

THE CHRONOLOGICAL HISTORY OF DRINKING AROUND THE WORLD



RUSSIA LOSES WAR TO JAPAN DRUNK ON VODKA

Russians put their love for vodka to the test during the Russo-Japanese War, when they proved that they couldn't forgo their favorite libation long enough to win.



CHARACTERS OF PROHIBITION IN THE UNITED STATES

The unintended consequences of prohibition ushered in some of the most romanticized figures of the 1920s: **The Feminist. The Bootlegger. The Flapper. The Gangster. The Dirty Cop. The Untouchable.**



MAN BURNS DOWN ENTIRE CITY IN DRUNKEN STUPOR

330 BCE: Alexander the Great, during a night of drunken debauchery, chooses to burn Persepolis to the ground.



"Got tight on absinthe last night.
Did knife tricks."

- Ernest Hemingway



SINGLE SPIRIT, GIN, WREAKS HAVOC ON AN ENTIRE NATION

For many working-class Londoners, gin became more than a drink. It sated desperate hunger pangs, offered relief from the perpetual cold, and was a blessed escape from the brutal drudgery of life in the slums and workhouses.



330 BCE

MAN BURNS DOWN ENTIRE CITY IN DRUNKEN STUPOR

Alexander the Great's passion for booze came to a head in 330 BCE upon his arrival in Persepolis. After he and his men conquered the city, he resolved during a night of drunken debauchery to burn Persepolis to the ground. This was a strange, likely alcohol-induced decision, considering that the city now belonged to him. In those flames, future historians lost all access to massive amounts of knowledge about ancient Persepolis and Persia. In a case of karmic retribution, a recent study claims that Alexander may have himself been snuffed out by a glass of toxic wine.

Afterparty Ashes

\$15

London Dry Gin, Persian and Black Lime Cordial, Swedish Aquavit, Centium Herbis, Lime



Poisoned Cobbler

\$14

Fino Sherry, Mastiha, Yuzu, Lemon, Apple, Pomegranate, Bitters



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Alley Cat Lounge, c. 2015
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SPOTLIGHT:
PRESENT DAY

SPENDY FINANCE BROS PUT MEZCAL AT RISK


As mezcal continues its swift ascent into U.S. popularity, sweeping spendy finance bros, influencer entrepreneurs, Hollywood actors, and other damned yankees up in a craze for what they erroneously label it “Smoky Tequila,” another long-feared prophecy of agave gatekeepers is sadly coming true, with implications for Mexico, mezcaleros, and the very Earth itself.

As mezcal has become more popular over the years, defenders of true mezcal have long feared the rush of big money getting attached to the product and watering it down for white, Western audiences, causing the particularities and details of this spirit to be lost along the way, while damaging the communities that have nurtured and protected mezcal and maguey for generations.


Unfortunately a lot of consumers will buy and consume this because their marketing and PR will be so strong that will reach those uneducated consumers in both countries. Enjoy your tradicional mezcal bottles, we are seeing the thread of this company and brand trying to extinguish the traditional Mezcal process by burying the history.

The next five years will be critical to preserve the authentic spirit made by the real mezcalero families not by celebrities. I’m afraid that my kids won’t have the pleasure to enjoy mezcal like we do because the industrialization of mezcal has arrived destroying hundreds of families and centuries of mezcal tradition. More important the deforestation and water shortage in all parts of Mexico but specifically Oaxaca where all these celebrity owned brands are based and produced.


Mexican Firing Squad \$14

Blanco Tequila, Lime, Acid Adjusted Pomegranate, Urfa Chili, Bitters 


Apples and Agave \$16

Blanco Tequila, House Green Apple Soda, Tarragon, Suze 


Feelin’ Frutal \$15

Del Maguey Vida Mezcal, Acid Adjusted Piña, Strawberry Gochujang, Xila Liqueur, Bitters 

Dulce Drogas \$16

Del Maguey Vida Muerte, Mango, Tonka Cream, Acid OJ, Fernet 

Knee Groan \$17

Del Maguey Vida Muerte, Grapefruit Sweet Vermouth, Campari, Cardamom 

DEL MAGUEY SINGLE VILLAGE MEZCAL

Del Maguey is deeply dedicated to the biodiversity and rich cultural heritage of Oaxaca. Our sustainability blog will provide a first-hand look into the processes of Del Maguey and our commitment to leaving a positive impactful footprint in Oaxaca. Our mission is to offer a clear understanding of Del Maguey’s core values and commitment to sustainability.



