

AGENCY OF RECORD • THE RENWICK HOTEL • NEW YORK, NY

**AGENCY**  
*of*  
**RECORD**

AGENCY OF RECORD • THE RENWICK HOTEL • NEW YORK, NY



**IT'S SIGNED. MEET YOUR AGENCY OF RECORD.**

“Don’t tell me how good you make it, tell me how good  
it makes me feel when I use it.”

- Leo Burnett

the

**INDEX**

## **LIKE SODA FOR A BABY** 07

Like that first otherworldly sip of soda when you were two years old, these drinks will open your eyes and awaken your senses.

## **FROM A FAR AWAY LAND** 09

Jump on a plane to the Bahamas and sip your worries away. These drinks are sure to whisk you away from your day job to a warm tropical island.

## **THE BIG SELL** 11

Time for a serious pitch. We're selling big, expensive cars in this chapter, guaranteed to make you feel warm and fuzzy inside. Just need your John Hancock right over hereeee...

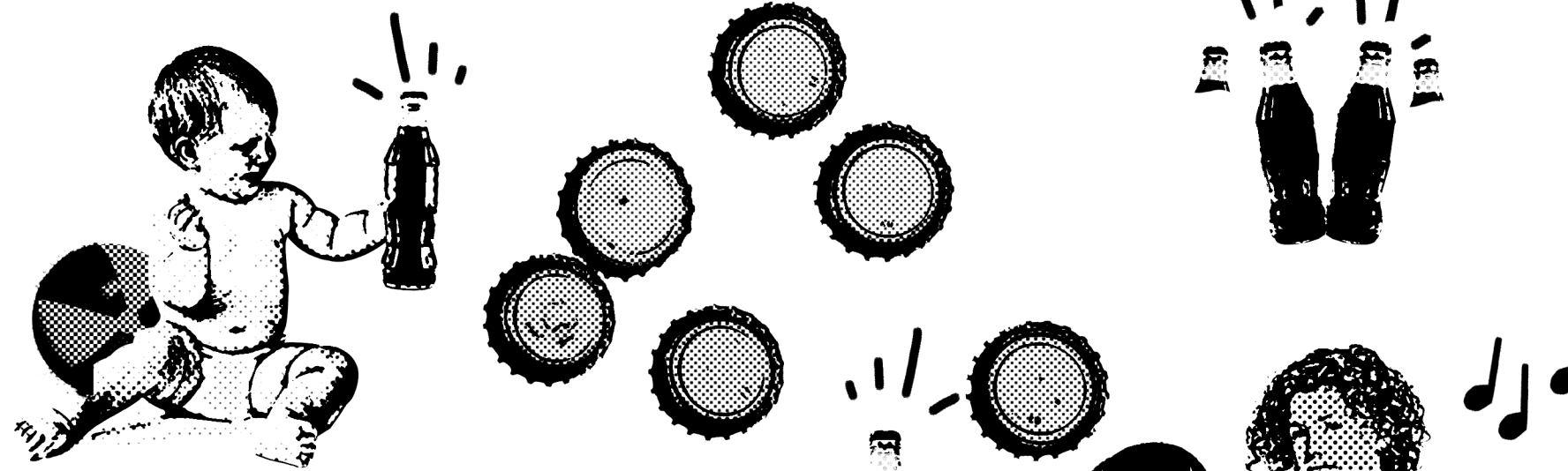
## **EVERYONE IS DOING IT** 13

Why do backyard bbqs always look so fun? Probably because of that icy cold beverage or brand new appliance of course! These sippers are perfect for the party.

## **WINE & BEER** 14

## **DINNER MENU** end card





# Like soda for a baby

[refreshing, vibrant]

Like that first otherworldly sip of soda when you were two years old, these drinks will open your eyes and awaken your senses.

all drinks \$19





## THE A+B TEST

[bright, grassy, spicy]

blanco tequila, aged cachaca, sotol, thai chili, lychee, lime

---

SPICY MARGARITA drinkers rejoice - we got you! Our take on the classic comes with southeast Asian flavors and spices mixed with earthy sotol and aged cachaca for a bright, grassy finish.



