

FREE

# IOWA SPIRITS

VOL. IV, ISSUE 2 | FALL 2021/WINTER 2022

**BARTENDER  
BRAVOS**

4 Iowa Mixologists  
Present  
Their Faves

## THE MAGIC OF 'NOG

**GREAT HOLIDAY  
ENTERTAINING IDEAS**

.....

**YES, YOUR GRANDDAD'S  
COCKTAIL!**  
Classic Drinks from Yesteryear

**RECIPES** **INSIDE**

PRODUCED IN PARTNERSHIP WITH IOWA ALCOHOLIC BEVERAGES DIVISION



INSPIRED *by the* HILLSIDES  
*of the* MOSEL RIVER.

TASTE *the* TRADITION.



  
**THE**  
**QUINTESSENTIAL™**  
SIGNATURE BLEND

[QuintEssentialWhiskey.com](http://QuintEssentialWhiskey.com)



STATE OF IOWA  
ALCOHOLIC BEVERAGES DIVISION  
1918 SE Hulsizer Road, Ankeny, IA 50021  
866.IowaABD (866.469.2223)  
<https://abd.iowa.gov>  
f IowaABD  
t Iowa ABD

#### COMMISSION MEMBERS

Jay Wilson - Chairperson  
Gary Nystrom - Vice Chair  
Rachel Eubank - Secretary  
John Pauli

Christine Spratt

#### ADMINISTRATOR

Stephen Larson

#### PUBLICATION COORDINATORS

Jake Holmes  
Denise Roberg

#### Please Don't Drink and Drive.

*Iowa Spirits*. This publication is produced and printed by an independent publishing company and is supported by liquor advertisements. Prices are subject to change at the discretion of Iowa Alcoholic Beverages Division without prior notice.



LEISUREMEDIA360  
3424 Brambleton Ave. | P.O. Box 21535  
Roanoke, VA 24018  
(540) 989-6138 | Fax: (540) 989-7603  
[astamus@leisuremedia360.com](mailto:astamus@leisuremedia360.com)

PUBLISHER & CEO ..... Richard Wells  
VICE PRESIDENT CLIENT SERVICES ..... Denise Koff  
EDITOR-IN-CHIEF ..... Kurt Rheinheimer  
PROJECT MANAGER/AD SERVICES ..... Annette Stamus  
SR. ONLINE EDITOR AND DIRECTOR  
OF AUDIENCE DEVELOPMENT ..... Jeffrey K. Wood  
CONTRIBUTING WRITERS ..... Andrew Madigan, Annie Tobey  
SENIOR ART DIRECTOR ..... Janette Spencer  
PRODUCTION DIRECTOR ..... Patty Jackson  
SALES DIRECTOR ..... Becca Hudson

Produced in cooperation with the Iowa Alcoholic Beverages Division

©2021 Iowa Spirits. All rights reserved. This publication may not be reproduced in whole or part in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system known or hereafter invented, without written permission from the publisher. Publisher is not responsible for errors or omissions. The listings and advertisements in this publication do not imply any endorsement by the publisher, the Iowa ABD.

Printed by Freeport Press, Freeport, Ohio.

For advertising rates contact Becca Hudson, Sales Director  
804-334-1567. [bhudson@leisuremedia360.com](mailto:bhudson@leisuremedia360.com)

PRINTED IN USA

## CLASSIC OLD FASHIONED

*From Cedar Ridge Distillery*

2 dashes Angostura Bitters  
2 dashes Orange Bitters  
½ oz. Demerara Simple Syrup  
2 oz. Cedar Ridge Iowa Straight Bourbon

• • • • •

- Add 2 dashes of angostura bitters and 2 dashes of orange bitters to mixing glass.
- Add simple syrup.
- Add Bourbon.
- Stir well. Strain over a king cube in a rocks glass.



## PENICILLIN

*From Cedar Ridge Distillery*

2 oz The QuintEssential  
¾ oz Honey Simple Syrup  
¾ oz Lemon Juice  
3 slices of Fresh Ginger

• • • • •

- Muddle ginger. Add ingredients and ice. Shake and strain into a rocks glass with a king cube. Garnish with a lemon peel.
- Honey Simple Syrup: Bring 1 cup honey and 1 cup hot water to a boil. Remove heat. Gentle stir until honey is dissolved. Cool before use.



DRINK RESPONSIBLY

## CHOCOLATE PEPPERMINT

### MARTINI

*From Midnight Moon*

1.5 ounce Midnight Moon Peppermint  
.5 ounce Godiva Chocolate Liqueur  
.5 ounce half and half

• • • • •

- Pour all ingredients over ice in a shaker. Shake ingredients until chilled. Pour in martini and garnish with red sprinkles.





## FEATURES

- 8 Yes, Your Granddad's Cocktails!**  
The classics of yesteryear can make for sublime revisits.
- 16 Bartender Bravos**  
Four Iowa mixologists talk about their favorites.
- 24 Spooky Sips for Halloween**  
How to add zest and fun to your celebration.
- 30 Holiday Entertaining: The Complete Guide**  
From prep to cleanup, we've got the formula for success.
- 36 The Magic of Eggnog**  
Nothing says "holidays" like this annual favorite.
- 41 Safe Consumption by the Numbers**  
Keep a few figures and formulas in mind for responsibility.
- 
- 5 Welcome!**  
Smaller-size bottles can open new worlds of taste.
- 6 What's New**  
Your guide to new products now on sale.
- 45 Featured Spirit**  
Exploring cream liqueurs.

## ON THE COVER:

As the weather cools and the holidays approach, thoughts turn to many things. Not the least of, for some of us at least, is the annual rite of egg nog.

Revisit a classic and explore some new variations beginning on page 36.





## Exploring the World of Smaller-Size Sips

**While the traditional 750ml bottle dominates most bottled-spirit sales, there's something to be said for sizes, all the way down the to 50ml mini or “airplane” bottle.**

**W**e all have our patterns. Favorite driving routes. Exercise routines we can get through without too much attention to the clock. Our favorite coffee brand.

The same can be true with our long-cherished spirits. A tried-and-true sip with a friend or loved one can become a treasured and oft-repeated small pleasure of our lives.

But the increased variety of spirits container sizes can also present an inexpensive opportunity for adding a little spice to life. Or perhaps giving a try to a spirit we've heard about, but might have shied away from given the price on its 750ml bottle.

At the opposite end of things for size, there's the mini—the 50 ml bottle we often associate with airplane flights. With prices from a little above \$1 on up, these products provide the perfect opportunity to consider without commitment—to try that new category of spirit that friends have been talking about and see what we think.

Minis can also provide an easy path for gift sea-

son, offering an opportunity to match spirits with friends, family, service providers and others in a convenient and inexpensive package.

And if you feel a larger sample might be more appropriate for a given giftee, some products also come in 100ml, 200ml and 375ml sizes.

One other way to expand your gift is to consider the smaller-bottle packages of four.

Whether it's for gift giving or for your own taste exploring, the trend to more variety in smaller bottles is on the rise.

The reason? Consumers have come to expect more diverse offerings in terms of size, just as they do with respect to flavoring, alcohol content, healthy choices and other factors that influence spirits choices.

It's really a buyer's market out there. There are new spirits on the market every day, and it's nearly impossible to try them all. Purchasing a small bottle is a great way to try something new and expand your taste horizons without spending a lot of money. ■





# WHAT'S NEW?

Here's a list of new products added to Iowa store shelves over the recent months.


CODE	DESCRIPTION
18358	Four Roses Single Barrel - Private Selection-Barrel Strength
26447	Hudson Do the Rye Thing
88163	Don Julio Reposado Primavera
38091	Platinum 10x Vodka
101457	Ardbeg Scorch GB
101073	Glenmorangie Original Giraffe Tin VAP
4571	Dewar's Portuguese Smooth
4251	AD Scorch - Committee Release
68148	Carolans Cold Brew
18672	Hudson Bright Light & Big Bourbon
26350	Cedar Ridge Bourbon: Single Barrel Collection (S.B.C.) 🍷
16369	Old Fitzgerald 8 yr BIB Decanter
64282	Bacardi Tropical
57303	Bacardi Island Punch
4773	Copper Dog
47821	Courvoisier Avant Garde
15204	WhistlePig RoadStock
64389	Ciroc Summer Citrus
101348	Bombay Sapphire & Tonic Pack
66052	Nuvo Sparkling Liqueur
66136	Passoa Passion Fruit Liqueur
21458	Silk Road Bourbon 🍷
28302	Cody Road Bourbon – CF Staff Barrel 🍷
76441	Oak & Eden 4-Grain & Spire
73135	Ranch Road Hard Hops Imperial
72981	North Forest Kreme Maple Bourbon Pecan
72973	North Forest Kreme Walnut
72532	Blue Chair Bay Mango Rum Cream
37105	Tom of Finland
27250	Balcones Baby Blue
26210	WhiskeySmith Chocolate Flavored Whiskey
26142	Ranch Road Rye Whiskey
25257	WhiskeySmith Salted Caramel Flavored Whiskey
21100	Punchers Chance
17260	Ranch Road Straight Bourbon Whiskey

