

ATLAS

PRESERVATION OF FIRE

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# CHRONICLES OF BARTENDING:

## A JOURNEY THROUGH TIME & TECHNIQUES

Embark on a captivating exploration through time, where influences and discoveries spanning centuries ignite the flames of inspiration that have fueled generations. Discover the rich tapestry of bartending's history and uncover enduring techniques.

This voyage unveils meticulous techniques that have shaped the craft: from the effervescence of sparkling carbonation and the precision of temperature control to the elegance of skilful washing and the magic of flavour infusion.

This tale is not just about the drinks, but the stories they carry and the connections they forge. Raise a glass to tradition and the lasting legacy of the art of bartending.

**“ TRADITION IS NOT THE WORSHIP OF ASHES,  
BUT THE PRESERVATION OF FIRE. ”**

*– Gustav Mahler*

*"Senses Stirred"*



**LIFT YOUR SPIRITS**  
**WHAT'LL YOU HAVE?**



# CARBONATION

**V**arious alcoholic beverages, like beer, champagne, cider, and spritzer, acquire their effervescence through natural fermentation. The captivating fizziness in cocktails finds its origins in Joseph Priestley's inventive work, who introduced the carbonation process in England in 1767. This journey reached a milestone in 1835 when beverages were first commercially bottled, ushering in a new era of effervescent drinks



## **Priestley's Company** 28.7%

scottish gin, orange liqueur, rosé aperitif, vetiver  
*bittersweet and invigorating*



## **The Exposition** 26.4%

mezcal, american bourbon, italian bitter liqueur, angelica, pineapple  
*robust smoky agave notes, herbal and earthy*

*"Includes a flavourful syrup made from repurposed  
pineapple husks"*



**Jubilee Royale** 18.8%

champagne, australian shiraz gin, bajan rum, raspberry, black lemon  
*spiced & bright with luscious dark berry notes*



**Boterismo Fizz** 18.7%

cognac, calvados, white port, cacao, vanilla, ginger ale  
*creamy ripe banana with a hint of vanilla*

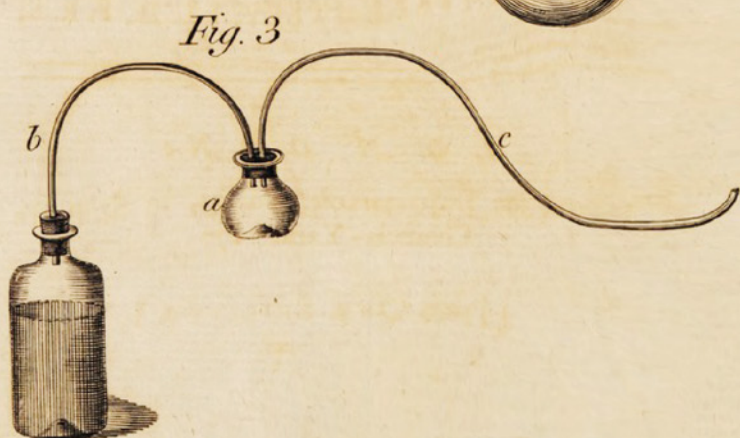
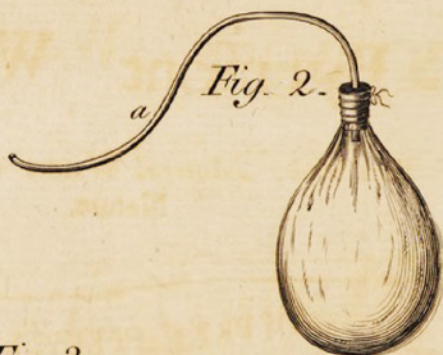


**Temperance Crusade** no alcohol

clarified tomato, rosemary, oyster leaf  
*savoury, with a hint of ocean spray*

"Oyster leaf is a coastal herb with blue-green leaves reminiscent of oyster shells, boasting a unique flavour sought after in gourmet cuisine for its briny, mineral-like essence"

***Mouthfeel*** the tactile and textural sensations experienced in the mouth while sipping a drink. It encompasses elements such as the smoothness or viscosity of the drink, the presence of carbonation, the temperature, and the overall weight or body of the cocktail.