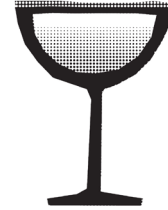
## ABOVE THE FOLD

[refereshing, sour berries, herbacious]

bourbon, sweet vermouth, chartreuse, lime, sage, lavender

---

Shaken with fresh berries, this riff on a classic BOURBON SMASH takes a modern turn with the herbaciousness of sage and lavender combining with the antica vermouth. Close your eyes and get whisked away to a porch nearby.



## BRAND AMBASSADOR

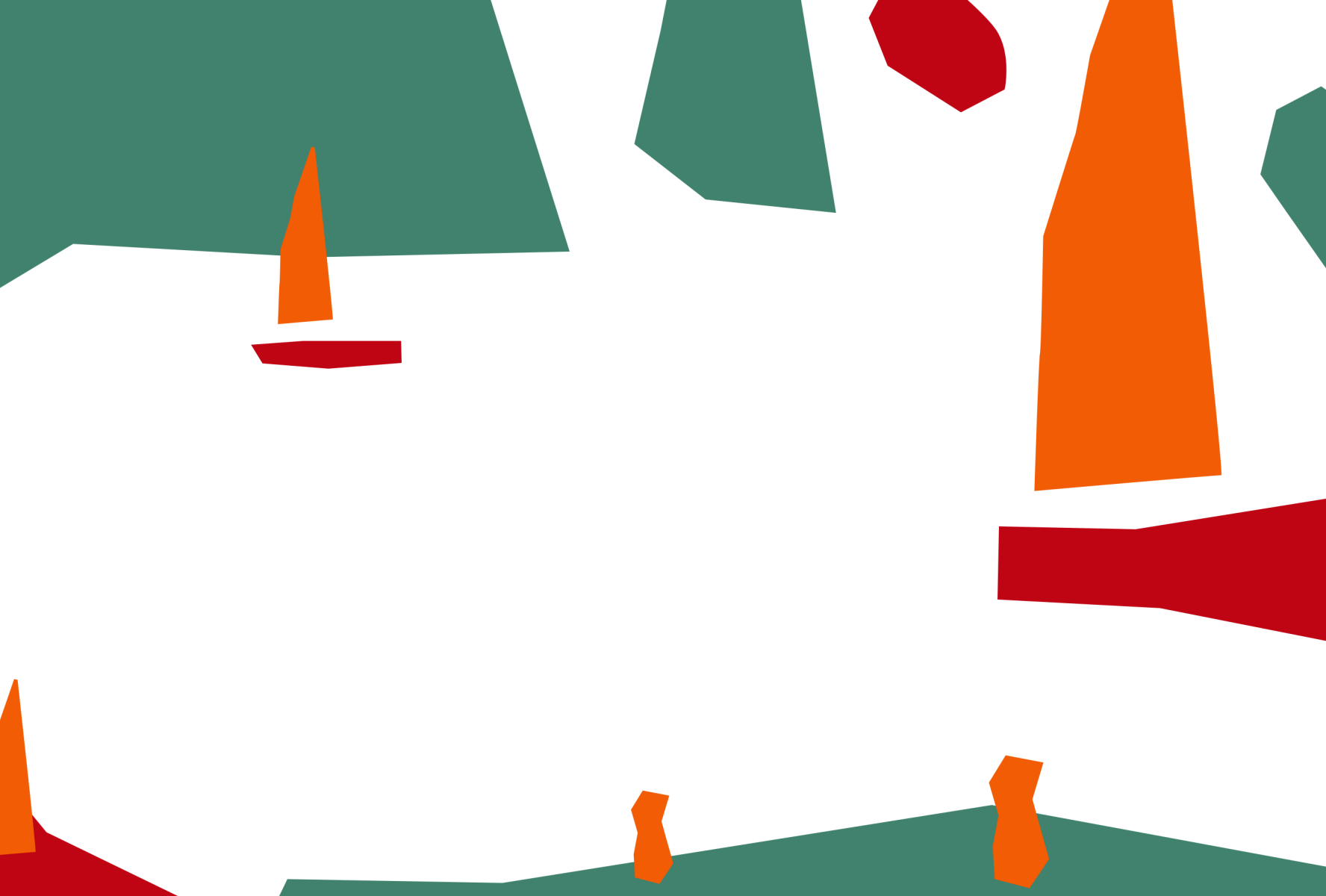
[spiced, baked pie, tart]

