

THE
AMERICAN BAR
AT THE STAFFORD

COCKTAILS

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THE AMERICAN DREAM

The American Dream is the thread that runs throughout American history, politics, exploration, events, music, sport and literature. It is the national ethos of the United States, encompassing a set of ideals that encourages prosperity and success – achievements sustained by vision, commitment and hard work.

“The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.”

The American Bar's new signature cocktails are a celebration of The American Dream, and the individuals who pursued and achieved their own particular dreams.

The American Dream itself was originally realised with the signing of The Declaration of Independence, which promised to uphold the fundamental principles of human rights – Life, Liberty and the Pursuit of Happiness. Over time, this has come to be symbolised by the American national flag, nicknamed “Old Glory,” which serves as a visual embodiment of the country's independence and its citizens' pursuit of their dreams. This was originally seen during the days of migration to The Frontier in the West, but more recently when European nationals arrived at Ellis Island in search of a better life in the States. Today, this sense of freedom is represented by the most famous statue in all of New York (if not America) – the Statue of Liberty, affectionately known as “Lady Liberty.”

Notable Americans throughout the years have continued to fight for freedom and the right to live The American Dream, most famous among them being Dr. Martin Luther King. His bravery in the face of adversity laid the foundation for many of his fellow countrymen to fight for their basic human rights in a way that had never been seen before.

America has always been a place for remarkable achievements. By the end of the 60s, for example, the U.S. had succeeded in its national dream of putting a Man On The Moon; a feat considered so extraordinary that moon landing deniers exist even to this day! The mission was the result of many years of hard work, inspired by The Aviator pioneers of the past, who devised the first planes and broke boundaries in the skies, leaving their mark on history forever.

Another such way that Americans have left their mark on history is through literature. Edgar Allan Poe – a poetic master of mystery and suspense – became world-famous following the publication of his spine-tingling, dream-like poem, “The Raven.”

American history is also defined through The Prohibition era, which saw the rise of The Bootlegger – the most infamous of which was Al Capone – who, despite the shady nature of their business practices, were living proof that if you have a dream, the law is no boundary to achieving it!

Bootleg alcohol was one thing, but many Americans – who became known as “The 49ers” – instead flocked West during the Gold Rush in pursuit of their dreams, to seek their fortunes from soil and toil. Others went on to make a fortune from their sporting prowess, such as Babe Ruth, who became an international legend after making history with his Home Run world records. Thomas Edison changed the world, never mind America, with the invention of the light bulb, while the musicians of Tin Pan Alley will forever be remembered for their much-loved compositions.

As well as individuals being synonymous with the idea of The American Dream, geography plays its part too. Las Vegas, for example, is well known for being the place where many a High Roller has staked a huge sum of money in pursuit of their dreams, while Tinseltown remains the place where dreams really do come true...

All prices are inclusive of VAT. A discretionary service charge of 12.5% will be added to your bill.

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Illustrations by Dominic McGrath



THE FRONTIER

Corte Vetusto Mezcal Espadin, Hendrick's gin infused with jalapeño pomegranate, lime juice

£21

Nowhere quite sums up the realisation of the American Dream better than the Wild West and the pioneers who braved the incredibly dangerous journey westwards on wagon trains to realise their dreams of finding a better life someplace else.

The Frontier – the name given to the area of the United States west of the Mississippi River, encompassing the Great Plains – has become part of America's national mythology and has played a vital factor in shaping American life and American character. Thanks to the many Hollywood Westerns, it became synonymous with the concept of cowboys, whiskey saloons and gun fights at high noon, whilst in reality the towns that grew up along the wagon trails attracted all manner of people seeking a better way of life.



THE RAVEN

The One whisky infused with peanut butter, maple syrup, chocolate bitters

E20

One of the most influential American writers of the 19th century, Edgar Allan Poe was famous for his short stories and poetry, particularly his tales of mystery and the macabre. He is widely regarded as the inventor of detective fiction and his most recognised work – a poem called “The Raven” – made him world-famous upon its publication in 1845.

On his death in 1849, the father of the detective story left behind both a literary legacy and a real-life mystery of his own. Having departed from his home in Richmond, Virginia for Baltimore, he was discovered delirious and semi-conscious five days later with no explanation for his delirium, and died four days later. As no autopsy was ever performed, the mysterious circumstances and cause of Poe’s death have kept scholarly opinion divided to this day.

