

**HOLIDAY COCKTAIL BOOK —**  
*Paufferful Strategy & The Marketing Witch*

**LIBRO DE COCTELES DE FIESTA —**  
*Paufferful Strategy & The Marketing Witch*



Edition: Christmas & New Year 2025–2026  
Edición: Navidad y Año Nuevo 2025–2026



# PAUWERFUL STRATEGY & THE MARKETING WITCH

## INTRODUCTION

### *Holiday Cocktail Book*

**L** The holidays have always been a time to pause and observe

our lives and celebrate what we have built. At Powerful Strategy, we believe that every year-end is an opportunity to reaffirm your power, your vision, and your ability to create results that transcend any circumstance.

That's why this recipe book was created. Because it's not just about cocktails.

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*It's about intention.*

*Of presence.*

*To create moments that raise your energy and, with it, your leadership*

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*"As The Marketing Witch, my philosophy has always been the same: to combine strategy with soul, action with purpose, and vision with an energy capable of moving mountains."*

And what better time than this season to give you something you can enjoy, share, and use as a reminder of your own brilliance.

Each recipe you'll find here was created to accompany you in celebrating your achievements, in your moments of gratitude, and in building a new cycle full of focus and expansion.

Your cup will be the symbol: you are the alchemist who transforms ideas into results, dreams into plans, and plans into success.

May this cocktail recipe book be an invitation to toast to your power, your growth, and the miracles that are already on their way.

*With magic,*

*Paulette Hernandez*

*CEO, Pauwerful Strategy The Marketing Witch*

SECTION 1



Christmas  
Cocktails

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*“Elixirs designed to elevate the vibration of your celebrations. Each recipe is a ritual, each sip a reminder of the magic you are capable of creating.”*

*Paulette*



# MAGIC CRANBERRY SPRITZ

REFRESHING · FESTIVE · OPENING

## Ingredients

- 2 oz Prosecco
- 1 oz Vanilla Vodka
- 1 oz Cranberry Juice
- ½ oz Simple Syrup
- Sparkling water (Top)
- Small sprig of fresh rosemary
- Cranberries frescos

## Preparation

Fill a wine glass with plenty of ice

Add the vanilla vodka, cranberry juice, and simple syrup.

Stir gently with a bar spoon

Complete with Prosecco and finish with a splash of sparkling water

Garnish with a sprig of rosemary (you can lightly burn it to release the aroma) and floating cranberries



*Presentation: Wine glass with a red sugar frosted rim.*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to clarity, focus, and decisions that pave the way for prosperity.*





# GINGERMAN OLD FASHIONED

WARM · SPICY · CLASSIC WITH A MODERN TWIST

## Ingredients

- 2 oz Bourbon
- 1/2 oz Ginger apricot Syrup (recipe section 4)
- Aromatic bitters (Angostura) to taste
- Orange twist
- Mini gingerbread cookie for decoration (optional)

## Preparation

Mix bourbon, syrup, and bitters in a shaker glass.

Serve in the glass over a large cube of clear ice

Stir gently with a bar spoon

Decorate with the orange and the mini cookie



*Presentation: Elegant lowball glass,  
crystal clear ice cubes*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to discipline, leadership,  
and strategic expansion.*





# CHRISTMAS PIÑA COLADA

TROPICAL · CREAMY AND PERFECT FOR WARM CLIMATES

## Ingredients

- 2 oz White Rum
- 2 oz Coconut Cream
- 2 oz Pineapple Juice
- ½ oz cinnamon syrup (recipe in section 4)
- Ground nutmeg

## Preparation

Blend all ingredients with ice in a blender

Serve in a tall cocktail glass

Sprinkle the nutmeg on top



*Presentation: High hurricane glass or wide tropical glass. Garnish the rim with shredded coconut.*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to joy, fluidity, and unexpected opportunities.*





# TRADITIONAL PUERTO RICAN COQUITO

CREAMY · SWEET · FESTIVE · A CLASSIC

## Ingredients

- 1 can evaporated milk
- 1 can of condensed milk
- 1 can of coconut cream
- 1-2 cups of white rum (to taste)
- 1 tsp. ground cinnamon
- 1 tsp. of vanilla extract
- 1 pinch of nutmeg
- Cinnamon stick for serving

## Preparation

Blend the evaporated milk, condensed milk, coconut cream, and coconut cream in the blender.

Add the rum, vanilla, cinnamon, and nutmeg. Blend until well combined.

Refrigerate for at least 4 hours to thicken.

Serve cold, with a cinnamon stick.



*Serving: Serve in a cordial glass or short glasses. Add a cinnamon stick or a sprinkle of cinnamon on top.*

## ◆ INTENTION OF THE RITUAL ◆

*I raise a toast to our roots, our strength, and to a year where our essence shines without fear.*



SECTION 2



Cocktails  
New  
Year

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*“Elixirs designed to help you manifest what you wish to attract in this new year. Each recipe is a ritual, each sip a reminder of the magic you are capable of creating.”*

*Paulette*



# THE GOLDEN MANIFESTOR

ELEGANT · BUBBLY · PERFECT FOR MIDNIGHT

## Ingredients

- 2 oz champagne
- 1 oz vodka
- ½ oz St. Germaine (elderflower liqueur)
- Edible gold leaf or edible gold frost

## Preparation

Combine the vodka and St. Germaine in a flute glass

Add the champagne gently

Decorate with gold



*Presentation: Flute glass  
(champagne). Decorated with gold.*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to abundance, success,  
and aligned leadership.*



THE MAGICIAN.