# TEMPERATURE

In antiquity, the Greeks and Romans employed snow for drink cooling. Cold mutes, warmth elevates, unveiling the nuanced palette of each concoction. Temperature takes center stage, influencing sensory impressions and flavour balance. Ice, a cocktail cornerstone, does more than chill—it contributes to dilution. The rate at which ice melts adds a suspenseful element, impacting the strength and balance of a cocktail. Discover how the interplay of temperatures can transform your cocktail experience.



## **Lombardi's** 15.7%

pisco, chili liqueur, capsicum, lime

*spiced, subtle sweetness with an herbaceous quality*

*"garnished with a torched mozzarella soaked with basil vodka"*



## **The Tribune** 21.4%

aged rum, sherry wine, bitter vermouth, bergamot

*a contrast of warm and cold on the palate, with enticing bitterness*



## **Ravenscroft Remedy** 17.8%

champagne, chardonnay vodka, red wine aperitif, olive

*savoury with a clean edge, balanced by a hint of smoke*



**Silver Bullet** 19.8%

english gin, japanese vodka, rosé verjus, lime, ylang-ylang  
*fragrant blooming florals, bold and bracing*

"A variation of the Vesper Martini - a captivating history intertwined with the iconic character James Bond. This cocktail made its debut in Ian Fleming's first James Bond novel, "Casino Royale," published in 1953."



**Thirsty First** no alcohol

n/a london dry gin, n/a spiced spirit, lemon saccarum, peach oolong  
*the essence of a gin & tonic, crisp and refreshing*

**To shake or to stir?** shaking vigorously combines the elements, chills the drink quickly, and incorporates air, resulting in a light and frothy concoction. On the other hand, stirring gently with ice preserves the character of the liquor, prevents over-dilution, and creates a smooth, velvety mouthfeel.



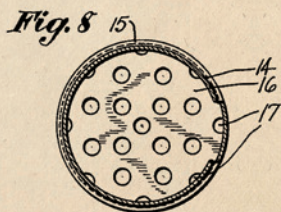
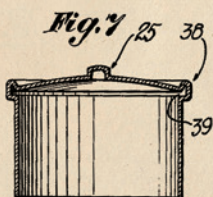
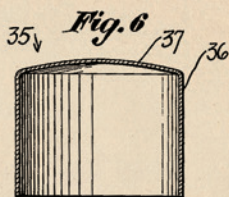
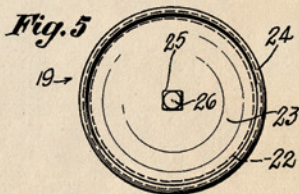
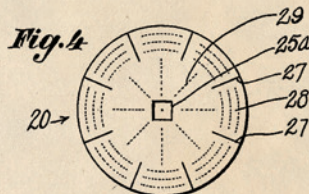
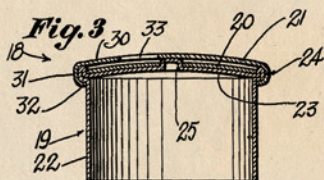
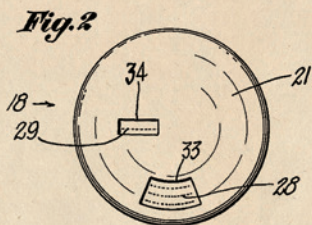
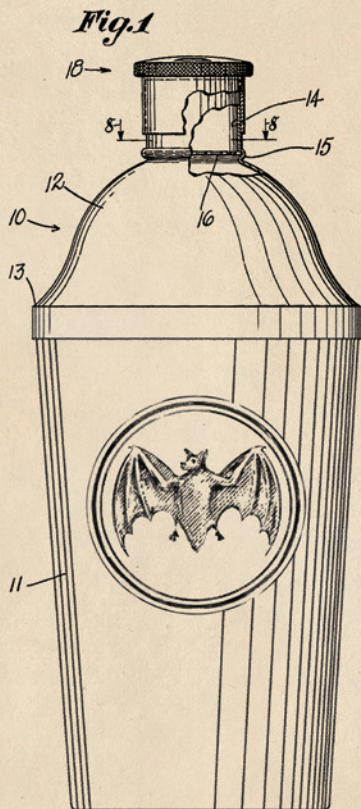
Aug. 24. 1937.