CALIFORNIA 'GOLD' RUSH



THE 49er

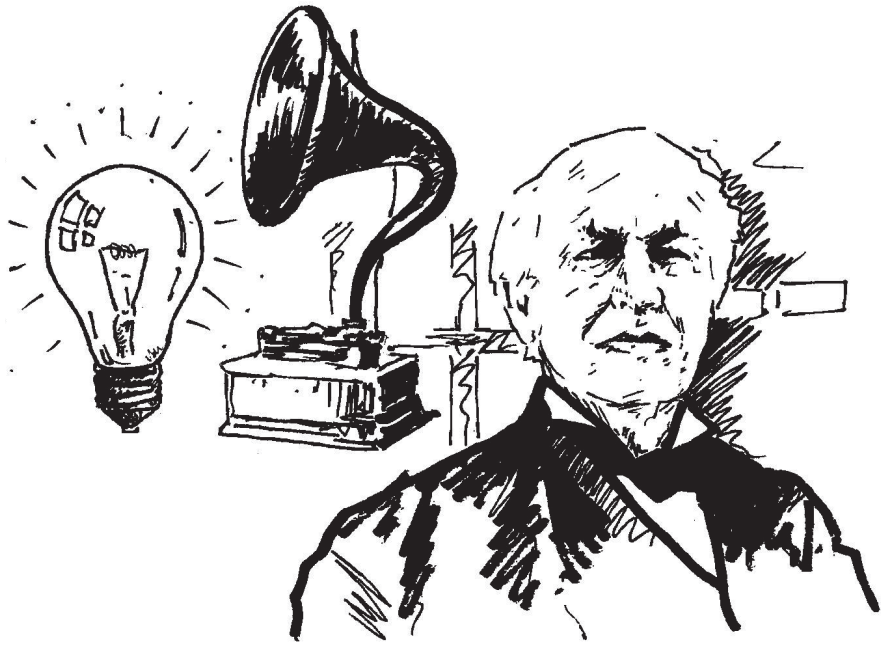
Brecon Botanicals gin infused with mango, kombucha,
lemon juice, Champagne

£21

The California Gold Rush of 1849 wasn't America's first gold rush. It wasn't even the second! When a young 12-year-old boy named Conrad Reed found a large yellow rock in his father's field in North Carolina in 1799, he had no idea what it was. Neither did his father, Johannes Reed. The family reportedly used it as a doorstop for several years, until a visiting jeweller recognised it as a 17-pound gold nugget and offered to buy it for \$3.50 (approximately one week's pay for a farm labourer at that time).

After learning about the value of the resource on his land, Reed established a partnership with three other men and in 1803, they discovered a nugget weighing 28 pounds. News of the discovery quickly spread and the Gold Rush was on! In 1828, gold was discovered in Georgia, leading to the nation's second gold rush. Finally, in 1848, James Marshall struck it rich at Sutter's Mill in California; word soon spread and by 1849, thousands of prospectors, who became known as "49ers," flocked west to seek their fortunes.

A century after the Gold Rush, the 49ers were immortalised when San Francisco's first major league professional football team was named. In 1995, the San Francisco 49ers became the first NFL team to win five Super Bowls.



