



APOTHEKE



HEALTH
&
BEAUTY
—
APHRODISIACS
—
STIMULANTS

MODERN MEDICINAL COCKTAILS

STRESS
RELIEVERS
—
PAIN
KILLERS
—
EUPHORICS



CHRISTOPHER TIERNEY
— AND —
ERICA BROD





PREVIEW

Discover the techniques behind crafting your favorite concoctions from this first and only compilation of the renowned Formula List creations from Apothéke, the original New York City cocktail apothecary that applies mixology to the world of plant science wellness.

With its 1800s-Parisian-absinthe-den vibe combined with an air of opium-den secrecy, Apothéke is a unique urban apothecary that provides a multi-sensory experience for its clientele. Talented botany-minded mixologists, dressed in lab coats labeled "Dispensing Chemist," experiment behind the glowing marble bar with local and exotic herbs, botanicals, and tinctures. Much like herbalists and apothecaries have done for thousands of years, they balance science, art, and flavor cultivating healing ingredients in boundary-shattering cocktail formulas that offer the amazing healing power of plants.

In Apothéke, the creators of the popular speakeasy share their holistic approach to drinking well, delving into the use of alcohol as medicine, the story of the establishment's creation, and exploring the signature house-made ingredients; local and organic botanicals, tinctures, and produce; and ancient healing herbal combinations that have put the storied speakeasy on the map.

With a beautiful design that echoes the award-winning décor of the establishment, this modern wellness handbook also features the first-ever compilation of fifty of Apothéke's renowned Formula List creations to recreate the flavorful medicinal mixology of Apothéke at home, with recipes such as Kale in Comparison, Forlorn Dragon, Sitting Buddha, and Paid Vacation.

AUTHOR BIO

Christopher Tierney is an artist and entrepreneur, whose appreciation and connection to the natural world is an effervescent part of his spirit and inspiration. He studied biology at Indiana University but found his calling in wood shop and carpentry shop design. He fabricated a series of furniture pieces that earned him a scholarship to the Academy of Art, San Francisco. This would lead to Christopher founding his boutique design label, TIER - focusing on interior design and branding in hospitality. His creative work has been featured in numerous publications, and has been awarded both domestically and internationally. Christopher is the founding proprietor and creative director of the Apotheke brand, with locations in New York City and Los Angeles.

Erica Brod is a New Jersey-based writer and editor. As the Director of Marketing & Content for AlphaOmega, she created and managed social media content. She has served as a freelance writer's assistant for Wild Obscura Films, a contributing writer for the Somerville Times, and a Manager for Investor Programs at Ceres. She graduated from Brown University with a Master of Public Policy and from the University of Massachusetts at Amherst with a Bachelor of Arts in Sociology.



Liliaceae.



Aloe socotrina Lam.

HEALTH & BEAUTY

MENU SECTION BRIEF

This collection of recipes is designed from some of nature's most powerful healers, inspired by natural ingredients containing a multitude of vitamins, minerals, antioxidants, anti-inflammatory compounds, digestive aids and immunity boosters. Many of the plants in the following recipes have been used for hundreds – or even thousands – of years to rejuvenate the body and aid in overall health. These formulas offer a variety of health benefits commonly used in skincare, circulatory, and rejuvenating medical processes. These formulas will make you feel good, inside and out. Gin lends itself well to this category, as it's already jam-packed with botanicals from the distilling process. Add more layers to that, and you have a nuanced, herbal formula for rejuvenation.

Noteworthy traits of ingredient in this section:

One of the less-known fruits highlighted in this section, the cape gooseberry, has a variety of health benefits and contains more antioxidants than broccoli or apples. Kale is a modern super green. Unfairly relegated to plate-garnish status in the 1990s, it has enjoyed a resurgence in popularity due to its major health benefits. Kale juice works well for enhancing skin and hair health because it's a rich source of vitamin C. It has become a best seller. Star anise, the fruit of a small Chinese evergreen tree, is used in traditional Chinese medicine to stimulate circulation. It is used in a flu pandemic drug and it is said to have stomach-soothing, antibacterial and antifungal qualities. Unrelated to aniseed, both do have that unique licorice flavor. Beets help with circulation and the cleansing of the blood and liver. They contain boron, which is involved in sex hormone production; the Romans used it as a natural aphrodisiac.

