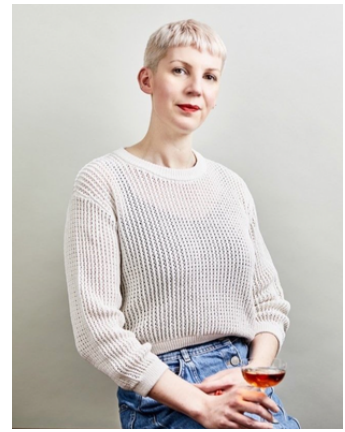


ZOE BURGESS

ATELIER PIP



Zoe Burgess is a tastemaker and founder of one of London's leading flavour consultancies, Atelier Pip. Her acclaimed cocktail book 'The Cocktail Cabinet: The art, science and pleasure of mixing the perfect drink', was published by Octopus books in 2022 ([see here](#)), and was nominated for best new cocktail book at Tales of The Cocktail 2023 awards.

She is also lead beverage consultant at London's iconic The Standard Hotel, overseeing their cocktail offering across the site's five venues. Including the 10th floor cocktail bar, Sweeties, famed for its incredible Atelier Pip-designed menu, which launched to critical acclaim in January 2023.

An expert at crafting flavours that can connect with people, and communicate the essence of a brand, Zoe has worked internationally across the world of food and drink, partnering with Michelin starred chefs, hospitality groups such as Artfarm and even some of the world's most respected sensory scientists, such as Oxford University's Charles Spence.

'My work isn't about just designing a drink, or a menu, it's about weaving together a mix of ingredients, which will evolve to mean so much more than their stylish name or thoughtful glassware. These flavours begin to tell the stories of the brands they represent - celebrating the people, places and cultural moments that are meaningful to them.'

About Atelier Pip

Atelier Pip is a London based flavour consultancy, founded by leading taste maker Zoe Burgess. We focus on celebrating and showcasing the craft of flavour, and the experiences it inspires. For us flavour is a form of communication. A powerful tool that connects with people in a unique, meaningful way.

Our work enables clients to use that tool, whether in a bar, restaurant, or at home. We empower brands to harness their tastes, and to unlock the bespoke flavours and meaningful menus that can communicate their essence. Our work goes further than just taste, and looks at the sensory experience of a product, thinking around the liquid itself and playing with moments, soundtracks, glassware recommendations and recipe names etc.

So that no matter where our customers are, their flavours transcend being a simply a drink, and tell their story, sip by sip.

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