

imbibe

LIQUID CULTURE

THE
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CELEBRATING A DECADE OF IMBIBING.

In 2006, the notion of launching a magazine devoted entirely to drinks was novel, and even risky. But the past decade has been one for the history books, with surges of growth and consolidation in the worlds of spirits, beer and coffee, an evolving understanding among wine drinkers of what to seek out and to value, and cocktails and craft distilling going supernova. Ten years in, we're blowing out our birthday candles with this special issue of *Imbibe*. Join us for a toast, and an exploration of many of the major milestones from the past decade of drinks.

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2006

TED HAIGH

Author, *Vintage Spirits and Forgotten Cocktails* (Quarry Books 2004), and *Imbibe's* first columnist

"In 2006, I was just getting my head around the cocktail resurgence's dramatic expansion. So many of the objectives I'd been listing as building blocks of a cocktail revival were coming to fruition: the resurrection of dead ingredients; the re-importation of still more; bitters were showing more life than in the past 70 years; rye whiskey was returning. Bars with sincere respect for the cocktail were popping up all over, allowing me to sample the drinks I helped revive (and without the need for a lengthy explanation).

Today, we face a tidal wave of cocktail choices and venues. We've learned our way back to a world of potions and how to serve them—now we have to grow into the maturity of valuing them. Cocktails may not always remain new and edgy, but they ought to remain valued as familiar, obtainable luxuries, inspiring creativity and comfort in our lives."



Beverage Alcohol Resource (BAR) launches its first comprehensive bar-education seminars in New York City, under the leadership of **Andy Seymour, F. Paul Pacult, David Wondrich, Steve Olson, Doug Frost** and **Dale DeGroff** (pictured above, from left to right).

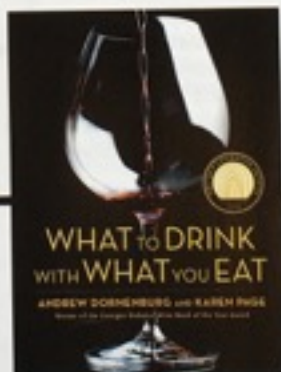
A fire in a hop warehouse in Yakima, Washington, destroys a significant percentage of the **American hop supply**.

Minnesota-based **Haus Alpenz** expands availability of esoteric cocktail ingredients long-absent from the U.S. market.

Portland, Oregon-based **House Spirits** introduces **Aviation Gin**, the first in a new wave of craft spirits to gain a large-scale audience.



Debut of leading cocktail bars including **Bourbon & Branch** in San Francisco, **Hawksmoor** in London, and **Bramble** in Edinburgh.



Andrew Dornenburg and Karen Page publish **What to Drink with What You Eat**, pulling drinks into the culinary mainstream.

Imbibe magazine debuts; the inaugural issue features a profile of **Ted Haigh**, aka "Dr. Cocktail." Haigh becomes *Imbibe's* first regular columnist, with a column focused on cocktail history.