H.C. GESSLER

2,090,998

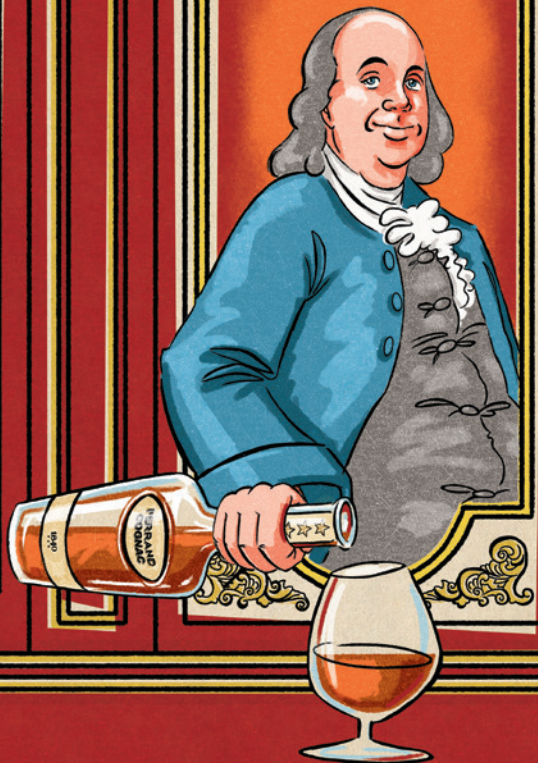
COCKTAIL SHAKER

Filed Sept. 27, 1935



Patent Of Cocktail Shaker, 1937

• BENJAMIN FRANKLIN •



# REVOLUTIONARY *Tastes*



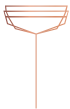
# WASHING

The origins of milk punch trace back to the 17<sup>th</sup> century, with early variations appearing in British and American households. The process involves adding milk to a cocktail mix, causing the proteins to coagulate. After allowing the mixture to rest, it is strained, resulting in a clear liquid. In the 21<sup>st</sup> century, a similar process combines fat with a spirit, allowing them to meld before freezing the mixture to solidify the fat. Subsequently, the fat is filtered out, leaving a spirit enriched with its unique flavours.



## **Golden Scarab** 10.3%

english gin, bianco vermouth, clarified almond milk, spiced tea, orgeat  
*sweet, warming spice with hints of almond*



## **Enfleurage** 15.3%

vanilla butter washed english gin, vino amaro, jasmine geranium, citrus  
*a decadent explosion of flavour, bold and floral*

"Enfleurage, a centuries-old art in perfume-making, akin to an early form of infusion, gently preserves the essence of delicate flowers without heat, crafting a timeless fragrance."



**Electric Club** 34%

hazelnut clarified butter rum, herbal liqueur, sherry, chocolate  
*a blend of smouldering oak and sweet caramel*

*"The byproduct resulting from the clarified butter rum is ingeniously repurposed in crafting the caramel fudge garnish."*



**The Wicked Trio** 10.8%

champagne, cognac, strawberry cream clarified milk, black lemon  
*captivating with a distinct dried fruit character*



**Prohibition Plot** no alcohol

clarified avocado milk, mango, agave, lime  
*a twist of sour, and a whisper of mild pepper*

**Preservation** before refrigeration was widely available, the addition of milk served as a preservation method for mixed drinks. The milk's proteins did a little dance, clarifying the drink and making it last on the shelf.

## MILK PUNCH *by* MARY ROCKETT



### RECIPE

- 1 **A**DD two gallons of hot milk to a gallon of brandy, five quarts of water, eight lemons & two pounds of sugar.
- 2 Let the mixture sit for an hour, then strain it through a flannel bag.