gin, Serbian pear brandy, genever, biscotti, lemon

---

This tart GIMLET variation is infused with classic autumn flavors like allspice, cinnamon, clove, pear, and almond. Despite this depth of fall flavor, it is still bright and citrusy like its classic counterpart. Those craving the tart punch of a gimlet will still be able to enjoy this fall-spiced riff.



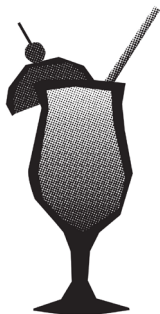




# From a far away land

[tropical/tiki]

Jump on a plane to the Bahamas and sip your worries away... These drinks are sure to whisk you away from your day job to a warm tropical island. Buckle up!



## THE FOUR P'S

[nutty, earthy, lush]

Venezuelan rum, overproof Jamaican rum, Mexican rum, pistachio, almond, turmeric, lemon

---

Inspired by ingredients popular in morroccan cooking, this MAI TAI variation is a grounded interpretation of the classic. Using a blend of aged and unaged cane spirits provides layers of bright sugarcane and toasted barrel notes. Pistachio and turmeric add a savory and nutty undertone to this otherwise refreshing beach-side sipper.



## KNOW YOUR DEMO

[smokey, tropical, warming]

Irish whiskey, blended scotch, benedictine, cherry, ginger, pineapple, lime

---

The SINGAPORE SLING was invented at a hotel bar in Singapore in 1915, classically using gin, cherry heering, fruit juices, grenadine and benedictine. In this varaitation the gin is swapped with a split base of Irish and Scotch whiskey, exchanging juniper botanicals in favor of smokey sweet grain spirits. This crowd-pleaser will satisfy anyone from tiki enthusiast to whiskey sour loyalist.



