

DIAGEO

# THE GOOD HOST GUIDE

THE GUIDE TO  
HOSTING A FESTIVE  
CELEBRATION

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for the facts about alcohol





Fred Sirieix is arguably the true ambassador of hosting. As the maître d' and host of the much-loved Channel 4 series, *First Dates*, Fred combines a passion for high quality service with his unique personal charm. Under his leadership as General Manager at Michelin-starred London restaurant, Galvin at Windows, his team has won numerous awards including Catey's Manager of the Year, Hotel Restaurant Team of the Year and Best Front of House.

# FRED SIRIEIX

## ON HOSTING

Welcome to the Good Host Guide. People have gathered together over food and drink for as long as we've been in existence. Indeed, hosting has ancient roots as far back as the Greeks and Romans, who held enormous feasts with dozens of guests.

Entertaining at home brings with it some challenges, of course, but what does being a great host entail today? Diageo's Good Host Guide has been created to help you navigate your way through some key decisions when planning a festive celebration.

For me, a great celebration is not just about what you serve but more about how you make people feel, both during and after the event. One of the golden rules in restaurants is to keep track of how much your guests are drinking, offering plenty of water and keeping everyone well-fed. But at home, this can be tricky, so the guide includes some advice on how to be a responsible host.

In fact, the tips in the guide are based on insights and research from you about your expectations of a great host - for example, you said introducing guests who don't know each other was the most important thing a host can do. So to help you out, in here you'll find some of my own advice for creating the perfect atmosphere when hosting an event.

Whatever and wherever you're celebrating this festive season, I raise my glass to you!

FRED SIRIEIX



1

## GETTING READY

Pre-mix a range of welcome cocktails and non-alcoholic cocktails.



54% think a good host should cater for a range of dietary requirements like vegan and gluten-free.



2

## KNOW YOUR AUDIENCE

Check in with guests before the day to make note of any special requirements.



# TOP TIPS FOR HOSTING A CELEBRATION AT HOME

3

## SHARE THE LOAD

Ask guests to bring a signature festive dish.



18% of adults say they're planning to drink more moderately this festive season.

4

## GET GUESTS INVOLVED

Have simple cocktail recipes and a spirit measure to hand so guests can make their own, and keep tabs on what they're drinking.



Keep water jugs handy so guests can refill their glasses.

Baileys Almande provides a great vegan and dairy-free alternative.

Keep a spirit measure close by to measure drinks correctly.

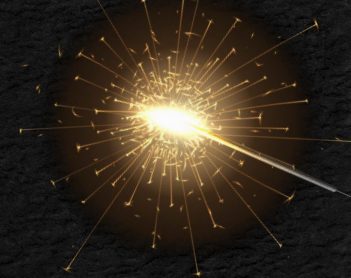
Get creative with non-alcoholic drinks by using unusual garnishes like ginger or apple.

Stock up with non-alcoholic options, Seedlip and Guinness Pure Brew are exciting alternatives.

# HOW TO STOCK YOUR FESTIVE DRINKS TROLLEY



# BEING A RESPONSIBLE HOST AND THROWING A GREAT PARTY



38%

expect a good host  
to provide some form  
of entertainment.

28%

believe topping up or  
free pouring drinks  
are the things that  
make it harder to drink  
moderately.

32%

find it difficult to keep  
tabs on their drinking  
when at celebrations  
in someone else's  
house.



1

## AVOID TOP-UPS

You may feel like you're being a good host but topping up glasses and drinks before they're finished makes it hard for your guests to keep track of how much they've consumed and can risk leading to excessive drinking.

2

## FOOD IS YOUR FRIEND

Serving up plenty of food throughout your celebration is crucial as it helps slow the absorption of alcohol into the body. If you're not dishing up a full meal, go for snacks with a good balance of protein, fat and carbs.

3

## PLAN GAMES AND ACTIVITIES

The festive season is synonymous with parlour games, so make the most of it. Having some interactive fun planned as part of the celebration means the focus is shifted away from just drinking.

4

## GET CREATIVE WITH NON-ALCOHOLIC COCKTAILS

Offering tempting non-alcoholic alternatives like a Seedlip and tonic means guests are more likely to space alcoholic with non-alcoholic drinks throughout the night.

5

## END THE NIGHT RIGHT

make sure there is a designated driver amongst your guests or organize a cab home for anyone that needs one.





# FRED'S ADVICE FOR BEING THE PERFECT HOST

## WHAT ARE THE QUALITIES OF A GREAT HOST?

Growing up, my parents were fantastic hosts. They always had guests feeling like they were immersed in the experience because they got them involved, whether that was chipping in with food prep and mixing cocktails, or providing the entertainment. For me, that's the difference between hosting something quite stuffy and a celebration where people leave with a smile on their face.

## DO YOU HAVE ANY TIPS FOR CREATING THE RIGHT ATMOSPHERE AT HOME?

It's all in the preparation. Invest time in making sure your space is tidy, selecting the right lighting, music and decorations should be just as important as the food and drink. Think about who you're inviting and what they like and tailor your environment to that. This attention to detail shows your guests you've really thought about them.