• BOTANIST •



1. Apple Mint (*Mentha x villosa*)
2. Birch leaves (*Betula pubescens*)
3. Sweet Chamomile (*Chamaemelum nobile*/*Anthemis nobilis*)
4. Creeping Thistle flowers (*Cirsium arvense*)
5. Elderflowers (*Sambucus nigra*)
6. Whin Gorse flowers (*Ulex europaeus*)
7. Heather flowers (*Calluna vulgaris*)
8. Hawthorn flowers (*Crataegus monogyna*)
9. Lady's Bedstraw flowers (*Galium verum*)
10. Lemon Balm (*Melissa officinalis*)
11. Meadow Sweet (*Filipendula ulmaria*)
12. Peppermint leaves (*Mentha x piperita*)
13. Mugwort leaves (*Artemisia vulgaris*)
14. Red Clover flowers (*Trifolium pratense*)
15. Sweet Cicely (*Myrrhis odorata*)
16. Bog Myrtle leaves (*Myrica gale*)
17. Tansy (*Tanacetum vulgare*)
18. Thyme leaves (*Thymus vulgaris*)
19. Water Mint leaves (*Mentha aquatica*)
20. White Clover (*Trifolium repens*)
21. Wood Sage leaves (*Teucrium scorodonium*)
22. Spearmint/Garden mint (*Mentha spicata*)

# INFUSION

The ancient art of infusion, rooted in cultures like China and Egypt, involves extracting flavours by steeping ingredients in a liquid. In the world of gin, botanical infusion has remained at the heart—the masterful blending of juniper berries with other botanicals is central to the spirit’s distinct flavours. The possibilities within this technique are as varied as the imaginations of those incorporating herbs, spices, and spirits. Infusion continues to serve as an inexhaustible wellspring of inspiration for bartenders in the realm of cocktails.



## **Echo of Eras** 11.9%

fig infused sherry, mezcal, elderflower, almond, cream  
*luscious, smokey with strong earthy spirit*



## **218 West** 22.1%

english gin, melon vodka, red currant infused dry vermouth, cardamom  
*intricate layers of aromatic spice, with a tart edge*



## **The Debutante** 7.5%

champagne, cherry infused scottish gin, belgian red ale, absinthe  
*alluring rouge, complex and multi-layered*



### **Lunchtime Cocktail** 21.8%

black pepper infused vodka, clarified tomato, bianco vermouth, habanero  
*dry with robust tomato richness*

"Imagine a Martini with the bold spirit of a Bloody Mary, an iconic cocktail that emerged in the Roaring Twenties, possibly birthed in the vibrant streets of Paris or the energetic scene of New York."



### **Age of Discovery** no alcohol

raspberry infused n/a aperitif, vanilla passionfruit, citrus  
*silky sweet, tart and beautifully vibrant*

**Time** a paramount factor in the art of infusion - wields a profound influence over the flavour profile of the ultimate spirit or syrup. Short infusions, calibrated for potent elements like spices, execute a swift and intense extraction, while extended infusions, a preferred technique for working with fruits, herbs, or botanicals, grant the necessary time for a leisurely and intricate flavour development.



# HENDRICK'S INFUSERS, &c.



No. 1

No. 1595.



No. 2

No. 1596.



No. 1610.



No. 1603.



No. 1609.



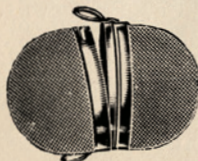
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No. 1612.



THE BON VIVANT'S COMPANION

OR

# *How to Mix Drinks*



*Professor Thomas Preparing a Gin & Tonic*

BY PROFESSOR JERRY THOMAS

*Formerly Principal Bartender at the Metropolitan Hotel,  
New York, and at the Planters' House, Saint Louis*

*Edited, with an Introduction and Notes, by*

HERBERT ASBURY

*author of*

THE GANGS OF NEW YORK

ALFRED A.  
KNOPF



PUBLISHER  
NEW YORK





# GIN & TONICS

The peerless G&T. An iconic refresher that evolved from a British colonial staple to a contemporary favourite.

## ATLAS G&T

ATLAS' very own gin, ATLAS tonic, lemon

*a lively and cheerful traditional favourite - reimagined*

## Gin Tonica

modern gin, blood orange & elderflower tonic, grapefruit, rosemary

*a fresh, herbaceous ode to spain, where gin and copa reign*

## ATLAS Orange G&T

ATLAS' collaboration orange gin, mediterranean tonic, orange

*vibrant and aromatic, with subtle hints of orange blossom*

## Old Tom & Tonic

italian old tom gin, rhubarb tonic, orange, thyme

*earthy and adventurous with notes of juniper & citrus*

## Sloe & Tonic

english sloe gin, elderflower & cucumber tonic, lime, juniper berry

*tart and bitter, a decadent english interpretation*

## Barrel-Rested G&T

barrel-rested gin, royal botanic tonic, orange, cinnamon

*elegantly rich and bold with the warmth of oak*



## Bartender's Choice G&T

Feeling adventurous or love surprises?