Flights

Del Maguey Single Village Mezcal

Pick 3
Prices listed = 1 oz pour

Del Maguey Vida.....\$6	Del Maguey Minero \$11
Del Maguey Vida de Muertos.....\$6	Del Maguey Pechuga \$27
Del Maguey Crema de Mezcal\$6	Del Maguey San Luis del Rio..... \$11
Del Maguey Chichicapa..... \$12	Del Maguey Saln Luis del Rio Azul\$17
Del Maguey Ibérico \$27	Del Maguey Santa Domingo Albarradas..... \$11
Del Maguey Las Milpas \$12	Del Maguey Tobala \$15
Del Maguey Madrecuixe \$12	Del Maguey Wild Papalome..... \$12



1655

RUM KEPT THE WORLD'S MOST POWERFUL NAVY HAPPY AND HEALTHY FOR 300 YEARS

Scurvy Proof \$14

House R(h)um Blend, Tonic Syrup, Lime Acid, Force Carbonation



It wasn't just pirates who had a taste for rum on the high seas. For more than 300 years, rum served as the main fuel of the British Navy. Beginning with England's acquisition of Jamaica in 1655, sailors received a pint of rum as their daily ration. Sailors made sure the rum wasn't diluted by adding gunpowder and setting it on fire, giving us the origin of the term "proof." Rum didn't just keep sailors safe from low morale; it also kept them safe from scurvy. When the higher-ups deemed rum too strong for duty in its purest form, Admiral Edward Vernon invented "grog," a mixture of rum, water, lemon juice, and brown sugar.

The vitamin C in the lemon juice actually helped fight scurvy, which gave the sailors more than enough reason to keep imbibing.

1751

SINGLE SPIRIT WREAKS HAVOC ON AN ENTIRE NATION

Gin Lane & The Gin Craze

The Gin Craze was a period in the first half of the 18th century when the consumption of gin increased rapidly in Great Britain, especially in London.

Pegu Palace \$15

Orange Gin Blend, Acid OJ, Lime Crema, Orgeat, Bitters



Wet yer Whistle \$10

Sipsmith London Dry Gin, Sirene Americano, Orange Bitters



By 1730, an estimated 7,000 gin shops (and probably many more if one was somehow able to count the untold illegal drinking dens) were catering to the trade, with some 10 million gallons of the spirit distilled each year. Historical accounts of violence, widespread addiction, and social devastation were recorded.

For many working-class Londoners, gin became more than a drink. It sated desperate hunger pangs, offered relief from the perpetual cold, and was a blessed escape from the brutal drudgery of life in the slums and workhouses. It was a cheap buzz that could be had for pennies

Bottle Fed \$17

Sipsmith Lemon Drizzle, Centium Herbis, House Green Apple Soda



Improved Gin Cocktail \$16

Aged Genever, Spiced Pear, Honey, Bitters, Absinthe Rinse



on any decrepit street corner stand or in the bowels of some stinking cellar—and it quickly wreaked havoc on inner city London.

"The Gin Act of 1751 really did reduce the excesses of spirit drinking. It was a turning point in the social history of London and was so considered when this time was still within living memory, but even after that blessed date medical men still attributed an eighth of the deaths of London adults to spirit drinking; but the worst was over, and after the middle years of the century tea became a formidable rival to alcohol with all classes, both in the capital and in the country at large."

Martinez \$15

Sipsmith London Dry Gin, Txurrut Vermouth, Alpine Cherry, Boston Bittahs



SIPSMITH[®]

London

Sipsmith London Dry: UK\$13
 Sipsmith Lemon Drizzle: UK\$15
 Sipsmith VJOP: UK \$18
 Sipsmith Strawberry: UK \$16

First Copper Pot Distilled gin in nearly 200 years. Our founders faced a rather unexpected obstacle at the start of their venture – and it arrived in the form of a historic, British law. An excise act still in effect from 1823 made it impossible for distillers to obtain a license for a still under 1,800 liters, and their shiny new still was only 300 liters. Yet, with persistent passion, unwavering vision (and some Dutch Courage, no doubt), their petition led to the law being changed in 2008. The gin-naissance was born and the spirit was once again crafted in genuinely small, characterful batches.