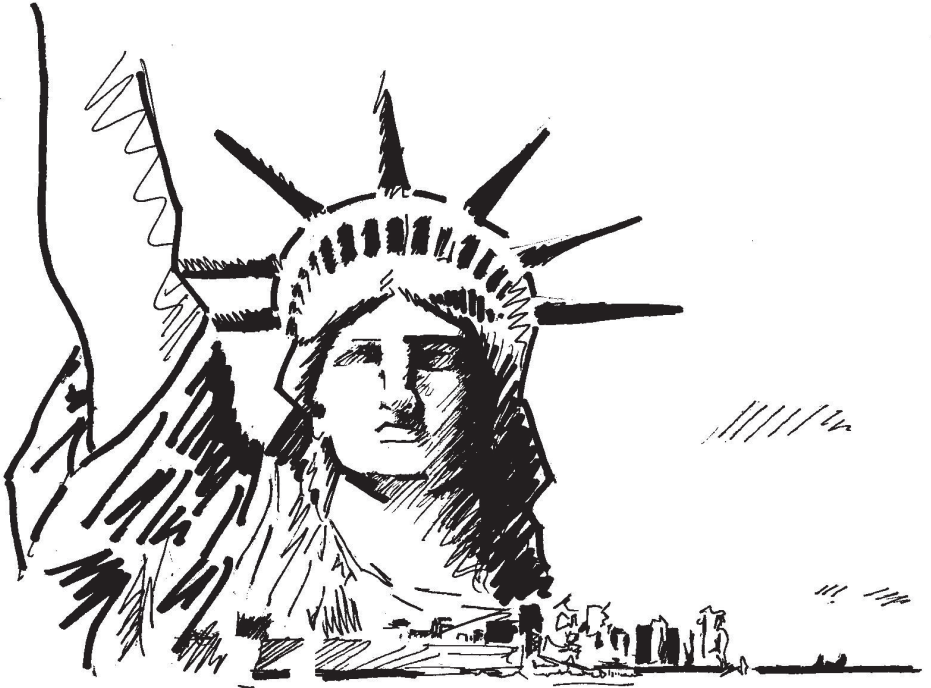
THE EDISON

The Lakes Explorer gin, Italicus liqueur, lemon sherbert, rooibos tea,
Champagne

E2I

With a record 1,093 patents to his name by the time he died aged 84 in 1931, Thomas Alva Edison is undoubtedly one of America's greatest inventors, perhaps best associated with the invention of the electric light bulb. From humble beginnings with little formal education, Edison had become one of the most famous people in the world by the time he was in his 30s. He worked full-time as an inventor, developing – amongst other things – the phonograph, the mimeograph, the Kinetograph and an alkaline storage battery (the latter of which was used to power the self-starter in Henry Ford's iconic Model T).

Edison had a life-long fascination with audio technology, perhaps in part due to the hearing loss he sustained as a young boy. It has been rumoured that The Grammys – the recording industry's most prestigious awards – were nearly named The Eddies in honour of his work. Edison's entire career was, in many ways, the fulfilment of the American Dream through his "rags to riches" success via hard work and ingenuity. When he died, he was hailed by his contemporaries for being the man who had laid the basis for the revolution of the modern electric world.



LADY LIBERTY

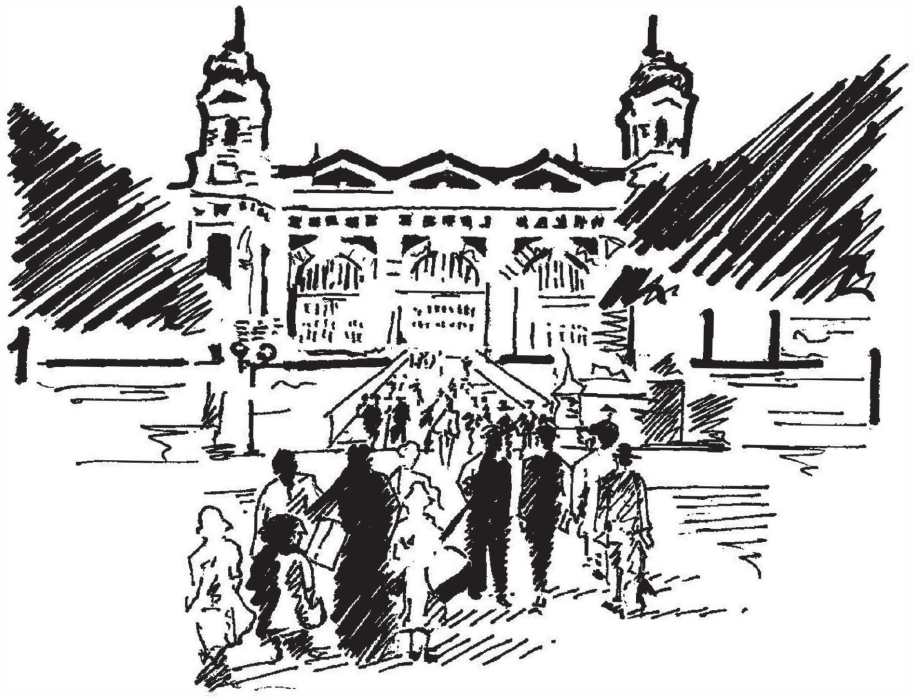
Hendrick's gin, Solerno liqueur, St. Germain liqueur, green Chartreuse, kaffir lime, lime juice

£21

The American Bar at The Stafford London is famous for its legacy of French Bar Managers, but the long-standing relationship between the U.S. and France runs far deeper than the team responsible for creating your cocktails! The Statue of Liberty – one of the most iconic and enduring landmarks in the whole of America – was a joint effort between both countries.

Initially proposed as a representation of liberty, to mark the centenary of the signing of the American Declaration of Independence, America was responsible for building the base, while the design and construction of the statue itself was down to France. However, financial problems on both sides of the Atlantic delayed the project, hence "Lady Liberty," as the statue is affectionately known, wasn't officially dedicated until 1886 – ten years after the centenary!

