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*“They’re beeeeeeeeeeeeeer.”*



**SMOOSH MAG**

*October 2021*



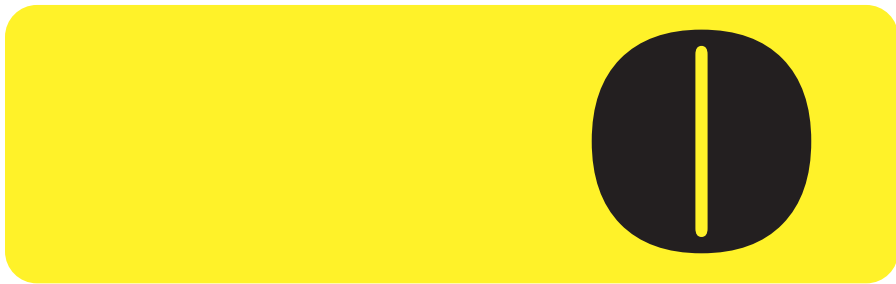






***Let's get  
Smooshed!***

**We're your one-stop shop for all the  
hippest happenings making a splash in  
the wild world of beer, wine, and spirits.**





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October 2021 | Volume 1

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# Editor's Letter

A special spooky edition of *Smoosh Mag* full of booze and boos.



I'm thrilled to introduce you to *Smoosh* in this special spooky edition. Fall is my favorite time for enjoying seasonal bevs. Craft breweries always get creative around Halloween—it's a great time to hunt for bold brews involving chocolate and peanut butter. Plus, fall is the ideal season for enjoying a crispy craft cider. I digress. By now you're wondering, what's *Smoosh* all about?

At *Smoosh*, we're thirsty for great content that engages with the world of wine, beer, and spirits. We're trend-obsessed, steeped in pop culture, and always excited to try something new. *Smoosh* is your hipster friend who is a few steps ahead of you on just about everything, but isn't an asshole when you're late to the party—we're just stoked you showed up! We're all about finding cool stuff and sharing it with our readers.

*Smoosh's* readers probably get carded every time they go to the liquor store and aren't strangers to being accused of murdering various industries. That is to say, *Smoosh* is for millennials. Millennials are a hugely influential demographic in the booze industry that isn't often treated with the respect they deserve. They're the demographic that had the buying power to create a nation-wide shortage of White Claw while being mocked in the media for their love of alcoholic seltzer.

*Smoosh* is a one-stop-shop for millennials who are just as likely to be setting up a beer pong table as they are to be plating a charcuterie board. *Smoosh* is for young beverage aficionados who are exhausted by general industry snobbery, and who are always seeking out innovative ways to turn the party up to eleven.

*Smoosh* readers are likely to identify themselves as women, as college-educated, as liberals, and as socially conscious consumers of culture. They're relatively new to the world of legally purchasing booze and though they may have a lot to learn, they don't want to be treated like they're stupid.

**Cheers!**  
**Julia Cooper**

# Contributors



## Colin Larkin | Beer Editor

Brookline's best beer buyer Colin Larkin hails from Indianapolis, Indiana and has been working in the beverages industry in Boston, Massachusetts for nearly a decade.

*Drink of choice:* a crispy can of Pilsner



## Hayley Wilson | Cocktail Editor

A recent inductee into *Punch's* Bartender-In-Residence Class of 2021, Hayley is the brains behind the bar at Hunt + Alpine in Portland, Maine. Hayley's signature cocktails are deliciously crushable.

*Drink of choice:* anything made with mezcal



## Chelsie Lincoln | Wine Editor

A lover of languages bubbling over with culinary expertise, Chelsie is the brains behind all of the tasting events at the Wine Press in Boston, Massachusetts. Her knowledge of wines is second to none!

*Drink of choice:* Barolo or bust!



## Sofia Coppola Bauer-Cooper | Creative Director

Recently retired from her lifelong career as a bodega cat at a high end wine shop in Boston, Massachusetts, Sofia now serves as a trusty companion and confidant to *Smoosh's* Editor-in-Chief.

*Drink of choice:* a saucer of warm milk

## New & Noteworthy

# Dear Annie is a Must-Try Destination for Natural Wines

Dana Hatic

Familiar faces from the Somerville dining and drinking scene are teaming up for a new venture in Cambridge. Lauren Friel of Bow Market's Rebel Rebel wine bar and Andrew Brady and Sara Markey of Union Square's Field & Vine will open Dear Annie near Porter Square in Cambridge, taking over a former boutique space at 1741 Massachusetts Ave.

Building off the teams' success in their existing businesses, Dear Annie will showcase natural wines and pescatarian dining in a pub-style neighborhood bar.

Customers can expect rotating dishes in four main categories, including toasts featuring house-made bread; cheese plates; dips and salads; and seafood; the last of which will run the gamut from oysters to ceviche and caviar. Aside from seafood, there will



PHOTO COURTESY OF DEAR ANNIE.

(L to R) Rebel Rebel Wine Bar owner and sommelier Lauren Friel, Field & Vine chef-owner Andrew Brady, and partner Sara Markey are opening Dear Annie.

Dear Annie will open fall 2021.

be no meat on the menu, at least according to the current plan.

The space will be divided into a front bar and an open kitchen with a chef's counter in the rear, with accommodations for roughly 30 in each section. Friel will bring her vast wine knowledge to the bar, focusing on natural wines as she does at Rebel Rebel. Her partner, architect Brian Militana, will design the space.

"Dear Annie is a project that encompasses the things we love most: intimate, communal spaces, thoughtful design, sustainable foodways, and natural wine," the team wrote in a GoFundMe Campaign launched to cover assorted costs through permitting and beyond. "We plan to be a wine bar, it's true — but if we do this thing right we'll really be a center for community."

## Run, Don't Walk, to Stock Up On NYE Bubbles!

Brooke Rogers

Planning to ring in the new year with some bubbly? Better stock up now.

Bottles of everything from champagne to whiskey to tequila are flying off the shelves, and not just because of demand.

"This morning when I got here, there were 50 people waiting in line, just to see what we had coming in this morning," said Jake Duke, regional manager at Spec's. "We put it out for sale, and they're gone by the end of the day."

Experts said there are several factors contributing to the alcohol shortage, including transportation.

"The distilled spirits industry is just like everyone else in America. We're facing the same challenges with regard to being able to import products," said David Ozgo, chief economist with the Distilled Spirits Council. "Clearly, right now there's a shortage of containers. Space on container ships is very, very short."

That's a problem for an industry that imports 40% of its products.

Even the smaller, local distilleries that are other-

wise relatively immune to the shortage are facing some challenges.

"As a smaller, local facility, we've been really fortunate that we're not experiencing some of the shortages that the larger brands are," said Ale Ochoa with TX Whiskey. "Our barrels are in."

But it's not just the alcohol but the bottles themselves.

"Glass is hard to get, and in turn, if we do everything in plastic, we have to order that out," said Duke.

He said there's also a shortage of the aluminum needed to make the caps, and the glue to affix the labels. As a result, they're limiting many products to one bottle per customer.

Duke said Spec's intake is down about 25% since before COVID-19, but sales are up about 15%.

And with the industry's busiest time of year about to hit, experts said you may have to get creative.

"Check a couple of different liquor stores or be prepared to go back to your regular liquor store on several occasions if there's a particular bottle you want, but also certainly be flexible," said Ozgo.



ILLUSTRATION BY MADAME DABE



## New & Noteworthy

WORDS BY JULIA COOPER | PHOTOS BY JOHN HOLL



**Lamplighter Brewing Company** in Cambridge, MA operates out of a 10,000-square-foot space that used to be home to an auto-mechanic shop that specialized in German cars. Now, they're on the cutting edge of craft brewing. Their brewery is focused on serving their neighbors and community and their space accommodates a taproom, coffee bar, and full kitchen. Microbiologist Jess Alexander (above) pulls a sample from a tank. Brewmaster Tyler Fitzpatrick and Brewer Sheehan Barlow-Layne (below) brew on a 20-barrel 3-vessel system from Marks Design & Metalworks.