Many of the ancient ingredients used in medicinal cocktails have been used for various digestive maladies over the course of thousands of years. If you comb through ancient medical texts and the medieval herbals, digestive ailments come up again and again. One of our APO Bitters with Benefits is designed for digestive health.

In this section we balance a diverse range of health benefits with specific flavor profiles to liquify beautiful health.

**ALOE VERA
GOOSE BERRY
POMEGRANATE
KALE LEAF
THYME**



TAINTED LOVE

HEALTH & BEAUTY

The Tainted Love is a unique blend of flavors. Beet-infused gin is paired with a pomegranate shrub, which utilizes balsamic vinegar to balance out the sweetness of the fruit and sugar. Add a bit of port wine, and it creates a very rounded, rich cocktail, reminiscent of a Negroni – yet altogether different.

FORMULA

2.0oz Beet infused Gin*
1.0oz Pomegranate Shrub*
.75oz Ruby Port Wine
0.5oz Sour*
3 dashes Peychaud's bitters
Garnish Beet slice

TOOLS

Shaker
Hawthorne Strainer
Jigger
Rocks Glass

EXECUTION

Add all ingredients with ice to the shaker. Shake vigorously and serve in a rocks glass with fresh ice.
Garnish with a beet slice.



PYGMY GIMLET

PAIN KILLERS

The eucalyptus infused vodka reigns from a land down under, but contrary to its geographical reference, this is a grand gimlet. The initial rush of the sweetness from the lime and simple are quickly met with the spice of black pepper and then leveled out with the subtle tartness of muddled kiwi. This allows the APO bitters to make a triumphant finish.

FORMULA

2 oz Eucalyptus Infused Vodka*
Half a Kiwi
.5oz Lime Juice
.5oz Simple Syrup*
2 Pinches Cracked Black Pepper
2 cc APO Digestion Bitters
Kiwi Garnish

TOOLS

Shaker
Jigger
Lemon Squeezer
Hawthorne strainer
Coupe glass

EXECUTION

Muddle kiwi in the shaker. Add remaining ingredients to the shaker with ice and shake vigorously. Strain into a coupe glass. Crack the pepper over the top of the cocktail. Garnish with kiwi slice.



THEOBROMA CACAO



APHRODISIACS

Illustration by C. Marquet, 1840s

MENU SECTION BRIEF

Humans have long sought to harness the sexual healing of plants, and have (rather arbitrarily) ascribed all sorts of sex-granting powers to everything from oysters to strawberries. During the 18th century, aphrodisiac drinks were eccentric yet common, usually sold in hand-painted bottles from apothecary shops. Star Anise contains estrogenic compounds (female hormones) which have been reported to induce similar effects to testosterone, thus increasing libido. The seeds are an excellent source of minerals like iron, magnesium, calcium, manganese, zinc, potassium and copper. Several plants that have aphrodisiac effects were included in our selection. We like to think that drinks can be aphrodisiacs simply due to their appearance - as pretty cocktails stimulate the senses and awaken desires.

Pharmacies in 19th-century New Orleans sold Voodoo potions and powders, in addition to the more traditional remedies. The Creoles' unusual blend of cultures - African, French, Native American and Spanish - enabled Voodoo to touch more parts of society than it normally would otherwise. While Voodoo wasn't universally accepted, adherents and curious upper-class members could still anonymously buy love and luck potions "under-the-counter," with a numbering system for discretion, at their local pharmacies (that is where the song Love Potion #9 gets its name from). An earlier and more bizarre example of love potions comes from a European period where alcoholic, medicinal cordials were gaining popularity as standalone drinks. In 1447, church authorities censured a woman named Giovanna of San Ambrogio in Florence for going too far in her quest for aphrodisiacs: she dug up skulls in a nearby graveyard and created a powder from them, mixed the powder with wine, and distilled what she called a love potion.