a rotating line-up of highlights curated by our team

\* denotes ATLAS classics

## Priestley's Company 28.7%

*gin, orange liqueur,  
rosé aperitif, vetiver*

pg 5

## ATLAS Espresso Martini\* 22.8%

*vodka, coffee liqueur,  
espresso, cinnamon, cream*

pg 25



## Lunchtime Cocktail 21.8%

*vodka, clarified tomato,  
habanero, vermouth, pepper*

pg 18

## ATLAS Gimlet\* 16.6%

*gin, fino sherry,  
triple citrus cordial, lime, salt*

pg 26

## Prohibition Plot no alcohol

*clarified avocado milk, mango,  
agave, lime*

pg 14

## Thirsty First no alcohol

*n/a gin, n/a spiced spirit,  
lemon saccharum, peach oolong*

pg 10



## ATLAS Martini\* 31.2%

*gin, vermouth, orange bitters,  
champagne vinegar*

pg 25

## Orange Blossom Martini\* 28%

*gin, vermouth, chocolate bitters,  
mint*

pg 25



## Jubilee Royale 18.8%

*champagne, shiraz gin, rum,  
raspberry, black lemon*

pg 6

## Ravenscroft Remedy 17.8%

*champagne, chardonnay vodka,  
red wine aperitif, olive*

pg 9

## ATLAS French 75\* 15.5%

*gin, lemon, peach, salt,  
champagne*

pg 26

## The Wicked Trio 10.8%

*champagne, cognac, black lemon,  
strawberry cream clarified milk*

pg 14

GIN & TONICS - pg 21

# COMPENDIUM

% - alcohol by volume

## **Electric Club** 34%

*hazelnut clarified butter rum,  
herbal liqueur, sherry, chocolate*  
pg 14

## **ATLAS Old Fashioned\*** 23.6%

*blended scotch, whiskey,  
px sherry, riesling, orange bitters*  
pg 26

## **Lombardi's** 15.7%

*pisco, chili liqueur, capsicum,  
lime*  
pg 9

## **Echo of Eras** 11.9%

*fig infused sherry, mezcal,  
elderflower, almond, cream*  
pg 17

## **Boterismo Fizz** 18.7%

*cognac, calvados, white port,  
cacao, vanilla, ginger ale*  
pg 6

## **Silver Bullet** 19.8%

*gin, vodka, rosé verjus, lime,  
ylang-ylang*  
pg 10

## **The Debutante** 7.5%

*champagne, cherry infused gin,  
red ale, absinthe*  
pg 17

## **The Exposition** 26.4%

*mezcal, bourbon, bitter liqueur,  
angelica, pineapple*  
pg 5

## **The Tribune** 21.4%

*rum, sherry, bitter vermouth,  
bergamot*  
pg 9

## **Enfleurage** 15.3%

*vanilla butter washed gin, vino  
amaro, jasmine geranium, citrus*  
pg 13

## **218 West** 22.1%

*gin, melon vodka, cardamom,  
red currant infused vermouth*  
pg 17

## **Temperance Crusade** no alcohol

*clarified tomato, rosemary,  
oyster leaf*  
pg 6

## **Golden Scarab** 10.3%

*gin, vermouth, spiced tea,  
clarified almond milk, orgeat*  
pg 13

## **Age Of Discovery** no alcohol

*raspberry infused n/a aperitif,  
vanilla passionfruit, citrus*  
pg 18



# ATLAS

One Dollar a Copy

JANUARY 1947

Ten Dollars a Year



# MARTINI CLASSICS

**E**rnest Hemingway once wrote, “I’ve never tasted anything so cool and clean... They make me feel civilised.” At its core, the Martini is gin (or vodka), vermouth, and a dash of bitters finished with a twist. This deceptively simple elixir has been a point of fascination and an invitation for innovation for generations of bartenders.