## No/Low

By Julia Cooper | Images from Drizly

The wonderful world of beverages has room for everyone, even folks who choose to not consume alcohol or who prefer to imbibe with intentional moderation. For the beverage connoisseur looking to please their palate with alternative, sobriety-friendly options, look no further than the increasingly expansive category of no-alcohol and low-ABV bevs. This category includes alcohol-free beer, wine, and spirits as well as CBD teas and fermented beverages with marginal alcohol contents (think: kombucha).

Today, we're featuring **Athletic Brewing Company**, an award-winning brewery based in Stratford, CT that specializes in non-alcoholic craft beers. All of Athletic's beers have an ABV lower than 0.5% and are made with high quality ingredients to produce flavorful, aromatic beers that can hold their own next to full-strength craft brews.

Athletic Brewing Company is truly the first of its kind, pioneering techniques for crafting impeccable non-alcoholic beers for the modern drinker. They believe non-alcoholic beers shouldn't be a compromise on quality. With a wide variety of year-round and seasonal options to choose from, Athletic is an awesome option for the beer lover who is looking to cut down on their alcohol intake.



**Upside Dawn** is a classic craft Golden Ale Style. Refreshing, clean, balanced, light-bodied. Aromas subtle with floral and earthy notes. Brewed with premium Vienna Malt along with combo of English and traditional American hops. This brew is also crafted to remove gluten. Upside Dawn is also vegan and fully non-GMO.

**2020 World Beer Awards USA Best Gluten Reduced**

**2021 International Beer Challenge Gold Winner**

**2020 Best of Craft Beer Awards Silver Winner**



**Run Wild** is the ultimate sessionable IPA for craft beer lovers. Brewed with a blend of five Northwest hops, it has an approachable bitterness to balance the specialty malt body. Always refreshing and only 70 calories. The ingredients list is simple: water, organic Vienna malt, malted barley, oats, hops, wheat, and yeast.

**2020 World Beer Awards United States Winner**

**2020 Best of Craft Beer Awards Gold Winner**

**2020 US Open Beer Championship Gold Winner**

**2020 International Beer Challenge Silver Winner**



**All Out** Stout was built for cold weather. We recommend enjoying by the fire after a long day on the slopes. Expect a full-bodied mouthfeel and a pleasantly roasty finish, as well as delicate coffee and bittersweet chocolate notes. Pairs excellently with savory dishes like hearty chili or sweet treats for dessert. Don't hibernate this winter. Go All Out!

**2020 International Beer Challenge Bronze Winner**

**2020 US Open Beer Championship Bronze Winner**

**2020 Best of Craft Beer Awards Bronze Winner**



## No/Low

Seedlip crafts non-alcoholic spirits by distilling peas and infusing the spirit with botanicals, herbs, and spices. Their unique distilling process creates a spirit completely devoid of alcohol and sugar while maintaining distinct, bold flavors like that which you'd expect from an artisanal gin.

Seedlip has been embraced by the world's best bars, restaurants, hotels and retailers across the globe. What began in a kitchen in the woods is now leading a worldwide revolution—changing the way we drink.

Seedlip is perfect for when you want to enjoy a delicious and complex cocktail without the burden of booze.

### **Spiced Panoma Mocktail**

2 oz Seedlip Spice

1 oz fresh grapefruit juice

½ oz fresh lime juice

½ oz simple syrup

1 bottle Fever Tree Soda Water

Juice half a grapefruit and half a lime.

Mix citrus, simple syrup, and Seedlip Spice together in a highball glass.

Add ice and top with soda water.

Stir until combined.



IMAGE AND RECIPE COURTESY OF SEEDLIP





**Downeast Pumpkin Cider**  
5.1% ABV | East Boston, MA

Because Downeast's **seasonal pumpkin** hard apple cider is brewed with a toasty blend of chai spices, it is the perfect bev or choice for folks who've thought "I wish I could drink that!" after smelling a fall-scented candle. I mean this in a completely sincere way.



**Southern Tier Brewing Co. "Pumking Nitro" Imperial Pumpkin Ale**  
8.6% ABV | Lakewood, NY

For folks who love a bold beer with body to boot, look no further than the ever-iconic **Pumking**—now with nitro! Electrifying pumpkin flavor will immerse all of your senses when cracking into these cans.



**Shipyard Brewing Co. "Pumpkinhead" Wheat Ale**  
4.5% ABV | Portland, ME

Crisp, refreshing, and aromatic, this classic pumpkin brew is a true celebration of the fall season. Remember: a proper pint of **Pumpkinhead** is served in a pint glass rimmed with sugar and cinnamon and often accompanied by a shot of spiced rum or vanilla vodka.

**Lexington Brewing & Distilling Co. "Kentucky Pumpkin Barrel" Ale**  
10% ABV | Lexington, KY

Aged in fresh bourbon barrels, **Kentucky Pumpkin Barrel** has a sweet backbone of vanilla and caramel to balance robust, spiced aromatics. Warm up with this bottle after a chilly afternoon stroll through the leaves.



**Two Roads Brewing Company "Roadsmary's Baby" Pumpkin Ale**  
6.8% ABV | Stratford, CT

**Roadsmary's Baby** is a traditional pumpkin ale with a twist—aged in rum barrels for added complexity and depth of flavor. A smooth drinking ale with notes of pumpkin, spices, vanilla, oak, and a warming touch of rum.

## **Pumpkin Spice and Everything Nice**

By Julia Cooper | Images from Drizly

Tis the season for pumpkin spice and everything nice! Whether or not you're jumping in line to grab a PSL at Starbucks, you're sure to encounter some trendy pumpkin bevs hitting the shelves this fall.

Pumpkin as a flavor has become incredibly controversial. Nevertheless, top breweries around the country continue to work to perfect their festive autumnal recipes. Some breweries lean into the sweet, pumpkin pie vibes while others prefer to let the spices do the talking. If you're a pumpkin skeptic, here are a handful of our annual fall favorites.

We promise these pumpkin picks won't just sit in the back of your fridge collecting dust until next fall rolls around.





PHOTO COURTESY OF OLE SMOKY MOONSHINE

Looking for something that really packs a pumpkin punch? **Ole Smoky's Pumpkin Pie Moonshine** has hints of cinnamon, nutmeg, and vanilla to balance out the signature moonshine burn.

**Mozart Pumpkin Spice Liqueur** is a great base for texture and flavor in a delicious Halloween cocktail.

PHOTO BY TRACEY EDEN





# Witches Brew?

By Laken Brooks

The secret history of beer and a not-so-magical legacy of transatlantic slander.

PHOTO FROM HULTON-DEUTSCH COLLECTION VIA GETTY IMAGES





**The craft beer industry is the booming behemoth we know today thanks to the alewives of Renaissance Europe...**

**...and no thanks to historical attempts to bar women from brewing.**

**The iconography of witches with their pointy hats and cauldrons endures to this day.**

**W**hat do witches have to do with your favorite beer? When I pose this question to students in my American literature and culture classes, I receive stunned silence or nervous laughs. The Sanderson sisters didn't chug down bottles of Sam Adams in "Hocus Pocus." But the history of beer points to a not-so-magical legacy of transatlantic slander and gender roles.

Up until the 1500s, brewing was primarily women's work — that is, until a smear campaign accused women brewers of being witches. Much of the iconography we associate with witches today, from the pointy hat to the broom, emerged from their connection to female brewers.

Humans have been drinking beer for almost 7,000 years, and the original brewers were women. From the Vikings to the Egyptians, women brewed beer both for religious ceremonies and to make a practical, calorie-rich beverage for the home.