1808

AUSTRALIA'S ONLY GOVERNMENT OVERTHROW HAPPENED WITH THE HELP OF RUM

Rum Corps-Reviver \$16

Navy Strength Rum, Clairin, Sirene Americano, Triple Sec, Lemon



Throughout the annals of history, if there is one thing that is sure to cause discontent, it is depriving a nation of its alcohol. This was the case for colonial Australia, when Governor William Bligh's repression of the rum trade in New South Wales helped cause a military uprising. In 1808, the New South Wales Corps, nicknamed the "Rum Corps," invaded Government House, placed Bligh under arrest, and took control of the government for two whole years. The suppression of rum was one piece of a larger puzzle in the conflict between Bligh and the soldiers, but it has come to symbolize the rebellion as a whole.



"WE WANT OUR RUM AND WE WANT IT NOW"

"BOTTLE ALLEY" AND THE PANAMA CANAL

1882

In 1882, French engineers began digging a 48 mile long canal across the isthmus of Panama. After 8 years of work and an estimated 21,000 dead workers the French dig ended.



Bottle Alley \$16

White Rum, Pecan Orgeat, Apple, Allspice Dram, Lemon, Underburg



Fail Better \$15

Cachaca, Papaya, Vanilla Lime Oleo, Lime, Mastiha, Angostura



In 1904 the U.S. tried again, and to paraphrase samuel beckett, Failed better. Yes they completed it but only after 10 years, astronomical cost overruns and another 5,609 workers dead.

Yellow fever, dysentery and malaria caused the vast majority of deaths. But no small number of french canal diggers met their maker in the port city of colon, on the caribbean side of the isthmus. When the french first arrived, colons chamber of commerce consisted mostly of pimps, thugs, chardsharps, and barkeeps who'd set up shop in the 1850's to prey on the workers. The town built the reputation as "the wickedest city in the Americas."

Green Fever \$17

White Rum, Jamacian Rum, Anise Hyssop, Fermented Piña, Vetiver, Lime Acid, Force Carbonation



Death in the Dirt \$14

Bubbles, Tonic Tincture, Tonic Syrup, Various Bitters



With an average of seven deaths a day, French workers who may never see Monday spent their sundays in colon blowing their wages, dancing, gambling, whoring and drinking. Especially drinking.

"Nothing like the supply of liquor which the french poured out upon the Isthmus during their eight years of occupation was ever seen there before, or has been seen there since"

Heaps of empty bottles rose higher than two story buildings behind the saloons of Front street, whose most notorious artery, a three block long row of brothels and deadfalls called "Bottle Alley" was literally paved with bottles that had sunk into the ankle deep muck over the years.

Bird of Paradise Milk Punch \$16

London Dry Gin, "Blue Raspberry Tea", Raspberry, Lime, Egg White, Milk Wash



French Groundwork \$16

Rhum, Lime, Passion Fruit, Vanilla, Absinthe, Bitters



La Florida Daquiri No.3 \$15

Cuban Rum, Blackstrap Rum, Acid Piña, Grapefruit, Cherry



"Bottle Alley... Where the rum is never gone."

1905

AIN'T NO SYMPATHY FOR THE RED DEVILS

Russia Loses War to Vodka

Despite attempts by Ireland, Germany, and France, no nation is more closely associated with a specific alcohol than Russia is with vodka. Russians put this to the test during the Russo-Japanese War, when they proved that they couldn't forgo their favorite libation long enough to win a war. Russian newspapers reported after the hostilities that soldiers were too drunk to fight and provided easy targets for Japanese forces.

In 1905, Russia accepted less than ideal treaty terms in a negotiation brokered by Theodore Roosevelt. Even Tsar Nicholas himself blamed alcohol for the country's embarrassing performance. He banned alcohol in the lead-up to World War I in the hopes that it wouldn't happen again. Spoiler alert: things didn't end well for the Tsar or for the alcohol ban, which ended in 1925.