## **ATLAS Martini** 31.2%

ATLAS’ very own gin, ambrato vermouth, orange bitters, champagne vinegar  
*strong, cold, floral, with a little lick of the wild*

## **Orange Blossom Martini** 28%

ATLAS’ collaboration orange gin, blanc vermouth, chocolate bitters, mint  
*herbaceous with hints of chocolate and orange*

## **ATLAS Espresso Martini** 22.8%

french vodka, coffee liqueur, espresso, cinnamon, cream  
*creamy, bold, with a lift of caffeine*



## **AN ATLAS SUITE**

Enjoy all three modern adaptations of the iconic Martini in one flight

three petite martinis

# CLASSICS

The enduring popularity of these cocktails lies in their adaptability, inviting bartenders to showcase creativity while honouring the foundational principles of cocktail craftsmanship. Classics such as the French 75, crafted to mark the end of World War I, the 19<sup>th</sup>-century Old Fashioned, with its roots in the gentlemen's club of old, and the naval-rooted Gimlet stand as a testament to the skill of bartending.



## ATLAS French 75 15.5%

london dry gin, lemon, peach, salt, champagne

*bright, elegant and vivacious, a stone fruit twist on the classic*



## ATLAS Gimlet 16.6%

scottish gin, fino sherry, triple citrus cordial, lime, salt

*refreshingly tart with a dash of saline*



## ATLAS Old Fashioned 23.6%

blended scotch, smokey whiskey, px sherry, riesling, orange bitters

*a smokey, spiced tribute*





**AT YOUR SERVICE**  
*Purveyors of the Finest Cocktails*





# ATLAS VINTAGE

A tale of a bygone age of glamour, enjoy the finest vintage spirits from the ATLAS collection in timeless cocktails. Celebrate gin antiquity, infused with the contemporary soul of ATLAS.

## Vintage Martini

gin from the decade of your choice, mixed to your specifications  
*travel back in time to taste gins from the dawn of the 20th century,  
through the interbellum and into modern times*

1910s

1940s

1970s

1920s

1950s

1980s

1930s

1960s

1990s

## Vintage Negroni

1930s london dry gin, italian sweet vermouth, vintage campari  
*a spirited iteration of count camillo negroni's cocktail of choice*

## Vintage White Lady

1960s london dry gin, vintage cointreau, lemon  
*a delicate spectre, that packs a citrus punch*

“THE CHARM OF HISTORY AND ITS ENIGMATIC LESSON CONSIST  
IN THE FACT THAT, FROM AGE TO AGE, NOTHING CHANGES AND  
YET EVERYTHING IS COMPLETELY DIFFERENT.”

– Aldous Huxley

# ATLAS GIN TOWER

## FROM MEDICINAL ELIXIR TO ICONIC SPIRIT



### TO BEGIN YOUR GIN JOURNEY, PLEASE ASK FOR THE ATLAS COLLECTIONS MENU

Navigate the Gin & Tonic wheel on the following page, and pair your tonic with a gin that perfectly complements your distinguished taste.

#### I

##### **Decode Your Desire**

select your preferred flavour profile

#### II

##### **Choose Your Tonic**

discover the perfect fizz to fuel your gin excursion

#### III

##### **Select Your Gin Profile**

delve into the ATLAS gin collection

### GIN TOWER EXPERIENCE

Journey up the ATLAS Gin Tower for an up-close look at the remarkable ATLAS Gin Collection. Led by one of our talented bartenders as your intrepid guide, you will handpick a gin of your choice - enjoy a tasting and presentation of your chosen gin, followed by a custom paired G&T.

starts from 100 per guest, two guest minimum

*limited availability, reservations encouraged  
for more information, please approach a member of our team*



# THE CULTURE OF DRINKING: TOASTS, CHEERS, AND REVELRY

The tradition of raising glasses and toasting likely originated as a symbolic act to ensure the safety and goodwill of those partaking in the drink.

Early traces of the tradition back to ancient Rome, where hosts would drink first to demonstrate that the drink was not poisoned. This act of mutual trust evolved into a social custom, with the clinking of glasses becoming a way to exchange a small amount of each drink to ensure no foul play.

As we skip through time to medieval England, the term “toast” takes on a literal twist. Spiced or charred bread was placed in drinks to enhance flavour, and this “toast” was lifted and eaten after the beverage was consumed.

In its evolution through the 17<sup>th</sup> and 18<sup>th</sup> centuries, toasting became a more elaborate affair, complete with formal ceremonies and specific incantations for every occasion. The sound of clinking glasses also took on significance, with the notion that it drove away evil spirits and invited good fortune.

