

PEYCHAUD'S NEW ORLEANS COCKTAILS



BY John Held Jr

Price 50 Cents



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PEYCHAUD'S Cocktail Bitters

100 YEARS AGO in New Orleans, the cradle of civilized drinking, Peychaud's Cocktail Bitters was born.

From that time till 1918, Peychaud's could be found on every bar of prominence throughout the world. It was the flavor which Peychaud's imparted that helped make many cocktails famous.

Peychaud's could not be made during prohibition. It is a cocktail bitters and was against the law.

Now Peychaud's is back. Use it with John Held Jr.'s. recipes and you will become famous for your cocktails.

Don't ask for Bitters if you want to make cocktails. Ask for the original Peychaud's.

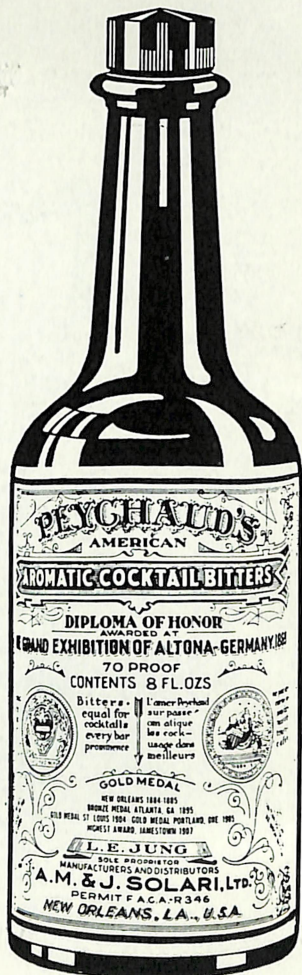
Bottled in small, medium, large and bar sizes.

PEYCHAUD'S WAS AWARDED GOLD MEDALS IN

Germany 1869
New Orleans 1884, 1885
Atlanta 1895
St. Louis 1904
Portland 1905
Jamestown 1907

Manufactured and Distributed
exclusively by

A. M. & J. SOLARI, LTD.
New Orleans



When Absinthe Is Called For Use Greenopal

(Registered U. S. Patent Office 1913)

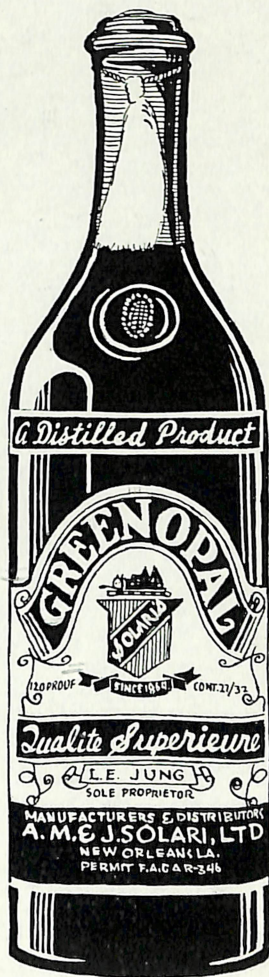
Greenopal is a distilled product made in accordance with the formula for Absinthe with one exception. Greenopal contains no wormwood.

The United States Government prohibits the importation, manufacture or sale of Absinthe containing wormwood. Wormwood is a poison and should not be taken into the human system.

Greenopal has all the bouquet, flavor and exhilarating effects of Absinthe—it only lacks the harmful after-effects.

Greenopal is distilled by the same famous old house that makes Peychaud's Bitters. Ask for it wherever Peychaud's Bitters is sold. Use it whenever Absinthe is called for.

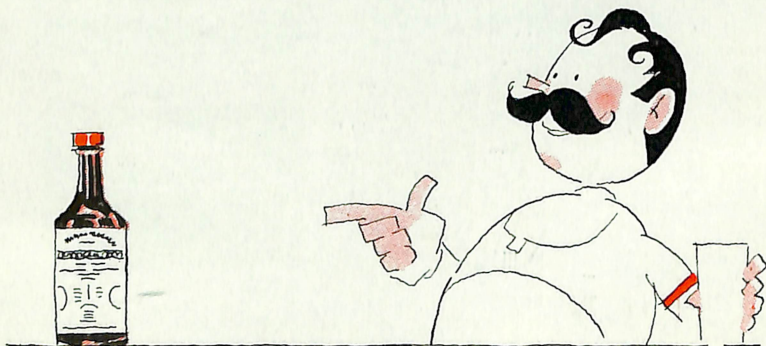
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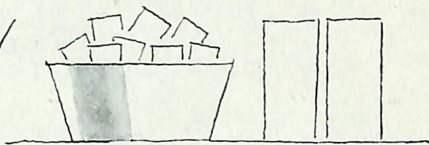
PEYCHAUD NEW ORLEANS