Easy Target

\$15

Polish Vodka, Coco Oil Wash, Mango Sake, Lemon



Salty Tsar

\$16

Suntory Roku Gin, Dolin Blanc, House Shiso Cordial, Pastis, "Caviar"



Shiso P'yanyy

\$15

Suntory Haku Vodka, Shiso, Blueberry, Mint, Lemon



Toki Highball

\$16

Suntory Toki Whisky, Club Soda, Toasty Rice, White Chocolate, Ivan Tea



Portsmouth Mule

\$15

Polish Vodka, W Rind, Red Bay, Ginger, Lime, Japanese Chili



The Torii Shoten Store, the predecessor of Suntory, opened in 1899 as a result of the dream of young Shinjiro Torii, who at the age of 20 wanted to "create original Japanese Spirits the whole world can enjoy, uniquely made from Japan's nature and her people."

Shinjiro overcame numerous hardships to make his dream a reality, creating wine, whisky, brandy, and gin.

“ You can advertise as much as you like, but it's no good if you don't have a good product.

You can't be confident in advertising it, and if your customers start to say you're all talk, it's over.

You have to start by making a really good product.”

- Shinjiro Torii, Founder

THE NOTORIOUS ABSINTHE CRAZE

LOVED BY THE AESTHETES AND BANNED BY COUNTRIES ALL AROUND THE WORLD BEGINNING IN 1898

One great lover of absinthe was Ernest Hemingway. Always known as a heavy drinker, absinthe held a special place in his heart. The most notable mention of absinthe was in the Spanish Civil War novel For Whom the Bell Tolls. The Hero, Robert Jordan, had only a few comforts left in life, one being absinthe. the 'liquid alchemy' which irresistibly recalls the

better life he had known in Paris. Holed up in a cave, he shares a canteen filled with absinthe purchased in Madrid with a gypsy companion.

Vincent Van Gogh and Oscar Wilde drank it. Henri de Toulouse-Lautrec and Pablo Picasso filled the glasses of cafe patrons with absinthe in their paintings. Absinthe was a drink of aesthetes.

Absinthe Frappe

\$17

Absinthe Verde, Basil Eau de Vie, Vanilla, Mint, Lemon Oil, Soda



French Pearl

\$14

Gin, Lime, Mint, Pastis



BLANCHE ABSINTHE

(also referred to as La Bleue in Switzerland) is bottled directly following distillation and reduction, and is uncoloured (clear). Blanches tend to have a clean, smooth flavour with strongly individuated tasting notes. The name La Bleue was originally a term used for Swiss bootleg absinthe, which was bottled colourless so as to be visually indistinct from other spirits during the era of absinthe prohibition, but has become a popular term for post-ban Swiss-style absinthe in general. Blanches are often lower in alcohol content than verdes, though this is not necessarily so; the only truly differentiating factor is that blanches are not put through a secondary maceration stage, and thus remain colourless like other distilled liquors.

Hole In The Wall

\$15

Vodka, Pineapple, Strawberry, Cucumber, Blanche Absinthe



Trippy Ricky

\$16

Gin, Turbo Lime Cordial, Centium Herbis, Blanche Absinthe, Wormwood Soda



"Got tight on absinthe last night. Did knife tricks."

- Ernest Hemingway

Absinthe makes you crazy and criminal, provokes epilepsy and tuberculosis, and has killed thousands of French people. It makes a ferocious beast of man, a martyr of woman, and a degenerate of the infant, it disorganizes and ruins the family and menaces the future of the country.

- Ligue National Contre L'Alcoolisme, or the "Croix Bleue", 1907

1898



Banned:

Congo Free State

1906



Banned:

Belgium

1909



Banned:

Netherlands

1910



Banned:

Switzerland

1912



Banned:

The United States

1914



Banned:

France

ABSINTHE SERVICE



\$17

Verde:

Jade 1901 Absinthe Superieure

Blanche:

Larusée Absinthe Bleue

PROHIBITION IN THE UNITED STATES

1920s

The unintended consequences of prohibition ushered in some of the most romanticized figures of the 1920s: **The Feminist. The Bootlegger. The Flapper. The Gangster. The Dirty Cop. The Untouchable.**



SUSAN B. ANTHONY, AND THE TEMPERANCE MOVEMENT

1852

In 1852 Susan B. Anthony established the Women's State Temperance Society of New York, the first such society formed by and for women. Many of these early feminists, such as Elizabeth Cady Stanton, Lucretia Mott, and Abby Kelly, were also ardent prohibitionists.