In fact, the nun Hildegard von Bingen, who lived in modern-day Germany, famously wrote about hops in the 12th century and added the ingredient to her beer recipe.

From the Stone Age to the 1700s, ale — and, later, beer — was a household staple for most families in England and other parts of Europe. The drink was an inexpensive way to consume and preserve grains. For the working class, beer provided an important source of nutrients, full of carbohydrates and proteins. Because the beverage was such a common part of the average person's diet, fermenting was, for many women, one of their normal household tasks.

Some enterprising women took this household skill to the marketplace and began selling beer. Widows or unmarried women used their fermentation prowess to earn some extra money, while married



women partnered with their husbands to run their beer business.

So if you traveled back in time to the Middle Ages or the Renaissance and went to a market in England, you'd probably see an oddly familiar sight: women wearing tall, pointy hats. In many instances, they'd be standing in front of big cauldrons.

But these women were no witches; they were brewers and alewives.

They wore the tall, pointy hats so that their customers could see them in the crowded marketplace. They transported their brew in cauldrons. And those who sold their beer out of stores had cats not as demon familiars, but to keep mice away from the grain.

Just as women were establishing their foothold in the beer markets of England, Ireland and the rest of Europe, the Inquisition began. The fundamentalist religious movement, which originated in the early 16th century, preached stricter gender norms and condemned witchcraft.



PHOTOGRAPH FROM THE CHICAGO BREWSEUM | ILLUSTRATION FROM ADOBE STOCK





# Know your beer **HER**-story!

## **10,000 BCE**

Agrarian society in Mesopotamia pursues beer, bread, and broth.

## **1900-1600 BCE**

Babylonian women invent straws to drink beer.

## **1150 CE**

German abbess Hildegard of Bingen recommends hops as a preservative as well as for healing

## **1516 CE**

Germans impose *Reinheitsgebot* beer purity law.

## **1694 CE**

Industrial revolution begins and the era of brewsters ends.

## **5000-1750 BCE**

Sumerians brew first barley beer in modern-day Iran.

## **800 BCE**

Germanic women brew beer in forest clearings.

## **1500-1768 CE**

Witch trials seize Europe

## **1600-1800 CE**

American women serve "small beer" and cider to their families for good health.

## **1921-1933 CE**

Prohibition ends legal beer brewing in the United States, women and men brew beer illegally at home.

# In a culture where beer defines part of the national character, the question of who controls the brew is paramount.



Male brewers saw an opportunity. To reduce their competition in the beer trade, these men accused female brewers of being witches and using their cauldrons to brew up magic potions instead of booze.

Unfortunately, the rumors took hold.

Over time, it became more dangerous for women to practice brewing and sell beer because they could be misidentified as witches. At the time, being accused of witchcraft wasn't just a social faux pas; it could result in prosecution or a death sentence. Women accused of witchcraft were often ostracized in their communities, imprisoned or even killed.

Some men didn't really believe that the women brewers were witches. However, many did believe that women shouldn't be spending their time making beer. The process took time and dedication: hours to prepare the ale, sweep the floors clean and lift heavy bundles of rye and grain.

If women couldn't brew ale, they would have significantly more time at home to raise their children.

In the 1500s some towns, such as Chester, England, actually made it illegal for most women to sell beer, worried that young alewives would grow up into old spinsters.

The iconography of witches with their pointy hats and cauldrons has endured, as has men's domination of the beer industry: The top 10 beer companies in the world are headed by male CEOs and have mostly male board members.

Major beer companies have tended to portray beer as a drink for men. Some scholars have even gone as far as calling beer ads "manuals on masculinity."

This gender bias seems to persist in smaller craft breweries as well. A study at Stanford University found that while 17% of craft beer breweries have one female CEO, only 4% of these businesses employ a female brewmaster – the expert supervisor who oversees the brewing process.

It doesn't have to be this way. For much of history, it wasn't.

# Cocktails to Revive a Corpse

By Tim McKirby

A look into the legacy and life-giving properties of potent pre-Prohibition potions.



PHOTO BY BRIAN KIM



**A**mong the world's most iconic cocktails is the Corpse Reviver No. 2, an intriguingly named creation drenched in staying power.

The first written recipe for the drink—which comprises an equal-parts mixture of gin, Kina Lillet, lemon juice, and Cointreau served in a chilled, absinthe-rinsed coupe — appears in Harry Craddock's 1930 *Savoy Cocktail Book*. Unlike most of the 750 or so other recipes in the book, which have either fallen by the wayside or been tweaked for modern palates, the Corpse Reviver No. 2 has stood the test of time, all but unchanged in almost a century of existence.

Its memorable name riffs on two quasi-related, millennia-spanning references. In the 19th century, a "corpse provider" was a facetious term for a physician, which tells us a lot about general consumer confidence for health care of the era. And during that time, a "corpse reviver" was slang for a hangover cure. The 1889 book, *A Dictionary of Slang, Jargon & Cant*, defines "corpse-reviver" as "a dram of spirits" and includes an example of its usage in *The Sporting Times*, a now-defunct weekly British newspaper whose coverage closer resembled *Page Six* than *Sports Illustrated*: "There was a general rush for wet towels and corpse-revivers."

A Corpse Reviver cocktail, meanwhile, was emerging and evolving right around this time. The first iteration, Corpse Reviver, with no numerals, debuted in the 1871 book, *The Gentleman's Table Guide: Being Practical Recipes for Wine Cups, American Drinks, Punches, Cordials, Summer & Winter Beverages*. Its recipe includes "Half [a] wine glass of brandy, half glass of Maraschino, and two dashes of Boker's bitters."

Antiquated measurements aside, the recipe is a recognizable predecessor of the modern-day Corpse Reviver No. 1, which was later popularized alongside the Corpse Reviver No. 2 in Craddock's 1930 *Savoy Cocktail Book*.

A riff on the Manhattan, Craddock's Corpse Reviver No. 1 calls for equal parts Italian vermouth, apple brandy or Calvados, and brandy, "to be taken before 11 a.m., or whenever steam and energy are needed."

As for the Corpse Reviver No. 2, Craddock humorously notes, "Four of these taken in swift succession will unrevive the corpse again."

Though the two enumerated Corpse Revivers debuted at the same time, contemporary bartenders unanimously favor one over the other.

"Typically the go-to is the No. 2," Marissa Mazzotta, beverage director at The Shanty in Brooklyn, tells VinePair. "I've probably made 20 Corpse Reviver No. 1s in my life and more than half of those I personally suggested someone to try."

Mazzotta says the No. 1 should not be disregarded, as it offers flexibility for interpretation — whether that be customizing proportions or base spirits.

Erick Castro, co-founder of San Diego's Raised By Wolves and Polite Provisions, agrees: "Although I

**“Four of these taken in swift succession will unrevive the corpse again,” Craddock warns.**

have a deep affection for the Corpse Reviver No. 2, I am a huge advocate of the oft-neglected No. 1," he says. "The No. 1 is a very elegant and beautiful cocktail ... and always manages to hit the spot, especially if you jazz it up with a touch of bitters."

If adaptability is the main asset of the Corpse Reviver No. 1, then the opposite is true of the No. 2. "The way it is, is the way it's supposed to be," Mazzotta says. "Three quarters across the board, plus two dashes of absinthe — that's killer."

Bartender, journalist, and author Jim Meehan says the modern-day resurgence of the Corpse Reviver

**“Absinthe was banned in many countries around the world in 1912, but its popularity lasts.”**

No. 2 owes much to the timely collision of a number of factors. "The renaissance of the Corpse Reviver [No. 2] came about at the same time of the renaissance of classic cock-

tails, which also occurred during the reintroduction of classic absinthe," he says. Absinthe was banned in many countries around the world in 1912, including the U.S. The TTB legalized the spirit again in October 2007.