CODE	DESCRIPTION
37091	Mutiny Island Vodka
30322	Gray Whale Gin
20305	Old Elk Sour Mash Bourbon
16685	Basil Hayden Toast
93557	McQueen and the Violet Fog
86503	Howler Head KSB Banana
46608	Modern Matriarch Salted Caramel Flavored Rum 🍷
46606	Modern Matriarch Amber Rum 🍷
39317	Frankly Organic Strawberry Vodka
39310	Frankly Organic Apple Vodka
37421	Frankly Organic Vodka
6011	Glenmorangie X
101306	Gentleman Jack with Sour Mix
87013	Blackened Whiskey
80518	Butter Pecan Appalachian Sippin Cream
78153	Ryder Cup Lemonade Moonshine
77367	Mark Rogers American Peach Moonshine
77330	Appalachian Apple Pie Moonshine
65482	Hendrick's Lunar
39123	Mutiny Island Vodka Smoked Hot Pepper Infused
19494	Makers Mark 46 Cask Strength
37233	New Amsterdam PET
87018	Ole Smoky Peach Whiskey
80382	Ole Smoky Cookies and Cream
76079	Midnight Moon Lightning Lemonade
27877	Country Smooth Small Batch Straight Bourbon Whiskey
87563	DeLeon Platinum
86339	Noteworthy
39122	Mutiny Island Vodka Puerto Rican Coffee Infused
39118	Sweet Grass Vodka
6016	Lagavulin Offerman Edition Finished in Guinness Casks
38638	Woody Creek Distillers Potato Vodka
32836	Woody Creek Distillers Colorado Gin
26782	Woody Creek Distillers Colorado Straight Bourbon Whiskey
26780	Woody Creek Distillers Colorado Straight Rye



CODE	DESCRIPTION
4698	Bruichladdich Scottish Barley
101432	Grand Marnier Giftset w/ 2 Glass Flutes
53671	Copper & Kings American Apple Brandy
52364	Copper & Kings American Brandy
52078	Copper & Kings Butchertown Reserve Casks Brandy
4573	Dewars Japanese Smooth
88652	Codigo 1530 Tequila Reposado
87370	Codigo 1530 Tequila Rosa Blanco
87369	Codigo 1530 Tequila Blanco
14478	Revel Stoke Cinnamon Flavored Whisky
101449	Jagermeister Save Our Stages VAP
101431	Frangelico Gift Set w/ 4 Shot Glasses
101192	Jagermeister Cold Brew VAP
89343	Hussongs Reposado
19239	Knob Creek 12 YR
101522	Santo Fino Reposado w/Handpainted Salsa bowl, 6 Recipe cards
101490	Makers Mark Father's Day Co-Pack
88458	Santo Fino Blanco Tequila
88172	Santo Tequila Reposado
66665	Santo Puro Mezquila
20116	Old Grand Dad 114prf
66997	21Seeds Valencia Orange Tequila
66994	21Seeds Grapefruit Hibiscus
66993	21Seeds Cucumber Jalapeno Tequila
88915	Codigo 1530 Tequila Anejo
65745	Don Agave Alebrije 
65556	Luxardo Amaretto
48206	H By Hine VSOP Cognac
77168	Original Secret Family Recipe - A Coffee Liqueur 
88356	Prospero Blanco Tequila
39412	CCD Jalapeno Bacon Vodka
26520	CCD Straight Whiskey
22172	Wild Turkey Rare Breed Rye Barrel Proof
86462	CCD Maple Whiskey
72935	CCD Spiced Rum

CODE	DESCRIPTION
46148	CCD Rum
37195	CCD Vodka
29772	CCD Gin
26522	CCD Reserve Corn Whiskey
17196	CCD Straight Bourbon
6105	Speyburn 10YR
80445	Somrus Coffee Cream Liqueur
47649	Branson VSOP Grande Champagne
47647	Branson VSOP Royal
47646	Branson VS Phantom
47645	Branson XO
6213	Tamnavulin Scotch Whisky
87180	Brusco Aresanal Mezcal
78107	Sugarlands Appalachian Banana Pudding Sippin Cream
72978	North Forest Kreme Huckleberry Vanilla
67868	Amarula Vanilla Spice
37231	Crystal Head Onyx Vodka
32819	Wild Poet Irish Gin
15636	Hyde #6 President's Reserve Blend Sherry Cask Finish
15535	Eiregold Irish Whiskey
76413	Ole Smoky Butter Pecan Moonshine
11518	Alberta Premium Rye Whisky
64339	Ciroc Pomegranate
101500	Barenjager Honey Liqueur VAP
26614	St. George Baller Single Malt Whiskey
16182	Penderyn Madeira
16142	Milk & Honey Classic Single Malt
87714	El Mayor Extra Anejo Sherry Cask Finish Tequila
87029	Adictivo Extra Anejo Tequila
87027	Adictivo Reposado Tequila
87025	Adictivo Plata Tequila
22271	Yellowstone Limited Edition 2021
26573	Balcones Texas Pot Still Bourbon
76081	Strawberry Lemonade Rum 



# CLASSIC COCKTAILS OF YESTERYEAR

Explore these old favorites for entertaining or happy hour.







**S**ometimes, the past is worth forgetting. Like the platform shoes, leisure suits and bell bottoms of the '70s. Or the blind date who wasn't exactly what your friends had promised. At other times, though, we may trade in the tried and true for something trendy ... perhaps to realize later that we've lost a classic.

Alcoholic drinks have changed over the past century. Although there's much to appreciate about contemporary cocktail culture, our grandparents had some pretty rad drinks, too.

Whether you're searching for a way to pleasantly surprise the older generations at your holiday gathering, longing for a taste of the past, or looking for something "new," classic cocktails promise to please.

### DISCOVERING THE OLDIES BUT GOODIES

Alcohol has been swept along with the tides of historical events and cultural changes. Uncovering the evolution of cocktails involves digging into old records—tasty and refreshing research.

Old cocktail recipe books give a peek into what was popular. The Old Mr. Boston distillery published cocktail recipe books beginning in 1935, churning

out new, updated editions every few years. These Old Mr. Boston's Official Bartender's Guide featured hundreds of recipes made with a wide range of spirits. Want to know what was on the minds of home and professional bartenders over the years? Ask Mr. Boston!

Besides reflecting wider cultural trends, works of literature, TV shows and movies reflect cocktail culture, too. What did the stars drink that might be good in your glass?

When his spurned love shows up with a new flame on her arm, Humphrey Bogart's character in "Casablanca" (1942), Rick, orders a French 75 (a Champagne cocktail with gin, lemon juice, and simple syrup).

The Elvis Presley movie "Blue Hawaii" (1961) features a Tiki cocktail classic, the Mai Tai (two rums, orange curaçao, orgeat almond syrup and lime juice).

And then there's James Bond (1960 and on). The cunning spy and captivating womanizer was known for ordering a "Vodka Martini, shaken, not stirred." In Ian Fleming's books, Bond also drinks Gin Martini, Scotch and Soda, Vodka Tonic, Gin & Tonic, Americano, Old Fashioned, Stinger and several other cocktails—all classic and classy, of course. In "Casino Royale" (1953 book and 2006 movie), Bond created the Vesper Martini, using gin, vodka and dry vermouth.

"The Big Lebowski" cult favorite is inextricably woven with The Dude's favorite drink, a White Russian. Though the 1998 movie is set in the early '90s, the vodka, coffee liqueur and cream cocktail was created in 1949.

### AIDED BY CELEBRITY

## RUSTY NAIL

*The origins of this drink are shrouded in mystery—it may have appeared as early as 1937—but it reached its height of popularity in the 1960s, perhaps because Frank Sinatra and the Rat Pack professed an affinity for it.*

1½ ounces Scotch

¾ ounce Drambuie

- Add ingredients to a mixing glass with ice and stir until well-chilled. Strain into a rocks glass over a large ice cube.





## MY, HOW TIMES CHANGE

Little more than a century ago, Americans experienced the demise of legal liquor. Prohibition went into effect throughout the U.S. on Jan. 17, 1920. Many drinkers continued imbibing as bootleggers pumped out liquor. Quality naturally declined, and approximately 1,000 Americans died annually during Prohibition from drinking tainted liquor.

Since most Americans abstained, their tastes changed as they drank more sweet sodas. In response, wine grape vines and cider apple trees were replaced with sweeter grapes and eating apples. To add to the deterioration, many alcohol-producing businesses went bust.

In 1933, Prohibition ended. Two groundbreaking Tiki bars opened, capitalizing on the public's newfound freedom to imbibe.