Standing at 305 feet, 6 inches tall and with a US 879 shoe size, Lady Liberty has become a symbol of freedom to people all over the world – and rightly so, since the seven rays of her crown represent all seven continents.



ELLIS ISLAND

Bayou Select rum, Mozart liqueur, Ippocrate vermouth,
peach and chocolate bitters

E20

Originally a private island owned by Samuel Ellis in the 1770s, Ellis Island has had several uses in its time. It is perhaps, however, most famous for being the first stop for European immigrants prior to being granted entry to the United States.

On 1st January 1892, an Irish teenager called Annie Moore entered history and a new country by becoming the very first person to be processed at Ellis Island. Over the course of the next six decades, more than 12 million people were to follow behind her through this port of entry.

Today, Ellis Island is the site of The American Immigrant Wall of Honor, the only place in the United States where an individual can honour their family heritage at a National Monument – and over 40% of the American population can trace their family history through Ellis Island. The Wall overlooks the Lower Manhattan skyline and is currently inscribed with the names of nearly 775,000 immigrants of all eras and ethnicities, both living and deceased. Virtually every nationality is represented on the Wall from every inhabited continent on Earth, and the common element that ties these names together is the celebration of the American Dream.

THE AVIATOR

The Balvenie Caribbean Cask 14yrs, Figaro liqueur, ice wine,
Ippocrate vermouth, lemon juice

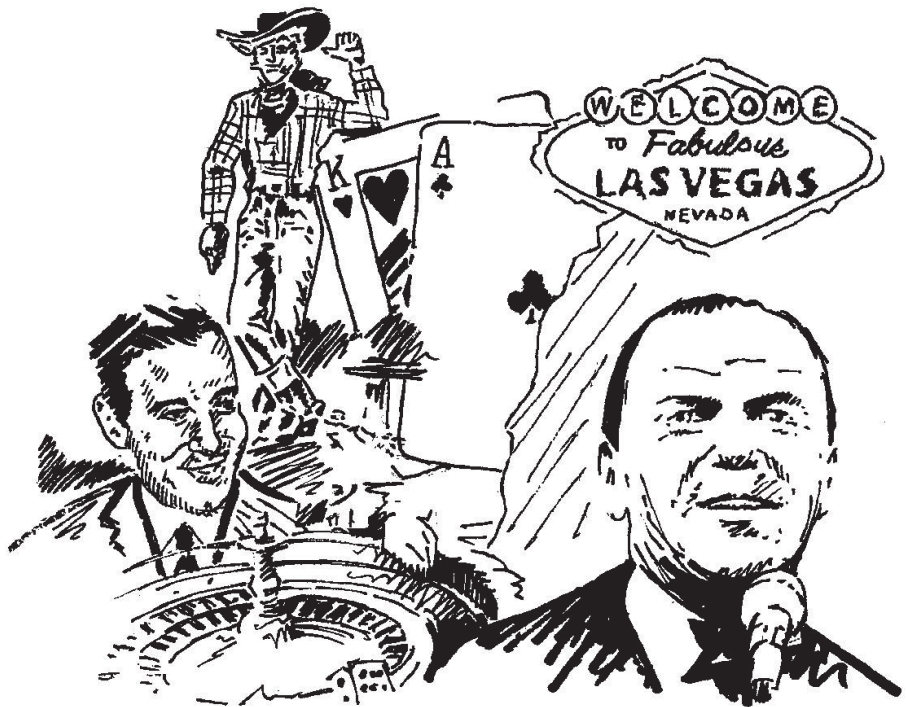
£24

Throughout its history, aviation has generated some of the most remarkable figures that ever lived, including those who made the first forays into the air and who courageously pushed the boundaries of flight in ways previously unimaginable.

Born four years apart, brothers Wilbur and Orville Wright grew up in a small town in Ohio. They shared an intellectual curiosity and an aptitude for science, at a time when the possibility of human flight was beginning to look like a reality. Together they developed the first successful aeroplane, the "Wright Flyer", in Kitty Hawk, North Carolina — and became national heroes. Considered the fathers of modern aviation, they developed innovative technology and inspired imaginations around the world.

When another aeronautical pioneer from Ohio, Neil Armstrong, became the first man to step foot on the moon in 1969, inside his spacesuit pocket was a piece of muslin fabric from the left wing of the original 1903 Wright Flyer along with a piece of wood from the airplane's left propeller.