Mazzotta says the No. 1 should not be disregarded, as it offers flexibility for interpretation.

Meehan also credits its popularity to the "staying power" of the *Savoy Cocktail Book*, a guide he describes as "unsurpassed" versus any other cocktail book of the 20th century, and the "endurance" of London dry gin and Lillet over time.

It should be noted that Lillet's recipe has changed since Craddock's recipe was published. In 1986, Lillet replaced the Kina variety called for in Craddock's original recipe with Lillet Blanc. The former was more bitter than the modern-day Blanc, leading some bartenders to now opt instead for Cocchi Americano, or a split base of Cocchi and Lillet Blanc.

Over time, numerous other recipes bearing the Corpse Reviver name have been published. The 1937 *Café Royal Cocktail Book* features three different riffs: The first resembles a brandy-spiked Mimosa; the second is a toxic mix of vodka, gin, grenadine, and bitters; and the third, called the "New Corpse Reviver," is all but indistinguishable from Craddock's Corpse Reviver No. 1. As yet, no recipe has cemented itself as the Corpse Reviver No. 3.

It should be noted that Lillet's recipe has changed since Craddock's recipe was published. In 1986, Lillet replaced the Kina variety called for in Craddock's original recipe with Lillet Blanc. The former was more bitter than the modern-day Blanc, leading some bartenders to now opt instead for Cocchi Americano, or a split base of Cocchi and Lillet Blanc.

For budding mixologists looking to take on that challenge, Meehan offers advice: "One thing I tell a lot of young bartenders is if you want your recipes to hang around longer than you do behind the bar, mix them with ingredients that are widely available all over the world and produced by companies that have great distribution." An evocative name and a recipe that tastes just as good 90 years down the line probably won't hurt either.

# Pick your poison...

## **Corpse Reviver No. 1**

*The Savoy Cocktail Book, 1930*  
Harry Craddock

### **Ingredients**

¼ Italian Vermouth  
¼ Apple Brandy or Calvados  
½ Brandy

### **Instructions**

Shake well and strain into a cocktail glass. To be taken before 11am, or whenever steam and energy are needed.

## **Corpse Reviver No. 2**

*The Savoy Cocktail Book, 1930*  
Harry Craddock

### **Ingredients**

¼ Wine Glass Lemon Juice  
¼ Wine Glass Kina Lillet  
¼ Wine Glass Cointreau  
¼ Wine Glass Dry Gin  
1 Dash Absinthe

### **Instructions**

Shake well and strain into a cocktail glass. Four of these taken in swift succession will unrevive the corpse again.

## **Corpse Reviver No. 3**

*Official Mixer's Manual, 1946*  
Gavin Duffy

"Place 1 or 2 ice cubes in a highball glass and add the Juice of ¼ Lemon, 1 jigger Pernod and fill with chilled Champagne. Stir and serve."

## **Corpse Reviver No. 92**

*Gentleman's Table Guide, 1871*  
E. Ricket and C. Thomas

"Use a wineglass. Half wineglass of brandy, half glass of Maraschino, and two dashes of Boker's bitters."

## **New Corpse Reviver**

*Café Royal Cocktail Book, 1937*  
William J. Tarling

### **Ingredients**

¼ Martini Sweet Vermouth  
¼ Apple Brandy or Calvados  
½ Brandy

### **Instructions**

Mix and strain into cocktail glass.



# With a Grain of Salt

## The Modern Horror Story of Celebrity Tequila

By Katie Brown and John Mayer

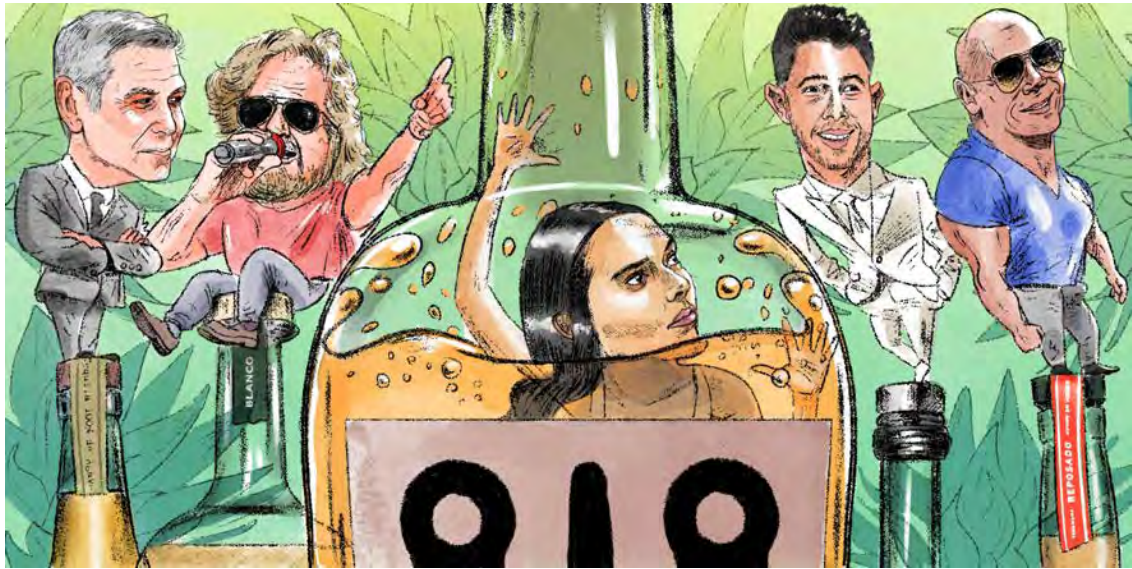




*Have no fear, the experts are here! We answer all of your questions about Mexico's agave shortage, the recent boom of celebrity tequilas, and how to ethically indulge in one of the world's most popular spirits.*







## Are celebrities reaping the benefits of agave farms and *jimadores* in Mexico without giving credit where it's due?

**T**equila is soaring in popularity, with sales rising over 6 percent every year since 2002. While some industry reports attribute the spirit's sudden rise to its alleged health benefits, which are sadly a myth, the category more likely has another mythical force to thank for its spike in sales: celebrities. Starting with Sammy Hagar's Cabo Wabo in 1996 and gathering widespread attention after the lucrative \$1 billion sale of George Clooney's Casamigos to spirits industry giant Diageo in 2017, celebrity tequila has become a category of its own.

In the past few years, famous names have flocked to the spirit. The likes of Dwayne "The Rock" Johnson, Elon Musk, Shay Mitchell, and Pierce Brosnan hopped on board just last year. And as it turns out, the general public likes its tequila with a side of A-lister. While Elon Musk's lightning-bolt-shaped Tesla tequila sold out the day of its launch, The Rock's Teremana has become one of the fastest-growing and most successful spirits brands in history. Meanwhile, Casamigos' popularity continues to rise, ranking as one of the top-five most trending tequila brands, according to Drinks International.

But recently, the conversation around tequila has shifted. Discussions taking place quietly between bar professionals and among connoisseurs have trickled into the mainstream, and consumers are beginning to question the authenticity (or lack thereof) of non-Mexican celebrities launching definitively Mexican brands. Are they reaping the benefits of agave farms and *jimadores* in Mexico without giving credit where it's due?

In February, supermodel and reality television star Kendall Jenner announced she'd be releasing her own tequila brand, 818, in May (The numerical name is a reference not to the area code of Jalisco, Mexico, but to Los Angeles County). But rather than clamor for bottles, this time the public reception wasn't so positive. Was Kendall Jenner's 818 announcement the last straw for tequila fans who were harboring previously felt frustrations with cultural appropriation? Or is there more beneath the surface?

When it comes to brand authenticity, (how) can celebrities create agave spirits that are well made, respectful of Mexican culture, and delicious?

