New structured alcoholic cocktails created by the molecular experiment, and which present a unique science, the main task of which is the elaboration of fusion version of mixing usual cocktails, are developed with the purpose of widening the assortment of mixed spirit-containing beverages with new organoleptic indexes and with the account of the analysis of modern market of alcoholic beverages in bar industry of Ukraine. The cocktails created by means of molecular experiment are living objects, the structure of which is far from classic liquid or pureed condition, are served jellied or foamed, crystal or icy. The effect of the cocktail influences the organism concerns taste and esthetic perception. Molecular cocktail is able to cause new feelings due to its unusual structure and the form.

**Keywords:** structured spirit-containing cocktail, mixology, mixed beverages, foaming capacity, foam stability.