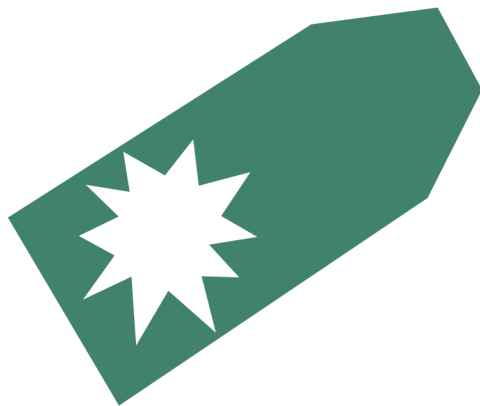
## OPTING IN

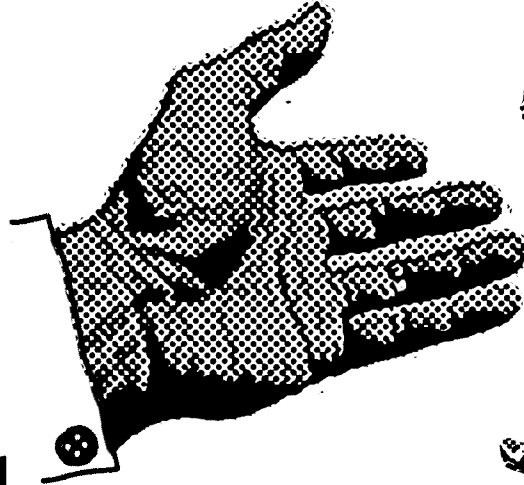
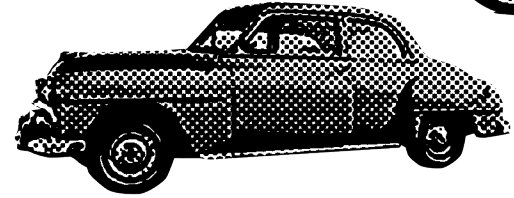
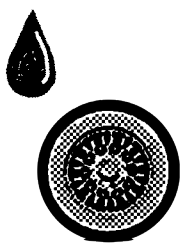
[citrusy, creamy, alpine]

Venezuelan rum, fernet, coconut, pineapple, Croatian herbs, lime

---

This riff on a PINA COLADA stays true to the original with pineapple and coconut creating a tropical foundation uplifted by the unique bitterness of appalacian fernet. The coconut cream is blended with coconut powder and cane syrup to create a silky texture. For when you're in the mood for the caribbeanan but stuck in a New York winter.

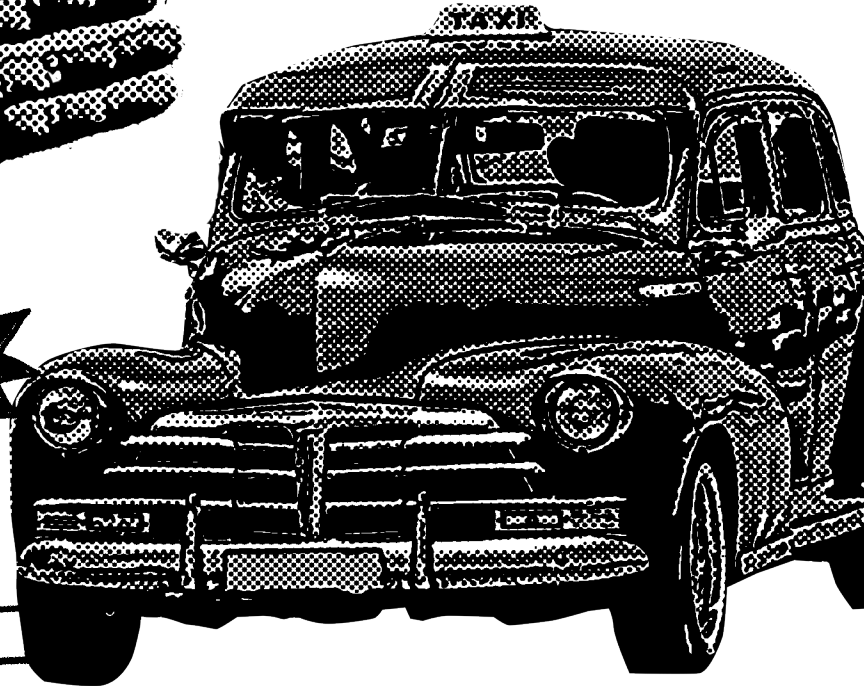
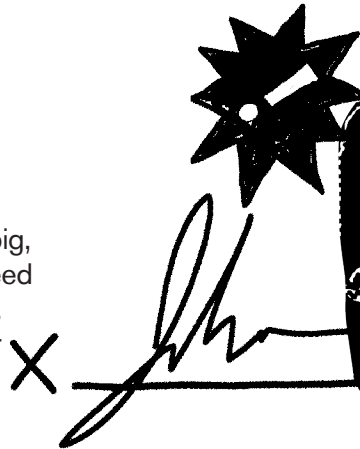




# The big sell

[stirred/serious]

Time for a serious pitch. We're selling big, expensive cars in this chapter, guaranteed to make you feel warm and fuzzy inside. Just need your John Hancock right over hereeee....





