



## Leadership... with a Twist!

Come with us to Prohibition-era New Orleans, circa 1930, where scrappy liquor bootlegger Benson Harrison O'Brien has just rolled in off Louisiana's infamous Bootleg Highway. O'Brien decides to put down stakes and soon opens a speakeasy in the French Quarter, on the corner of Royal and Peter streets. To gain entrance to *Mr. O'Brien's Club Tipperary*, one simply intoned the password "Storm's brewin'," opening the door to the *bon temps* (and illegal hooch) inside.

O'Brien's speakeasy eventually went legitimate when Prohibition ended on December 6, 1933. [Historical footnote: Actually, the newly-christened *Pat O'Brien's Bar* opened three days early, "a move so New Orleans," one journalist observed, "that nobody even blinked."]

Our saga picks up again in the early 1940s. Drinking establishments in the Big Easy were finding it difficult to get their hands on scotch and whisky, but a trade agreement with Latin America had resulted in the ready availability of rum. [Historical footnote #2: Remember, at that time, however, demon rum was associated with sailors, wharf rats and other unsavory characters -- the absolute lowest rung of society.]

With supplies far exceeding demand, liquor distributors often required bar owners like Pat O'Brien to purchase up to 40 cases of rum in order to buy the scarce spirits.

So O'Brien got inventive. He concocted a mix of light and dark rums, passion fruit juice, and grenadine, naming the drink the **Hurricane** and serving it in a distinctive hurricane glass. Although Pat O'Brien's Bar initially had to give away the drink to whet patrons' interest, the colorful **Hurricane** slowly began to catch on. And the rum began to move . . .

Fast forward to modern-day N'Awlins. Expanding onto Bourbon Street several years ago, Pat O'Brien's Bar has made the **Hurricane** world-famous. Or is it the other way around: it has been estimated that 75% of first-time Crescent City visitors make a stop in the venerable establishment.

And although you can order a Breeze or a Typhoon or a Squall at Pat O'Brien's, the cocktail of choice is clear: the legendary **Hurricane cocktail!**

### *The Hurricane*

*Mix the following in a glass or metal shaker:*

*2 oz light rum*

*2 oz dark rum*

*2 oz passion fruit juice*

*1 oz orange juice*

*½ oz fresh lime juice*

*1 Tablespoon simple syrup*

*1 Tablespoon grenadine*

*Add ice and shake vigorously. Strain into a hurricane glass with ice.*

*Garnish with a cherry and orange slice.*