

RECIPE REDUX 1965: STRAWBERRY DELIGHT

This is an adaptation of a recipe printed in a promotional recipe booklet by the Seven-Up Company in 1965. Back then, [7-Up came in a cool green glass bottle](#) sporting a classic logo with a stylized '7'. That was before the advent of plastic bottles, and before high-fructose corn syrup. This particular pamphlet extolled the virtues of 7-Up as a culinary treasure: “The exclusive formula of 7-Up brings the essence of lemon-lime flavors to your cookery...already expertly blended for you. Cook with 7-Up, and bring out the best in the other ingredients, and add a distinctive touch to your meals.”

Ingredients:

10 oz	Fresh, sliced strawberries
1 pint	Softened vanilla ice cream
½ Cup	7-Up, chilled
3 shots	LOFT Tangerine Cello
1 shot	New Deal Vodka

Directions:

1. Combine strawberries, ice cream, LOFT Tangerine Cello, New Deal Vodka and 7-Up in a blender.
2. Divide into 4 glasses.
3. Slowly pour in chilled 7-Up to fill.
4. Ultra. Luscious.