Noteworthy traits of ingredient in this section:
Saffron and vanilla are the most expensive and second-most expensive spices in the world, respectively. Saffron has long been prized for its medicinal qualities. It is an antidepressant.

Vodka is an effective base spirit for aphrodisiac ingredients, due to its neutral character. The ingredients run the gamut in terms of their flavor profiles. Champagne and Cognac also play well as aphrodisiacs.

- CORIANDER**
- MACA ROOT**
- HORNY GOAT WEED**
- STAR ANISE**
- VANILLA**



HOLLYWOOD ANTOINETTE

APHRODISIACS

As bright, bold, and beautiful as a Hollywood starlet. Yet remains as poised, delicate, and sophisticated as French royalty. Strawberry and cactus pear take center stage in this pisco sour variation. Its presentation will grab hold; its performance will take you on a ride.

FORMULA

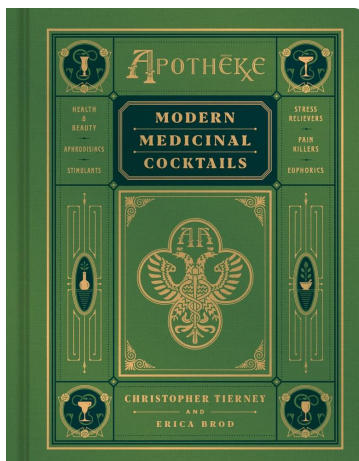
2oz pisco
2 strawberries
1oz cactus pear purée*
.5oz lime juice
.5oz simple syrup*
.5oz egg whites
2 cc APO Libido Bitters
Garnish angostura bitters

TOOLS

Shaker
Jigger
Muddler
Lemon Squeezer
Hawthorne strainer
Bitters dropper
Coupe glass

EXECUTION

Muddle 2 strawberries in the shaker. Add measured ingredients and dry shake (no ice). Add fresh ice and shake vigorously. Slowly strain contents into coupe glass. Garnish by using a dropper to apply bitters to foam on top of coupe glass.



Apothéke

Modern Medicinal Cocktails

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Returnable: Y

9 in H | 7 in W | 1 in T | 1 lb Wt
Status: **FORTHCOMING**

Key Selling Points:

- Trendy, bar-specific cocktail books are perennial sellers, and with its unique focus, Apothéke creates its own niche in the wellness and spirits genre. The book will feature the first-ever compilation of Apothéke's renowned Formula List creations, and not only will readers learn how to make their favorite concoctions, but they will also learn about the history of the establishment as well as the inspiration, design, and talent behind the bar's success.
- Apothéke has a global following and a dedicated celebrity fanbase. Its patrons include Justin Timberlake, Walton Goggins, Susan Sarandon, Diplo, Adrien Grenier, Lenny Kravitz, Marisa Tomei, and among many others. Stars ranging from Keira Knightly to Cillian Murphy to the cast of Gotham have joined swanky celebrations and premiere parties at the clandestine New York hotspot. The author will reach out to many of his celebrity friends to help support the book.
- Apothéke has continued to make a media splash since its opening in 2008. It has been covered in major outlets, including *Architectural Digest*, *BBC Travel*, *Bloomberg*, *Bon Appétit*, *Fast Company*, *Harper's Bazaar*, *Hollywood Reporter*, *The New Yorker*, *New York* magazine, *New York Times*, *Town & Country*, and *USA Today*. The author and Apothéke team will reach out to their robust media contact for publicity opportunities.
- Apothéke will promote the book at key events, including Epcot International Food & Wine Festival at Walt Disney World Orlando; Food & Wine Classic in Aspen; the International Bartenders Association's annual World Cocktail Championships; New York City Wine & Food Festival; New York Fashion Week; NYC Bourbon Bash; Tales of the Cocktail in New Orleans; and the Saveur Annual Summer Cookout. They are hoping to coordinate fun pop-up events in New York, Paris, and Los Angeles; create virtual book clubs and dinner parties; host competitions at the bar; sell the books as part of a full-service mixology kit sold at Apothéke Academy classes; and more.
- The book will be sold at the bar, and at other locations and events.

Summary

Discover the techniques behind crafting your favorite concoctions from this first and only compilati...