The Feminist

Last Shot **\$15**

Blended Scotch, Herbal Liqueur, Lemon, Ginger Honey, Blackstrap



The Untouchable



House Old Fashioned **\$13**

Bonded Rye Whiskey, House OF Syrup, Bitters



The Gangster



The Al Capone **\$13**

Bonded Rye Whiskey, Vermouth, Campari, Bitters



The Dirty Cop



Adulterated Colada **\$15**

Bourbon, Jamaican Rum, Tonka Bean Coco Cream, Acid Oj, Amaretto, Foraged Bitters



The Bootlegger



Bare Bones Sidecar **\$14**

Cognac, Spiced Orange Syrup, Lemon



In the 1920s, Italian Mafia families began waging wars for absolute control over lucrative bootlegging rackets. As the violence erupted, Italians fought Irish and Jewish ethnic gangs for control of bootlegging in their respective territories.

The Flapper



Cigarettes and Jazz **\$17**

Cognac, Sweet Vermouth, Smoked Sunchoke, Fennel, Mole, Islay Scotch



PROHIBITION COCKTAILS

Algonquin **\$14**

Bonded Rye Whiskey, Dry Vermouth, Pineapple Syrup, Bitters



Improved Whiskey **\$17**

High Proof Bourbon, Maraschino Liqueur, OF Syrup, Bitters, Absinthe Rinse



Fancy Whiskey **\$14**

Bourbon, Dry Curacao, Lemon, Grenadine





REMEMBER THE MAINE 1939

Described first by spirits writer Charles H. Baker in his 1939 classic, the Gentleman's Companion, or Around the World with Jigger, Beaker and Flask, this rye-based drink has an ingredient list that's part Sazerac, part Manhattan and has a grandiose backstory a ship, was sitting off the coast of Havana in 1898 in a bout of saber-rattling with Spain, which controlled Cuba at the time. When it mysteriously exploded and sank (some blame a coal fire), warmongering journalists used the

phrase "Remember the Maine, to Hell with Spain" as a rallying cry that would jumpstart the Spanish-American war, leading to Cuban independence. Baker, however, wrote about the drink in context of the 1933 Cuban Revolution, which overthrew the dictator Machado. He happened to be in Havana during "the unpleasantness...when each swallow was punctuated with bombs going off on the Prado or the sound of...shells being fired at the Hotel Nacional."

Remember the Maine

\$15

Bonded Rye Whiskey, Vermouth, Absinthe, Cherry Liqueur



DEATH OF FAMOUS WILLIAM E. ("PUSSYFOOT") JOHNSON 1945

He was so well-known that his was a household name when he died. Pussyfoot Johnson developed some of the tactics used in the Anti-Saloon League. For example, he wrote to wet leaders, posing as a brewer and asked them for advice on how to defeat temperance activists. He then published the letters he received. Johnson was proud of his dishonesty. "Did I ever lie to promote prohibition? Decidedly yes. I have told enough lies for the cause to make Ananias ashamed of himself. Ananias was a notorious liar in the Bible.) He even wrote in an article titled "I Had to Lie, Bribe and Drink to Put Over Prohibition in America." He was highly controversial.

False Pussyfoot

\$15

Rhum, Acid OJ, Bootleg Orange Syrup, Whole Egg, Amaro



NON-ALCOHOLIC COCKTAILS

Fun-Guy Fashioned \$10

Mushroom Tea, Cinnamon Syrup, Oak, Lemon, N/A Bitters



Fieldworkers Punch \$10

Tomato Brine, OF syrup, Fresh Ginger, Lemon, N/A Bitters



G&T (Greens and Tonic) \$10

Seedlip, Snap Pea, Tarragon, Tonic Syrup, Lime, Soda



**“CHEERS” IS OK, BUT DON’T FORGET “HERE’S
LOOKING AT YOU,” “SKOL,” “SALUD,” “L’CHAIM,”
“DOWN THE HATCH,” “KAMPAI,” AND
“HERE’S MUD IN YOUR EYE.”**

- Glenn O’Brien