



## Leadership... with a Twist!

Prior to the 1940s, vodka was a poorly-selling spirit in the United States, typically associated with Russian culture and (for all we knew) made from potatoes. One drink -- the **Moscow Mule** -- is generally credited with launching the vodka cocktail craze of the 1940s-60s and making it a bartender's staple to this day.

Legend holds that the **Moscow Mule** was invented in 1941 in the bar at the Chatham Hotel in New York City. On the star-crossed day, Jack Morgan, proprietor of the Cock 'n Bull bar on Los Angeles' Sunset Strip, met John G. Martin, president of Heublein Bros., and Rudolph Kunett, president of Heublein's Smirnoff vodka division, at the Chatham for drinks and hors d'oeuvres. Notably, Jack Morgan was trying to devise ways to promote his Cock 'n Bull ginger beer, a shipment of which had recently made its way from Los Angeles to the East Coast.

As the evening progressed, the 3 men began discussing ways to simultaneously market their products; a call was made for two ounces of vodka, to be mixed with Morgan's ginger beer and a squeeze of fresh lime. Hold the phone, the concoction was good! After a few more, the cocktail was christened **Moscow Mule**.

Jack Morgan took the new cocktail recipe back to the West Coast, along with special copper mugs, to promote the **Moscow Mule**. Morgan would travel from bar to bar, taking a photo of each bartender holding a bottle of Smirnoff vodka and the distinctive copper mug. He would then take a copy of the photo to the next bar to reveal what the competition was selling.

The **Moscow Mule** became especially popular with the Hollywood movie crowd, lending an aura of glamour. Subsequently, sales of Smirnoff tripled between 1947 and 1950 and nearly doubled again in 1951.

Ginger beer originated in England in the mid-18th Century, but today is almost always produced as a non-alcoholic soft drink. The soft drink ginger beer is a refreshing beverage, with a somewhat stronger ginger flavor than ginger ale.

### **Moscow Mule**

*Fill a chilled copper mug with cubed ice and add:*

*1-1/4 oz. vodka*

*1 tsp. sugar or simple syrup*

*1/4 oz. fresh lime juice*

*3 oz. ginger beer*

*Garnish with a sprig of mint and lime wedge.*