NEW ORLEANS WHISKEY COCKTAIL

First take a mixing glass and put into it a teaspoonful of simple syrup, or one lump of sugar dissolved in a teaspoonful of water. Add two dashes Peychaud's Bitters, one jigger of Whiskey (preferably Rye), one cube of ice. Stir well. Use second glass with two dashes Greenopal. Strain contents of first glass into second glass. Squeeze small piece of lemon peel over cocktail, then serve.



PSYCHIAUD NEW ORLEANS



NEW ORLEANS GIN FIZZ

The real art in making a Gin Fizz is in proper shaking. Don't just shake a few times and think you have done the job, because it is only started.

You need plenty of ice and you should shake until the contents of the Fizz have become so creamy

that you won't be able to hear the ice tinkle against the sides of the shaker. Don't forget that, because your Gin Fizz won't be a real New Orleans concoction unless you follow these directions.

One tablespoonful of granulated sugar, juice of half a lemon, two dashes Orange Flower Water, white of one Egg, jigger of Dry Gin, and about two ounces of Cream.

Fill glass with ice, shake well and strain into thin glass. These are the proportions for one Fizz.

PEYCHAUD NEW ORLEANS



A WAY UPTOWN IN MANHATTAN

PEYCHAUD'S MANHATTAN

- 2 Dashes Simple Syrup or
- 1 Cube of Sugar, dissolved in water.
- 2 Dashes Peychaud's Bitters.
- $\frac{2}{3}$ Italian Vermouth.
- $\frac{1}{3}$ Rye Whiskey.
- 1 Cube of Ice.

Stir well and strain into cocktail glass,
Serve with Cherry.

"East-side-west-side and all around the
town" to be sung by mixed quartette.

PEYCHAUD NEW ORLEANS

BOUQUET



PEYCHAUD'S BRONX

- 1 Part Italian Vermouth.
- 1 Part French Vermouth.
- 1 Part Dry Gin.
- 1 Part Orange Juice with Pulp.
- 2 Dashes Peychaud's Bitters.

Strain into cocktail glass and serve
with slice of Orange.

SHAKE WELL AND CHEER

PSYCHAUD NEW ORLEANS



ALEXANDER COCKTAIL

- ! Ounce Dry Gin.
 - ! Ounce Creme de Cacao.
 - ! Ounce Sweet Cream.
 - ! Dash of Peychaud's Bitters.
- Shake well in ice.
Strain and serve into stem glass.

TWO OF THESE AND LOVE CAME TO ROBT. E. LEE

PEYCHAUD NEW ORLEANS

PINK LADY

- 2 Teaspoonfuls Grenadine.
White of Egg.
- 1 Jigger of Dry Gin.
- 3 Dashes of Peychaud's Bitters.
Shake well in ice.
Strain and serve in stem glass.

OH PINK LADY, IS
MY FACE RED?



THE SPICE
OF THE
COCKTAIL

PSYCHAUD NEW ORLEANS



LA RUMBA

- $\frac{1}{2}$ Cuban Rum.
- $\frac{1}{2}$ French Vermouth.
- Juice of 1 Lemon.
- Dash Curacao.
- 3 Dashes of Psychaud's Bitters.
- Dash of Grenadine. Stir in ice.
- Strain and serve with a Cherry.

DAIQUIRI

- $\frac{1}{2}$ Ounce Lemon or Lime Juice.
- $1\frac{1}{2}$ Ounces Cuban Rum.
- 2 Dashes Psychaud's Bitters.
- $\frac{1}{2}$ Teaspoonful Granulated Sugar. Shake well and strain into cocktail glass.



