

MOHAI Presents

History on the Rocks: Women of Temperance and Tenacity

Spirited Women of Today

With Kathy Casey



I Lived with a Bootlegger

- Helen Holt Seattle Bootlegger
- Tales of underground tunnel to Carkeek Park from the “Bartell House” on 112th and Greenwood
- Boys would come home from the war – and she would line the shelves with bottles of rum in the basement (built in knotty pine bar)
- Hid jugs of booze under her coat for delivery



Helen Holt – Seattle Bootlegger

Seattle Post-Intelligencer Dishing, December 1994

“When I decided to do this column, I asked my friend Helen Holt, age 84, who coincidentally had her first "real" martini at the Mayflower Hotel, to share some of her memorable Northwest bootlegging stories. Helen to this day just about cringes at the smell of gin and that's from an escapade of a little too much sampling from the tub with girlfriends.

Helen told me how the bootlegged gin was made during Prohibition. ‘The boys would drive to California and pick up the drums of ethyl alcohol then strap them under the car and drive it back to Seattle. Then we would dilute it with water, mix it in the bathtub with some juniper berries and let the flavors mellow. If we made whiskey, we added a little Kitchen Bouquet.’ “

Helen Holt – Seattle Bootlegger

“After the booze had "simmered" with its respective flavoring, it was siphoned into bottles and delivered. Helen, an order taker and delivery girl, would tuck a gallon under her coat and deliver it to one of the restaurants on Pike St. or jazz clubs on Jackson.

When I asked her about accompanying snacks, I was surprised to hear, "Everybody served up fried chicken or rabbit." The menu played on that old tale of using grease to coat your stomach. Some people even downed swigs of olive oil before heading out for a night on the town. (Once I actually had a couple of swigs of a home-stilled brew--well, I wish I'd taken a swig of olive oil myself!)”

Moving Forward: Women in the Industry Today

- Just like in the kitchen – the bar and spirits were a mans world (Spirit Awards in Las Vegas 10 years ago: 500 people – 20 women)
- Women in spirit industry growing in numbers
- Women Support Women in this industry – it is a network and sharing of information
- Competing women look at it as **friendly** competition – room for all!



Kim Haasarud
Charlotte Voisey
Christy Pope

Spirited Women – The Trailblazers

Sellin' it...

Sommer Meyer

National Accounts - Bacardi, USA



- In industry since 1990
- Entrepreneur: owns Bulldog Farms, a sustainable avocado farm with English Bulldog Rescue
- Started working for microbrewery Boulder Beer, worked for Miller Brewing 10 years.
- Been at Bacardi for 10 years
- **“Be as good or better than any of the men. Have integrity even when its hard. Read up on your industry and be seen as the most informed and impartial. The only thing holding us back- is us. Ask for it, negotiate for it and deserve it!”**

Spirited Women – The Trailblazers

Sellin' it...

Mary Gilbert

Strategic Account Manager
Rémy Cointreau



- In Spirits Industry for 28 years
- Started as bartender, then sales at Glazer's Distributors in 1988, Remy Cointreau USA in 1993, Proximo Spirits 2007 then back to Rémy Cointreau in 2014
- **“Funny Experience: While working with Remy in Texas for Cinco De Mayo one year we built the “World’s Largest Margarita”. Margarita Sames creator of the Original Margarita in the late 40’s was there with me to build it. She was in her late 70’s then . In an interview she said “ I like my margaritas strong like my men! “ and she always used Cointreau! Lots of it! She live into her 90’s. So I see a long bright future for women in the Spirits Industry. “**

Spirited Women – The Trailblazers

Sellin' it...

Leah K. Mulvey

Vice President of Corporate
Accts - Glazer's Distributing



- Started current role in January 2014
Formerly with Beam Inc. (Beam Suntory) – since 1997
Director of National Accounts
- **“25 years ago selling liquor to the trade was definitely a “boys club”. Our local distributor invited me along on an incentive trip to Eagle River in Wisconsin. I was told to check in at the bar...it turned out a woman had never been on the trip before, and I was sharing a cabin with three married guys. Later I told the owner of the company I wanted a plaque noting that I was the first woman to attend the annual fishing incentive trip. He told me I should consider it an honor – no woman had ever been asked!”**

Spirited Women – The Trailblazers

Sellin' it...