Ernest Raymond Beaumont Gantt—aka, Donn Beach—opened Don the Beachcomber restaurant. Inspired by his travels to the South Pacific and Caribbean, he decorated with copious amounts of Polynesian and tropical décor and festooned his cocktails with tiny umbrellas. His drinks featured rum, tropical juices, orange liqueur and sweet syrups, and were festooned. He is generally credited with starting the Tiki drink craze, creating popular drinks such as the Zombie, Tahitian Rum Punch, Three Dots and a Dash and Navy Grog.

Victor Bergeron opened Trader Vic's Tiki spot in San Francisco soon after. Trader Vic's achieved acclaim for drinks served in tropical, totem-inspired containers, including the Fog Cutter and Scorpion Bowl.

Both restaurants spread, expanding the popularity of tropical cocktails. The bright flavors of many Tiki drinks, inspiring visions of sandy beaches and hints of island breezes, has kept them on the menu throughout the decades.

## A TIKI CLASSIC: ZOMBIE

*This rum-centric drink was created by Donn Beach at his Don the Beachcomber restaurant in Hollywood. Recipe from Captain Morgan.*

½ ounce Captain Morgan Original Spiced Rum

½ ounce Captain Morgan White Rum

½ ounce Captain Morgan Black Spiced Rum

½ ounce lime juice

1 ounce orange juice

1 ounce pineapple juice

½ ounce simple syrup

2 dashes of Angostura bitters.

Shaved cinnamon and mint for garnish

▪ Fill a shaker with ice. Add rums, orange juice, pineapple juice, lime juice, and simple syrup. Shake until cold. Strain into a rocks glass over ice. Garnish with Angostura bitters, shaved cinnamon, and mint.



When the U.S. joined World War II after the bombing of Pearl Harbor in 1941, most U.S. distilleries converted from liquor distilling to production of industrial strength alcohol for making war products such as smokeless gunpowder, torpedo fuel, plastics and medical supplies. Distilleries were able to sell spirits they had distilled previously, but they were careful about giving up too much of their stock. Imported rum rose in popularity as whiskey supplies tightened, benefiting Tiki culture.

After the war, the average per capita consumption of alcohol in the U.S. quickly rebounded—and then some. By the late 1940s and '50s, cocktail rituals had become part of the culture, and drinking shifted from occasional to daily, woven into leisurely life at home.

Although "Mad Men" aired from 2007-2015, it was set in the early 1960s. The popular TV series featured Madison Avenue advertising executives enjoying multi-cocktail lunches and drinks at work ... and anywhere else they could down a few. Cocktails

that had recurring roles in “Mad Men” have regained popularity in today’s bars: Old Fashioned, Manhattan, Whiskey Sour, Vodka Martini, Vodka Gimlet and Bloody Mary.

Probably no sitcom of the ‘60s had more characters downing cocktails—in the office and at home, with friends and clients—than “Bewitched” (1964-1972). Just what was in those highball and martini glasses? Darrin and his coworkers likely downed some of the same drinks that the “Mad Men” men did, with perhaps a gin Gimlet and Sidecar added to the mix.



## THE THREE-MARTINI LUNCH: GIN RICKEY

*A D.C. lobbyist is credited with dreaming up the sugar-free Bourbon Rickey in the late 19th century. Variations followed, with the Gin Rickey becoming the most popular. As evidence of its stature, the cocktail was served in F. Scott Fitzgerald’s *The Great Gatsby* (1925).*

2 ounces gin  
½ ounce lime juice, freshly squeezed  
Club soda, to top  
Lime wheel for garnish

▪ Add gin and lime juice to a highball glass with ice and stir gently. Top with club soda. Garnish.

Midcentury also saw increasing attention to culinary convenience: frozen foods, TV dinners, Hamburger Helper and packaged mixes. The movement sloshed over into drinks, too. Bottled sour mixes, simple syrups and mass-produced juices replaced fresh-made options behind the bar, and cloyingly sweet drinks rose in popularity. Classic herbaceous liqueurs like Benedictine made way for sweet schnapps. Gin-based Gimlets of the time used Rose’s lime cordial, pre-mixed lime juice and sugar.

Vodka sales surged, delivering the buzz without interference from flavor. This may explain the “Mad

Men” preference for a Vodka Gimlet.

“By 1970, all the classic, well-made cocktails were considered old-fashioned and unpopular,” drinks expert David Wondrich says. The rise of recreational drugs led to the declining use of alcohol, he adds, so “liquor companies started churning out sweet gimmick cocktails featuring fruit juices, dairy and crazy names.”

In 1976, the creation of the Kamikaze marked the advent of shooters. Others soon followed, such as the Training Bra (1981) and Jell-O Shots (1980s).

## FORGET HISTORY BOOKS – ASK THE HISTORY MAKERS

Today, we see the contemporary cocktail scene as, well, the bee’s knees, but Gramps, Granny, Mom and Pop had some worthwhile tipples, too!

A social media straw poll of elder drinking habits reveals that whiskey graced many an after-work glass, often with still-familiar liquors: Old Grand-Dad, Jack Daniel, Wild Turkey, Seagram’s and Crown Royal.

Scotch was a favorite: neat, on the rocks, or with a splash of club soda. People were drinking Dewars, Chivas, and Johnny Walker Red. They drank the occasional Scotch cocktail, too.

There were fans of Tennessee, rye, and Irish whiskey. One favorite cocktail was Rock and Rye: chunky rock candy on a stick in rye whiskey.

Then, as now, bourbon loyalists abounded. It was enjoyed neat, with a splash of water, or on the rocks as well as in a diversity of cocktails. One couple’s evening ritual was Southern Comfort Manhattans with shrimp cocktails. One man had a shot of bourbon after work, chased with a non-alcoholic beverage. Bourbon whiskey was mixed with Wink grapefruit-based soda, diet cola or ginger ale.

Other favored liquors from a generation or two past included cream sherry, Heering cherry liqueur, Drambuie, applejack, amaretto, moonshine, schnapps, Mickey Finn green apple whiskey, cognac and Ricard anise liqueur.

Other favorite whiskey cocktails were—and still are—the Manhattan and Old Fashioned as well as the Whiskey Sour. Canadian whiskey had a place in many home bars, too: Seagram’s 7, Seagram’s VO, Crown Royal and Windsor Canadian whisky. The 7 & 7 cocktail—6 ounces 7UP and 1 ounce Seagram’s 7—saw plenty of action.

Other go-to cocktails included Vodka Tonic, Gin & Tonic, Sours with a variety of liquors, Screwdriver, Tom Collins, and, of course, Martinis.



## MORE CLASSICS

Today, many favorite cocktails have been resurrected at fine bars. Others might be worth considering for your home bar and festive gatherings.

### Toasting the Holidays

**Hot Buttered Rum.** The drink's history stretches back to American colonial days, with a resurgence thanks to Tiki guru Trader Vic in the 1940s. The traditional cold weather drink contains rum, butter, cider, sugar, and spices such as cinnamon, nutmeg and cloves.

**Tom & Jerry.** Despite the name's similarity to the mischievous cartoon duo, the heated eggnog variant of eggnog, spiked with brandy and rum, came from an 1821 British stage play. The drink was a favorite of President Warren G. Harding and made appearances in several films, from a 1940 romance, "Beyond Tomorrow," to a 1960 Christmas comedy, "The Apartment."



## CLASSIC RIFFS BECOME CLASSICS

### UPSIDE-DOWN MARTINI

*Aka the Reverse Martini, this cocktail reverses the standard gin-to-vermouth ratio and was a favorite of classic chef Julia Child. Its lower alcohol content prompted the renowned chef to say, "The best thing about a reverse martini is that you can have two of them."*

2½ ounces Noilly Prat Extra Dry Vermouth

½ ounce gin

Thick slice of lemon peel

▪ Add the vermouth and gin to a mixing glass filled with ice. Stir until well chilled. Strain into a coupe glass. Garnish with a twist of lemon peel. Enjoy, as Childs would say: "Everything in moderation ... including moderation."

### Evolution Revolution

**Americano.** Despite the name, this bittersweet apéritif probably has Italian roots. It is said to have been invented in Milan in 1860s and named after American tourists who flocked to Europe during Prohibition, eager for legal liquor. It's made with equal parts of Campari and sweet vermouth, topped with soda water.

**Negroni.** Italian Camillo Negroni returned to Italy in the 1910s, after several years in America, says the Negroni origin story. Negroni requested that a bartender vary theAmericano cocktail by replacing soda water with gin. Thus was born the rich, slightly bitter apéritif of equal parts gin, sweet red vermouth and Campari.

**Boulevardier.** This riff on the Negroni (or on theAmericano?) substitutes whiskey and adds a bit more alcohol. It was created in Paris by American Erskine Gwynne, the publisher of Boulevardier, a magazine for expats in the 1920s.

**Martini.** Both U.S. coasts have been credited with creation of the martini. The original classic hardly resembles some concoctions that make their way onto contemporary martini menus (except perhaps the shape of the serving glass). Only two ingredients go into the classic martini – gin and dry vermouth, which are stirred, not shaken.