SPANISH IN TWO EZAY LESSONS

PSYCHIAUD NEW ORLEANS



ABSINTHE DRIP OR FRAPPE

Fill glass with finely shaved ice. Pour over ice teaspoonful of Simple Syrup. Drip one ounce Greenopal slowly over ice and 2 ounces plain water, stirring till glass frosts. Strain and serve in stem glass.

ABSINTHE SUISESSE

$\frac{2}{3}$ Greenopal.

$\frac{1}{3}$ Orgeat Syrup.

Frappe well by stirring thoroughly in glass filled with finely

crushed ice. Strain and serve in stem glass.

If Orgeat is unavailable, use Ojen or Anisette.

CAN SHE "CAN CAN"—OO LALA AN' KISS LE PAPA

PEYCHAUD NEW ORLEANS

MARDI GRAS COCKTAIL

2 Dashes Peychaud's Bitters.

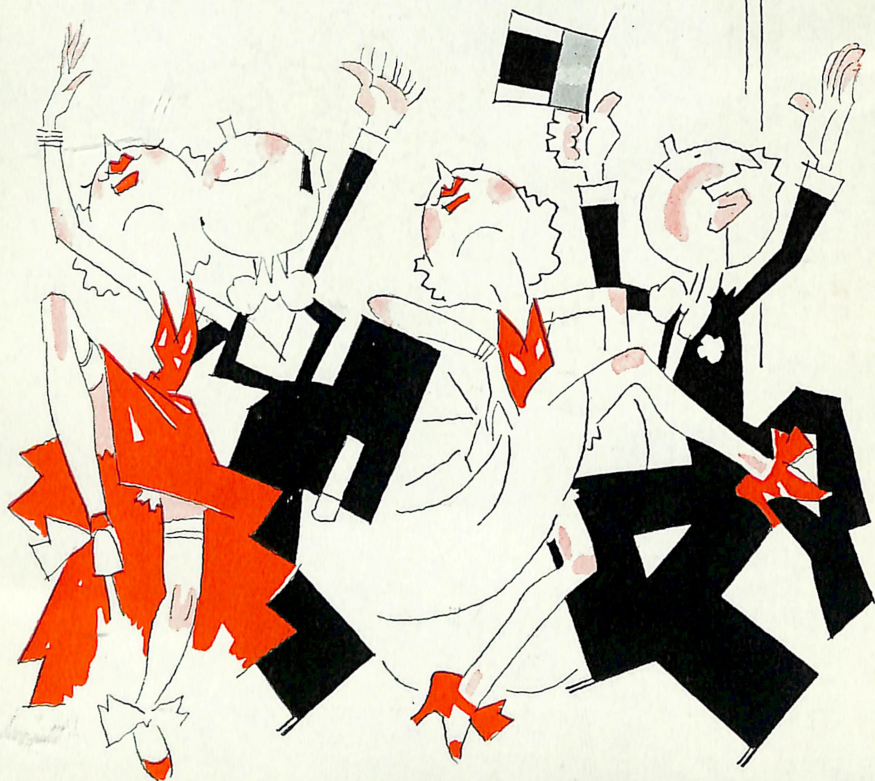
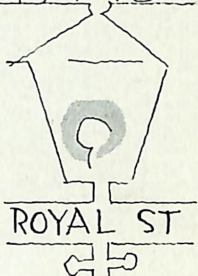
$\frac{1}{3}$ Wild Cherry Bounce.

$\frac{1}{3}$ Sherry.

$\frac{1}{3}$ French Vermouth.

Stir well, serve in cocktail glass.

EVERY DAY IS MARDI GRAS



PSYCHAUD NEW ORLEANS



LA LOUISIANE

(As served at La Louisiane, New Orleans' most Famous French Restaurant)

- 3 or 4 Dashes Psychaud's Bitters.
- 3 or 4 Dashes of Greenopal.
- 1/2 Ounce Benedictine.
- 1/2 Ounce Italian Vermouth.
- 1/2 Ounce Whiskey.
- Slice of Orange or Cherry.

Stir in ice, strain and serve with Orange or Cherry.

N'ORLEANS, HERE WE COME

WHISKEY PUNCH

(Use Bar Tumbler)

- 1 Teaspoonful Sugar, dissolved with water. 1 **Jigger Whiskey**
Juice of half Lemon.
- 2 Dashes Curacoa.