Created in honour of all the great American aviators who broke boundaries in their own way - the Wright brothers, Amelia Earhart, Charles Lindbergh, Howard Hughes, Bessie Coleman and Neil Armstrong – The Aviator celebrates the fascinating story of the pioneers who never lost sight of their dream: to fly, and soar higher!



THE HIGH ROLLER

Hudson Baby bourbon, Campari, Aperol, lemongrass syrup, citrus

E20

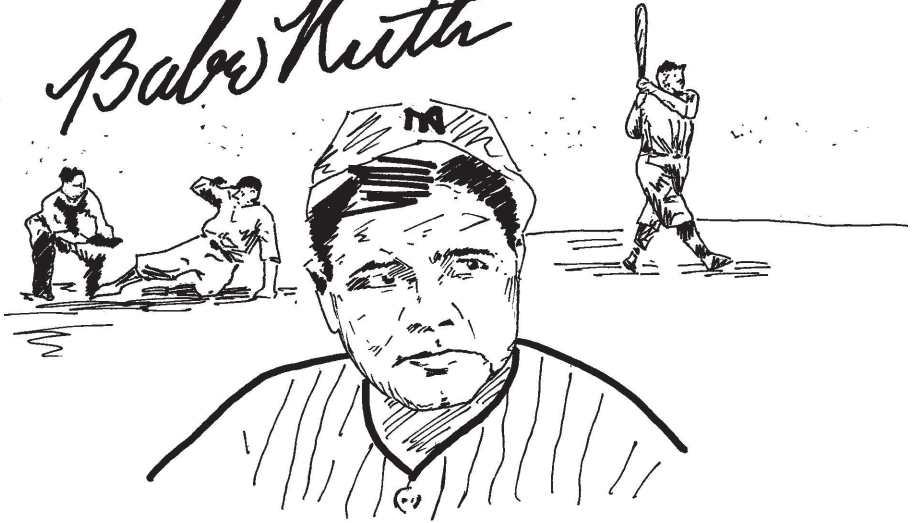
Las Vegas reinvents itself every decade. The coolest era in its history began on the night of 20th January 1960, when Dean Martin, performing in the lavish Copa Room of the Sands Casino, was joined on stage by Frank Sinatra. That same year, five entertainer friends – Martin, Sinatra, Sammy Davis Jr., Peter Lawford and comedian Joey Bishop – appeared together in the Vegas-based heist film *Ocean's Eleven* and became known as the Rat Pack.

Since the days of the Rat Pack, gambling – the thrill and excitement of the game of chance – has held a certain allure despite the fact that Frank Sinatra uttered his last ring-a-ding-ding over 20 years ago.

The legalisation of gambling in Nevada in the 1930s, and the subsequent influx of tourists, transformed the sleepy desert outpost of Las Vegas into the booming metropolis and international resort we know today.

"Sin City" is not just known for its casinos. Some of Hollywood's most famous movies – such as *The Godfather*, *The Hangover*, *Ocean's Eleven* and *Rocky* – have all been filmed at locations along the Strip. Equally iconic is the legendary Little White Wedding Chapel, the 15,000 miles of neon, and the 25-foot "Welcome To Fabulous Las Vegas" sign. Designed by Betty Willis, the sign has been welcoming visitors to the city since 1959, and has remained a favourite holiday snap backdrop ever since. The word "fabulous" was chosen because it was the one word Willis always used to describe Las Vegas.

