“Dallying with the Black Bottle:” Typing, Talking, Tippling, and Cocktail History Outreach

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Inspiration:
History of Food & Drink Collection
• Peacock Harper Culinary Collection
• Ann Hertzler Children’s Cookbook and Nutrition Literature Collection
• History of the American Cocktail Collection
• Food Technology and Production Collection

Bacardi Recipe Book, 1971
“Prohibition is better than no liquor at all. “
-Will Rogers

“When I sell liquor, it's bootlegging. When my patrons serve it on a silver tray on Lakeshore Drive, it's hospitality.”
-Al Capone

Forty Famous Cocktails, c. 1930
Our Cocktail Outreach Beginnings

1. Informal interactions (tours, drop-ins, curious patrons)
2. Classroom instruction
3. Social media
4. Local presentations

Tolu Rock and Rye tabletop advertisement, c.1880
How to mix drinks, or, The bon-vivant's companion: containing clear and reliable directions for mixing all the beverages used in the United States, together with the most popular British, French, German, Italian, Russian, and Spanish recipes, embracing punches, juleps, cobblers, etc., etc., etc., in endless variety by Jerry Thomas; to which is appended A manual for the manufacture of cordials, liquors, fancy syrups, &c., &c. ...Illustrated with descriptive engravings, the whole containing over 600 valuable recipes by Christian Schultz.

Published in 1862, it was the first manual for bartenders.

How to Mix Drinks, or, The Bon-Vivant’s Companion, 1862
Events to Date

3. So, about that one... [Planned for Sept. 2014]
4. A Tippling Tour of Cocktail History from the 1800s to the Modern Era [Sept. 2015]
5. From the Archbishop to the Zombie: A Muddled History of the Cocktail in America [April 2016]
6. ????
’Tis love that makes the world go round. Whisky will also accomplish the same result.
4 Pieces of Advice

1. Have a goal or two for your event (rather than, say, 5 or 6)
2. Plan, but be flexible/coordinate and cooperate
3. Have a resource/research tool/outreach channel
4. HAVE FUN!

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