TOM & JERRY



**BEE'S KNEES**



**GREYHOUND AND SALTY DOG**

### **Creative Bartenders of NOLA**

**Sazerac.** This New Orleans classic is said to have been created by Creole apothecary Antoine Peychaud in 1838. It has morphed since its birth: whiskey often replacing French brandy and Peychaud's bitters added in 1912, when Absinthe was banned.

**Vieux Carré.** Another Big Easy creation, this flavor bomb begins with rye whiskey and cognac, then adds Benedictine, bitters and sweet vermouth. It began life in the 1930s at Hotel Monteleone, which now hosts the rotating Carousel Bar. Give it a whirl!

**Grasshopper.** Named for its bright green color, the 1918 creation was especially popular in the South in the 1950s and '60s. Joan Wilder (played by Kathleen Turner) in "Romancing the Stone" (1984), was a Grasshopper fan. With one part green crème de menthe, one part crème de cacao and two parts heavy cream, the Grasshopper is a delightful after-dinner drink.

### **And Then Some**

**Aviation.** The violet hue of this cocktail comes from crème de violette, a later addition to the pre-Prohibition drink that was built with gin, lemon juice and maraschino liqueur. The crème de violette also lends floral notes.

**Bee's Knees.** The phrase, "the bee's knees," was popular during the 1920s to refer to anything that was outstanding. You might guess that the cocktail uses honey syrup (a simple syrup made with honey). It also includes gin and lemon juice.

**Greyhound and Salty Dog.** The Greyhound entered the starting gate before the Salty Dog, appearing in a 1930s cocktail book. Both combine grapefruit juice and gin (later replaced by vodka). The salty version, served with a salted rim, made the bitter grapefruit more palatable.

**Transfusion.** You'll hit a hole in one when serving this cocktail, a favorite on golf courses from coast to coast, and even at Augusta National. Supposedly, Dwight D. Eisenhower was a fan, too. The classic recipe calls for equal parts vodka, ginger ale, and grape juice, but a little lime juice can be added to balance the sweetness.

**Harvey Wallbanger.** Simply a Screwdriver with Galliano, an Italian liqueur, the Harvey Wallbanger was reportedly born in California in the 1950s and became popular in the early '70s. 🍷



KENTUCKY BLUEGRASS MAKES LAWNS.  
IOWA CORN MAKES BOURBON.

SORRY KENTUCKY.



[CedarRidgeWhiskey.com/iowa](http://CedarRidgeWhiskey.com/iowa)

PLEASE ENJOY RESPONSIBLY.

© 2020 CEDAR RIDGE DISTILLERY, SWISHER, IA







# Bartender Bravos

Four Iowa mixologists share their favorite drinks.









*Darian Everding of London Underground in Ames: "I love introducing patrons to Amari—Italian herbal bitter liqueurs."*

**L**ooking for a new favorite cocktail? Interested in learning more about the wide world of mixology? Searching for inspiration for your next party? Ask a professional who slings drinks for a living!

"If I am visiting a new bar or restaurant for the first time, I love asking the bartender what they like to make," says Darian Everding, bartender at London Underground in Ames. "I believe the hospitality experience revolves around the relationship built between host and guest, and there is a lot of love that goes into sharing your favorite beverage."

At the same time, Everding acknowledges, "If I am serving a new guest for the first time and they ask for my favorite drink, I tend to emphasize the fact that what I enjoy isn't a good indicator for what they will enjoy! I then ask about the guests' favorite flavor profiles and beverages that they already know they love."

When we caught up with Everding, she was on her way to Bellhop Tiki to enjoy a Zombie, a favorite cocktail. "I tend towards fun tiki drinks as a guilty pleasure and cherish a bar who can make them well!"

For this issue of Iowa Spirits, we asked four bartenders from around the state to share their favorite cocktails with our readers as well as a little about themselves. Next time you have a few relaxed minutes with a bartender, ask about their favorites, to make and to drink. May the answers inspire your next visit to your favorite establishment!

## **Darian Everding**

### **LONDON UNDERGROUND, AMES**

**The drink.** "My favorite drink varies depending on my mood, where I am, and who I am with!

"I love introducing patrons to Amari—Italian



# 'TIS THE SEASON TO SHINE

Grab it. Sip it.  
Share it.



Code #76073



Code #101491



Code #101499



Code #76070

# #ItsShineTime

////// [www.MIDNIGHTMOONSHINE.com](http://www.MIDNIGHTMOONSHINE.com) ////

ENJOY RESPONSIBLY. ©2021 PIEDMONT DISTILLERS, INC. MADISON, NORTH CAROLINA.

MIDNIGHT MOON 100 PROOF BOTTLED AT 50% ALC./VOL. - MIDNIGHT MOON APPLE PIE BOTTLED AT 35% ALC./VOL.

MIDNIGHT MOON WATERMELON BOTTLED AT 35% ALC./VOL. - MIDNIGHT MOON LIGHTNING LEMONADE BOTTLED AT 35% ALC./VOL.

MIDNIGHT MOON PEPPERMINT BOTTLED AT 40% ALC./VOL.





Carl Busch of 7 Hills Brewing, Dubuque: “The Triple Barrel is one of my favorites—a riff off a White Russian, swapping vodka for bourbon.”

herbal bitter liqueurs—and will almost always try to work those into a new recommendation as well.

“Two of my recent favorite recommendations for guests (that I also LOVE to drink!) are our house Mai Tai and an Aperol Spritz. The Mai Tai is a delicious rum drink that balances sweet rums, tropical orgeat syrup and tart lime juice. The Aperol Spritz is a low-ABV cocktail that features prosecco, Aperol and a splash of soda water. Low-ABV cocktails have a special place in my heart: moderating alcohol intake—for any reason whatsoever—is really valid, and cocktails that provide low-ABV and full hospitality experience are a win in my book!”

**The bartender.** “I started bartending in 2016 when I moved to Ames. Working at London [Underground] was my first bar gig, and I had so much to learn. I had the amazing privilege of joining an experienced bar staff and leadership team who fostered my curiosity and empowered me to really dive in to the beverage world!

“Shortly after beginning as a bartender, I joined the United States Bartenders’ Guild (USBG). This organization and the vast educational opportunities they offer was instrumental in my decision to make bartending a career and not just a step-through job. In 2017, along with a handful of other dedicated beverage professionals in Central Iowa, I helped found and became the president of the Des Moines Chapter of the USBG. Our chapter brought educational and professional development opportunities to Central Iowa by bringing in high profile national brands to educate and build fellowship.

“With the USBG, I was afforded the opportunity to travel to Mexico to experience the craft at the Patrón distillery. I also had the opportunity to camp at the Wild Turkey distillery with dozens of other bartenders as we soaked up all the knowledge and history we could from the Russell family. I’ve visited over 30 distilleries in three countries and hope to expand that list to include trips to Scotland and Italy soon. Most recently, I have stepped into the staff and product development specialist role at London Underground. With the help of our talented bar team, I facilitate our product selection, cocktail menu creation, whiskey selection, tasting classes, staff training and other behind-the-scenes work that helps us provide excellent service to our guests.



"One of the projects I am most proud of is the Women & Whiskey program. Founded at London Underground in March 2019, I crafted a series of tasting classes to expose guests to the women, past and present, who have had significant roles in the production of their favorite whiskeys! For instance, the foundation of Irish Whiskey—which would result in the genesis of distilling techniques used in the United States—was built upon the backs of Irish women who defied British tax police to keep their craft alive. I have taken this program on the road and hope to continue offering the Women & Whiskey educational experience at venues across the state."

**The place.** London Underground opened in 2006 and proudly proclaims: "We are a pub in the truest sense of the word: founded on the ideas of a 'public house,' we pride ourselves on being a safe and inclusive space for all. We offer a variety of British, German, Iowa and other domestic and imported beers, cocktails, whisk(e)ys, non-alcoholic, gluten-free and vegan and vegetarian friendly beverages. We pride ourselves on this diverse selection and hope that we empower everyone who enters our space to feel at home."

The business demonstrates its commitment to the community by planning, sponsoring, and/or participating in community events, such as Ames Main Street Oktoberfest, Ames Pride, Ames Public Library's Pub Fiction and Maximum Ames Music

Festival. "We are proud to be 'A Little Brit Different' and hope to welcome you into our home soon."

## Carl Busch

### 7 HILLS BREWING CO., DUBUQUE

**The drink.** "The Triple Barrel is one of my favorite cocktails at 7 Hills Brewing, and Keith Gutierrez, owner of the brewpub, would agree. This cocktail was a riff off a White Russian, swapping vodka for bourbon. The drink utilizes three barrel-aged ingredients: bourbon, maple syrup, and coffee. Topped off with cream, this is the perfect nightcap."

**The bartender.** "Two and a half years ago, I started working at 7 Hills Brewing creating craft cocktails and bartending. My goal was to create specialty cocktails that worked in the fast-paced setting of a brewpub."

