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**FOR IMMEDIATE RELEASE**

**Bathtub Gin, Beloved Chelsea Speakeasy Bar Now Celebrating**

**Its Ninth Anniversary, Pivots Its Business with****Cocktails-to-Go**

**and a Groundbreaking Chef Collaboration**

*Having Served 2.5 Million Cocktails to 1 Million Guests as a Vibrant, Prohibition-Inspired Cocktail Destination, It Pioneers a “Hidden” Bar in an Outdoor Setting*

**NEW YORK, Sept. 2, 2020**—Bathtub Gin, the beloved Chelsea speakeasy bar hidden behind a coffee shop, today announces its ninth anniversary by pivoting with cocktails-to-go and a groundbreaking collaboration to help New York City chefs during this challenging time. Having served 2.5 million cocktails to 1 million guests since opening, the wildly popular bar is now transporting the speakeasy experience to the outdoors in compliance with social distancing.

Bathtub Gin is the brainchild of bar visionary Dave Oz, who brought craft cocktails to Chelsea in a high-energy, free-spirited way that paid homage to the Prohibition era. While the bar serves a broad selection of spirits, on its ninth anniversary Oz is setting a goal of making Bathtub Gin a top gin bar in New York City and eventually the U.S. and globally.

“Nine years is a lifetime for a New York City bar, and we are proud to be an integral part of the city’s social fabric, especially during these unprecedented times,” says Dave Oz, Owner, Bathtub Gin. “As we navigate the challenges of the pandemic, we are analyzing every aspect of our business, from how we make our cocktails to how we serve them. We are steadfast in our commitment to making Bathtub Gin a renowned destination for gin aficionados and cocktail lovers of all persuasions. Bathtub Gin is much more than a bar, it is a brand and a lifestyle.”

**The Mixological Wizard Behind Bathtub Gin**

Oz is joined in his quest by Head Bartender & Beverage Director Brendan Bartley, an Australia-born fellow gin enthusiast and the mixological talent behind the bar’s famed cocktail program. The bar boasts a wide range of cocktails inspired by old-school recipes, blending fine spirits with fresh fruits, juices and a variety of housemade syrups, infusions and tonics, and a notable selection of exuberant *Gin & Tonics*. Following a distinguished bartending career down under, Bartley most recently led the cocktail program at Bathtub Gin’s adjoining sister bar, The 18th Room, where he took sustainable ingredients and methods to new heights.

**Individual Cocktails Passed Through a Coffee Shop Window**

Since the pandemic, Bathtub Gin has used its coffee shop pass-through window for serving cocktails ($12), both to stay and drink at its outdoor tables or to-go. They include:

* ***Millionaire #4*** - Santa Teresa Rum, sloe gin, apricot brandy, lime
* ***Southside*** - Nolet’s Gin, lime, mint, green tea
* ***BTG Spritz*** - Rockey’s Milk Punch, parfait amour liqueur, prosecco, lemon, saline
* ***Bee’s Toes*** - Aberfeldy Whisky, honey, ginger, lemon
* ***Passion of the Negroni*** - Bombay Gin, Sirene Amaro, vermouth, St-Germain Elderflower Liqueur, passion fruit
* ***If You Like Piña Colada*** - NEO Facundo Rum, pineapple, coconut, lime, green tea, baking spices
* ***The 18th Room Sangria*** - Wine, Santa Teresa Rum, seasonal fruits, spices
* ***Watermelon Margarita***(Slushie) - Tequila, housemade watermelon syrup, fresh watermelon juice, dry vermouth, lime citric acid
* ***Frosé*** (Slushie) - Rosé, sauvignon blanc, Nolet’s Gin, housemade strawberry syrup, lemon citric acid

**Elegant Bottled Cocktails: To-Go and Delivery**

Bathtub Gin now offers elegant bottled cocktails-to-go ($33 each, serves 3 to 4) and for delivery via Caviar or Bathtub Gin’s website, which include:

* ***Lime-Less Margarita*** - Aldez Blanco Tequila, agave, citric acid
* ***Passion of the Negroni*** - Bombay Gin, Sirene Amaro, vermouth, St-Germain Elderflower Liqueur, passion fruit
* ***If You Like Piña Colada*** - NEO Facundo Rum, pineapple, coconut, lime, green tea, baking spices
* ***Peanut Butter Old Fashioned*** - Peanut butter fat-washed Glyph and Maker’s Mark Whisky, cacao sweetener, chocolate bitters
* ***Pisco with Purpose*** - Caravedo Pisco, bergamot liqueur, citric acid (all proceeds to benefit the NAACP)
* ***Espresso Martini*** - Ketel One Vodka, coffee, cacao, hazelnut liqueur
* ***The 18th Room Sangria*** - Wine, Santa Teresa Rum, seasonal fruits, spices
* ***Nailed It*** - Carrot-infused Starward Whisky, Craigellachie Whisky

**Creating a Speakeasy Bar Outside on a Manhattan Street**

One of the key challenges during COVID-19 has been to transform a hidden speakeasy into an outdoor bar. Given the coffee shop in the front, the “hidden” concept is maintained, since it appears that only coffee and pastries are being sold. However, individual cocktails served in proper glassware are dispensed as well. With the addition of elegant tables, music and a refined streetside enclosure, Bathtub Gin is flourishing in a way that stays true to its brand DNA.