Fill glass with ice, stir well and strain into high-ball glass, with fruit.

GIN SOUR

- 1 Teaspoonful Sugar.
- 1 Jigger Lemon Juice.
Dash of Peychaud's Bitters.
- 1 Ounce London Dry Gin.
Shake well with ice. Strain and serve.

GIN BUCK

- 1 Ounce Dry Gin.
- 3 Dashes Peychaud's Bitters.
Add sufficient ice to cool quickly and then fill glass with Ginger Ale.

COFFEE (CAFE) COCKTAIL

- 1 Tablespoonful granulated Sugar.
- 1 Jigger Black Coffee.
- 1 Jigger Port Wine.
Yolk of 1 Egg.
Shake well with ice, strain and serve in stem glass.

CRESCENT CITY COCKTAIL

- 2 Dashes Peychaud's Bitters.
- $\frac{1}{2}$ Jigger Wild Cherry Bounce.
- $\frac{1}{2}$ Jigger Dubonnet.
- $\frac{1}{2}$ Jigger French Vermouth.
Stir well in ice, serve in cocktail glass.

SIDE CAR

- $\frac{1}{3}$ Lemon Juice.
- $\frac{1}{3}$ Cointreau or Triple Sec.
- $\frac{1}{3}$ Brandy.
White of 1 Egg.
Shake well. Frost cocktail glass with Powdered Sugar and strain contents into cocktail glass.

PEYCHAUD'S APPETIZER

- 1 Portion of Rye Whiskey.
- 2 Dashes Peychaud's Bitters.
- 3 Dashes Curacao.

Serve after stirring, with piece of lemon and likewise orange peel.

FRANKLIN COCKTAIL

- $\frac{1}{4}$ Benedictine.
- $\frac{1}{4}$ Creme de Menthe, Green.
- $\frac{1}{4}$ Cognac.
- 2 Dashes Peychaud's Bitters.

Shake well and strain contents in cocktail glass, frosted with powdered Sugar, serve with Cherry.

BEFORE OR AFTER COCKTAIL

- $\frac{1}{4}$ Amer Picon.
- $\frac{1}{4}$ Sherry Wine.
- $\frac{1}{4}$ Creme de Cassis.
- 2 Dashes Peychaud's Bitters.

Shake well and serve in stem glass.

GOLDEN FIZZ (NORTHERN)

- 1 Teaspoonful Sugar.
Yolk of 1 Egg.
- 1 Ounce Lemon Juice.
- 2 Ounces London Dry Gin.

Shake well with ice. Add charged water to fill glass. Southern—Served with Cream or Milk.

JACK ROSE COCKTAIL

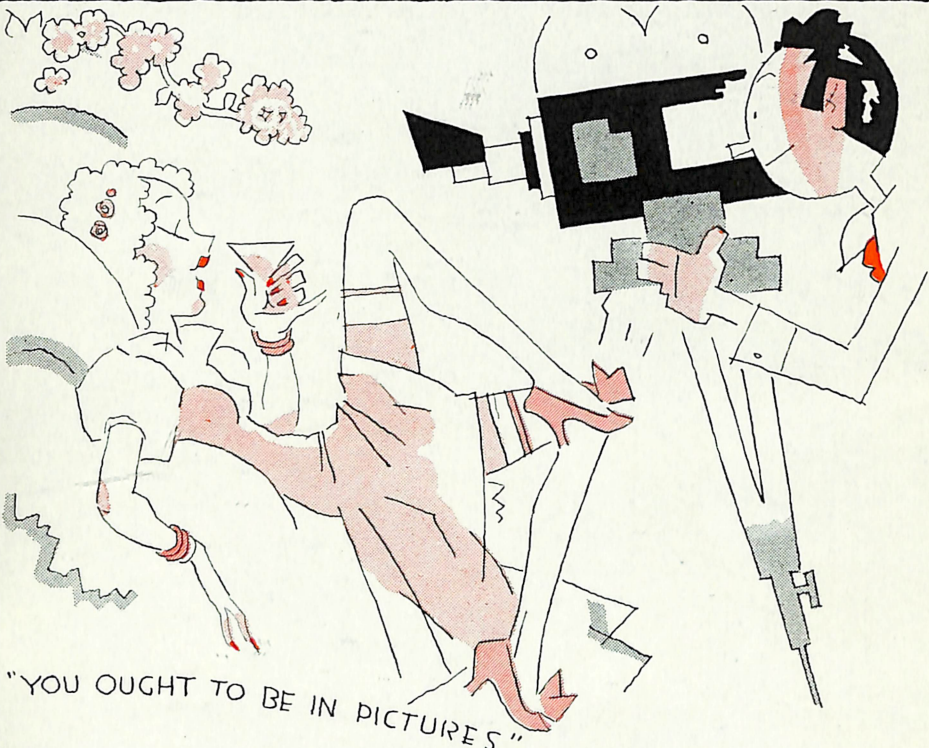
- $\frac{1}{2}$ Apple Jack Brandy.
Juice half Lime or Lemon.
- 2 Dashes Peychaud's Bitters.
- 2 Dashes Grenadine Syrup.

