCA		ADVOCAAT		MARASCHINO
AMARULA		DROPSHOT		CRÈME DE CACAO
SCHNAPS		LICOR43		CRÈME DE CASSIS
JÄGERMEISTER		TIA MARIA		CYNAR
GRAND MARNIER		BENEDICTINE D.O.M.		CAMPARI
MIDORI		ELIXER D'ANVERS		COINTREAU
BAILEYS		SOUTHERN COMFORT		FLOR DE CAÑA
GOLDSTRIKE		DISARONNO		CRÈME DE MENTHE
DRAMBUIE	o	KAHLUA		CRÈME DE VIOLETTE
MALIBU		MANDARINE N.		ST. GERMAIN
ABSINTHE		NOCINO		CHERRY HEERING
KRUPNIK		PISANG AMBON		PASSOĂ

FORMULA #5 EQUAL PARTS

THE NEXT FORMULA DESCRIBES A COUPLE OF STRONG CLASSICS. THEY ALL PLAYED THEIR ROLL IN THE UPCOMING OF COCKTAILS WHICH ARE MORE COMPLEX, LESS SWEET AND BUILT PRIMARILY ON THE SHARP EDGES OF THE LIQUOR IN IT. THEREFORE, IT IS ADVISABLE TO USE YOUR PREMIUM BOTTLES OF LIQUORS AND LIQUEURS FOR THESE DRINKS. IT'S THE SMALL THINGS IN LIFE THAT MATTER, AND THE LITTLE REFINEMENTS THAT AN EXPENSIVE BRAND OF ALCOHOL CONTAINS WILL HAVE A HUGE IMPACT ON THE QUALITY OF THESE TYPE OF COCKTAILS.

FANCY ADVANCED = 20ML HARD + 20ML SOFT + 20ML SOFT + 20ML RICH

THESE COCKTAILS ARE VERY POPULAR AMONGST COCKTAIL BARTENDERS.

BECAUSE THEY WORK WITH ALCOHOL ON A DAILY BASIS, THEIR TASTE BUDS ARE MORE ACCUSTOMED TO THE ETHANOL-TASTE THAN THEIR AVERAGE GUESTS.

THAT KICK YOU GET WHEN YOU TAKE A SIP OF YOUR DRINK? THEY DON'T GET THAT AS EASILY AS YOU DO.

THEREFORE, A COCKTAIL THAT <u>DOESN'T MASK</u> THE **KICK** IS IDEAL!

SO... NO SWEET PART, BUT A SECOND LIQUEUR? AND THEN EVERY INGREDIENT IN EQUAL PARTS? THAT SOUNDS LIKE A PRETTY TRICKY COMBINATION TO CREATE A **DELICIOUS** NEW DRINK WITH..... AND IT IS!

THAT'S WHY IT'S SO COOL AND SPECIAL WHEN YOU DISCOVER A DRINK LIKE THIS! IN ANY CASE, IT'S A VERY FUN ONE TO PLAY WITH, BECAUSE IT FORCES YOU TO REALLY THINK ABOUT WHICH INGREDIENTS GO TOGETHER. YOU'LL FIND THAT YOU'LL TASTE & TEST YOUR OWN CREATIONS MUCH MORE SERIOUS TOO!

"WITH THIS FORMULA, TRIAL & ERROR ALONE WON'T BE ENOUGH TO CREATE SOMETHING DELICIOUS."

FORMULA #5 EQUAL PARTS

THE FANCY ONES EQUAL PARTS	BLOOD & SAND	PAPER PLANE
20ML HARD	SCOTCH	BOURBON
20ML SOFT	CHERRY HEERING	APEROL
20ML SOFT	SWEET VERMOUTH	AMARO NONINO
20ML RICH	BLOOD ORANGE JUICE	LEMON JUICE

THE FANCY ONES EQUAL PARTS	THE LAST WORD	CORPSE REVIVER NO. 2 (ABSINTHE RINSE)
20ML HARD	GIN	GIN
20ML SOFT	GREEN CHARTREUSE	TRIPLE SEC
20ML SOFT	MARASCHINO	LILLET BLANC
20ML RICH	LIME JUICE	LEMON JUICE

➤ ALL FOUR COCKTAILS NEED TO BE SHAKEN, AND ARE COMMONLY SERVED IN A COUPE OR MARTINI- GLASS.

