



Louie's Blue Martini Newsletter

New Year New Look

Decided to change the newsletter to a format that is easier to read and more manageable to create. Hope you like it as it will need tweaking throughout the year. So far this year has been great, Holidays are over and we are planning out all of the events for the 2008 drinking season. I will be putting together an event calendar on

the web page so every one can plan ahead. As usual we will **have the St Patty's party along with Cinco de Mayo, Paulette's Birthday (Toga Theme) and Halloween.** Other events have been scheduled at other locations around the hood. Mardi Gras will be held at **Bud & Linda's and Oktoberfest will at Damon & Kristen's House.** I will

update everyone as events get planned. For Christmas most of you got a new Louie Blue Martini t-shirt, I will be ordering more soon and will be selling them to anyone who want one for \$17 each and any proceeds will go to the American Cancer Society Relay for Life



The last of the Vodka

This will wrap up the series on vodka, I'm not sure what the next topic will be but I'm sure it will lead the way to new drinks and fun.

Vodka production in Sweden, which dates from the 15th century, has its origins in the local gunpowder industry where high-proof spirit (originally called brännvin) was used as a component of black powder for muskets. When distilleries were licensed to produce beverage alcohol (primarily spice-flavored Aquavit, but also Vodka), it was with the understanding that gunpowder makers had first priority over beverage consumers.

Home distilling was long a part of Swedish society. In 1830 there were over 175,000 registered

still in a country of less than three million people. This tradition, in a much diminished and illegal form, still continues to this day. Modern Swedish Vodka is produced by the Vin & Sprit state monopoly.

Vodka was first imported into the United States in commercial quantities around the turn of the 20th century. Its primary market was immigrants from Eastern Europe. After the repeal of National Prohibition in 1933, the Heublein Company bought the rights to the Smirnoff brand of Vodka from its White Russian migrant owners and relaunched Vodka into the U.S. market. Sales languished until an enterprising liquor salesman in South Carolina started promoting it as "Smirnoff White Whisky — No taste. No smell." Sales started to

increase and American Vodka, after marking time during World War II, was on its way to marketing success. The first popular Vodka-based cocktail was a combination of Vodka and ginger ale called the Moscow Mule. It was marketed with its own special copper mug, examples of which can still be found in the back shelves of liquor cabinets and flea markets of America.

Today Vodka is the dominant white spirit in the United States, helped along by its versatility as a mixer and some very clever advertising campaigns from the various producers. One of the most famous of these was the classic double entendre tag line: "Smirnoff — It leaves you breathless."

Special Dates and Events

- ⇒ Birthdays
 - * Lisa ~ Jan 3
 - * Justin ~ Jan 8
 - * Jeff P ~ Jan 16
 - * Thomas ~ Jan 27
 - * Brent ~ Feb 1
 - * Hillary ~ Feb 6

- ⇒ Events
 - * Mardi Gras Feb 9**Held at Bud & Linda's House**
 - * Valentines Day Feb 14

Featured Drink

Valentine Martini



Raspberry Vodka	2 oz
Fresh or Frozen Raspberries	6 to 8
Lime Juice	1/2 oz
Sugar Syrup	Dash

Put ice in a cocktail shaker, add all ingredients, shake well. Double Strain into a chilled martini glass, Garnish with raspberries and a lime twist

What the Hell is " PLASMA "



If you are a fan of the Bloody Mary then you will love one of these.

Put some ice cubes in to a cocktail shaker with 2 ounces of Absolut Peppar Vodka, 4 ounces of Tomato Juice, 1/2 ounce of Lemon Juice, 2 dashes of Tabasco Sauce, 4 dashes of Worcestershire Sauce, Pinch Celery Salt Pinch Black Pepper, 1/2 teaspoon of Dijon Mustard and 1 teaspoon of Chopped Dill. Shake vigorously but briefly, strain into highball glass over ice garnish with cucumber strip and a split cherry tomato

*"Alcohol is the anesthesia by which we endure the operation of life."
George Bernard Shaw*

Beer Corner

I am going to dedicate this last article to Beer, we drink more beer than any other drink at the bar so I felt that it would be cool to have an article dedicated to beer and all of its golden wonders. I will try to cover all aspects of beer from its history to brewing. Lets start with the culture of beer.



Social context

Many social traditions and activities are very associated with drinking beer, such as playing cards, darts, or other games.

The consumption of beer in isolation and excess may be associated with people drinking away their troubles, while drinking in excess with company may be associated with binge drinking.

Around the world

All over the world, beer is consumed. There are several breweries in the Middle East countries as well, such as Iraq and Syria. There are also breweries in African countries and other remote countries such

as Mongolia as well.

Glassware serving

Getting an appropriate beer glass is considered desirable by some drinkers. There are some drinkers of beer that may sometimes drink out of the bottle or can, while others may choose to pour their beer into a glass. Drinking from a bottle picks up aromas by the nose, so if a drinker wishes to appreciate the aroma of a beer, the beer is first poured into a mug, glass, or stein.

Similar to wine, there is specialized styles of glasses for some types of beer, with some breweries producing glassware intended for their own styles of beer.

Temperature

The conditions for serving beer have a big influence on a drinker's experiences. An important factor when drinking is the temperature - as colder temperatures will start to inhibit the chemical senses of the tongue and throat, which will narrow down the flavor profile of beer, allow certain lagers to release their crispness.

When the light is on
this is what's going on



Louie Blue Martini t-shirts
\$17 each, email me quantity
and size

