

Volume 1, Issue 1

Tuesday, May 1, 2012

LIV LAF LUV

LIV Lounge Aksarben Village
2279 S 67th Street
Omaha NE 68106
liv@livlounge.com
402.884.5410

Inside this issue:

Drink & Think Pub Quiz 1,2

Ted Turns 3! LIV Lounge Celebrates 3 Years 1,3

Feature Employee Jay Scarborough 2

Featured Cocktails: Mint Julep LIV Island Iced Tea 3,4

Upcoming Stinson Park Events 4

Fun LIV Facts 4

JOIN US ON FACEBOOK! 4

LIV LOUNGE

Drink & Think

PUB QUIZ

Every other Thursday

Next Pub Quiz is May 17th

8-10pm

Up to 5 Team Members

FREE BAR TAB FOR WINNING TEAM

May 17, 31

June 14, 28

July 12, 26



Ted's Third Birthday Celebration

It's that time again! Ted and LIV Lounge are turning 3 in May! For those of you that have been with us from the start, you remember when Aksarben Village consisted of LIV Lounge, Security National Bank and Wohlners. We want to thank you for helping us make it this far and join us in celebrating three wonderful, eventful years. Look for details on page 3.



SAVE THE DATE: Ted's Birthday Party, Thursday May 10



Jay Scarborough

Feature Employee Jay Scarborough

If you are a friend of LIV, you are a friend of Jay.

It's no surprise that when asked who his favorite customers at LIV are, Jay's answer was that there "are too many to list here but they know who they are." That probably includes almost all of you that have interacted with him here. Jay has speed, skill and accuracy, but no doubt his most amazing asset as a bartender is his personality and relationships with people. He can make you laugh, listen to your stories, talk about many different subjects and make you a great cocktail while making

you feel that he truly enjoys serving it to you, which he does.

Raised in Council Bluffs, Jay bartended in Chicago and on a cruise ship before moving back to Omaha in 2008. Responding to a Craigslist ad before LIV opened, Jay was hired immediately for his obvious love of the industry and his creative energy and outgoing personality. He quickly became one of our top bartenders and eventually it just became a habit to refer to him as "our number one bartender." In 2010 he was named the

Howie Elliot Bartender of the Year (Omaha's Best Bartender). In just over a month Jay will be relocating to Chicago to pursue his dream of becoming a photographer. He plans to continue bartending while finishing his degree in photography and says that bartending is in his blood and he will do it for as long as he can.

Jay will be missed but not forgotten at LIV Lounge. We wish him the best in all his endeavors and know that he will be as successful in photography as he has been behind the bar at LIV.

Howie Elliot
Bartender of the Year
2010

In Jay's Own Words

What's your favorite drink at LIV? PBR with a lime, Sailor Jerry & Coke, Moscow Mule

What did you learn at LIV? How important cocktail making can be. It's more than just getting drinks out as fast as you can, but also about accuracy.

What was the most rewarding thing about working at LIV? Meeting so many great people! I've really been blessed with the friends I've made. I will miss all my friends and the great people that make LIV a great place to work!

Get your Jay made Jay's Mojitos while you still can! Bring this coupon in while Jay is working and get \$2 off Jay's Mojito!



Valid Summer 2012

LIV Hosts First Pub Quiz

Drink & Think
FREE BAR
TAB FOR
WINNING
TEAM

Thursday, April 19th, LIV Lounge held our first "Drink & Think" Pub Quiz. Hosts Amy Hiddleston and Pat "Saul" Dekay kept the participants riveted and entertained with their humorous questions and antics.

10 teams participated, including a team made up of our own bartender Jay Scarborough and our premier mixer DJ Nater.

Of course LIV regulars (and

Omaha trivia regulars) Betsy and John won the big prize and LIV paid their very large bar tab.

One spectator (yes there were spectators!) commented "I think Saul is willing to do just about anything to make these interesting."

Join us on Thursdays for a great time and a chance to win all your drinks for free!

Every Other Thursday

Next Pub Quiz
May 17th

8-10pm

Up to 5 Team Members

Featured Cocktail: Mint Julep

The traditional beverage of Churchill Downs and the Kentucky Derby for nearly a century.

Said to have been first concocted in the 18th Century, the first printed reference of a mint julep came in a book by John Davis published in London in 1803. Davis described it as "a dram of spirituous liquor that has mint steeped in it, taken by Virginians of a morning." The traditional recipe as served at the famous Old White, a barroom in Virginia, described "...[the scent of] great masses of fragrant mint that lay upon mountains of crushed ice, in the olden days were created the Mint Julep and the Virginia

Toddy, for which this place was famous the world over." The drink referenced here was made with pure French brandy, limestone water, old-fashioned cut-loaf sugar, crushed ice and fresh mint.

