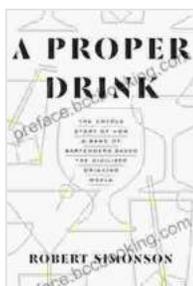


# The Untold Story of How a Band of Bartenders Saved the Civilized Drinking World

In the depths of the Great Recession, as the world teetered on the brink of collapse, a group of unlikely heroes emerged from the unlikeliest of places: the bar.

These were not your ordinary bartenders, but a band of passionate and dedicated individuals who were determined to save the civilized drinking world. Their story is one of resilience, creativity, and the power of community.



## A Proper Drink: The Untold Story of How a Band of Bartenders Saved the Civilized Drinking World [A Cocktails Book] by Robert Simonson

★★★★☆ 4.6 out of 5

Language : English

File size : 711 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Word Wise : Enabled

Print length : 354 pages



## The Great Recession

The Great Recession was the worst economic downturn since the Great Depression. It began in December 2007 and lasted until June 2009. During that time, the US economy lost 8.7 million jobs, and the unemployment rate

reached 10%. The global economy also suffered, as the GDP of many countries declined.

The Great Recession had a devastating impact on the hospitality industry. Bars and restaurants were among the first businesses to close, and many never reopened. Those that did remain open were forced to lay off staff and cut back on their hours.

## **The Rise of the Cocktail Culture**

In the midst of the Great Recession, a new trend emerged in the bar scene: the rise of the cocktail culture. This was a return to the classic cocktails of the pre-Prohibition era, and it was led by a new generation of bartenders who were passionate about their craft.

These bartenders were not content to simply pour drinks. They wanted to create unique and innovative cocktails that would challenge the palates of their guests. They also wanted to create a more welcoming and sophisticated atmosphere in their bars.

The cocktail culture quickly caught on, and it soon became a major force in the hospitality industry. Bars that embraced the trend were able to survive and even thrive during the Great Recession.

## **The Band of Bartenders**

The band of bartenders who saved the civilized drinking world were a diverse group of individuals. They came from all walks of life, and they had different backgrounds and experiences. But they all shared a common passion for their craft.

Some of the most notable members of the band of bartenders included:

- **Dale DeGroff:** DeGroff is a legendary bartender who is known for his innovative cocktails and his dedication to the craft of bartending. He is the author of several books on cocktails, and he has been inducted into the Cocktail Hall of Fame.
- **Audrey Saunders:** Saunders is a pioneering bartender who is known for her work at the Pegu Club in New York City. She is a master of classic cocktails, and she has been credited with helping to revive the cocktail culture in the United States.
- **Eben Freeman:** Freeman is a bartender and author who is known for his work at the Violet Hour in Chicago. He is a proponent of the "farm-to-table" movement, and he uses fresh, local ingredients in his cocktails.
- **Jim Meehan:** Meehan is a bartender and author who is known for his work at the PDT in New York City. He is a master of cocktail history, and he has written several books on the subject.

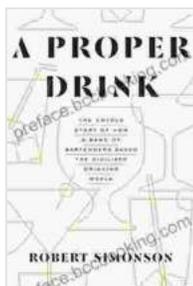
## **The Legacy of the Band of Bartenders**

The band of bartenders who saved the civilized drinking world left a lasting legacy on the hospitality industry. They helped to revive the cocktail culture, and they inspired a new generation of bartenders to pursue their passion for the craft.

The legacy of the band of bartenders can be seen in the many bars and restaurants that have opened in recent years. These establishments are dedicated to providing their guests with a unique and memorable drinking

experience. They are a testament to the power of the cocktail culture and the passion of the bartenders who created it.

The story of the band of bartenders who saved the civilized drinking world is a story of resilience, creativity, and the power of community. These bartenders were not content to simply pour drinks. They wanted to create a better world, one cocktail at a time. And they did.



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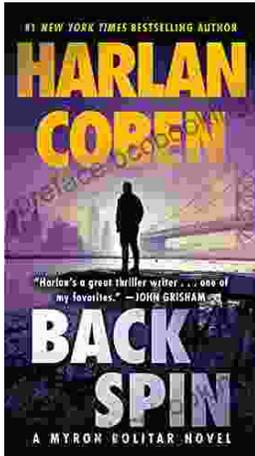
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