### CELEBRITY TEQUILA: A MAN'S WORLD?

As warranted as the criticism against 818 may be, Kendall Jenner is by no means the first non-Mexican celebrity to release a tequila. Many of Jenner's supporters have pointed out the immense success of non-Mexican, male celebrity-owned tequila brands, and are questioning why Jenner's launch is any different.

"I thought it was very unfair," Scarlet Sanschagrin, co-creator of Taste Tequila, a site dedicated to all things tequila, says. "There is a long line of foreigners making tequilas before her — including George Clooney, Sammy Hagar, and Michael Jordan — and they didn't get that backlash."

Of course, Jenner's gender is hard to ignore in this context; in a sea of male-owned and backed brands, hers has received more notable backlash than others. When any woman enters a male-dominated field like that of tequila, she is often criticized. And while other

female celebs have released tequilas, like Rita Ora's Próspero and Shay Mitchell's sparkling tequila brand Onda, Jenner is the first to actually own her brand (Ora is a partner in Próspero; while Mitchell is the chief brand officer).

"There is a level, of course, of sexism," says bartender and tequila educator Lucas Assis. "You gotta give it to her that she's a young woman entrepreneur and she's making her money. I'm not against that. I just wish she would've used her influence in another way."

## By 2019 celebrity tequila brands were being called out for "cultural appropriation" in meaningful ways.

On the other hand, when Clooney released Casamigos along with then-business partner Rande Gerber in 2013, neither Gerber nor Clooney had meaningful ties to Mexico or its culture — more attention was instead paid to Clooney's and Gerber's steamy ad featuring Cindy Crawford (who is Gerber's wife) than on cultural appropriation concerns. And when Clooney and Gerber sold the brand to Diageo in 2017, Clooney's success became the inspiration of more celebrities who followed in his footsteps. Now four years since its sale, Casamigos has still managed to avoid the mainstream backlash that 818 has endured in the few months since its ill-fated Instagram launch announcement earlier this year.

PHOTO COURTESY OF CASAMIGOS TEQUILA



When Clooney released Casamigos along with then-business partner Rande Gerber in 2013, neither Gerber nor Clooney had meaningful ties to Mexico or its culture — more attention was instead paid to Clooney's and Gerber's steamy ad featuring Cindy Crawford (who is Gerber's wife) than on cultural appropriation concerns.



But conversation around cultural appropriation was in its infancy at the time of Casamigos' launch. Google searches for the term "cultural appropriation" didn't spike until five years later, in 2018. And by 2019, spirits brands were called out for it in more meaningful ways (including by VinePair). Nowadays, the phrase is well known and often used to point out the many ways in which white celebrities — and (white) people in general — adopt styles, cuisines, speech patterns, and other cultural currency from minority groups without connection to or consideration for their meanings and origins. This is rampant in celebrity culture: From Justin Bieber's recent dreadlocks, to Gigi Hadid's blackface, celebrities are called out more and more often for their cultural insensitivities. Some of the biggest offenders? The Kardashian and Jenner families.

Kim and Khloe Kardashian have both sported cornrows on multiple occasions, while Kylie Jenner has been accused of blackfishing — wearing dark makeup and using spray tans to appear much darker than her actual skin tone. Between the older Jenner's large audience and her family becoming a major (and often Instagrammed) face of the issue, perhaps it shouldn't shock us that 818 received more criticism than its star-studded predecessors.

In truth, Jenner's Instagram announcement has a lot to do with the tequila's cringeworthy launch. What grinds some consumers' gears about 818 is the video and accompanying caption: "for almost 4 years i've been on a journey to create the best tasting tequila ... 3.5 years later i think we've done it!"

Assis says this rubbed a lot of Mexican tequila producers the wrong way. "I think people don't realize how important tequila and the agave plant is to the people of Mexico," he says. "So, I think people took that very personally when she came out and said, 'We made the best one.'"

818 may not be a great example of female-led tequila, but Assis adds that many women are making authentic (and delicious!) tequila, such as La Gritona, an all-women-operated distillery, and Mijenta, a tequila that is produced by women. "These are great tequilas, so we should celebrate those," he says.

### **IS THERE A 'RIGHT' WAY TO LAUNCH A CELEBRITY TEQUILA?**

With more big names coming out with spirits brands, it's unlikely that celebrity tequila is going anywhere. So, is there any way for a brand to be celebrity-backed, yet still authentic? "I have yet to see a celebrity brand that appeals to both the aficionado market and the mass market," Sanschagrín says. Still, she adds, brands don't necessarily need to be Mexican-owned or even small-production to make good tequila.

**It shouldn't shock us that Kendall Jenner's 818 Tequila received more criticism than its star-studded predecessors.**



Jenner's Instagram announcement has a lot to do with the tequila's cringeworthy launch. What grinds some consumers' gears about 818 is the video and accompanying caption: "for almost 4 years i've been on a journey to create the best tasting tequila ... 3.5 years later i think we've done it!"

## The first step celebrities can take is to give proper credit and compensation to Mexican farmers and distillery workers.

The first step celebrities can take is to give proper credit and compensation to the Mexican farmers and distillery workers who are making the tequila. While some brands actually partner with Mexican families to produce their spirits, others are made at large-production facilities that don't necessarily honor the heritage of tequila-making and often use additives in their products, an immediate red flag to tequila connoisseurs like Assis.

When it comes to respecting the spirit, Sanschagrín emphasizes the importance of traditional production methods. This means "taking the slow process and the time to develop the natural aromas and flavors," waiting at least five years for agave plants to mature, cooking the agave in brick ovens rather than high-pressure autoclaves, and crush cooked agave with traditional tahonas rather than modern rolling mills.

Focusing on sustainability is also of critical importance. In Jalisco, distillers know that preserving the soil and the agave plant is the most important aspect of its production. Working with and supporting philanthropies like the Tequila Interchange Project, which works to save the bats — a major pollinator of the agave plant — and preserve the soil in Jalisco, is an impactful way for tequila brands, celebrity and otherwise, to support the people of Jalisco and the future of the tequila industry as a whole.

# Woman-Owned Spotlight

## Melly Barajas Cárdenas

Owner of La Gritona Tequila

The distilling operation at La Gritona is completely women-owned and operated as Barajas wants to create spaces for women in her community to work and generate income while many of their husbands had relocated to the US in search of new opportunities for their family. Barajas was constantly laughed at by male tequila distillers in Mexico, and now she's laughing all the way to the bank.

La Gritona is made using mature agave grown in the iron-rich soils of the Jalisco highlands. The agave is harvested at the peak of its sugar production and put into ovens within 24 hours of cultivation. When you start with top-quality ingredients that are handled with care, you're set up to create a phenomenal product.

The agave is cooked in steam ovens before naturally fermenting in open steel vats. Then the tequila is rested in lightly charred Jack Daniels whiskey barrels for 8 months before filtering and bottling—this resting period is what makes La Gritona a tequila reposado. La Gritona does not diffuse their tequila or use any other modern methods to artificially impart flavors or colors into their final product.



WORDS AND RECIPE BY JULIA COOPER | PHOTO BY LINDSAY LAUCKNER | ILLUSTRATION BY ERIN AGNOLI FROM THE NOUN PROJECT

La Gritona's iconic bottles are made from glass that is recycled within an hour of their Jalisco distillery.



PHOTO COURTESY OF LA GRITONA TEQUILA

## Classic Margarita



### Ingredients

2 oz tequila  
½ oz orange liqueur (eg. Triple Sec, Cointreau, or Grand Marnier)  
1 oz lime juice, freshly squeezed  
½ oz agave syrup  
Kosher salt & lime wedges for garnish

### Preparation

Combine tequila, orange liqueur, lime juice, and agave syrup in a shaker with ice.

Shake until well-chilled and shaker acquires frosty condensation on the outside.

Strain into a salt-rimmed glass with fresh ice and garnish with lime wedge.