Shake well, serve in cocktail glass.

GIN RICKEY

Take 1 Lime and squeeze juice into glass. Then cut rind into pieces and put it in glass. Add 2 ounces of London Dry Gin and several cubes of ice. Fill glass with carbonated water and serve.

PEYCHAUD NEW ORLEANS



PEYCHAUD'S HOLLYWOOD

ORANGE BLOSSOM

1/2 Dry Gin.

1/2 Orange Juice.

Dash of Peychaud's Bitters.

Shake in ice and let stand two minutes before serving. A colossal preview in many superb reels.

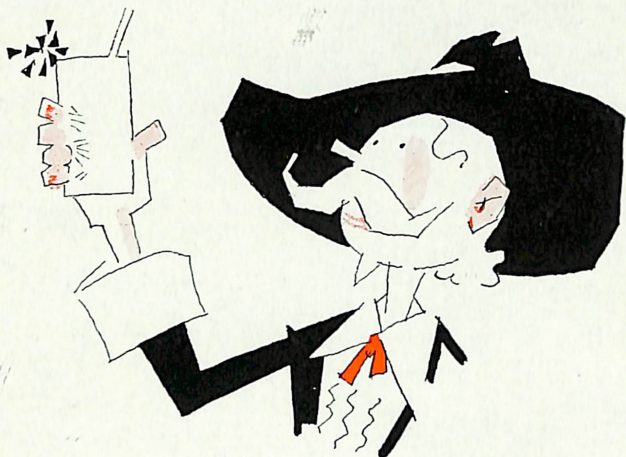
PEYCHAUD NEW ORLEANS



THE HACHA COCKTAIL

Rub the inside of the glass with a small section of fresh garlic. Equal parts of Gin and Rye Whiskey, a dash of Peychaud's Bitters. Grenadine until blush pink. Shake well and let stand 2 minutes before serving.

PSYCHIC NEW ORLEANS



MINT JULEP

Into a bowl put a quantity of the tender leaves of fresh mint. Cover these leaves with powdered sugar. Add a few drops of water to dissolve the sugar and then crush with wooden pestle. Transfer crushed mint leaves and sugar to glass. Then fill glass with finely shaved ice. Now pour in fine old Bourbon or Rye, as you prefer. Place sprig of fresh mint at edge of glass. Let stand in ice box until frosted. Use short straw so that drinker's nose is buried in the mint.

AFTER FOUR OF THESE DO NOT MOVE THE HEAD SWIFTLY

PEYCHAUD NEW ORLEANS



"THAT WAY" COCKTAIL

- 1/3 French Vermouth.
- 1/3 Italian Vermouth.
- 1/3 Scotch Whiskey.
- 3 Dashes Peychaud's Bitters.

Serve with a Cherry and a twist of
Lemon Peel over top of glass.

YOU AND THIS DRINK WILL BE "THAT WAY"

PSYCHAUD NEW ORLEANS

HAPPY DAYS ON THE MISSISSIPPI

- 2 Dashes Greenopal.
- 2 Dashes Grenadine.
- 1/2 Jigger French Vermouth.
- 1 1/2 Ounces Dry Gin.
- Dash of Psychaud's Bitters.
- Serve with slice of Lemon Peel.