Heather Berry

Senior Director of Beverage
& Bakery Operations
The Cheesecake Factory



- At the helm for all things beverage and dessert for over 180 Cheesecake Factory restaurants, Grand Lux Café restaurants, and Rock Sugar Pan Asian Kitchen - Joined the ranks as a Cheesecake Factory manager in 1996
- **In my 26 years in the industry, it has been impressive to see the progression of Women in the Spirits World and how much the landscape has changed. Some of my favorite mixologists are women - they just seem to get it..... they bring great ideas, resonant concepts for a brand like ours, are fun and understand the balance we seek in casual dining. They are positive, real and bring a whimsical approach to the creative in my unbiased opinion**

Many High Ranking Beverage Director Positions are Held by Women today:

Mary Melton, P.F. Chang's - Helen Mackey, Ruth Chris Steakhouse

Distillers & Brand Makers

Managing & Makin' it...



Patti Bishop



Mhairi Voelsgen



Mila Kunis



Victoria MacRae

- **Victoria MacRae** – highest-ranking woman in distillery industry in US – VP of Operations at Maker's Mark since 2010
- **Mhairi Voelsgen** – Owner / Distiller at BroVo Spirits
- **Patti Bishop** – Co-Owner / Co-Founder Mischief Distiller
- **Mila Kunis** – Jim Beam Spokesperson

A New Generation of Distillers

Makin' it...



Jassil Villanueva Quintana
- Brugal Rum
Youngest Master of Rum



Marianne Barnes
- Old Taylor Distillery
Youngest Master
Distiller in KY



Bridget Firtles
- The Noble Experiment
Founder / Owner / Distiller
All-women-run business
One of Forbes's "30 under 30"

Bartenders – Bar Owners – Boozy Biz

Shakin' it...



Audrey Saunders
Pegu Club
“Bar Mama”



Julie Reiner
Clover Club NY
Flatiron Lounge
Leyenda



Lynnette Marrero
Founder - Speed Rack
President – LUPEC NYC



Ivy Mix
Founder - Speed Rack
Co Owner - Leyenda



Anu Apte
Owner Rob Roy
Cocktail Authority

Speed Rack: Women Bartenders Take the Stage Shakin' it...



- Founders: Ivy Mix and Lynnette Marrero
- Shines spotlight on female mixologists and raises money for breast cancer research
- International All-female speed bartending competition
- Celebrates women, created by women, supports women
- Have raised more than \$250,000 for breast cancer awareness and research!

LUPEC

Drinkin' it...

Ladies United for the Preservation of Endangered Cocktails

- “A classic cocktail society dedicated to the breeding, raising, and releasing nearly extinct drinks into the wild.”
- Women-run, exclusively women members
- Branches in many cities across the US

DRINKING EVENTS/MARK YOUR CALENDARS

Forget Ladies Who Lunch. Meet the Ladies Who Drink Really Good Cocktails.

Who Were Those Liquor-Loving Ladies?
LUPEC, That's Who



Sip Northwest Women Run Spirit Magazine

Promotin' it...



Kristin Ackerman
Owner



Erin James
Editor

- Promoting Local PNW Spirits
- Owned and operated by women

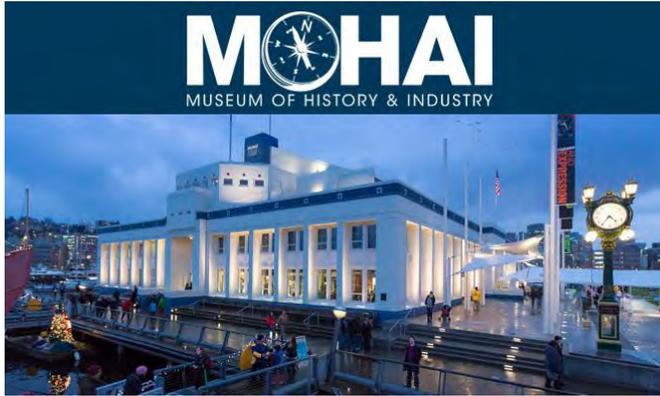
Women Do It All!

So whether we are **sellin'** it, **makin'** it, **shakin'** it, or **drinkin'** it..
Women are now a driving force in the Spirit Industry.

Cheers to Spirited Women!



Thank You For Coming!



Kathy@KathyCasey.com

 LiquidKitchen.com

 [@LiquidKitchenTV](https://twitter.com/LiquidKitchenTV)

 [@KathyCaseyChef](https://twitter.com/KathyCaseyChef)