Pour yourself a bonus shot to throw back in celebration of making such a tasty bev!

To the people of Mexico, tequila is culture, Assis says: "When people ... give respect to those true and cultural ways to make tequila, it is a great way to celebrate the culture instead of exploiting the culture."

### MORE THAN CELEBRITIES?

Though celebrity tequila is an easy category to point fingers at, brand authenticity is by no means an issue that starts and ends with stars. While some of the top tequilas on the U.S. market, such as Patrón and Fortaleza, are additive-free, others are produced at large distilleries that take shortcuts to produce larger volumes of the agave spirit. From using agave that's not fully matured, to using additives to change the way the tequila tastes, these brands are gradually altering Americans' perceptions of what traditional, additive-free or authentic tequila really is.

Additionally, as Diageo, Campari, and other multinational parent companies continue to show interest in purchasing these brands, this will encourage more actors, athletes, and wealthy entrepreneurs to get into the game.

Many of us assume that while white American pop culture icons reap the benefits of agave spirits and the farming communities that produce them, those small farms and distilleries are suffering. However, William Erickson, sales and marketing manager of Tequila Fortaleza, one such family brand, says there are some positive aspects to the rise of rich investment in tequila.

"I love that they're [celebrities are] spending a ton on advertising and getting new people into the market," Erickson says. Family-owned brands such as Fortaleza, with substantially smaller marketing budgets and social media followings, can be hopeful that these new consumers brought in by celebrities will eventually switch to drinking smaller, more boutique brands as their palates and appreciation for the category evolve.

"Do you choose to support a local restaurant, or do you choose to support a big chain when you go out to dinner? You have that exact same choice in the tequila category," Erickson says.

Consumers interested in tequila today have resources available to them to make informed decisions. In January, Taste Tequila published a list of brands that belong to the Tequila Matchmaker Additive-Free Program, which distillers can join to promote brand transparency and the commitment to "non-use of additives" including colors, sugars, or extracts.

As of now, no distillery making celebrity tequila has made Taste Tequila's list. But Sanschagrín welcomes this possibility wholeheartedly. "I hope a celebrity does come along one day, and makes a great tequila and opens up peoples' eyes to what tequila can be," she says. "The challenge is on the table."





PHOTOS COURTESY OF COLIN SPOELMAN AND DAVID HASKELL

# Dead Distillers

A book review by Brett Atlas

**A spirited portrayal of the unusual and storied origins of America's most treasured and controversial liquids.**

**D***ead Distillers*, Colin Spoelman and David Haskell's follow up to 2013's *The Guide to Urban Moonshining*, is a truly unique walk through the history of whiskey—in many cases a walk through actual cemeteries! Spoelman, a Kentucky native, and hobby moonshiner founded New York's King's County Distillery. The first NYC distillery opened since Prohibition, King's County produces all of its whiskey including its brand new Bottled-In-Bond Bourbon (distillery-only right now but will see wider distribution). Haskell, deputy editor at New York Magazine, just happens to be the great-grandson of a prohibition-era New York Bootlegger.

**David Haskell is the great-grandson of a prohibition-era New York bootlegger.**

The duo's first book explored the culture of distilling and provided a family tree of bourbon whiskey that was featured in GQ magazine. For *Dead Distillers*, Spoelman told me he and Haskell wanted to "tell the story of whiskey through these different fragments of history: through accidents, cemeteries, and family stories." Not only the famous distilleries would be included, "but also the forgotten- because the forgotten distilleries were part of the story too."

*Dead Distillers* is a great-looking hardcover book that will look excellent on any home bar or end

*One of the whiskey legends that the book explores is Moonshine Mary Wazeniak of Illinois, pictured above.*

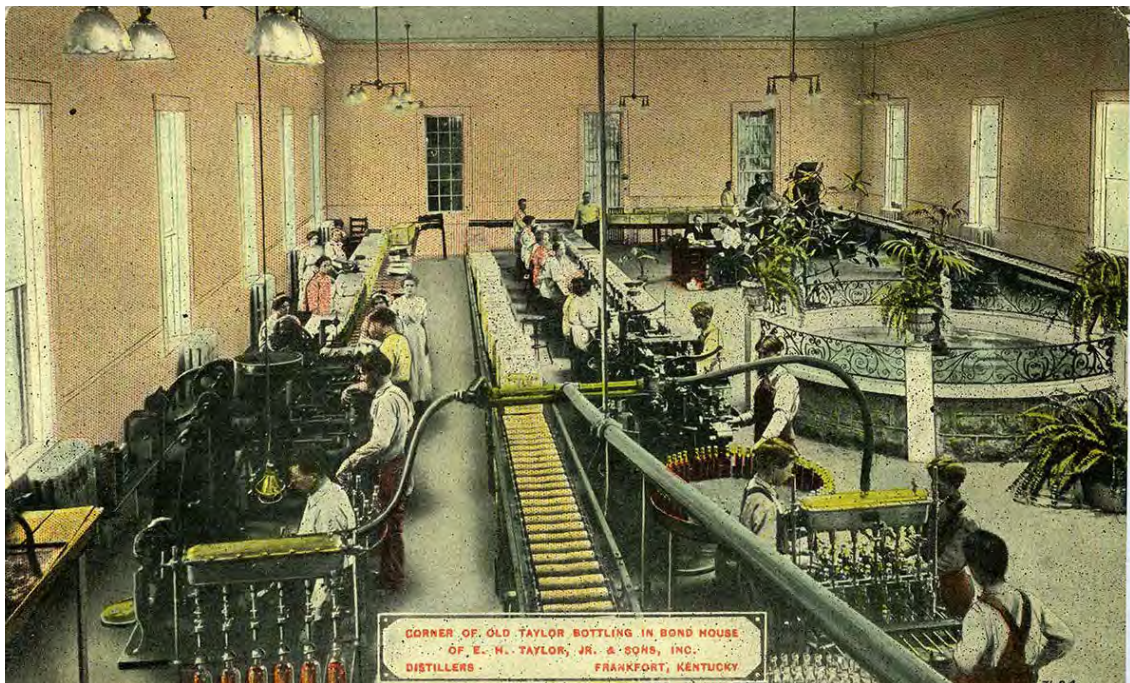
table. It's also useful to keep it handy as a reference tool, as it is organized encyclopedically with several brief entries for each historical figure. This format is perfect as a launching point for further exploration or those with a short attention span. For example, while William Larue Weller, Frederick Stitzel and Julian "Pappy" Van Winkle each warrants their own biography, all three are brought together in a single entry. My only gripe with the book is the lack of an alphabetical index, making it a bit frustrating when you'd like to jump to a certain person. For the record,

Spoelman completely agreed with me on this point, but it's not a fatal flaw.

The material focuses on now-deceased individuals with some connection to the world of whiskey. Some are legends, while others have remained, until now, completely obscure. Interspersed throughout the book are compelling historical photographs, vintage newspaper clippings, infographics, and graveyard walking maps.

Through its short entries, the book reads like a history of the United States through the world of whiskey, which has seen it all. From the east coast's rye whiskey in the 18th century, we travel through the whiskey rebellion, the Catholic migration to Kentucky, Prohibition and then to the downfall of the spirit in the mid-twentieth century.

## Some of the individuals featured in *Dead Distillers* are legends in the whiskey world, while others have remained completely obscure.



The book includes incredible images and illustrations from America's long legacy of whiskey production. E. H. Taylor Distillery (above) is known today for producing Buffalo Trace, Eagle Rare, Blantons, and many other famous, rare whiskeys.



Several early Presidents were connected to the spirit, and "General, President, Distiller" was a relatively common collection of titles. Since barrel aging hadn't yet been invented, George Washington's distillery made unaged rye along with other whiskey infused with cinnamon (Colonial Fireball?). President Zachary Taylor also helped raise his great-nephew Edmund Hayes (E.H.) Taylor, Jr., whose contributions include the Bottled-In-Bond Act and the first distillery tour.