"SUGAR COMPLEMENTS THE OTHER INGREDIENTS AND TAKES THE ALCOHOLIC 'EDGE' OFF.

WE -THE BARTENDERS- DON'T MIND THAT EDGE, THOUGH."





THE BLOOD & SAND

IT'S DEFINITELY NOT THE MOST ATTRACTIVE NAME FOR A DRINK, BUT THIS BADBOY IS ONE OF THE FEW SCOTCH-BASED CLASSIC COCKTAILS!

IT IS CREATED IN 1922 AND NAMED AFTER THE BULLFIGHTING MOVIE THAT CAME OUT IN THE SAME YEAR.



FORMULA #6 HARD-SOFT-SUBTLE

THIS LAST FORMULA IS USED TO CREATE SIPPERS: THE ONES THAT GO IN A PROPER WHISKEY GLASS WITH ICE OR IN A NICK 'N NORA GLASS WITHOUT ICE. IN THIS SITUATION, THE RATIOS DON'T MATTER ANYMORE AND IT'S ALL ABOUT THE ADDING OF THE

SUBTLE PART:

THAT SINGLE INGREDIENT THAT CREATES JUST ENOUGH NUANCE TO THE RECIPE, THAT MAKES THE TASTE LINGER ON YOUR TONGUE THE SAME WAY AS A JAZZY TUNE PLANTS ITSELF IN THE BACK OF YOUR HEAD.

SIPPER ADVANCED= ??ML HARD + ??ML SOFT + ??ML SUBTLE

THIS SUBTLE INGREDIENT CAN TRULY BE ANYTHING!
THAT'S WHY IT IS SO HARD TO FIND AND CONNECT WITH THE OTHER COMPONENTS OF YOUR COCKTAIL.

THESE SIPPERS ARE STRONG AND HAVE A LONG AFTERTASTE. THAT'S WHY YOU USUALLY SIP THEM. #OBVIOUSLY



A NICK 'N NORA GLASS:



FORMULA #6 HARD-SOFT-SUBTLE

THE SIPPERS	OLD FASHIONED	NEGRONI
HARD	WHISKEY 60ML	GIN 30ML
SOFT	ANGOSTURA BITTERS 3ML	CAMPARI 30ML
SUBTLE	SUGAR SYRUP 5ML	VERMOUTH 30ML

THE SIPPERS	DIRTY MARTINI	GREEN VESPER MARTINI
HARD	GIN 75ML	GIN 60ML
SOFT	DRY VERMOUTH 15ML	VODKA 20ML
SUBTLE	OLIVE BRINE 10ML	ABSINTHE 10ML

ALL OF THESE DRINKS
ARE TO BE STIRRED,
UNLESS YOU'RE MAKING
THEM FOR JAMES BOND.

THE OLD FASHIONED AND NEGRONI ARE SERVED BEST ON THE ROCKS.

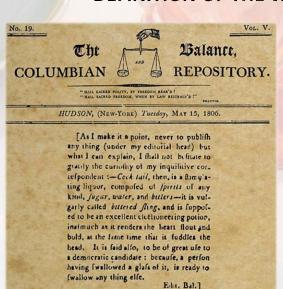
THE DIRTY AND VESPER
GO IN A NICK 'N NORA
GLASS WITHOUT ICE.

"TO CREATE A GREAT SIPPER, YOU NEED TO PRACTICE A LOT AND HAVE A GENUINE UNDERSTANDING OF THE COMPLEXITY OF YOUR INGREDIENTS.





THE OLD FASHIONED EXISTS FOR OVER 200 YEARS NOW AND IS THE PERSONIFICATION OF THE FIRST WRITTEN DEFINITION OF THE WORD 'COCKTAIL'.



FROM A 1806 NEWSPAPER:

"A STIMULATING LIQUOR, COMPOSED OF SPIRITS OF ANY KIND, SUGAR, WATER, AND BITTERS."



WWW.DECOCKTAILCONSULTANT.NL



CHEERS!

© 2021 Bentvelzen Bartending