THEN GO DOWN ON THE LEVEE
DOWN ON THE LEVEE



PEYCHAUD NEW ORLEANS



PEYCHAUD'S ORGEAT

2 Dashes Peychaud's Bitters.

$\frac{1}{2}$ Ounce Lemon Juice.

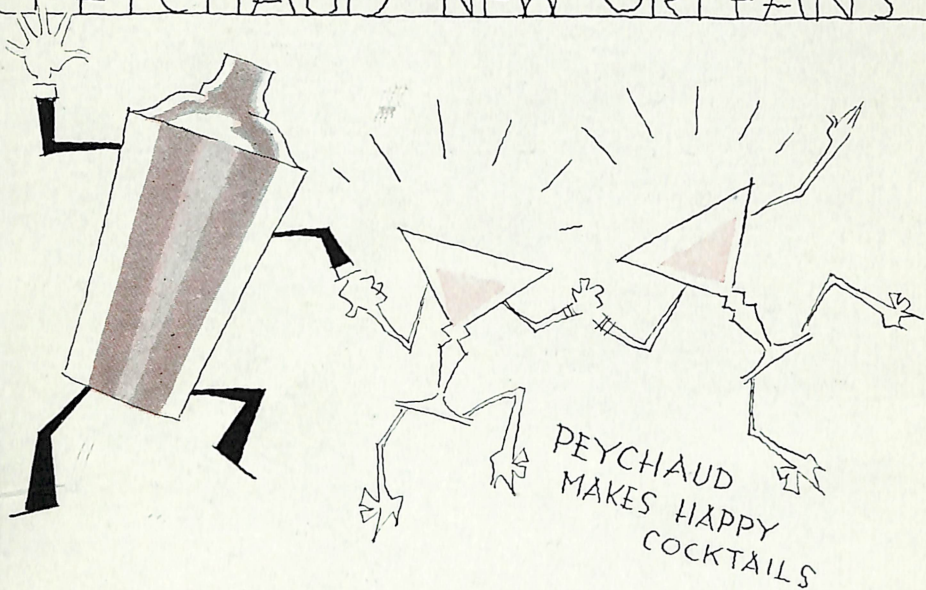
$\frac{1}{2}$ Ounce Orgeat.

1 Ounce Dry Gin.

Shake well in ice. Serve in cocktail glass.

MOONLIGHT, ROSES, AND YOU

PEYCHAUD NEW ORLEANS



PEYCHAUD'S HOLLAND GIN

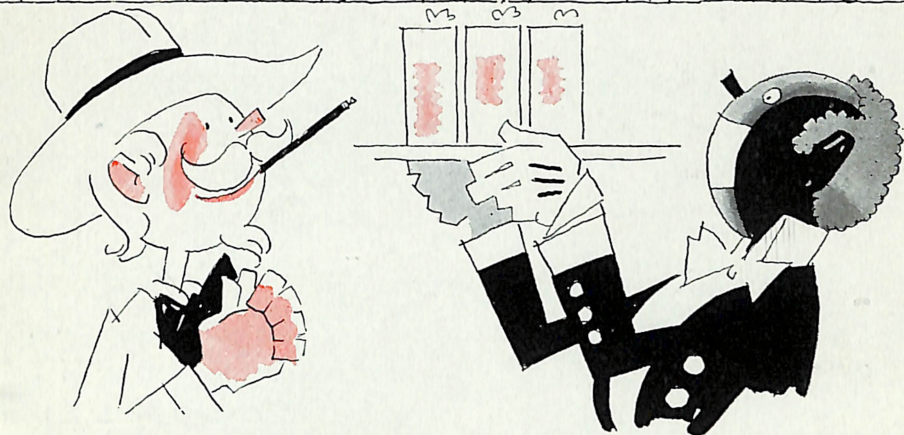
2 Dashes Peychaud's Bitters.

2 Jiggers of Holland Gin.

Sweeten to taste and add piece of
Lemon Peel.

DID I EVER STEER YOU WRONG, DARLING?