**"We pride ourselves on this diverse selection and hope that we empower everyone who enters our space to feel at home."**

**—DARIAN EVERDING**

**FILIBUSTER DISTILLERY**

**FILIBUSTER DUAL CASK STRAIGHT BOURBON**

Available for special order  
in state of IOWA\*\*

**918286**

Follow us on :

[Facebook](#) [Instagram](#)

[@FilibusterDistillery](#) [@FilibusterDistillery](#)

[www.filibusterbourbon.com](http://www.filibusterbourbon.com)

"After a while, I expressed my interest in marketing, specifically digital and social media promotion, and stepped into the marketing manager position. I was still creating cocktails, but who wouldn't love marketing beer, food, and cocktails?"

"I currently consult for 7 Hills Brewing, helping build new menus and cocktails when needed, but I'm focusing on my bartending journey. I started bartending at Winifred's in Cedar Rapids 11 years ago. That bar was my home for six years and was where I taught myself how to be a mixologist."

"In 2013 I won the Iowa Restaurant Association's Top Mixologist contest. It was an honor to win the award and have tangible proof that my hard work had paid off. Then, this past April, I entered the contest again and took first place for a second time. The countless hours of research and development that go into making these original cocktails paid off again, and I couldn't be more honored."

"My wife and I currently run a YouTube channel and website called Alchemix Bar. We teach people how to make cocktails and understand the components and techniques that go into making drinks. With my 10-plus years of experience and her novice status, we want to show that really anyone can make a great cocktail."

"My dream is to open and operate my own bar. I am currently in the planning and research stages

of opening a cocktail bar and catering service in Dubuque. Providing a great customer experience in a small place with great cocktails is something I have wanted to do since winning my first award."

**The place.** As the name implies, 7 Hills Brewing was born out of a desire to brew beer—specifically to resurrect the rich brewing traditions of pre-Prohibition Iowa. The brewpub pairs the beers with a creative, elevated bar-friendly menu. It takes kitchen creations to a new level by infusing craft beer into the barbecue and cheese sauces and barrel-aging hot sauces, maple syrups and coffee beans. And for those who prefer spirits, 7 Hills offers classics such as Mojito, Martini, Margarita and Long Island Iced Tea as well as creative year-round drinks and seasonal cocktails.

## Henry Black

### THE BLK SQUIRREL, COUNCIL BLUFFS

**The drink.** Henry Black chose "our Prohibition-style Old Fashioned" as the favorite cocktail he serves. "I enjoy the rich history of this traditional whiskey-based cocktail," he says. "It was one of Capone's favorites! Our house-made brown sugar simple syrup definitely adds a unique complementary flair to flavor notes of either bourbon or rye."

**The bartender.** "I've been a bartender in Council Bluffs for almost 10 years. The majority of

*Henry Black, of The Blk Squirrel, Council Bluffs: "Our house-made brown sugar simple syrup adds flair to our Prohibition-style Old Fashioned."*





my bartending career has been at The BLK Squirrel, where I have learned the patience and skills to not only craft some truly wonderful cocktails but to cultivate an indulgent and knowledge-based bar experience for each and every customer that walks through the door."

**The place.** The BLK Squirrel offers a Cheers vibe in this Council Bluffs neighborhood bar. Located along a historic Council Bluffs block, it maintains a retro vibe in a small neighborly space, with lots of handsome wood accents and exposed brick and beams. The bar focuses on classic cocktails, offering spirits from top shelf to the rail, with plenty of favorite standards and specialty liquors.

## Lucas Mallory

### THE WHISKEY HOUSE, ANKENY

**The drink.** Lucas Mallory at Whiskey House in Ankeny chose one of the restaurant's signature summer cocktails, the 101's and Heartbreak. "It is a very balanced whiskey drink using high-strength whiskey focusing around the balance of fruit and citrus," he explains.

**The bartender.** "Lucas has been at The Whiskey House for more than two and a half years and is a wonderful asset to our team," says the restaurant management. Mallory works as both bartender and server.

**The place.** The Whiskey House was born from a cosmopolitan experience: traveling the world and experiencing different whiskeys and musical genres. Returning to Iowa, the dream was to bring home the pairing, combining a delicious dining atmosphere with a live music and entertainment bar—and whiskey. The resulting "cocktail" is a blend of casual American cuisine featuring local ingredients; mixed drinks, local craft beer and more than 300 whiskeys from around the world; and a rousing calendar of live music. ■



Lucas Mallory of The Whiskey House, Ankeny: "The Heartbreak is a balanced whiskey drink focusing around the balance of fruit and citrus."



**HATOZAKI**  
JAPANESE WHISKY

DELIGHTFULLY  
WELCOMING

—— 海峡 蒸溜所 ——

AKASHI CITY  
HYOGO

PRODUCT OF JAPAN

類明石酒造

YONEZAWA  
FAMILY,  
DISTILLERS  
SINCE 1917

f @hatozakiwhisky

Imported by Marussia Beverages USA  
marussiabeveragesusa.com  
Please Drink Responsibly









# SPOOKY COCKTAILS

## Adding Zest to Your Halloween

Creating the desired blend of sounds, sights, snacks and sips can make  
for some grand ghoulish fun.



## MOTHER'S RUIN PUNCH

2 ½ cups sparkling wine  
1 ½ cups gin  
1 ½ cups grapefruit juice  
¾ cup sweet vermouth  
¾ cup lemon juice  
¾ cup club soda or seltzer  
½ cup sugar  
4-5 grapefruit wheels  
ice

■ Add club soda and sugar to a large pitcher and stir until sugar is dissolved. Add remaining liquid ingredients and stir vigorously. Chill for one hour. Pour into a punch bowl, add ice, and float grapefruit wheels on top.



**A**lthough the word “Halloween” is only about 250 years old, people have been observing the holiday and its precursors for at least 500 years and possibly much longer. Many historians trace the roots of Halloween to Celtic harvest festivals, while others date it all the way back to Ancient Rome and festivals honoring the dead.

How we commemorate the fall season has changed quite a lot over the years. Games, costumes, eating and drinking have been part of the celebration for hundreds of years, though trick-or-treating with plastic jack-o-lantern candy baskets is pretty new. Surprisingly, bobbing for apples has been around for 2,000 years, shortly after the Romans invaded Britain.

A party is always a great way to mark the date. Here are some tips for throwing your own:

### MUSIC

Instead of playing random music or having one of those great parties where everyone stands around in silence, why not curate your own holiday mix? Tried and true Halloween favorites like “Monster Mash,” “Superstition” and “Ghostbusters” are obvious choices, but there are thousands of others. “Dead Man’s Party,” “Witchy Woman,” “Psycho Killer,” “A Nightmare on My Street,” “Haunted,” “Ghost Town,” “Howlin’ for You,” “Feed My Frankenstein” and of course anything by Vampire Weekend. Play the list from a streaming service or your phone, or kick it old-school and make a mix CD—which can double as a retro party favor.

### INVITATIONS

These are more important than you think. An invitation can help set the mood you want the party itself to have—spooky, fun, outrageous, child-friendly, lighthearted—if you choose the right graphics, style and tone. Be clear and frank about what you expect from your guests. Are kids and animals welcome? Should they bring anything? Should they be in costume? When does the party begin and end? E-vites and text-vitations are quick and easy, but a hard copy card sent by U.S. mail is much more likely to catch attention (and there’s no spam folder in your front door).



## THE CORPSE REVIVER

$\frac{3}{4}$  ounce gin  
 $\frac{3}{4}$  ounce Lillet Blanc or citrus-flavored  
liqueur/aromatized wine  
 $\frac{3}{4}$  ounce orange liqueur  
 $\frac{3}{4}$  ounce lemon juice  
absinthe

- Put a dash of absinthe into a chilled champagne coupe or cocktail glass, swirl it around, and dump it out. Set the glass aside. Combine the rest of the ingredients in a shaker with ice and shake for 40 seconds until chilled. Strain into the prepared glass.



## DARK 'N STORMY

2 ounces dark rum  
3 ounces ginger ale  
 $\frac{1}{2}$  ounce lime juice  
1 candied ginger slice  
lime wheel  
ice

- Combine rum, juice and ice in a shaker and shake well. Strain into a Collins glass with ice and stir in the ginger ale. Garnish with ginger slice and lime on a cocktail sword.

### FOOD

One of the great things about a Halloween party is that if the food looks and tastes horrific, you can pretend it was on purpose. You're eating eye of newt—it's supposed to taste like that. Of course, if you want tasty food that only looks spooky, you can prepare spaghetti and tomato sauce that looks like a bloody brain or cookies shaped like pump-

kins and ghosts. Use your imagination and be as gory as you want, this side of scaring children and your elderly grandfather.

But don't spend all day sweating over the stove. Keep it simple and easy so you can enjoy yourself. Lighten your workload by having other people bring food (they usually want to), and prepare an assortment of finger foods. Entrées typically aren't a good

idea. They're too hard to eat standing up, and Halloween's not the time for a sit-down party. Remember to provide healthy and vegetarian options and to keep your guests' allergies in mind.