## WHAT'S THE ONE PIECE OF ADVICE YOU'D GIVE TO SOMEONE HOSTING THEIR FIRST CELEBRATION THIS YEAR?

Enjoy it! Plan a low-maintenance menu that doesn't rely on you being tied to the kitchen so you can spend time with your guests. I would also really think about the drinks menu in advance and ask people to bring specific things so you don't end up with lots of the same thing to drink.

## WHAT'S YOUR ADVICE FOR INTRODUCING NEW PEOPLE TO EACH OTHER?

It's important to plan your guestlist carefully, don't assume everyone will click just because they are your friends! I always try to find at least two things people have in common and mention this when I introduce them. This could be a shared interest, if they've travelled to the same place recently, or if they're in the same line of work. Having more than one idea up your sleeve means you always have options.



## EASY FESTIVE COCKTAILS TO TRY AT HOME

### FRED'S WHISKY SOUR

(2 units)



*"For a festive twist on the classic, I like to trade lemon rind for orange, rubbing the rim of the glass with the peel for extra warmth and flavour." – Fred Sirieix*

#### INGREDIENTS

Ice  
50ml Scotch, such as  
Johnnie Walker Black  
Label  
1 dash Angostura Bitters  
25ml Lemon juice  
17.5ml Sugar syrup  
1 Egg white  
1 Orange (peel)

#### METHOD

1. Fill a cocktail shaker with ice cubes.
2. Pour in the whisky, lemon juice, sugar syrup, Angostura Bitters and egg white.
3. Shake the mixture vigorously until the surface of the cocktail shaker feels chilled.
4. Strain into a glass filled with fresh ice.
5. Rub the rim of the glass with orange peel before placing on top to garnish.



## EASY FESTIVE COCKTAILS TO TRY AT HOME

### HOLIDAY MOSCOW MULE

(2 units)

*Add a twist to this vodka classic with the help of a delicious, party-pleasing flavour.*

#### INGREDIENTS

Crushed ice  
50ml Smirnoff Vanilla Flavoured Vodka  
150ml-200ml Ginger beer  
Few dashes of ginger bitters  
Sprig of mint  
Wedge of lime

#### METHOD

1. Pour the Smirnoff Vanilla vodka into a metal mug, julep tin or tumbler.
2. Load up  $\frac{3}{4}$  full with crushed ice, then fill to the top with the ginger beer and stir gently to combine.
3. Add a few dashes of ginger bitters.
4. Serve with a sprig of mint to garnish and the lime to squeeze over.





## EASY FESTIVE COCKTAILS TO TRY AT HOME

### STOCKING VANILLA

(Alcohol free)

*Serve up a treat everyone can enjoy with this refreshing alcohol-free tippie.*

#### INGREDIENTS

Ice  
50ml Seedlip Spice 94  
10ml Vanilla syrup  
Soda water  
One green apple (sliced)

#### METHOD

1. Fill a glass with ice.
2. Add the Seedlip and vanilla syrup and top with soda water.
3. Garnish with a slice of green apple.





## EASY FESTIVE COCKTAILS TO TRY AT HOME

### BAILEYS ESPRESSO MARTINI

(1.8 units)

*Jazz up your Espresso Martini with a creamy kick of Baileys, Smirnoff and a shot of cold espresso.*

#### INGREDIENTS

Ice  
50ml Baileys Original Irish Cream Liqueur  
25ml Smirnoff No.21 Vodka  
25ml Espresso  
3 Coffee beans

#### METHOD

1. Add Baileys, Smirnoff No.21 Vodka and shot of cold espresso to a cocktail shaker filled with ice.
2. Shake well until frothy and pour into a martini glass.
3. Garnish with coffee beans.





## EASY FESTIVE COCKTAILS TO TRY AT HOME

### JOHNNIE GINGER

(2 units)

*Stoke the festive warmth of forgotten stories and big laughs with a fittingly bold choice.*

#### INGREDIENTS

Ice  
50ml Johnnie Walker Black Label  
150ml Ginger ale  
Lemon

#### METHOD

1. Pour the whisky into a glass filled with ice and top with ginger ale.
2. Garnish with lemon wheel.





## EASY FESTIVE COCKTAILS TO TRY AT HOME

### RICH AND FAMOUS

(2 units)

*An indulgent way to serve Baileys,  
topped with oh-so-festive cinnamon  
and whipped cream.*

#### INGREDIENTS

Ice  
25ml Baileys Original Irish  
Cream Liqueur  
25ml Smirnoff Gold Vodka  
Whipped cream  
Ground cinnamon

#### METHOD

1. Mix the Smirnoff and Baileys in a cocktail shaker with ice. Shake until cold.
2. Strain into a glass and top with the whipped cream and a sprinkling of cinnamon.





THE  
**GOOD  
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Research was conducted  
by Opinium of 2,000 adult  
drinkers for Diageo in  
November 2019.

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*drink*  
**POSITIVE**  
PROMOTING MODERATION  
TACKLING MISUSE