PSYCHIAID NEW ORLEANS



GIN JULEP

- 4 Sprigs Fresh Mint.
 - 1 Teaspoonful Sugar.
 - 1 Tablespoon Fresh Mississippi Water.
- Fill glass with fine chopped ice. Stir in 1 ounce Lemon Juice; 2 ounces Dry Gin. Stir until glass is frosted.

GO SOUTH, YOUNG MAN, GO SOUTH

PEYCHAUD NEW ORLEANS

HOT TOM AND JERRY

- 1 Teaspoon Sugar.
- 1 Fresh Egg.

Beat well with spoon. Add boiling water while stirring, then add

- 1 Drink Brandy.
- 1 Drink Rum.

Pour from one glass to the other until mixed, then grate Nutmeg on top.

PEYCHAUD'S SUNSHINE

- 1 Teaspoonful Sugar.
- 1 Ounce Lemon Juice.
- 2 Ounces Dry Gin.
- 1 Egg, using both white and yolk.

Shake well in ice and add charged water to fill glass.

SILVER FIZZ

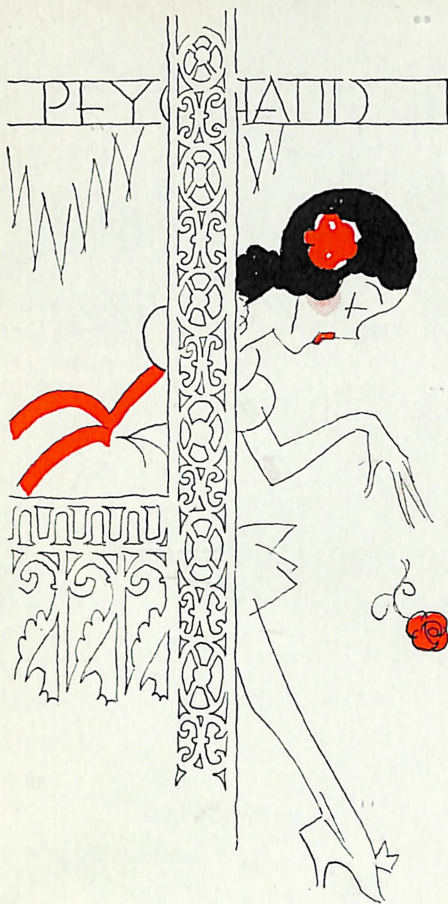
- 1 Teaspoon Sugar.
- White of 1 Egg.
- 1 Ounce Lemon Juice.
- 2 Ounces Dry Gin.

Shake well in ice and add charged water to fill glass.



BRING ON THAT BULLDOG

PEYCHAUD'S NEW ORLEANS



PINK SHIMMY
(The Ojen Cocktail)

- 2 Ounces Ojen.
- 2 or 3 Dashes Peychaud's Bitters, until colored pink.

Fill glass with fine ice. Do not shake. Stir thoroughly with spoon, strain into long stem glass.

We recommend the use of Fernandez White Label Spanish Ojen or Solari's Ojen.

AND OUT OF THIS COMES
PEACE, HAPPINESS AND JOY



PEYCHAUD'S NEW ORLEANS

HORSE'S NECK

Peel 1 Lemon whole. Place one-half of lemon peel in glass and hang the other half over edge.

1 Jigger Whiskey.

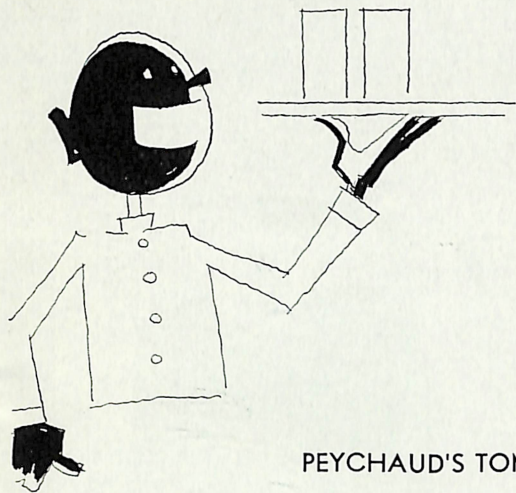
2 Dashes Peychaud's Bitters.

Fill glass with ice and Ginger-Ale.