## RICH MEDIA

[briney, vegetal, spirit-forward]

Mexican pox, sotol, gin, aloe, blue cheese olive brine

---

Our riff on a DIRTY MARTINI down south of the border. Mexican Pox and sotol combine with modern dry gin to form the base in this rich sipper. Refreshing aloe liqueur adds a bright high note followed by a briney finish. This variation is for both the classic martini lover and the adventurous cocktail aficionado.



## ALWAYS BE CLOSING

[smooth, nutty, velvety]

rye whiskey, sweet vermouth, oloroso sherry, cold brew, black sesame, banana, bitters

---

This elegant riff on a MANHATTAN slips into fall with a touch of roasted coffee and nutty black sesame. The sweet vermouth gains depth from oloroso sherry, and is accented by bright banana. ABC.



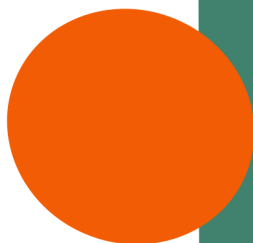
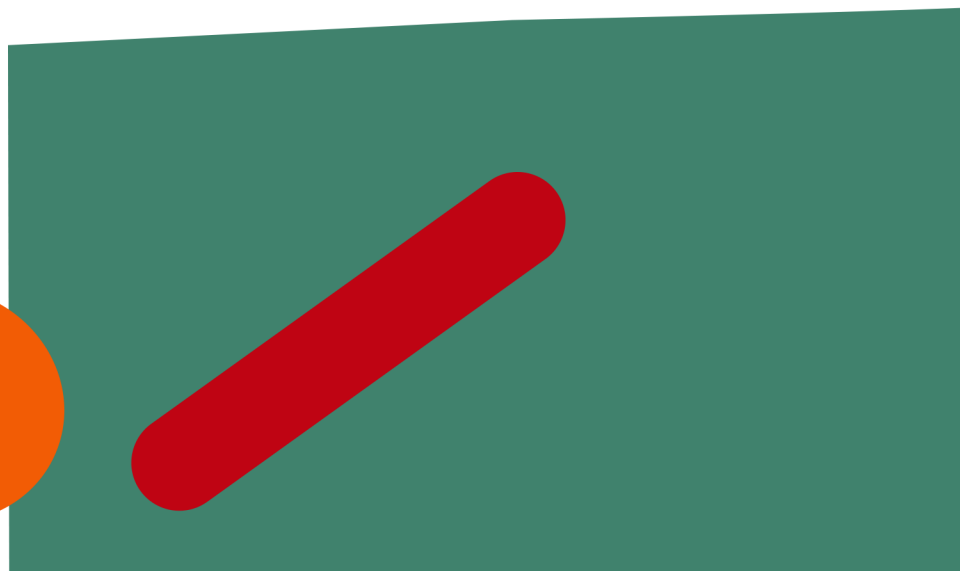
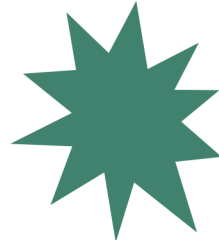
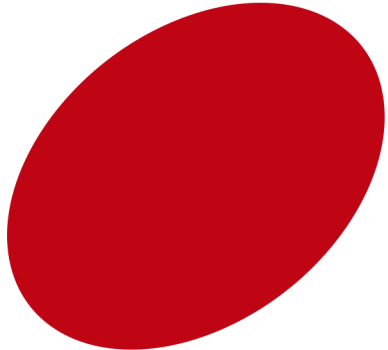
## TARGET AUDIENCE

[serious, complex, smokey]

bourbon, aged islay scotch, wood-fired peach, urfa biber, smoked saline

---

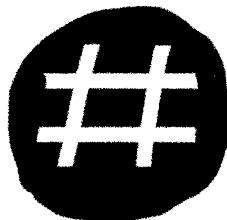
This variation elevates the OLD FASHIONED to another level of sophistication. Smokey undertones from wood grilled peaches merge seamlessly with the warm aromatics of urfa biber. The addition of peated scotch intensifies the smoked qualities while the peach liquor highlights the fresh stone fruit.



