



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

Kira A. Dietz

Acquisitions & Processing Archivist, Unofficial Food History Archivist,  
& Amateur Mixologist

Special Collections, Virginia Tech

[kadietz@vt.edu](mailto:kadietz@vt.edu) or [@Archivistkira](https://twitter.com/Archivistkira)

SAA, August 5, 2016

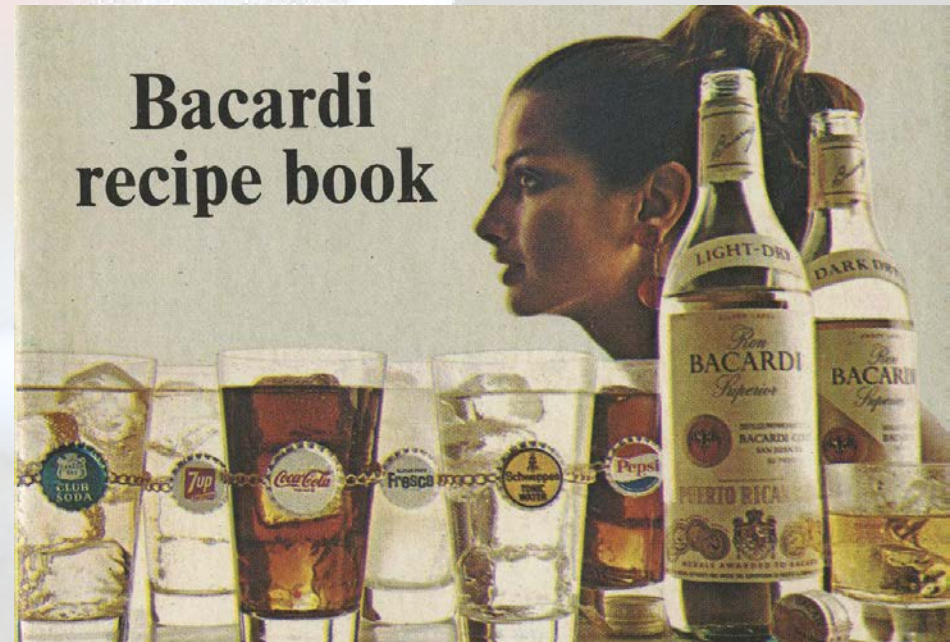


# Inspiration:

## 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



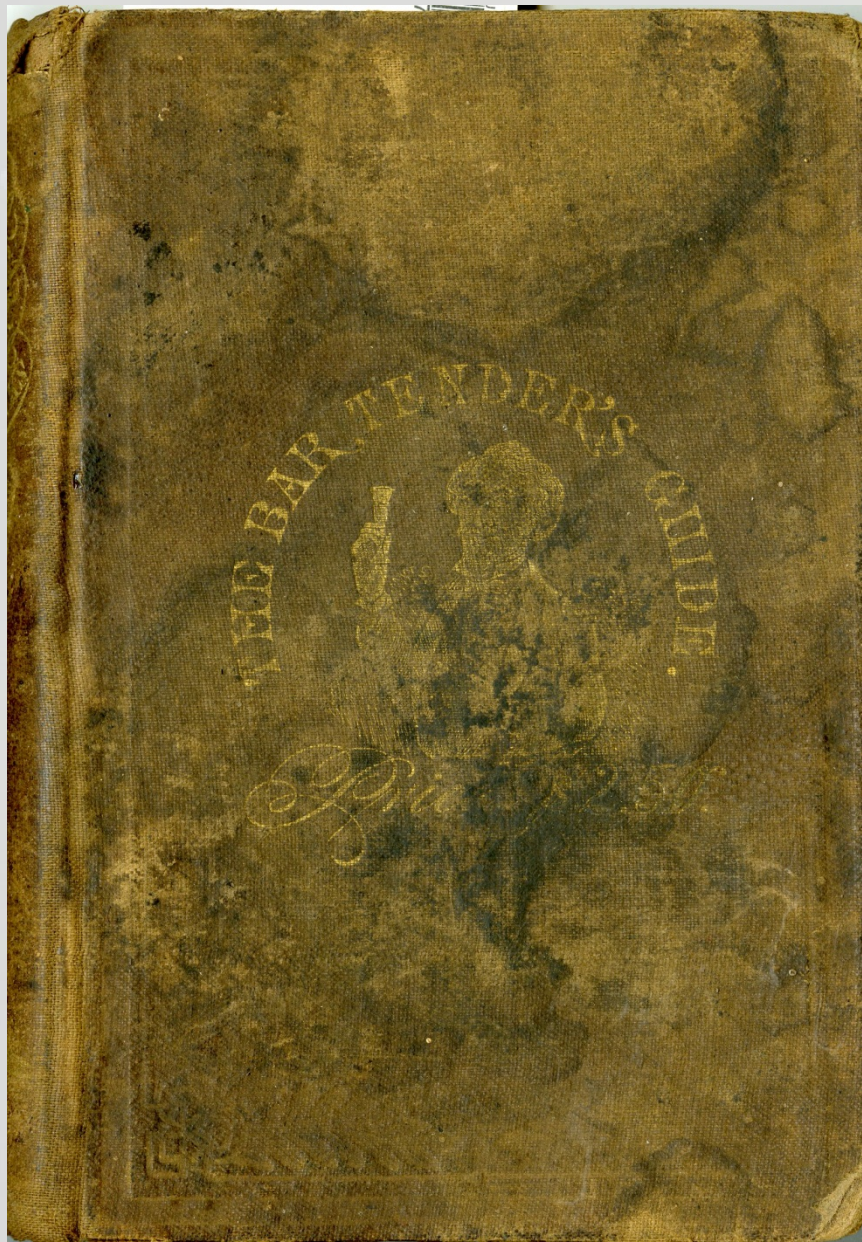
Forty Famous Cocktails, c. 1930

# 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





The full title of this publication is:

