

# TheBarkeeper.com

A website dedicated to the On Premise Drink Industry

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Volume II, Issue I

February 15, 2010

## *This Issue's Libations*

The nice attractive group of people (and adult beverage consumers) above, are offering a toast to *thebarkeeper.com*, on our first anniversary. We in turn offer a toast to our readers for being a part of our endeavor, and we assure you there will be more to come.

In this issue we list the subject matter from our first twelve issues, in an attempt to provide a guideline for possible missed articles, inserts, and weird stuff that might be of interest, and also as an introduction for new readers to our site. Complete copies of each and every issue are available from our *Archives* link above.

In addition, future issues of *thebarkeeper.com* will now commence the first of every month, starting March 1, 2010.

[Archives](#)- subject matter featured in *thebarkeeper.com* issues of 2009, and January 2010

### Issue I: February

Introduction of *thebarkeeper.com*

Cover Illustration - El Dorado Saloon (Sacramento, 1852)

Curmudgeon Comments - "The Barkeeper"

Barchives - Professor Jerry Thomas

Barchives II - Origin of the word Cocktail?

Passing the Bar - some enlightening consumer comments (PITA moments)

Last Call Cocktails - Classic: *Little Cooler*    Weirdo: *TKO*

### Issue II: March

Cover Illustration - "Gentleman's Table Guide" (1871)

Drink Books - "Oxford Nightcaps" (1827), the first mixed drink book?

Shot of History - "H.C. Ramos Gin Fizz Saloon", and various recipes

Bar Humor - Employee Reviews

Management and the Bar - Improving Bar and Beverage Sales

Curmudgeon Comments - the Economy

Sidebar - Vodka thoughts

Last Call Cocktails - Classic: *Skip and Go Naked*

Weirdo Cocktail: *Mick Jagger*



### Issue III: April

Cover Illustration - Val Woodruff Catalog, 1897

Industry Trends - Beer, Wine, Spirits

Barchives Drink Book - "Haney's Steward & Barkeeper's Manual", 1879

Sidebar - Similarity of the Church and the Bar/Tavern

Management - Improving Bar and Beverage Sales

Sidebar II - "White Lightning"

Last Call Cocktails - Classic: *Sidecar* Weirdos: *Sterile Grandfather, Ryes and Shine*

### Issue IV: May

Cover Illustration - Jerry Thomas preparing the Blue Blazer

Barchives I - a Jerry Thomas partial timeline

Management and the Bar - Bar/Beverage Managers Job Responsibilities

Sidebar I - Benjamin Franklin's Theory on Wine

Sidebar II - Popcorn Whiskey

Curmudgeon Comment - Bartender Job Titles

Bar-avatar - "Duff's", the beginning

Last call Cocktails - Classic: *Knickerbocker* (1862) Weirdo: *Factory Whistle*

### Issue V: June

Cover Illustration - Bar Work Station (Harry Johnson's 1882 Manual)

Barchives Drink Book Review - "The New & Improved Illustrated Bartender's Manual"  
Harry Johnson, 1862

Management and the Bar - Economic and Consumer Surveys

Improving Bar and Beverage Sales, the Ideal Bar/Lounge

Cartoon - "Out of Order"

Sidebar - the "Match Bar" (London) Tequila warning

Shot of History - "Shampain"

Last Call Cocktails- Classic: "*Lawlor's Pousse Caf *", 1895

Weirdo: *Resurrected Flaming Blue Jesus*

### Issue VI: July

Cover Illustration - Colonial Saloon Lithograph

Barchives - "Complete List of Utensils Used in a Bar Room", (Harry Johnson 1882 Manual)

Sidebar I - Bartender's "Operator's" License

PITA - "Pain In The Ass" moments at the bar

Bar-Avatar - "Duff's", Part II

Management - U.S. Department of Commerce Monthly Sales for Retail and Food Services  
for six months of 2009 versus 2008. Bar Sales up 1.6%! Appropriate





A beautiful Brunswick Bar.

Issue X: November

Cover Illustration – American Drinks, *London Illustrated News*, August 1850

Bar-Avatar – “Duff’s” Last Call, and Brian’s, he’s fired

Cocktail Time – Ginger Cocktail recipes

Management and the Bar I – more data, surveys, and commentary

Bar Satire – Top ten reasons to allow drinking at work

Drink Books – “Lush Life”

Sidebar – Old drink menu page

Management and the Bar II – Customer complaints and their financial impact

Last Call cocktails – Classic: *Jimmy Roosevelt*, *Coffee Cocktail*, *Jack Frost Whiskey Sour*

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Weirdo: *Axe Murderer*

Issue XI: December

Cover Illustration - A couple of Brunswick Bars

Barchives I - the Herbert Asbury *Jerry Thomas* resurrection continued (1927)

Management and the Bar - Bar/Beverage Sales up!

A Shot of History - Ancient Hangover Cures

A Unique Christmas Message - by George Carlin

Cocktail Time - A Mélange of Holiday Spiritual Concoctions

Management and the Bar II - Curmudgeon Comments

Bar Humor - Warning, Holiday Alert!

Sidebar - Reason To Drink Red Wine For Christmas

Last Call Cocktails - Classic: *Copenhagen*, *Zazerac*

Weirdo: *Head Butt*, *Death by Sex*

Issue XII: January

Cover illustration – Brunswick Bar fixtures Catalog, 1911 – 1912

Drink Books – “The Art of Making Whiskey”, Owens and Dikty

PITA moments – Bar staff complaints about customers

Barchives – The Herbert Asbury/Jerry Thomas 1927 article continued

Sidebar – A Winter Hippocras

A shot of History – Chambord.....and the Chastity Belt

Cocktails & Drinks – Bitters, *Fruit of Labor*, *Duggan’s Relaxer*

Baravatar – “Sam And Ellas” Cafe

A Shot of History II – A late 1800’s Saloonkeeper’s card

Last Call Cocktails - Classic: *Chocolate Punch/Feusee* Weirdo: *Cream of Beef/Green Weenie*



## *Notice*

The loungasaurus has enjoyed placing thebarkeeper.com site on the internet. He has had a lengthy, varied, and very interesting career in the Bar/Beverage Industry, and is attempting to share what he has learned, experienced, and somewhat influenced over the years with our readers. The site will continue in its same, somewhat unstructured format, as it seems to parallel his thought process. Scary.

And the subject matter will remain the same, ie: the economy, bar humor and satire, the customer, old drink recipe books, bartending, cocktails and drinks, bar-avatar, bar and beverage management, Barometer (bar/beverage/customer surveys), Barchives (history), improving bar/beverage sales, design, merchandising, famous cocktails and establishments, ponderables, weird concoctions, curmudgeon comments, etc. The site's simple purpose is to be a supportive resource for all members of our trade, a quite unique business. Amen!