

REV. JW SIMPSON



Cocktail of The Month

My Interesting Lovely Flavour

£10

Csaba's winning drink is a curious concoction of Hendrick's Gin, fresh lemon, homemade grapefruit IPA cordial and free range egg white, shaken and served up

Welcome to Reverend JW Simpson, a cosy cocktail bar with a quirky design, offering an insight into the life of the former inhabitant. Our namesake, the good Reverend may have been permanently consigned to the depths of obscurity were it not for our enthusiastic builders. Having begun the demolition of the basement we discovered living quarters and after some investigation, we found reference to a Reverend JW Simpson of the parish of Fitzrovia, who occupied the flat until 1986.

We drew a picture from various remembered scraps of the collective neighbourhood memory and decided that he was a rather lovely chap who wasn't a stranger to the odd tipple. Reverend JW Simpson still retains the original room dividers, wall coverings, flooring and tiles subtly exposing the former building's kitchen, bathroom, living room and bedroom. All around are signs and mementos of the former occupant and we, his self proclaimed disciples, raise a glass to our namesake.

Postcards from The Reverend

Digging around the back cupboards of Reverend JW Simpson, the disciples unearthed a dusty box filled with mementos of some of the rambling Reverend's many travels. Amongst the keepsakes and curios (a thistle, an opera program, an empty bottle of French wine, amongst others) were a number of postcards from British and European jaunts, handwritten by the Rev himself.

This autumn and winter the disciples have created a menu inspired by these journeys, and divided into some of his favourite countries. Each month, the Reverend's former bedroom will be re-worked into a space evoking the flora, fauna, sights and smells of these places.

Nibbles

Nocellara & Kalamata Olives £4

B&H Cocktail Nut mix £4

Lightly salted almonds, cashews and macadamia



Edible Cocktails

Any 3 for £4

Elderflower Spritz Edible Cocktail

Whisky Sour Edible Cocktail

Spiced Rum Edible Cocktail

SMITH & SINCLAIR

Free from allergens | Contains Alcohol (7% vol) | Not suitable for vegetarians

House Specialities

Scotland

The Reverend obviously had a huge devotion to God's Country, as it is known to its inhabitants, the food, folk and vistas of Scotland and its isles. From his day-trips on the Calmac ferry to Islay, to slow snowed-in evenings by the fire in an Invernessian inn, we've created a short series of delicious, inspired drinks working with ingredients from the hills, bens, lochs, towns and villages of bonnie Scotland.

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The Curious Story of the Rose and the Cucumber £10

From the luscious floral Lowlands where Hendrick's gin is so unusually made.

Hendricks Gin, fresh lemon, apple, grapes, mint, elderflower, grapefruit and lavender shrub, soda



Ramble On

£9

Foraged brambles mingle with Neddish Buckfast flavours.

Vodka, Buckfast, homemade blackberry and blueberry shrub, bubbles



Blu Steel

£9.5

Made in Scotland frae girders, blue as Willy Wallace's muckle Aussie face.

Rum, fresh lemon, Irn Blu syrup, bitters, egg white



Columba's Bane

£10.5

Tourists still trek to the north where the air is fresh and clear, and maybe a monster remains.

Monkey Shoulder whisky, Glenfiddich XX single malt, heather honey Cynar reduction, bitters, Nessie



Esoterica

Italy

At different times in his life and with various companions, the Reverend explored much of the landscape and life of Italy. While Sicily, Tuscany and the campagna appear to have been favoured, the Reverend was also a regular fixture in many of the cafés and bars that make up the vibrant culture of Milan, Turin, Rome and Venice.

The Italian Job

£12

Blending the flavours and mood of the café culture of Milan, Torino e Roma. Sgroppino di casa.

Campari, Limoncello, sparkling wine, soda, lemon sorbet



Sleeping with the Fishes

£10

Keeping the best fresh essences of Sicily 'in the family'.

Sicilian blood orange liqueur, Aperol, lime, tequila, homemade cinnamon infusion



Caffé d'un Parrinu

£9.5

North African influences seep through this artisan coffee cocktail with a touch of Italian flair

Pistachio vodka, Amaro di Angostura, espresso, coffee liqueur, Averna, amaretto and orange foam



Tosca

£9

A drink designed to evoke the rich decadence and emotion of Puccini's opera and libretto

Mediterranean gin, chinotto syrup, fresh lemon, egg, rosemary



Gastronomicals

France

From a quick hop over to Normandie to a summer spent amongst the vines of the Cognac region, the Reverend was very much au fait with our Gallic neighbours. Ever the foodie, his postcards describe dishes and drinks from the *haute cuisine* of Paris, to the rustic fare of home-cooked meals laced with wine and laughter.

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Bouji

£11

The Reverend's good friends the Merlet family have distilled the essences of France into glasses since 1850; we've added cherry and his favourite Belgian (shh!) biscuit into the mix.