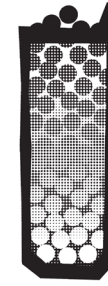
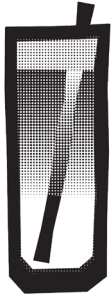
# Everyone is doing it

[party/adventurous]

Why do backyard bbqs always look so fun? Probably because of that icy cold beverage or brand new appliance of course! These sippers are perfect for the party.







## PRIME TIME

[effervescent, floral, tart]

gin, shochu, white porto, tarragon, blueberry egg white, lemon

---

Hendricks gin's floral botanicals are complimented by the delicate nuance of shochu. The bold berry richness of the blueberry jam harmonizes with fragrant tarragon. With a splash of white port and the silky texture of egg white this cocktail is an ode to the iconic SLOE GIN

## GRASS IS GREENER

[delicate, fresh, silky]

Venezuelan Rum, shochu, fernet, coconut water, mint, green tea, whey

---

This cocktail celebrates the sweet minty profile of a classic GRASSHOPPER by using both creme de menthe and a touch of bitter, menthol-forward Branca Menta. This bright mint profile is amplified with subtle coconut flavors and green tea shochu. The typically rich and creamy texture is milk-clarified to be more elegant and subtle on the palate.

## SEX SELLS

[decadant, bright, vibrant]

Japanese vodka, vanilla, passionfruit, pistashio orgeat, lemon

---

This PORNSTAR MARTINI riff revamps the iconic classic with smooth Haku vodka and tart tropical passionfruit. Vanilla and pistashio keeps the cocktail luxurious and elevated. Option to upgrade with "Get a Room" wherein the cocktail is split for two and served with a side of champagne (\$55). Perfect for date night, a group of friends, or any celebration.

## BUBBLES

### SIMONNET FEBVRE CREMENT 18/68

[France]  
Chardonnay, Pinor Noir  
Bourgogne, NV

### PERTOIS MORISET BRUT GRAND CRU CHAMPAGNE 26/80

[France]  
Chardonnay  
Champagne, NV

### EXILE PETILLANT PET NAT BLANC 18/68

[France]  
Chenin Blanc Blend  
Loire

## BLANC

### PETIT BOURGEOIS 16/58

[France]  
Sauvignon Blanc  
Loire, 2022

### EDEN RIFT ESTATE 20/78

[California]  
Chardonnay  
Central Coast, 2019

### IL VULCANO DI ELISA 18/68

[Italy]  
Carricante  
Sicily, 2021

### MICHEL MICHEL ORANGE 17/62

[France]  
Sav Blanc, Pinot Gris  
Chateau Lestignac, 2020

## ROUGE

### EL ANGOSTO LA TRIBUNA 16/58

[Spain]  
GSM  
Valencia, 2018

### BODEGAS Y VINEDOS PONCE 18/66

[Spain]  
Bobal,  
Castilla La Mancha, 2019

### BRUNO DUBOIS PLUME 18/66

[France]  
Loire, France  
Cab Franc, 2020

### OBERON 20/78

[California]  
Cabernet Sauvignon Blend  
Paso Robles, 2021

# BEERS

KRONENBURG 1664 LAGER

10

FRESH KILLS IPA

12

LEFT HAND MILK STOUT

10

HUDSON VALLEY PILSNER

12

AUSTIN EAST CIDER

10

# ALL THE REST

PELLIGRINO SPARKLING WATER

10

AQUA PANNA STILL WATER

10

BOOZE FREE BUBBLES

4

"If it doesn't sell, it isn't  
creative." - David Ogilvy