While companies like Kings County do make all their products, there is a tendency in the modern era to discount or dismiss brands that don't. Purists should note that it was common for legends like Jack Daniel to purchase whiskey from other distilleries to meet demand or try to grow. Four Roses founder Paul Jones wasn't even a distiller, just a marketer, and wholesaler. William Larue Weller was a rectifier (adding flavoring or blending), which I suspect many don't know. Keep that in mind the next time you sip on the highly-prized, uncut and unfiltered bourbon bearing his name.

Nearly a century before Jefferson's began aging whiskey on the high seas, Joseph Beam's famous sons learned the business aging whiskey on the sandy beaches of Mexico.

There are plenty of interesting and surprising facts crammed into these short entries.

Essential Bootleggers like Al Capone, George Remus (the inspiration for "The Great Gatsby"), Sam Bronfman and Lew Rosenstiel are all here. Alongside them are the mountain moonshiner "Crazy Nancy", rumrunner Gertrude Lithgoe (who worked with Bill "The Real" McCoy), and many others.

The theme of the book carries throughout. Each person is accompanied by his or her actual (or 'probable') final resting place. Some of the news clippings detail tragic distilling accidents by an

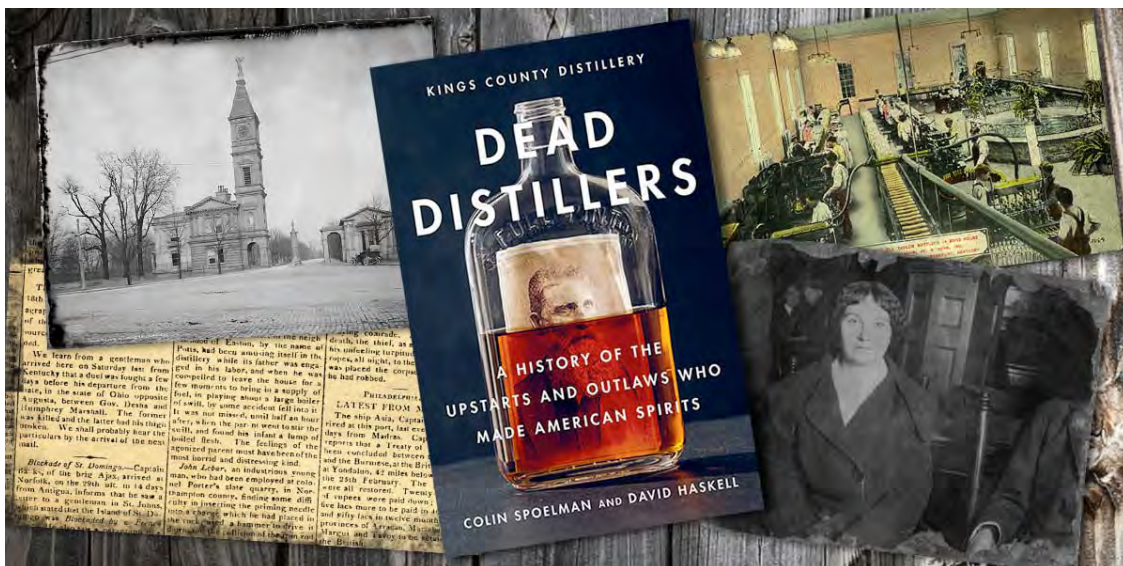
explosion, scalding, crushing or drowning. There is even a large-scale disaster uncovered from a massive MA molasses flood (say that three times fast!) caused by a burst holding tank.

Despite the lack of an index, the book does close with a clever little diagram plotting several of these figures on a

graph with "Upstanding vs. Outlaws" and "Obscure vs. Famous" on the axes. It's a clever and fun way to view several of these people on a single page. As Colin Spoelman told me, "It makes for an odd little book, but hopefully one that people enjoy. And generally if people drink while they read the book, it gets a lot better, so I would certainly recommend imbibing while reading, at least in this instance."

**"If people drink while they read the book, it gets a lot better, so I would certainly recommend imbibing while reading."**

## Dead Distillers is a Smoosh-certified essential!



Dead Distillers is available now from your local bookseller or on [amazon.com](https://www.amazon.com).





The carnage after Pennsylvania's Jonestown Flood in 1889 (above). This region is home to the early history of whiskey in the US and the Whiskey Rebellion.

Whiskey has a sordid past in the US. The engraving on the image to the right reads "RAID ON ILLICIT WHISKEY STILLS IN BROOKLYN" and demonstrates the immense force with which the government attempted to thwart illegal production of spirits during prohibition.

We often never have the chance to put a face to the name. Dead Distillers gives readers that opportunity with portraits of figures like Jack Daniels (below).





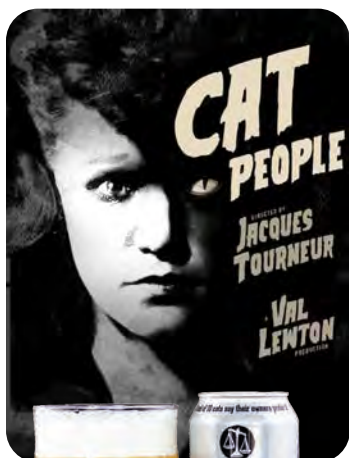
# Taste

By Colin Larkin and Chelsie Lincoln

For our special spooky edition of *Smoosh*, the Taste Buds have put together their favorite boozy Halloween pairings featuring scary movies, trick-or-treat candy, and classic costumes.



If you're eating  
**peanut butter cups,**  
you should drink  
**Pieces** from Definitive  
Brewing Company.



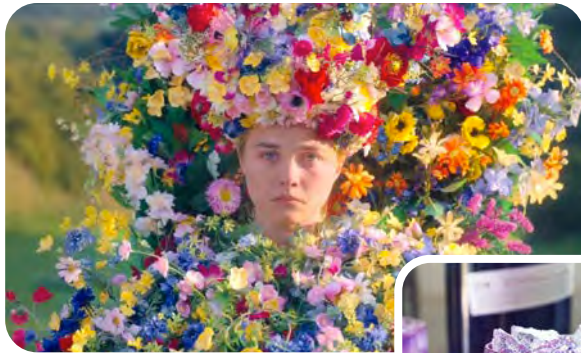
If you're watching  
**Cat People,** you should drink  
**Cat's Meow** from Exhibit A  
Brewing Company.

If you're dressing up like  
**The Dude,** you should  
drink a **White Russian.**





# Buds



If you're watching **Midsommar**, you should drink the **Empress gin**.



If you're eating **Nerds**, you should drink a **Pet Nat Rosé**.

PHOTO CREDIT (TOP TO BOTTOM): IMDB, EMPRESS GIN COMPANY, IMDB, DRIZLY, ADOBE STOCK



If you're dressing up like **Dracula**, you should drink **Barolo**.





# Pour-Oscopes



## Aries

You can have freedom and commitment, Aries! Wednesday's New Moon in Libra wants your intentions on the giving and receiving of autonomy and connection.

Venus enters expansive Sagittarius on Thursday, giving you many romantic breakthroughs. Saturday's Sun-Mercury conjunction in Libra creates room for healing and closure.

Take some time for yourself and enjoy the intentional process of preparing a mug of cozy, warm mulled cider.

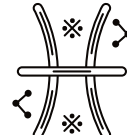


## Taurus

Your life works when you work it, Taurus! Wednesday's New Moon in Libra wants your intentions on habits, routines, and strategies for growth.

Venus enters intimacy-seeking Sagittarius on Thursday, taking your relationships to deeper levels. Saturday's Sun-Mercury conjunction in Libra opens up your schedule for self-care and productivity.