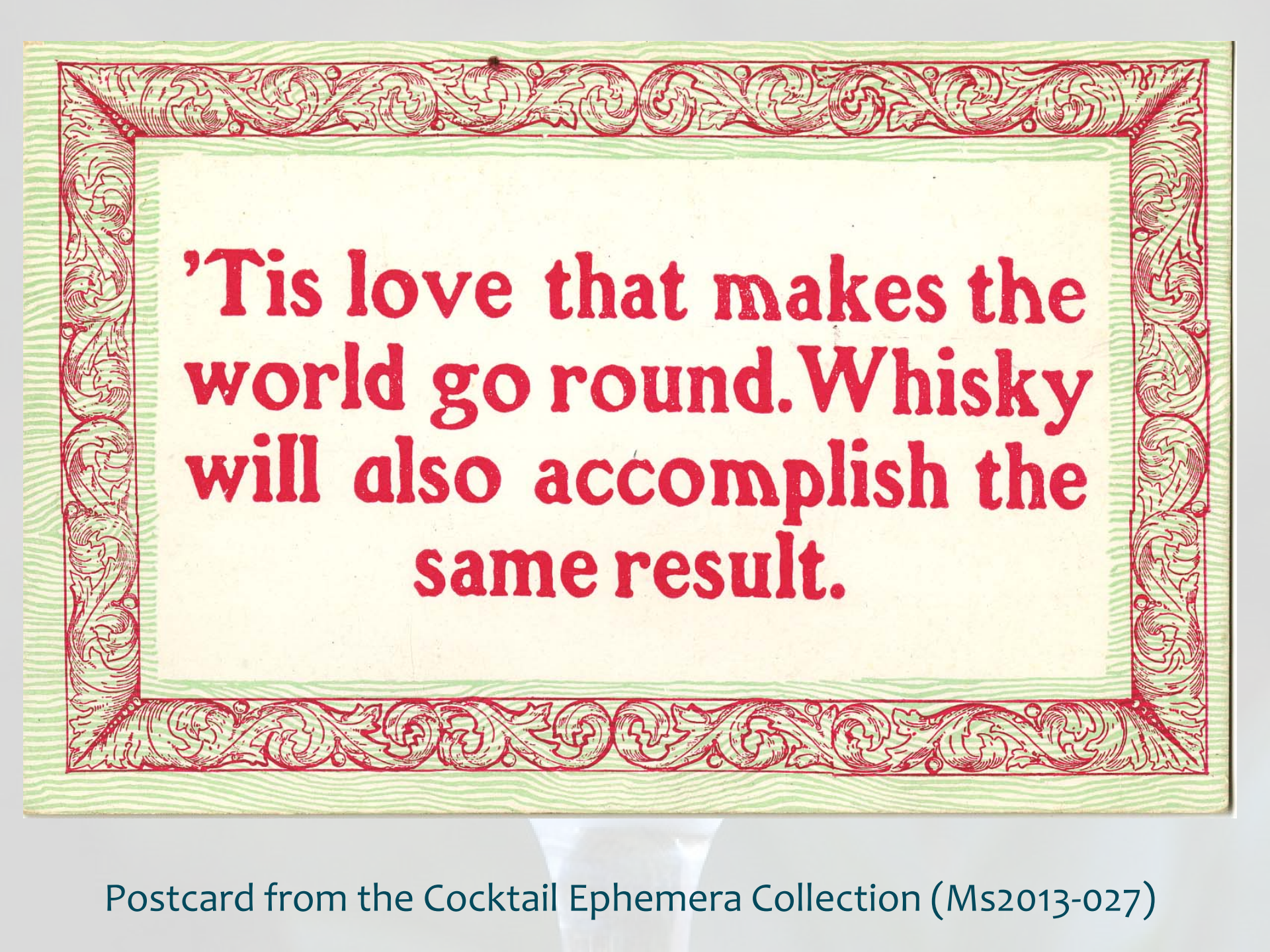
*How to mix drinks, or, The bon-vivant's companion: containing clear and reliable directions for mixing all the beverages used in the United States, together with the most popular British, French, German, Italian, Russian, and Spanish recipes, embracing punches, juleps, cobbler, etc., etc., etc., in 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

1. Culinary, Part Deux: From the Speakeasy to the Cocktail Party [May 2012]
2. The American Cocktail, Straight Up: Documenting Punch, Bath-tub Gin, and the “Age of Entertaining”/The American Cocktail, On the Rocks: The Password is “Tippling” [May 2014]
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. ????

The image shows a vintage postcard with a decorative border. The border is composed of a repeating pattern of stylized, ornate floral and scrollwork designs in a reddish-brown color. The background of the postcard is a light green color with a subtle, wavy, wood-grain-like texture. In the center, there is a white rectangular area containing the text in a bold, red, serif font. The text reads: 'Tis love that makes the world go round. Whisky will also accomplish the same result.

'Tis love that makes the  
world go round. Whisky  
will also accomplish the  
same result.

Postcard from the Cocktail Ephemera Collection (Ms2013-027)

# 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!**