Babe Ruth



THE HOME RUN

VII Hills gin, Calvados, cucumber, yuzu juice, apple, pear, egg white

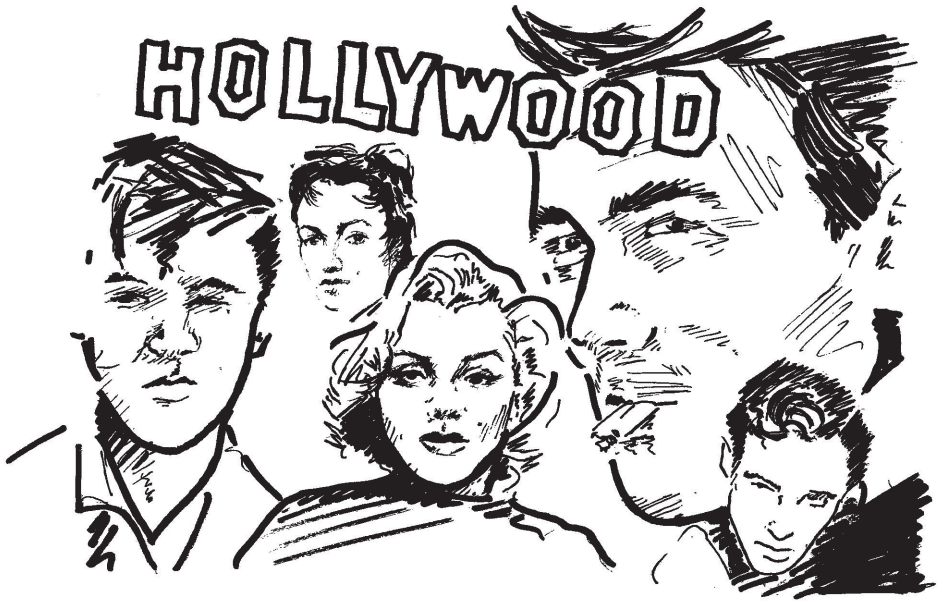
E20

When an unruly 7-year-old named George Herman Ruth Jr. was sent to a school run by Catholic monks in a bid to instill some discipline in him, no-one ever suspected that he would grow up to become one of the greatest sporting legends of all time.

Encouraged by the monks to practice baseball, Ruth Jr. proved to be so good at the game that they invited Jack Dunn, the owner of the Baltimore Orioles, to come and watch him play. Dunn gave the then 19-year-old a contract on the spot. When the other Oriole players came to see Ruth Jr.'s impressive promise, they quickly christened him "Jack's newest babe" and thus the greatest nickname in sporting history was born.

In 1927, already considered an American sporting hero, Babe Ruth set a staggering world record of 60 home runs – a record that would stand undefeated for the next 34 years. When he retired from the game in 1935, Babe Ruth held 56 major league records, including the most revered record in baseball – a total of 714 home runs. To this day, he is still widely considered the greatest player in major league baseball history, and remains a true embodiment of the American Dream.

HOLLYWOOD



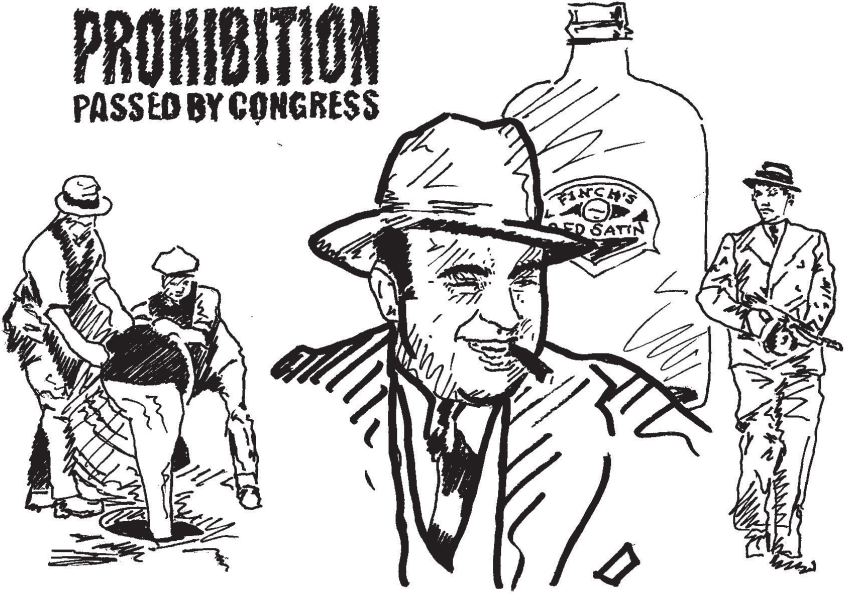
TINSELTOWN

Reyka vodka infused with Camellia's Tea House 'Very Berry', Limoncello foam, strawberry sherbert, blackberry, lemon juice

£21

Nothing quite sums up the glitz and the glamour of living the American Dream than Hollywood. The centre of the American film industry, it is often referred to as Tinseltown, and as the "showbiz" capital of the world. By 1915, the first film studios had set up shop with the silent movie era marking the beginning of what is now referred to as The Golden Age of Hollywood. Stars such as Charlie Chaplin, Mary Pickford, the Marx Brothers and Laurel & Hardy enjoyed massive popularity. With the introduction of the "talkies" in the late 1920s, Hollywood stars became widely idolised – such as Ava Gardner, Audrey Hepburn, Grace Kelly, Elizabeth Taylor, Humphrey Bogart, James Dean, Cary Grant and Errol Flynn – cementing Tinseltown as the land of fame and fortune, and the place where dreams really do come true...