### BEVERAGES

Equally important is Food's best friend, Drink. Variety is key—wine, beer, spirits and non-alcoholic options for kids, drivers and non-drinkers. Make sure there's plenty of water on hand, as alcohol is dehydrating. If you want the party to be especially festive and ghoulish, try making your own Halloween punch complete with eyeball- or skull-shaped ice cubes. If you want to go all out, add some food-grade dry ice to the punchbowl to make it look like a witch's cauldron. Don't make the punch too strong, though. While a few drinks can lighten the mood and stimulate socializing, too much alcohol can ruin a party.

### DECORATION

Even grown-ups can appreciate a holiday-themed atmosphere. Don't forget to trim both the inside and outside of your home. Spiderwebs, pumpkins, skeletons and scarecrows are all pretty easy/cheap to make, and if your kids get involved the workload is cut in half. Theoretically, thrift stores and dollar stores are ideal places to look for cheaper, and sometimes more distinctive, decorations. Candles, mood lighting, and a fog machine will help create a spine-chilling vibe, as will a motion-activated voice croaking out spooky messages.

Last but not least, you can't throw a memorable party without holiday-specific drinks. Try one or more of these Halloween-inspired cocktails for your party:

## PIRATE MARY

1 ½ ounces dark rum  
2 ½ ounces Pirate Mary Mix\*  
2 dashes bitters  
black pepper to taste  
pineapple slice

▪ Add all liquid ingredients to a shaker. Mix vigorously until cold, approx. 45 seconds. Strain into a rocks glass filled with ice. Garnish with pepper and a pineapple slice.

\*If you can't find a ready-made mix, make it yourself by stirring together equal parts tomato juice and coconut water with half as much pineapple juice.





## KILL DEVIL PUNCH

9 ounces rum  
6 ounces pineapple juice  
5 ounces simple syrup  
4 ounces lime juice  
5 ounces chilled champagne  
12 raspberries  
12 lime wheels  
ice

▪ Combine all liquid ingredients in a pitcher and refrigerate for one hour. Pour mixture into a punch bowl and stir. Garnish with raspberries and lime wheels. Serve in rocks glasses or tea cups with ice. 🍷



## Share Iowa Spirits Magazine with Friends and Family

The digital edition is online



Want to share a recipe  
or an article in this issue?  
Simply click and go to...

**GO TO**

<https://abd.iowa.gov/education/iowaspiritsmagazine>

## BIRD DOG WHISKEY



**BIRD DOG  
PEANUT BUTTER  
750ML - 26432**

**BIRD DOG  
SALTED CARAMEL  
750ML - 26362**

WHOLESALE  
BOTTLE COST

**\$15 EACH / \$90 CASE**

PLEASE DRINK RESPONSIBLY. © 2021 WESTERN SPIRITS, BOWLING GREEN, KY 40% ALC./VOL.





*Cheerful* **HOLIDAY**





# GATHERINGS

Here's the top-10 list for winter entertaining.



1

**T**he winter holidays have become known as much for stress as for joy. Rather than embracing the spirit of Christmas, Hanukkah or Kwanzaa, we often feel overwhelmed by our schedules and to-do lists. But it doesn't have to be that way! If you decide to host a gathering, you can take steps to simplify ... and enjoy. From prep to party, this 10-tip checklist can keep the season merry for you and safe for all.

**1. Plan ahead.** If you've got a strategy going in, you'll feel more in control of your goals.

Make your lists:

- Guests
- Food and drinks
- Utensils, platters, plates, etc., for serving, food, and drinks
- Decorations
- As you make these lists, start your shopping lists, too, so you can begin stocking for your shindig.

Invite your guests: Services such as Evite.com make it easier to track RSVPs and send reminders.

Determine serving strategy for food and for drinks, like an easy-flow buffet line or scattered stations.

**2. Plan to be a responsible host.** Follow these important suggestions for alcohol safety:

- Provide plenty of food, especially high-protein and high-carb foods like cheeses, meats and breads. Skip extra-salty foods that stimulate thirst.
- Provide low-alcohol and no-alcohol beverage options—including plenty of healthy, hydrating water.

Remember an essential key to alcohol safety: ensure your guests don't drive under the influence! Offer a key drop, which is later spirited away to a hidden place. Encourage guests to get a ride to the party so they won't be tempted to drive home. Enlist designated drivers. And post a list of taxi





services where guests can easily use it.

During the party, limit your own consumption of alcohol so you can gauge your guests' consumption and tactfully change the subject when Uncle Sylvester starts arguing politics or making inappropriate jokes.

Never serve alcohol to minors! Not only is it illegal, but underage drinking can cause long-term harm to children and teens.

### **3. Choose food options that simplify the evening.**

Focus on no-cook appetizers and make-ahead entrées and sides. To ease preparation and service even more, hire a catering service or plan a potluck.







# 4

**4. Determine easy drink options.** Make-ahead punches, pitcher drinks, and simple cocktails ease party-time workload.

- **Hot buttered rum:** Combine equal parts molasses, brown sugar and butter to six parts spiced rum in a metal pot. Add 10 parts boiling water and stir. Serve in individual mugs with a cinnamon stick as a stir stick.

- **Wassail:** Combine 1 gallon of apple cider, 2 cups orange juice, 1 cup lemon juice and ½ cup sugar in a large pot on the stove or a slow cooker. Add 2 teaspoons cinnamon, 1 teaspoon cloves, 1 teaspoon nutmeg and 3 whole star anise. Simmer for several hours. When guests arrive, add brandy to taste (from ½ to 3 cups) and serve. Garnish with cinnamon sticks or whole star anise.

- **Eggnog:** pre-made eggnogs, including some with liquor, are satisfying and simple.

- If you prefer cocktails, focus on a few simple, stirred drinks. The 12 cocktails below can all be made with only 11 ingredients: vodka, whiskey, gin, rum, Campari and wine, plus cola, ginger ale, tonic water, soda water and limes for juice and garnish. Set out recipe cards for guest DIY reference.

**Cuba Libre** (aka Rum and Coke, plus lime wedge)

**Whiskey and Cola** (plus lime wedge)

**Moscow Mule** (vodka, lime juice, and ginger ale, lime wedge)

**Irish Buck** (whiskey and ginger ale, lime wedge)

**Dark 'n' Stormy** (dark rum and ginger ale, lime wedge—traditionally made with ginger beer; however, ginger ale simplifies stocking the bar if you're serving Moscow Mule and Irish Buck)

**Gin & Tonic** (plus lime wedge)

**Vodka Tonic** (lime squeeze and garnish—and/or lemon, if you wish)

**Campari & Tonic** (plus lime wedge)

**Vodka Rickey** (vodka, lime juice and soda water, lime wedge)

**Gin Rickey** (gin, lime juice, and soda water, lime wedge)

**Campari & Soda**

**Wine Spritzer or Wine Cooler** (wine with club soda, tonic water or lemon-lime soda; some variations may be garnished with a lime wedge)

**Gather your spirits—the liquids,  
the foods and the warmth of  
laughter and love—to create  
memories that last for years.**



**5. Plan your entertainment.** The strategy may be as simple as music in the background, so you'll just need to decide upon the music, the source, remote speakers, etc. You may want to have a smart TV photo slideshow. You might even want to hire a DJ. Whatever works with your budget.

**6. Hire a bartender.** A trained professional can keep drinks flowing while monitoring access to the liquor and guest consumption.

**7. Decorate early.** By decorating ahead—even days ahead—you avoid last-minute stress. Better yet, you have a head start on getting into the celebratory spirit!

**8. Set up the day before.** Do whatever you can the day before—setting up the serving line and bar, cleaning the house, etc.—so you will be ready to PARTY!

**9. Chill!** This means you, not just the drinks! Don't chase perfection—relax!

**10. Once the guests start arriving, enjoy!** Sure, you want your guests to have a great time, but you deserve to enjoy the event, too—especially after all the work you've put in. And a relaxed and happy host or hostess rubs off onto everyone



else. Besides, few will remember whether the appetizers were laid out symmetrically and the drinks were properly garnished, but all will remember having a blast!

The holidays are a time for celebration. Gather your spirits—the liquids, the foods, and the warmth of laughter and love—to create memories that last for years. ■





# THE MAGIC OF *Nog*

Revisiting a holiday classic  
with some new twists.







## NORTH POLE NOG WITH SPICED RUM

6 ounces eggnog  
1 ounce spiced rum  
2 ounces bourbon  
1 Tbsp cinnamon  
cinnamon stick

▪ Combine eggnog, spiced rum and bourbon. Stir until thoroughly mixed. Top with ground cinnamon and a cinnamon stick.