Keep things simple this week and focus on mastering your favorite classic cocktail, like a vodka martini.



## Gemini

You're worthy, Gemini. Wednesday's New Moon in Libra wants your intentions on worthiness; choose it as birthright, rather than anything you have to prove.

Venus enters your Sagittarius-ruled romance sector on Thursday, leveling up your relationships. Saturday's Sun-Mercury conjunction in creative Libra wants you to play, explore, and prioritize joy.

Explore the world, Gemini! Transport your taste buds to Germany through seasonal Oktoberfest beers.



## Cancer

Happy homecoming, Cancer! Wednesday's New Moon in Libra wants your intentions on the people and places that give you emotional safety.

Venus enters habit-loving Sagittarius on Thursday, helping you find relationships that help you grow and evolve. Saturday's Sun-Mercury conjunction in Libra gives you keen insight into home and family.

Spike a comforting mug of hot cocoa with some Irish cream liquor for a bev that will feel like a safety blanket.



## Leo

What have you learned, Leo? Wednesday's New Moon in educational Libra wants your intentions on how you'll apply the learning you've acquired this Libra season.

Venus enters your Sagittarius-ruled self-disclosure zone on Thursday, inspiring messy, beautiful vulnerability. This Saturday's Sun-Mercury conjunction in Libra strengthens the way you speak, think, and listen.

Embrace the mess and break out your blender to make a batch of frozen margaritas.



## Virgo

What does "enough" mean, Virgo? Wednesday's New Moon in sufficiency-seeking Libra wants your intentions on personal, financial, and relational "enough-ness."

Venus enters your Sagittarius-ruled home zone on Thursday, helping you know with whom your heart is safe. This Saturday's Sun-Mercury conjunction in Libra connects you to the pleasures of embodiment.

Already stocked on booze? Raid your fridge to indulge in your enough-ness.



### Libra

Happy Birthday, Libra! Tell the universe all your birthday wishes on Wednesday under the annual New Moon in Libra, which wants to manifest all your dreams.

Venus enters talkative Sag on Thursday, attracting you to partners who know how to use their words honestly. This Saturday's Sun-Mercury conjunction in your sign gives you a brilliant idea and vision which can be trusted!

Celebrate by popping into your favorite bottle of bubbles!



### Scorpio

It's safe to let go, Scorpio. Wednesday's New Moon in Libra wants your intentions on how you'll surrender the thoughts, habits, and relationships that keep you stuck in fear.

Venus enters your Sagittarius-ruled income zone on Thursday, helping you financially. The Sun-Mercury conjunction in Libra on Saturday pushes you to verbally open up about the past.

With finances on the brain, try to discover a new fave budget-friendly bev!



### Sagittarius

Put the "commune" in community, Sag! Wednesday's New Moon in Libra wants your intentions on friendship, collaborations, and the community support you deserve.

Venus enters your sign on Thursday, strengthening your romantic relationships beautifully. Saturday's Sun-Mercury conjunction in Libra reunites you with friends you share a long history with.

Call up a friend and head to your fave breakfast spot to catch up over a pitcher of mimosas.



### Capricorn

Level up, Cap! Wednesday's New Moon in Libra wants your intentions on the people you want to serve professionally so you can cultivate success.

Venus enters closure-finding Sagittarius on Thursday, helping you set yourself free from the past. Saturday's Sun-Mercury conjunction is a productive and ambitious one, so follow your curiosities!

Embrace your curiosity by trying out a daring seasonal cocktail recipe like a pumpkin spice white Russian!



### Aquarius

"Ah-ha!", Aquarius! Wednesday's New Moon in Libra wants your intentions on all you want to learn so you can continue to become all that you want to be.

Venus enters your Sagittarius-ruled friendship zone on Thursday, beautifying and supporting all your friendships. Saturday's Sun-Mercury conjunction in Libra reveals a helpful strategy for wisdom.

Learn something new! Stop by your local liquor store and strike up a convo with the staff—try what they recommend!



### Pisces

What's the truth, Pisces? Wednesday's New Moon in Libra wants your intentions on intimacy, sexual pleasure, honesty, and meaningful relationship commitments.

Venus enters your Sagittarius-ruled career zone on Thursday, attracting helpful colleagues for success. This Saturday's Sun-Mercury conjunction in Libra is an erotic one, so own your wantings honestly!

Enjoy an espresso martini while envisioning how you can achieve success in your career.



# I Finally Got a Bar Cart! Now What?

Expert cocktail advice from *Hayley Wilson*



**I've had the same bottle of tequila sitting in the back of my liquor cabinet for probably over five years. Does alcohol ever "go bad"?**

—SUSPICIOUS SAM

*Short answer:* yes! Your suspicions here are well-founded. Throw that bottle away immediately unless you're planning on making margaritas for your mortal nemesis some day soon.

*Long answer:* unopened, a bottle of tequila can last on your shelf for an eternity as it is a shelf-stable spirit, but once opened tequila should be consumed within a year for an optimally pleasant consumption experience. Most other liquors you're likely to have kicking around are a similar story and once opened are best enjoyed within six months to two years. To extend the shelf-life of your spirits, consider decanting them into smaller vessels as your stash diminishes—this can prevent oxidation by reducing the amount of air in the bottle.

**Is it okay to use shot glasses to measure out drinks rather than a jigger?**

—MIXOLOGY MATT

A jigger is worth the investment! It makes measuring out half-ounce pours leaps and bounds easier. Shot glasses do not always abide by standard units of measure, making it difficult to yield the same results from one drink to the next.

**I just moved to a new apartment and can't wait to stock my bar cart! Only problem is, I don't really know what I need to get properly stocked. Where do I even start?**

—OVERWHELMED OLIVIA

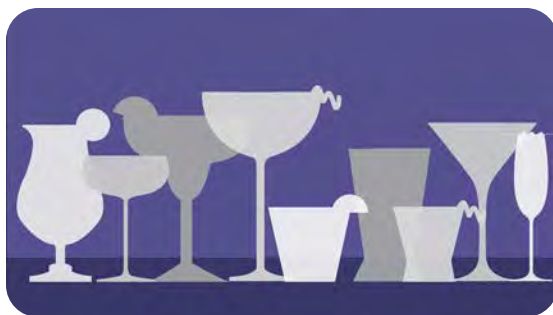
Building up your liquor collection from scratch is a simultaneously exciting and daunting endeavor. It's common wisdom to set yourself up with enough variety of spirits to be able to build the essentials from the cocktail cannon, but before drowning in endless options and snobs online bickering about which cocktail ingredients are absolute "must-haves," brainstorm *your favorite* cocktails. It's your bar cart after all, and if you couldn't care less about making the perfect Old Fashioned, don't get bogged down in bourbon!

Once you have a few favorite cocktails in mind (and maybe one idea for something new and exciting you'd like to try) and head to your local fine wine and spirits shop. Don't be afraid to ask the staff for help—their knowledge can be particularly insightful to steer you towards terrific quality spirits within your budget that may not have the biggest name recognition. For your first go-around, opt for smaller bottles that don't break the bank. Once you are more familiar with your cocktail consumption habits you can always upgrade to the top-shelf and big-bottle options.

Pay attention to any cocktail essentials that might need to live in the fridge rather than on your cart! I've had to bid farewell to more bottles of vermouth than I'm proud to admit because I've forgotten to stick them in the fridge after opening.

---

Hayley Wilson is a bartender at Hunt + Alpine in Portland, ME. You can discover Hayley's signature crushable cocktail recipes in *Collins Against Collins: Drinks for a Revolution*.



ILLUSTRATIONS BY ARIELLE CIFUENTES



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**In this issue:**

- our favorite pumpkin spice seasonal bevs
- legends of America's dead distillers
- cocktail recipes to raise the dead
- the witchy history of beer
- tales of tequila to keep you up at night

Read on...*at your own risk!*