PROHIBITION PASSED BY CONGRESS



THE BOOTLEGGER

Moonshine infused with hazelnut, Glenfiddich 21, Amaretto, pistachio
infused with vanilla and basil, lime juice

E2I

A cocktail for mobsters and molls, complete with all the decadence and debauchery of 1920s America! The word 'bootlegger' came into general use in the Midwest in the 1880s to denote the practice of concealing flasks of illicit liquor in boot tops when going to trade with Native Americans. It became part of the American vocabulary when the 18th amendment to the U.S. Constitution effected the national prohibition of alcohol from 1920 until its repeal in 1933.

The Prohibition era led to the establishment of various bootlegging operations, from concealed distilleries and breweries to speakeasies, restaurants and nightclubs. In the late 1920s and early '30s, crime syndicates such as the Mafia arose out of the coordinated activities of Italian bootleggers, along with other notorious gangsters such as Al Capone, John Dillinger and Lester Joseph "Baby Face" Nelson. The practice of bootlegging made Al Capone in particular a very wealthy man, as he was rumoured to have been making a staggering \$60 million a year!



TIN PAN ALLEY

Snow Queen Enigma vodka, pomelo and bergamot cordial
Snow Queen Enigma vodka, ginger and pear cordial
Snow Queen Enigma vodka, mango and passionfruit cordial

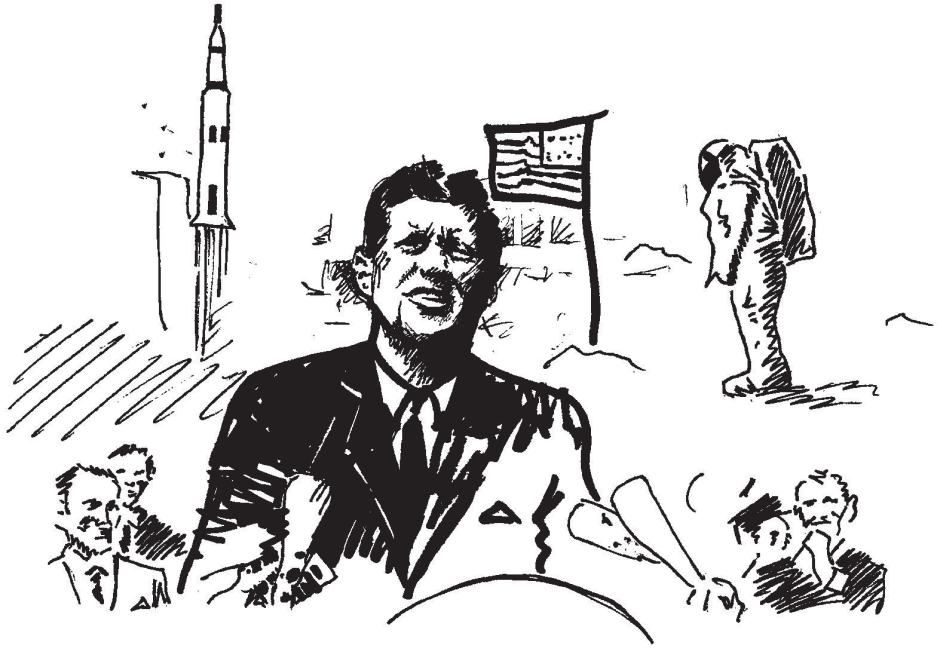
E2I

The block of West 28th Street, between Avenue of the Americas and Broadway does not necessarily look like a place that would produce some of the catchiest melodies and most poetic lyrics of the last 120 years but here, in a line of small row houses, some of the most loved tunes in the American songbook were written.

In the first years of the 20th century the strip was part of the two-block stretch of music publishing companies known as Tin Pan Alley. The music that was produced here during this time, created the genre that changed the music industry forever. It helped to define a generation of music that impacted many other genres and artists that came afterwards.

Irving Berlin and George Gershwin started on Tin Pan Alley, as well as the greats Fat Waller and Cole Porter. Singers as diverse as Louis Armstrong, Billie Holiday, Ella Fitzgerald, Al Jolson and Fred Astaire all sang music originating from Tin Pan Alley – and have won over legions of fans across the globe.

As the story goes, the origins of how Tin Pan Alley got its name are disputed. One popular theory stems from when journalist Monroe Rosenfeld coined the term after a visit there left his ears ringing with the sounds of old pianos filtering out of windows to the street below. He is rumoured to have described the sound as akin to tin pans clanging.



