



## Cool for the Summer

*Award-winning Mixologist Gina Chersevani on the Rise of Frozen Drinks*

Nostalgia-inducing, refreshing, and celebratory - **Frozen Drinks** are experiencing a resurgence, bursting with flavor and creative combinations. Long-standing at the forefront of the movement is the *Marvelous Maisel of Mixology*, **Gina Chersevani**, known for the *chilled* libations she serves from **Suburbia**, a vintage airstream trailer parked in the buzzy, Union Market district of **Washington, DC**.

*Forbes Business Insights* reports that, "...the growing trend of frozen cocktails, slushies, and smoothies, among millennials is encouraging vendors and manufacturers to set up and implement innovative ideas in the beverage industry." And, with to-go cocktails continuing as a craze, the chilled cocktail has proven to be desirable - keeping cool in transit from one location to the next.

Chersevani always has a few riffs in her apron pocket, giving classic cocktails a new look - think a **Frozen Rickey, Negroni, Jungle Bird, Manhattan, Pimm's Cup, Sazerac, Julep, and Old Fashioned** - sharing a sublime texture that goes along with the taste. When Chersevani launched Suburbia, almost ten years ago, her goal was to rekindle those favorite childhood experiences - sitting in Adirondack chairs with your feet in the grass, Weber grills, and of course, vacationing in an Airstream. These frozen drinks transport imbibers to a time and place that is having a serious comeback - the 70s!

For Chersevani frozen drinks are not a recent fad or a trend, but a long-held passion that she has perfected over the years at Suburbia. Chersevani has the secret formula to a good frozen drink — beyond fresh, high-quality ingredients — not overshooting the amount of ice or alcohol. A good blending ratio is about three ounces of mix (including fresh juices, curated liquors, house-made syrups, etc.) to eight ounces of ice. "There's a reason there's measuring in cocktails," she shares. "Even the mixers give you instructions about proportions; they're there for a reason." *Additional tips available upon request.*

[For more information:](#)

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