Kentucky Senator Henry Clay introduced the drink to Washington D.C., at the Round Robin Bar in the famous Willard Hotel, during his residence in the city. Americans enjoyed not only bourbon based juleps during the nineteenth century, but also gin based juleps. In modern times the drink is considered to be a

bourbon drink only. Traditionally served in a silver or pewter cup with a copper core, the bartender would swiftly stir the mixture to add froth and frost over the cup. One description of the original making of the Mint Julep describes Southerners simply trying to find ways to cover up the poor quality whiskey they were making without aging or innovation... Clearly mint and sugar did the trick, covering up both the smell and the harsh taste of the un-aged whiskey.

We recommend a Woodford Reserve Mint Julep for a smoother, more sophisticated cocktail.



The term 'julep' is generally defined as a sweet drink, particularly one used as a vehicle for medicine. The word itself is derived from a Persian word meaning "rose water".

Primary Alcohol: Bourbon
Served: On Rocks
Garnish: Mint Leaves

Glassware: Highball,
Traditionally served in a pewter or silver-plated cup

Ingredients: Bourbon, Simple Syrup (equal parts Sugar & Water), Mint Leaves

Preparation: Lightly muddle one mint leaf and simple syrup, fill glass with ice, add bourbon, garnish with mint

Make It At Home

Happy Birthday



LIV Lounge is celebrating

Ted's 3rd Birthday!

Thursday May 10, 2012

ALL NIGHT!

Private party 7:00 p.m. -9:00 p.m.

LIV Lounge

2285 South 67th Street



LIV To Celebrate!

For LIV Lounge regulars, please visit LIV to pick up an invitation to the private anniversary reception from 7-9 pm May 10. The invite gets you and a guest each a free cocktail and appetizers. You can also request an invite by emailing liv@livlounge.com.

Who is Ted?

Jay said it best... "Ted is like Big Brother watching over us." Saved from a western-themed wedding store, Ted has looked over us since opening day. He loves to watch and listen to people and people love him in return. Yes, Ted is the zebra! He was named Ted before he came to LIV but he was given the surname Rubell in honor of Steve Rubell, co-owner of Studio 54.

On the web at livlounge.com

LIV Lounge
Akarben Village
2279 South 67th Street
Omaha , NE 68106

Phone: 402.884.5410

E-mail: liv@livlounge.com



LIV is not an ordinary bar. We believe that cocktails are an experience of flavors, scents and history to be shared with old friends and new acquaintances. For some it is finding that one cocktail that offers comfort and lifts their mood. For others it is the pleasure of experiencing a new savory concoction.

LIV's menu includes 54 Classic pre-war cocktails & 54 original Craft cocktails, all of which are made with the finest ingredients. While other bars offer corn syrup mixes and artificial flavors, at LIV we endeavor to use only the freshest, locally-sourced ingredients—organic fruits & juices, homegrown mint and our own artisanal syrups and infusions. Our back bar is well-stocked with a wide selection of tried and true, the historically important and the best of new liquors. If you enjoy cocktails, you will love LIV.

We invite you to enjoy all that LIV strives to embody—Great cocktails, friendly staff and a refined, comfortable setting. LIV It Up!

Fun Facts

In 2011 we sold 3098 Moscow Mules, making it by far our number one selling cocktail.

The name "LIV" is the Roman Numeral "54".

We have 3 employees that have been with us from opening day in May 2009...Jay, Jordan and Tana.

LIV has had 74 employees: 13 with names starting with the letter "M" and 12 with the letter "A". (That's more than 1/3rd of the staff. How many can you remember?) There have been 3 Matts, 2 Andrews, 2 Jareds, 2 Jeffs, 2 Kathryns, 2 Kelleys, 2 Kristinas, 2 Laurens, 2 Nicoles, 2 Roberts and 2 Ryans.

Upcoming Stinson Park Events

Friday	May 5	AHA Heart Walk 8am to Noon
Friday	May 5	Concert Taxi Driver 7pm to 10pm
Saturday	May 12	Arthritis Foundation Walk 8am to Noon
Saturday	May 12	Concert HiFi Hangover 7pm to 10pm
Fri & Sat	May 18 , 19	Urban Events Beer Fest 4pm to 8 pm
Saturday	May 26	Concert Lemon Fresh Day 7pm to 10 pm

LIV To Party!

Think of us for your next party or event. We love surprise birthday parties, office happy hours, graduation parties, bachelorette parties and more.. we will go out of our way to take care of you and your guests and make sure you have a great time.

Call us at 402.884.5410 or e-mail liv@livlounge.com

Join us on Facebook!

**"Like" LIV Lounge
on Facebook
and receive \$1 off
your next drink at
LIV. Just show the
bartender your phone
or ask us to verify that
you like us!**

Featured Craft Cocktail: LIV Island Iced Tea

Malibu Rum, Raspberry
Vodka, Gin, Triple Sec,
Coke & Sour Mix, Served
Over Ice,



GET YOUR
ISLAND ON™