# SUNSET RESOLUTION

SMOOTH · FRUITY · VISUALLY SPECTACULAR

## Ingredients

- 1.5 oz tequila blanco
- 2 oz orange juice
- 1 oz lime juice
- ½ grenadine
- Slice of orange

## Preparation

Combine the tequila, orange and lime juices

Serve over clear (transparent) ice

Add the grenadine gently to achieve the gradient color effect



*Presentation: Highball glass filled with ice. Garnish with a thin orange slice on the rim or a crescent moon inside the glass.*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to a year in which my goals become action and my actions become results.*





# MIDNIGHT WITCH MARTINI

MYSTERIOUS · ELEGANT · SILKY

## Ingredients

- 2 oz vodka premium
- 1 oz black raspberry liqueur (Chambord or similar)
- ½ oz blackberry syrup or simple syrup
- ½ oz fresh lemon juice
- Activated carbon (a tiny pinch - optional) for color only
- Blackberries for decoration

## Preparation

Add all the ingredients to a cocktail shaker with ice.

Shake vigorously to cool and give it a silky texture

Strain finely into a chilled martini glass

Garnish with a blackberry or two on an elegant toothpick



*Presentation: Chilled martini glass. For a mystical touch, run a lemon around the rim and frost it with brown sugar or edible gold dust. Garnish with a blackberry on an elegant toothpick.*

## ◆ INTENTION OF THE RITUAL ◆

*Here's to seduction, presence,  
and that kind of power that  
doesn't need to raise its voice.*



SECTION 3



# Elegant Mocktails

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*“Non-alcohol elixirs designed to elevate the vibration of your celebrations. Each recipe is a ritual, each sip a reminder of the magic you are capable of creating.”*

*Paulette*



# PROSPERITY PUNCH

REFRESHING • BUBBLY • TASTY

## Ingredients

- 2 cups of sparkling water
- 1 cup Apple juice
- 1 cup Cranberry juice
- 1 sliced orange
- ½ cup of pomegranate seeds
- 2 cinnamon sticks

## Preparation

Mix all the ingredients in a pitcher with ice and serve chilled.

Use a clear pitcher to highlight the colors.



*Serving suggestion: Serve in a short sangria glass or tumbler. Add a sprig of rosemary.*

## ◆ INTENTION OF THE RITUAL ◆

*I raise a toast to my lineage, my heritage, resilience, and a new year where your essence marks the path.*





# MINT GODDESS

REFRESHING · MYSTICAL · ENERGIZING

## Ingredients

- 1 oz of fresh lemon juice
- 6-8 fresh mint leaves
- 1/2 oz of simple syrup
- 4 oz of sparkling water

## Preparation

Macerate the mint with the simple syrup

Add lemon juice and ice; stir gently

Top it off with sparkling water



*Presentation: Short transparent glass with a slice of lemon and a sprig of mint.*

## ◆ INTENTION OF THE RITUAL ◆

*I raise a toast to the clarity that opens paths, the freshness that renews my energy, and the inner peace that allows me to make decisions from my power.*



SECTION 4



*Recipes*  
*Syrup*

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*“This is your moment to become an alchemist, creating delicious syrups that complement your preservative-free cocktails and more, tailored to your taste.”*

*Paulette*

# CINNAMON SYRUP

## *Cinnamon Syrup*

WARM · AROMATIC · FESTIVE

### Ingredients

- 1 cup water
- 1 cup of white sugar
- 3 cinnamon sticks
- 1 tsp vanilla extract (optional)

### Preparation

Combine water and sugar in a saucepan over medium heat.

Add the cinnamon sticks and bring to a gentle boil (so it doesn't burn).

Cook for 8-10 minutes to develop the flavor

Strain and store in a glass bottle in the refrigerator for 2-3 weeks



*Note: For a deeper flavor, leave a cinnamon stick inside the bottle.*

# GINGER SYRUP

## *Ginger Syrup*

RICH · SPICY · EXOTIC

### Ingredients

- 1 cup water
- 1 cup of brown sugar
- 1 tbsp of molasses
- 1 tsp of ground ginger
- 1 tsp of ground cinnamon
- ½ tsp nutmeg
- ½ tsp ground cloves
- 1 tsp vanilla extract

### Preparation

Combine water, brown sugar, and molasses in a saucepan

Add all the spices and mix well

Cook over medium heat for 10-12 minutes, stirring occasionally

Remove from heat, add the vanilla and let cool

Strain through a fine sieve or cheesecloth for a smoother result

Store in a glass container in the refrigerator for 2-3 weeks



*Note: For a thicker, dessert-style syrup, cook for an additional 5 minutes.*



**PAUWERFUL**  
STRATEGY