THE MAN ON THE MOON

Monkey Shoulder whisky infused with ginger, fennel soda,
honey, lemon juice

E20

On 12th September 1962, President John F. Kennedy delivered a stirring speech before 40,000 spectators who had gathered at Rice University's football stadium in Houston, Texas. On that hot, humid day, he declared his intention to focus U.S. efforts on landing humans on the moon within a decade:

"We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organise and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too".

His words ignited the work of a decade and were realised on 20th July 1969 when the first human footsteps – of astronauts Neil Armstrong and Buzz Aldrin from the Apollo 11 mission – achieved the dream of landing a "Man On The Moon."



THE EQUALISER

Dictador 12, Rhubarb liqueur, Muyu Chinotto Nero, Chinotto, lime juice

E20

Martin Luther King joined the ranks of men who have shaped modern America with a single phrase – “I have a dream” – a spirited call for peace and equality considered by many to be a masterpiece of rhetoric.

Standing on the steps of the Lincoln Memorial — a monument to the President who a century earlier had brought down the institution of slavery in the United States — he shared his vision in front of more than 250,000 people and millions more on television. The cornerstone of his speech was liberty and the pursuit of happiness, and the desire for a future in which *“this nation will rise up and live out the true meaning of its creed: We hold these truths to be self-evident, that all men are created equal.”*

Dr. King delivered his “I Have A Dream” speech during the March On Washington, the largest march of the civil rights movement that cemented his reputation at home and abroad. He had initially been allocated a four-minute time slot, but ended up speaking for over 16 minutes in what would become one of the most famous orations in history.

He drew his references from a wide variety of sources, including the Bible, Shakespeare, the U.S. Declaration of Independence – and even the very notion of the American Dream, when he said, *“I have a dream. It is a dream deeply rooted in the American Dream.”*

Later that year he was named “Man of the Year” by TIME magazine and in 1964, became the youngest person ever to be awarded the Nobel Peace Prize.



THE DECLARATION

Apple infused with rosemary, pomelo and bergamot cordial,
Mediterranean Fever Tree tonic

£12.50

“We hold these Truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness.”

The Declaration of Independence is the founding document of American history. It has been included among one of the most important documents ever to be written in the history of the United States of America and led to the country's independence from British rule. The committee of men who drafted the Declaration of Independence, including: Thomas Jefferson, Benjamin Franklin, John Adams, Roger Sherman and Robert Livingstone, knew that they were committing treason and could be executed for their crimes.

Thomas Jefferson was chosen to draft this historic document, which was approved by the Continental Congress on 4th July 1776. John Hancock, as President of the Congress, was the first representative to sign it. He is remembered for his large and stylish signature, which measures 1.3 inches tall and 4.7 inches wide. Ever since then, the term “John Hancock” has become synonymous in the United States for a signature. The Declaration was written on parchment with iron gall ink and today, it is displayed in a bullet-proof case filled with argon gas to preserve it in the National Archives, in Washington DC.



OLD GLORY

Pomegranate juice, mango and passion fruit cordial, yuzu juice, egg white

£12.50

The stars and stripes of the American national flag – or Old Glory, as it is more informally referred – are as iconic as they are recognisable. The first flag consisted of 13 alternating red and white stripes (representing the original 13 colonies) and a circle of 13 white stars on a blue background (one for each of the original states).

With the gradual unification of the United States, more stars needed to be added into the design, although it wasn't until 1960 (with the addition of Hawaii as an American state) that the flag as we know it came to be. Today, the flag serves as a symbol of national identity to its citizens, both at home and abroad – and even on the moon, thanks to the Apollo missions. Each mission that landed on the moon proudly planted an American flag in the soil, and images taken recently by a NASA spacecraft show that they are mostly still standing!

One of the most famous depictions of the flag being raised was taken in 1945 during the Second World War, when US Marines captured Mount Suribachi, the highest point on the Japanese island of Iwo Jima. Six brave Marines famously raised the flag at its summit, and the image was captured on 23rd February 1945 by Associated Press photographer, Joe Rosenthal, who won a Pulitzer Prize for the iconic photograph. Many say that it was the raising of the American flag that inspired US troops to persevere and eventually overcome the Japanese Imperial Army.

Rosenthal's photograph still resonates today, as it inspires virtues such as loyalty, courage and a sense of battling against the odds, keeping the legacy of the American Dream alive.

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