

# How we helped shake things up for Monkey Shoulder

## CASE STUDY: THE MIXED UP MONKEY

*Beverage Strategy & Production*

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**ICEBOX**  
BE SERVED. BE SERVED WELL.



## THE CHALLENGE

Monkey Shoulder is a brand that's not afraid to shake things up. Their motto: "Play with your whisky." And that's exactly what they asked us to do.

When they approached us, they were constructing The Monkey Mixer—a 2,400-gallon beast that resembles a cement truck. The plan was to hit the road for 11 months, across 20 states in the US and show the world that this Scotch is made for mixing.



Their question to us:  
How can we incorporate a delicious  
draft cocktail into this thing?



# THE SOLUTION

We invented the perfect cocktail—nearly 15,000 gallons of it. Coined “The Mixed Up Monkey,” it’s a Monkey Shoulder Mint Collins made with more fresh lemons and mint than you can possibly imagine. But we didn’t just want this cocktail to taste good, we wanted it to guarantee repeat business. It needed to be so effortless, people would want to drink it all day.

We needed carbonation. So our beverage program turned into a bit of a custom fabrication collaboration. We helped put a CO2 system into the Monkey Mixer that would give the Mixed Up Monkey its effervescence. And the right way to serve it? We designed a “craft on draft” system so seamlessly integrated, it looked as if the cocktail was coming down the truck’s chute and straight into the glass.

For years to come, Monkey Shoulder was set to turn every corner, turning people onto Scotch.



85K  
LEMONS

250K  
MINT LEAVES

15K  
GALLONS







## THE RESULT

Currently in its 4th year on the road, we've produced enough Mixed Up Monkeys to fill that 2,400-gallon cocktail shaker hundreds of times over. It was such a hit that, when summer rolled around, Monkey Shoulder came back to us and asked for a second cocktail that would blow people away.

We came back with the most delicious frozen pina colada you've ever tasted—along with enough frozen cocktail machines to serve multiple locations at multiple times. Since then, we've gone on to create an entire Monkey Mixer program, with 8 different cocktails in rotation. Shaking things up for Monkey Shoulder again and again.

**TRICKED OUT  
THE TRUCK  
AND STILL  
CRAFTING  
COCKTAILS  
FOR IT.**

Tell us your vision. We'll bring it to life.

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