GIDUP, NAPOLEON



PEYCHAUD NEW ORLEANS



PEYCHAUD'S TOM COLLINS

- 1 Teaspoon Sugar.
- 1 Ounce Lemon Juice.
- 2 Ounces Dry Gin.
- Dash of Peychaud's Bitters.
- Add ice and fill glass with charged water.

ADD HAPPINESS, ADD JOY

PEYCHAUD NEW ORLEANS

OH BOY! ARE WE IN CLOVER?

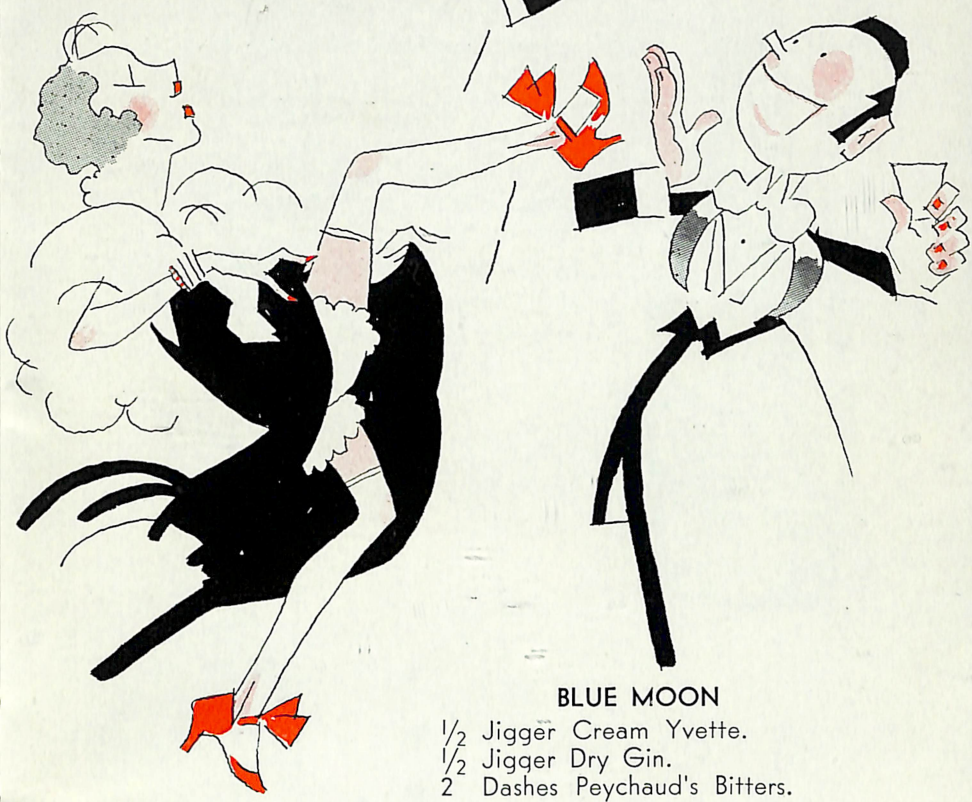


PEYCHAUD'S CLOVER CLUB

- Juice of $\frac{1}{2}$ Lemon.
- $\frac{1}{2}$ Spoon of Sugar.
- $\frac{1}{2}$ Pony Grenadine.
- $\frac{1}{4}$ Pony of White of Egg.
- 1 Full portion of Gin.
- Dash of Peychaud's Bitters.

Shake vigorously and strain. Go places—do things, and let your conscience be your guide.

PSYCHAUD M ORLEANS



BLUE MOON

- 1/2 Jigger Cream Yvette.
- 1/2 Jigger Dry Gin.
- 2 Dashes Psychaud's Bitters.

Shake well with ice, serve in cocktail glass with Cherry.

SIGNAL FOR YOUR TURNS



PINK SHIMMY

(Name Copyrighted by Solari's, New Orleans.)

Cocktail

Pink Shimmy is a cocktail originated in New Orleans, the birthplace of civilized drinking. Even during prohibition Pink Shimmy was imitated throughout the world. It is owned exclusively by Solari's and is sold by stores handling Peychaud's Bitters.

OJEN Cordial

Ojen needs no introduction but you will find that Solari's 50 years of "knowing how" makes a big difference in the quality of the product. Ask for Solari's Ojen.