## THE EGG-TINI

2 ½ ounces eggnog  
1 ounce vanilla vodka  
(or plain vodka and  
a dash of vanilla extract)  
1 ounce amaretto  
caramel syrup  
brown sugar  
cinnamon stick

▪ Add all liquid ingredients to a shaker. Cover a small plate in caramel dusted with brown sugar. Dip the rim of a glass in this mixture. Shake liquid ingredients and pour into the glass. Garnish with a cinnamon stick.

**What is egg nog?** It's a sweet, creamy drink made from milk, eggs, sugar and cream that's primarily consumed during the holiday season. Liquor is often added to the mix, with rum, brandy and whiskey among the most popular. Eggnog is usually served cold, but it can also be warmed up like a hot toddy or mulled wine. Cinnamon, nutmeg and chocolate are often used to season the drink, or it can be added to coffee.

The word "nog" dates back to the late 17th century. It originally referred to a strong beer brewed in England. However, some linguists theorize that the word may also be derived from "noggin," a Middle English term for a wooden mug in which alcohol was served. What we know today as eggnog was called an egg flip in 17th-century Britain. The modern term was coined in America 100 years later and may come from the words "nugg" (ale warmed with a hot poker) and "grog" (rum served in noggins). As with many words, the etymology is a little fuzzy.

Originally, egg flips were a privilege of the rich. Made with milk, eggs and sherry—brandy or Madeira





could also be used—only the well-off could afford the ingredients. Once the drink came to America, rum was generally used because brandy and wine were too expensive, especially given the heavy taxes that England levied on these products. During the Revolutionary War, our stock of rum started to get low, so the colonists started using homemade whiskey or moonshine.

Eggnog was quite popular during 18th-century America. In fact even George Washington got in on the game. A noted farmer and distiller, our first president often served eggnog to guests at Mt. Vernon. His personal (and quite alcohol-forward) recipe called for cream, milk, sugar, brandy, rye whiskey, sherry and Jamaican rum.

Eggnog has served a number of different purposes over the years. It's been a refreshment, a way to celebrate the holidays and a medicine. From the medieval era through the 19th century, eggnog and its early predecessors were used to treat the flu and other sicknesses, to gather one's courage, and as a defense against cold weather.



## DRINK RESPONSIBLY

**GRAY  
WHALE  
GIN**



WHALE HELLO THERE

**INGREDIENTS**

2 parts Gray Whale Gin  
 1/2 part Fresh Lime Juice  
 1/2 part Fresh Lemon Juice  
 1/2 part Agave Syrup

**GARNISH**  
 Lemon Peel Twist

**METHOD**

Add all ingredients into a shaker, fill with ice and shake to combine. Strain over fresh ice in a rocks glass and garnish with a lemon peel.



Gray Whale Gin, 100% Grain Neutral Spirits, 43% Alc/Vol.  
 ©2021 Golden State Distillery, www.graywhalegin.com. Please enjoy responsibly.

*This is the  
Rye Revival*



MANHATTAN

2 PARTS REDEMPTION RYE WHISKEY  
 1 PART SWEET VERMOUTH  
 2 DASHES ANGOSTURA BITTERS

STIR WITH ICE AND STRAIN NEAT INTO A COUP  
 GLASS, GARNISH WITH MARASCHINO CHERRIES.

PRE-PROHIBITION  
**REDEMPTION**  
 RYE REVIVAL

©2021 Deutsch Family Wine & Spirits, Stamford, CT. Please Drink Responsibly.



Eggs, cream and sugar have rich flavors that can disguise the taste of liquor. Because of this, people have been known to inadvertently drink too much nog. In one famous historical event—the Grog Mutiny or Eggnog Riot of 1826—a Christmas party at West Point got a little out of hand. The cadets snuck in a large supply of spirits to make eggnog. An argument ensued, which turned into a fistfight, which ended up as a full-scale riot. Seventy students were accused of military infractions and 20 were eventually court-martialed. The takeaway: Watch your limit.

During the 20th century, eggnog spread across the globe. In Puerto Rico it's called coquito and made with rum, coconut milk and coconut juice. Rompope, the Mexican variety, is produced using rum or grain alcohol and is seasoned with Mexican cinnamon, which has a more subtle flavor than its American cousin. You can find versions of the drink in Peru, Germany, Trinidad and Iceland, among other countries.

Today, some foodies like to make their own eggnog from scratch, but most people go down to the local supermarket, buy a quart, then add their own spirits and seasonings. Very few people in the US drink it throughout the year. Instead, most eggnog is bought, served and consumed in the small window around Christmas and New Years.

No holiday party is complete without an eggnog cocktail, but you don't have to rely on the standard eggnog-nutmeg-spirit. Why not spice it up this year with one or more of these festive recipes:

## RUM FLIP EGGNOG

1 ½ ounce Navy Strength Rum (more than 57% ABV)

½ ounce simple syrup

¼ ounce cold brew coffee (or coffee that's cooled down)

1 egg

▪ Combine all ingredients in a shaker and shake briskly for 15 seconds. Add ice and shake for another 15 seconds. Strain into a glass and enjoy.

## HOLIDAY NOG COCKTAIL

6 ounces eggnog

1 tablespoon cognac

2 tablespoons dark rum

¼ teaspoon vanilla extract

grated nutmeg

▪ Put all the liquid ingredients into a shaker. Strain into a whiskey or old fashioned glass. Sprinkle nutmeg on top, to taste.



## CLASSIC EGGNOG

2 cups milk

½ teaspoon cinnamon

½ teaspoon nutmeg

½ teaspoon vanilla extract

6 egg yolks

½ cup sugar

1 cup heavy cream

4 ounces bourbon

whipped cream

▪ This recipe is for the true aficionados who want to make their own nog from scratch. Over low heat in a saucepan, combine milk, vanilla, and spices. Bring to a boil. In a large bowl whisk egg yolks with sugar until the yolks are a few shades paler. Slowly add the heated milk mixture to the eggs, whisking continuously. Return the mixture to the saucepan and heat on medium until it begins to thicken—but make sure it doesn't boil. Take off the heat and immediately add cream and bourbon. Refrigerate until chilled. Garnish with the whipped cream and cinnamon before serving. 🍷



# Responsibility by the Numbers

Taking a scientific, numerical approach to alcohol safety.





**F**rom regrettable decisions to drunk driving accidents, you've already heard horror stories about the risks of overdrinking. But just what is overdrinking? How can you know when you've had too much? And are the consequences really that terrible?

How you feel isn't a reliable yardstick of if or how drunk you really are—perhaps the alcohol hasn't fully kicked in yet; perhaps you aren't a wise judge of your inebriated status; or perhaps you're past the point of making wise judgments! And yes, the consequences can be life-shattering.

Instead of relying on feelings and denial to keep you safe this holiday, consider the numbers.

### CONCENTRATE ON SAFETY: ALCOHOL CONCENTRATION

The continuum from sober to dangerously drunk is measured in alcohol concentration, on a person's breath or in their urine or blood.

- 0.0%: Sober
- 0.1-0.08%: The person has warm, buzzed sen-

sations and minor impairment of reasoning, balance, speech and memory.

- 0.08%: Legally intoxicated! In Iowa, a person can be guilty of operating a motor vehicle while intoxicated with a BAC (blood alcohol concentration) of 0.08 percent or above.

- .08-0.25%: Increasing challenges with motor coordination and balance, judgment and speech; confusion; nausea; drowsiness. Onset of anxiety and restlessness.

- 0.25-0.40%: Severe intoxication. Needs assistance with walking; confusion, increasing nausea, anxiety. Loss of consciousness and even brink of coma. In March 2021, an Ohio college student died from alcohol poisoning following a fraternity event. His BAC was 0.35%.

- 0.40%: Dangerous! At high risk for coma or death!

Just how much do you have to drink to get to those levels? Please see the chart below.

You may have seen a chart like this before, which gives stepping-stone estimates of how many drinks



## BLOOD ALCOHOL CONTENT (BAC)

Table for Male (M) / Female (F)

Number of Drinks		BODY WEIGHT IN POUNDS								Driving Condition
		100	120	140	160	180	200	220	240	
0	M	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit
	F	.00	.00	.00	.00	.00	.00	.00	.00	
1	M	.06	.05	.04	.04	.03	.03	.03	.02	Driving Skills Impaired
	F	.07	.06	.05	.04	.04	.03	.03	.03	
2	M	.12	.10	.09	.07	.07	.06	.05	.05	
	F	.13	.11	.09	.08	.07	.07	.06	.06	
3	M	.18	.15	.13	.11	.10	.09	.08	.07	Legally Intoxicated
	F	.20	.17	.14	.12	.11	.10	.09	.08	
4	M	.24	.20	.17	.15	.13	.12	.11	.10	
	F	.26	.22	.19	.17	.15	.13	.12	.11	
5	M	.30	.25	.21	.19	.17	.15	.14	.12	Legally Intoxicated
	F	.33	.28	.24	.21	.18	.17	.15	.14	

1 drink = 1.5 oz. 80 proof liquor, 12 oz. 5% beer, or 5 oz. 12% wine

The factors of both weight and gender play a role in the number of drinks before driving skills are adversely affected.





it takes to reach blood alcohol levels. Based on drinks per hour, gender and weight, the chart offers a useful starting point. However, it doesn't factor in other important variables.