The tradition continued to evolve across cultures and eras, adapting to social customs and etiquette. Cheers to the ages, where every drink tells a tale!

“WE’LL DRINK TO THE FRIENDS WHO WILL  
US WELL,  
SO FILL TO THE BRIM AND TOAST ‘EM;  
AND IF THERE BE THOSE WHO WISH  
US ILL—  
WHY, NOW IS THE TIME TO ROAST ‘EM”

– A toast from the early 20<sup>th</sup> century





## BARLEY & HOPS

A sharp selection of classic beers, a mix of the old and the new.

<b>Pilsner Urquell from the Tap</b> 4.4%	450 ml
<i>fragrant with flowery, herbal hop aromas</i>	
<b>Jaipur IPA</b> 5.9%	330ml
<i>enticing bitterness with a slight sweetness</i>	
<b>St. Bernardus Wit</b> 5.5%	330ml
<i>spiced, fruity, and a touch of sweet orange</i>	
<b>Duchesse de Bourgogne</b> 6.0%	330ml
<i>ruby red hue, sweet with dark berry fruit</i>	
<b>Saltaire Triple Chocolate Stout</b> 4.8%	500ml
<i>clean and rich with a chocolate kick</i>	
<b>St. Bernardus Tripel</b> 8.0%	330ml
<i>complex and rich, blonde with velvety-soft head of froth</i>	

“

“BEER, IF DRANK WITH MODERATION, SOFTENS THE TEMPER,  
CHEERS THE SPIRIT, AND PROMOTES HEALTH.”

– Thomas Jefferson





## SODAS, TONICS & FRUITS

Perfect companions to our spirits or refreshing on their own.

### SOFTS

Coca Cola Original / Light / Zero

East Imperial Ginger Beer / Thai Dry Ginger Ale

London Essence Soda Water

Sprite

### TONICS

East Imperial ATLAS Tonic Water / Yuzu / Royal Botanic

Ekobryggeriet Rhubarb

Fever Tree Mediterranean

Franklin & Sons Elderflower & Cucumber / Mallorcan

London Essence Grapefruit & Rosemary / Blood Orange & Elderflower

Thomas Henry Pink Grapefruit

### JUICE

Fresh pressed Orange / Grapefruit / Pineapple / Apple

### MINERAL WATER

Perrier, 750ml

Aqua Panna, 750ml

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### ATLAS WATER

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Committed to reducing our carbon footprint, our in-house filtered water is pure and mineral-rich. Enjoy free-flow still and sparkling water for \$2 per guest, with a portion donated to local & global charities.



## LEAVES, OOLONGS & TISANES

A selection of classic and exotic teas from around the world.

### **The ATLAS Art Deco Blend**

*blended just for us, a fine black tea incorporating dry gin botanicals*

### **Royal English Breakfast**

*a vibrant blend of milima, kenilworth and assam dejoo*

### **Regal Earl Grey**

*premium mild tea blended with organic vanilla & bergamot*

### **Aromatherapy In A Cup**

*an infusion of flowers and mint with sweet lemon balm*

### **Red Rooibos**

*natural sweet and earthy tones, rooibos and delicate lemon verbena*

### **Hojicha Green**

*toasty, malty notes with a hint of caramel on the palate*

### **Lychee Rose Black**

*a lively blend of lychee and ceylon black tea, with fruity and floral notes*

### **Peach Green Oolong**

*a blend of green tea and peach notes with overtones of hibiscus*

### **Milk Oolong**

*a tea cultivar with delicate aromas of milk, without the dairy*





## BEANS, CHAI & CHOCOLATE

Proudly roasted in Singapore by Liberty Coffee, the “Speakeasy” blend is full-bodied with a dark chocolate base note and complex bittersweetness.

Espresso

Long Black

Piccolo Latte

ATLAS Gibraltar

Flat White

Latte

Cappuccino

Mocha Latte

Iced Long Black

Iced White

Iced Mocha

Hot Chocolate

Seven Spice Chai Latte

Additional Espresso Shot

Soy or Oat Milk

YOU'VE COME TO THE END

THE WALLS HAVE EARS

MAY THEY HEAR NOTHING HERE  
BUT LOUD LAUGHTER