Merlet cognac, Chartreuse, sweet vermouth, speculaas, maraschino

Chere Suzette

£13

A touch of quintessential French cuisine, flambéed for your delight.

Merlet cherry liqueur, Belvedere vodka, fresh lemon and orange, caramel whipped crème, flaming Merlet Trois Citrus



La Ville-Lumière

£13

As beautiful as Paris in the spring, light and elegant as sunlight on the Seine.

Yaguara cachaça, Merlet Trois Citrus, orgeat, lime, grapefruit, egg white, Smith & Sinclair edible cocktail



La Marseillaise

£12.5

An evening with a Peruvian chef in Marseille inspired this complex and gluggable long libation.

Pisco, Merlet C2 Cognac & Lemon, dry chocolate, lemon, butterfly pea flower, soda



Denouement

£12

The final act is sumptuously stirred for you to sip, savour and reflect whilst reading Rimbeau or perusing Proust

Plantation OFTD rum, 30&40 Normandie aperitif, anise-infused Poire Merlet, Peychaud's bitters, cheeseboard





Postcards

from The Reverend

As well as bringing a wee bit of Scotland to the Reverend's bedroom for the month of September, here are a few of the Reverend's favourite sippers and snacks to help you immerse yourself in Alba

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Rusty Nail

£10

Although created in the USA, this drink became a staple of the Reverend's on his many visits to Scotland and the Scottish Isles. Monkey Shoulder Triple Malt Scotch whisky stirred with Drambuie on the rocks with a twist.



The Reverend's Drams

Glenfiddich IPA

£9

Part of the Glenfiddich Experimental series. Glenfiddich barrels were filled with India Pale Ale, then refilled with whisky to create this delicious vibrant dram.

Glenfiddich Project XX

£11

Born of 20 (XX) whisky gurus' hand-selected Glenfiddich casks, expertly blended together by malt master Brian Kinsman for a truly unforgettable unique whisky.

Balvenie 14 year old Caribbean Cask

£11

A limited edition of one of Speyside's most beloved distilleries, finished in Caribbean rum casks for a vanilla & toffee rich rounded dram.

Flight of 3 x 25ml £14

Tunnock's Tea Cakes

£1 for 3

Still family owned since 1890, Tunnock's Tea Cakes are a flavour of Scottish life from the Reverend's earliest childhood holidays north of the border.



Sparkling

Bouvet Ladubay Saumur NV, France 8

Champagne (125ml | Bottle)

Laurent-Perrier La Cuvée, France 11 65

Veuve Cliquot Brut NV, France 80

Laurent-Perrier Rosé, France 110

White (125ml | Bottle)

Bantry Bay Chemin Blanc, South Africa 5.5 30

Picpoul Plo d'Isabelle, Picpoul de Pinet, France 6 35

Fernlands Sauvignon Blanc, Marlborough, New Zealand 7 45

Red (125ml | Bottle)

Two Birds One Stone Red, France 5.5 30

Baron De Baussac Carignan, Vieilles Vignes, France 6 35

Viñalba Malbec, Mendoza, Argentina 7 45

Beers

Curious Brew Lager or IPA 5

The Reverend proudly presents:



Spirited Sermons

Reverend JW Simpson and his disciples have an insatiable desire to learn when it comes to spirits. So we present Spirited Sermons, a wonderful series of informative, interactive and irreverent master classes on spirits old and new, notorious and obscure. Hosted by ambassadors and master distillers, Spirited Sermons takes London's cocktail enthusiasts and aficionados on a journey that explores the new wave liqueurs, Caribbean rums, innovative scotch and many more.

**Tickets are priced at £30 and include 3 cocktails
and a tasting flight of 3 samples**

Upcoming sermons

Ruminations of a Rambling

Reverend

The Autumn / Winter Cocktail
Collection

5th September 2017

Having discovered a box of postcards from the Reverend JW Simpson's many and varied travels, the Rev JW Simpson team decided to take these as inspiration for the new cocktail menu launched for Autumn/Winter 17/18. Featuring the best of Scottish, Italian and French influences, drinks and tastings come packed with lashings of Glenfiddich, Hendrick's gin, Campari, Merlet cognac and Absolut Elyx. Join us as we explain the creative process behind the drinks, design and installations.

Wild & Beautiful

Sauvelle Vodka

19th September 2017

As the relentless rise of craft spirits continues to sweep across Europe, two Frenchmen, Antoine and Olivier, decided to combine their passion for France's deep-rooted distilling traditions and their love of fine vodka to bring you Sauvelle. Sauvelle is a truly independent, small batch, 100% natural crafted vodka. Produced at a microdistillery in the region of Cognac, Sauvelle is smooth, modern vodka, made with French wheat and the celebrated clear spring waters of Gensac. It is unchill-oak-filtered using local wood from Limousin, to add vanilla and caramel notes. It also comes in an absolutely stunning bottle.



B&H HERITAGE

REVEREND
J.W. SIMPSON
1898 ~ 1989