For example, the drinks are "standard" servings and "standard" alcohol levels. So if your drinks aren't "standard"—if you're having larger servings or more potent alcohol—this means doing a little math. For example, a Long Island Iced Tea—with 1 ounce each of vodka, gin, rum and tequila, and ½ ounce of triple sec—counts for approximately 3 drinks! A Daiquiri made with 2 ounces of 110-proof Navy-strength rum is closer to 2 drinks. A 12-ounce glass of a rich, 11% ABV barrel-aged stout beer counts for 2 drinks.

Individual variables also affect a person's BAC.

- **Age:** As we age, metabolism slows and our bodies process alcohol more slowly. On the other hand, 21-year-olds celebrating their legal right to drink don't metabolize alcohol well either.

**Gender:** Men metabolize alcohol more quickly because they have more gastric alcohol dehydrogenase (ADH) in their stomachs and liver than women.

- **Weight and muscle mass:** A larger person can absorb more alcohol. However, muscle metabolizes better than fat, so a fit individual might process better than an unfit person of the same weight.

- **Mental health:** Depression, stress, and fatigue can increase alcohol's effects.

- **Drugs:** Medications and illicit drugs can increase the influence of alcohol.

- **Food and hydration:** Food and hydration will slow alcohol absorption, but they will not prevent intoxication.

Everybody is different, and every situation is different. Better to err on the side of caution!

### THE DANGERS BY THE NUMBERS

As you factor in alcohol concentration levels, add in the risk numbers to multiply your motivation.

*Drunk driving personal costs:*

- **Money:** Fines in Iowa range from \$1,250 to \$9,375.

- **More Money:** A convicted drunk driver may have to pay restitution to the victim and to public agencies for emergency response costs.

- **Prison:** Imprisonment ranges from 2 to 25 years.

- **And then there's ... :** Other penalties include undergoing substance abuse treatment, losing your driver's license and having to install an ignition interlock device.

*When "fun" gets not-so-fun:*

- **Alcohol poisoning,** caused by drinking lots of alcohol in a short time, can shut down areas of the





brain that control breathing, heart rate, and body temperature and cause death. Six people in the U.S. died from alcohol poisoning every day during a two-year span in the 2010s.

- Binge drinking is defined as downing approximately four drinks during one occasion for women, and five drinks for men. In the first quarter of 2021, the deaths of at least two college students were blamed on binge drinking. One, an Ohio college student, died from alcohol poisoning following a fraternity event. His BAC was 0.35%.

#### **Health costs and death:**

- Health costs: Excessive alcohol use is a leading cause of preventable death in the nation, costing about \$249 billion annually.

- Death: Each year, 95,000 people die in the U.S. from excessive alcohol use—more than 261 deaths per day. In 2019, 10,142 people died due to drunk driving—28 percent of all 36,096 traffic fatalities. Long-term health issues from drinking too much over time include forms of cancer, liver disease and heart disease. Other alcohol-related deaths include suicide and use of alcohol in combination with illicit drugs.

#### **Adolescent angst:**

- Not a smart choice: Alcohol use during the teenage years can interfere with brain development and increase the risk of developing alcohol use disorder.

- Unintended consequences: Underage drinking contributes to injuries, sexual assaults, alcohol overdoses, deaths and other tragic consequences.

- Candles snuffed out way too soon: Thousands of young people under 21 die from alcohol-related causes in the United States each year, including
  - o 1,072 from motor vehicle crashes

- o 1,000 from homicides
- o 208 from alcohol overdose, falls, burns and drowning

- o 596 from suicides

#### **College tragedies:**

- o Binge drinking: 33% of full-time college students ages 18 to 22 reported binge drinking in one month; 8.2% reported heavy alcohol use in one month.

- o Deaths: 1,519 college students ages 18 to 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes.

- o Assaults: 696,000 students are assaulted by another student who has been drinking; 97,000 report experiencing alcohol-related sexual assault or date rape.

- o Lifetime problems with AUD (alcohol use disorder): 8.7 percent of full-time college students ages 18 to 22 meet the criteria for AUD, increasing chances for alcoholism.

#### **Alcohol and gender:**

- Expectant moms and their babies: 9.5% of pregnant women in the U.S. used alcohol in one month. Fetal alcohol syndrome in the United States is estimated to be between 0.5 and 3.0 cases per 1,000. As many as 1% to 5% of first-grade children are estimated to have fetal alcohol spectrum disorders.

- Effects on testosterone: Heavy, chronic drinking decreases men's testosterone levels, which can negatively affect sex drive, muscle and energy, and cause weight gain, depression, irritability, body hair loss and erectile dysfunction.

#### **Immeasurable: Feeling responsible for another person's injury or death**

- That drunk friend you gave keys to
- The teenager you bought booze for who does something stupid while drunk or develops drinking issues
- The person—or people—who die because you didn't say "enough."

## **CONCLUSION**

The numbers are clear: Overdrinking can be harmful to health; drunk driving is a crime and dangerous to the driver and potential victims; and being inebriated can lead to a range of regrettable activities. These numbers can help ensure you never see the scariest numbers: the blood alcohol content after you've been pulled by police, pulled from the wreckage, or seen lives lost and scarred by your actions. ■





## FEATURED SPIRIT CREAM LIQUEURS

**Smooth, sweet and subtle . . . what could be better?**

**R**eady to try something a little different than the usual whiskey, rum or vodka? How about a cream liqueur? They're typically sweet, low in alcohol and smooth-drinking. Enjoy them on their own, in cocktails, or added to your favorite coffee drink.



### CAROLANS IRISH CREAM

From Tipperary in Ireland, this liqueur was first manufactured in 1978. With an ABV of 17%, Carolans Irish Cream is buttery and flavorful with the taste of brown sugar, honey, toffee and cocoa. It's made from Irish whiskey, naturally gathered honey, and fresh cream. Carolans pairs well with coffee or chocolate desserts.



### BUFFALO TRACE BOURBON CREAM

From the heart of bourbon country in Frankfurt, Kentucky, Buffalo Trace Bourbon Cream is handcrafted from the distiller's straight Kentucky bourbon. This award-winning liqueur is sweet, creamy and silky on the tongue with notes of oak, vanilla and caramel. Try it on the rocks, with coffee, or in an adult root beer float.



### BAILEY'S ORIGINAL IRISH CREAM

Developed in 1971 and released three years later, Bailey's was the first and original Irish cream. It's a 17% ABV liqueur made in Dublin from cocoa, Irish dairy cream, vanilla extract and Irish whiskey. They sell more than 80 million bottles a year, making it one of the world's most popular tipples.



### EMMET'S IRISH CREAM LIQUEUR

Produced in Dublin, Emmet's is a versatile drink with a clean, sweet taste. It's usually enjoyed over ice, added to coffee, or paired with dessert. The flavor profile is mild and smooth with hints of chocolate, vanilla, butter-scotch and hazelnut.

### FIVE FARMS IRISH CREAM LIQUEUR

At the 2018 Ultimate Spirits Challenge, this won the Chairman's Trophy and earned a score of 97 points, the highest granted to any comparable beverage. With a subtle but potent taste of caramel, honey, maple syrup and fresh vanilla bean, Five Farms is a good choice for a nightcap or after-dinner drink.



### IOWISH CREAM LIQUEUR

Made by hand in LeClaire with corn picked by local farmers, this is sweet, rich and suitable for sipping. A new batch is released each fall from this family-run distillery. Iowish Cream Liqueur is made from vanilla, cream, sugar, Iowa corn, cinnamon and coffee sourced from the Iowa Coffee Company in Runnells.



### DISARONNO VELVET CREAM LIQUEUR

From Saronno, Italy, Disaronno Velvet begins with Disaronno Originale, an almond-flavored liqueur, which is then infused with the taste of chocolate, honey and a subtle floral character. The drink has a clean, velvety mouthfeel and at 34 proof is a light, low-alcohol option.



### MOZART CHOCOLATE CREAM LIQUEUR

From Salzburg, Austria, near the German border, this award-winning liqueur is hearty, creamy, gluten-free and handcrafted from natural ingredients. Mozart Chocolate Cream Liqueur is made with Belgian dark chocolate, sugar, Madagascar Bourbon vanilla, West African cocoa beans, fresh cream, and sugar beets.





PRE-PROHIBITION  
REDEMPTION  
WHISKEY REVIVAL

*This is the  
Rye Revival*





# GRAY WHALE GIN

## TASTE YOUR WAY ALONG THE PACIFIC COASTLINE

*Perfected With  
Californian*  
**BOTANICALS**

*Award*  
**WINNING**

*Gluten*  
**FREE**

*Seven Times*  
**DISTILLED**



## PROUDLY SUPPORTING

**OCEANA**



*Learn*



*More*