**A Third Wave Coffee Shop and an Inventive Aussie Chef**

As an integral part of its concept, Bathtub Gin is hidden behind Stone Street Coffee Company, a Third Wave coffee shop by day that offers a variety of expertly brewed beverages, pastries and muffins. Its coffees also find their way into the bar’s *Espresso Martinis*. The program is led by Bathtub Gin’s Chef Jyoti Bindu, who was introduced to Oz by fellow Aussie Bartley. The self-taught chef previously helmed a vegan cafe in Australia, following stints at Copenhagen’s Amass and Relæ.

**A Pioneering Collaboration with Executive Chef NduvoAkim Abdus-Salaam**

With the pandemic lockdown, Bathtub Gin’s culinary focus became its coffee shop offerings, so its kitchen was underutilized. Oz saw an opportunity to help chefs who are trying to start their own businesses. He offers the space with no capital upfront costs and minimal operating expenses. Oz believes that during COVID-19, collaborations like this are essential.

Bathtub Gin’s first collaboration is with Nduvo Kitchen’s Executive Chef NduvoAkim Abdus-Salaam, a Le Cirque alum whose robust and flavorful dishes are available for outdoor dining and delivery. They include:

* ***Avocado Toast*** - Smoked paprika, lemon-brown butter, $10
* ***Beef Sloppy Joe*** - Dehydrated tomato, mesclun, $14
* ***3D Crispy Chicken*** - Bread & butter pickles, spicy Russian dressing, potato roll, $15
* ***“Elote” Sweet Corn*** - Cotija cheese, radish, espelette vinaigrette, $7
* ***Black Kale Salad*** - Tonnato dressing, croutons, parmesan, $9
* ***Smoked Salmon*** - Pickled shallots, cream cheese, country toast, $12
* ***Pulled Chicken*** - Guava rum bbq sauce, pickles, mesclun, $15

For brunch, the menu expands to also include:

* ***French Toast Sandwich*** - Crème brulée, seasonal jam, $12
* ***Egg White Frittata*** - Sweet corn, caramelized spring onions, $14
* ***Turkish Eggs*** - Cacik Aleppo butter, dill, $12
* ***Steel Cut Oats*** - Cashew milk, Bourbon vanilla, $8
* ***Salade*** - Summer bibb, radishes, citrus vinaigrette, $8

**Serving 2.5 Million Cocktails and Hosting 17,000 Performances**

Since opening in 2011, Bathtub Gin has served 2.5 million craft cocktails to 1 million guests and hosted 17,000 live performances. They include live jazz, a favorite of Oz’s and a salute to the Prohibition era; burlesque, which was popular in the 1920s; magicians, and a rotation of DJs that provides a contemporary edge.

**Capturing the Rebelliousness of Prohibition and an Homage to Homemade Hooch**

Bathtub Gin channels a high-energy experience electrified by the rebellious spirit of speakeasies, flappers and bootleggers that thrived during Prohibition. The interior is defined by stately dark wood, luxurious damask fabrics and vintage accent pieces. An antique, claw-footed, copper bathtub serves as the focal point of the room as homage to the bar’s namesake, bathtub gin, alluding to where illicit booze was fabricated during that bygone era.

**A Redesigned Bar Maximizes Speed and Efficiency**

Bathtub Gin’s bar was recently redesigned by West Chin of West Chin Associates, a full-service, high-end architecture, interior design and decorating firm based in New York City with a second location in East Hampton. The bar now provides more space for the bar team to move faster and more efficiently, as well as greater storage for spirits and glassware. The result will be cocktails served quicker, which is mission critical in a high-volume bar environment, once COVID-19 restrictions are lifted.

**About Bathtub Gin**

Located at 132 Ninth Avenue in Chelsea, Bathtub Gin is a beloved Prohibition-inspired speakeasy hidden behind Stone Street Coffee Company. A Third Wave coffee shop by day, it becomes a portal to the glamorous and rebellious 1920s at night, with the bar celebrating gin-focused craft cocktails, indulgent bar bites and live entertainment from jazz to burlesque. Since opening in 2011, Bathtub Gin has become an iconic New York City institution drawing celebrities, artists, models, musicians, business moguls and travelers alike, who leave their inhibitions at the secret door. For more information, please visit <https://bathtubginnyc.com/>, like us on Facebook at <https://www.facebook.com/bathtubginnyc/> and follow us on Instagram at @bathtubginnyc.

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