

HELBRAUN || LEVEY

**DAISY DOODLE LLC
217 ELDRIDGE STREET
NEW YORK, NY 10002**

MANHATTAN COMMUNITY BOARD 3



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
 Phone (212) 533-5300
 www.cb3manhattan.org - mn03@cb.nyc.gov

Andrea Gordillo, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items and questionnaire package are due by date listed in email invite:

- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.

The following items are due by noon Friday before the meeting:

- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>
 (this is not required but strongly suggested if a relevant group exists)
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

- new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: DECEMBER 2, 2024

Is location currently licensed? Yes No Type of license: ON-PREMISES LIQUOR

If alteration, describe nature of alteration: N/A

Previous or current use of the location: RESTAURANT

Corporation and trade name of current license: NISHIWAKI LLC DBA SUSHI ON JONES

APPLICANT:

Premise address: 217 ELDRIDGE STREET, NEW YORK, NY 10002

Cross streets: STANTON STREET & RIVINGTON STREET

Name of applicant and all principals: DAISY DOODLE LLC
GREGORY BOEHM

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: 3-STORY, MIXED-USE BUILDING

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes No What is maximum NUMBER of people permitted PENDING

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): C4-4A

PROPOSED METHOD OF OPERATION:

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) 12PM-2AM DAILY

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? Yes No
If yes, please describe what type: N/A

Number of indoor tables? 14 Total number of indoor seats? 49

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____
1 BAR ON GROUND FLOOR WITH 13 SEATS.

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

Does premise have a full kitchen? Yes No

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu _____
JAPANESE CUISINE

What are the hours the kitchen will be open? 12PM - 2AM DAILY

Will a manager or principal always be on site? Yes No If yes, which? BOTH

How many employees will there be? 12

Do you have or plan to install French doors accordion doors or windows?

Will there be TVs/monitors? Yes No (If Yes, how many?) N/A

Will premise have music? Yes No

If Yes, what type of music? Live musician DJs Streaming services/playlists

If other type, please describe N/A

What will be the music volume? Background (conversational) Entertainment (live music venue level) Please describe your sound system: THERE ARE SMALL SONOS SPEAKERS IN CORNER OF THE ESTABLISHMENT

Will you host any promoted events, scheduled performances, or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? NO.

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? N/A

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.") SEE ATTACHED.

Will there be security personnel? Yes No (If Yes, how many and when) N/A

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. SEE ATTACHED

Is sound proofing installed? Yes No

If not, do you plan to install sound proofing? Yes No

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard) Yes No If Yes, describe and show on diagram: N/A

APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously? Yes No

If yes, please indicate name of establishment: GEE BEE HOSPITALITY LLC DBA MACE; ALFRED B HOSPITALITY LLC DBA KATANA KITTEN

Address: 35 WEST 8TH STREET, NEW YORK, NY 10011; 531 HUDSON STREET, NEW YORK, NY 10014 Community Board # MCB2; MCB2

Dates of operation: 2015 - PRESENT; 2019 - PRESENT

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application.

Does any principal have other businesses in this area? Yes No If Yes, please give trade name, address and describe the business N/A

Has any principal had SLA reports or action within the past 5 years? Yes No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? APPROXIMATELY 11

How many On-Premise (OP) liquor licenses are within 500 feet? 17

Is the premise within 200 feet on the same street of any school or place of worship? Yes No

COMMUNITY OUTREACH:

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups, but it is not required. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary)

We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

1. My license type is: beer & cider wine, beer & cider liquor, wine, beer & cider
2. I will operate a full-service restaurant, specifically a (type of restaurant) _____ restaurant, or
 I will operate a JAPANESE COCKTAIL LOUNGE,
 with a kitchen open and serving food during all hours of operation OR with less than a full-service kitchen but serving food during all hours of operation OR Other _____
3. My hours of operation will be:
Mon 12PM - 2AM; Tue 12PM - 2AM; Wed 12PM - 2AM;
Thu 12PM - 2AM; Fri 12PM - 2AM; Sat 12PM - 2AM;
Sun 12PM - 2AM. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)
4. I will not use outdoor space for commercial use (including Open Restaurants) OR
 I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors
5. I will employ a doorman/security personnel: _____
6. I will install soundproofing, _____

7. I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
- I will have a closed fixed façade with no open doors or windows except my entrance door, which will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
8. I will not have DJs, live music, third-party promoted events, any event at which a cover fee is charged, scheduled performances, more than 0 DJs per YEAR, more than 10-20 private parties per YEAR
9. I will play ambient recorded background music only.
10. I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
11. I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12. I will not participate in pub crawls or have party buses come to my establishment.
13. I will not have unlimited drink specials, including boozy brunches, with food.
14. I will not have a happy hour or drink specials with or without time restrictions OR I will have happy hour and it will end by 7PM.
15. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16. I will conspicuously post this stipulation form beside my liquor license inside of my business.
17. Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Name: AMY TUCKER

Phone Number: 347-866-7739

Regarding Plan to Manage Cleanliness of the Sidewalk Space:

- No smoking will be allowed in front of premise.
- Owner/manager will ensure that deliveries occur quickly and efficiently to prevent congestion. Boxes are not left sitting at the curb, brought straight in to premise.
- If trash is not picked up in a timely manner, staff will bring trash bags/debris back into premise until pickup can occur.
- Will work with an extermination/pest control company to help eliminate unwanted pests.

Regarding Plan to Manage Noise:

- There will be a manager and/or owner on duty at all times, who will be able to make sure that there is no excessive noise coming from the premises. This person will make sure that the premises does not become disorderly.
- The business plays piped in music only, with no amplified music, live music or DJ.
- The owner/manager are the only people with access to operate/change the sound system.
- Will provide contact information to local residents in case there are complaints or concerns.
- There is no outdoor space.

Regarding Plan to Manage Traffic:

- No lines will be formed outside.
- There will be a reservation system and an area to wait inside of the premises.
- The business is a short walk from multiple subway and bus routes and the majority of their guests arrive on foot, public transportation or taxi.

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SLA DISCIPLINARY HISTORY

AFRED B HOSPITALITY LLC DBA KATANA KITTEN

- 531 Hudson Street, New York, NY 10014
- 0340-22-113564
- Case# 15517
 - February 2022
 - Paid monetary fine of \$1,500

cocktails

lemon sour royal

vodka, lemon, yuzu-honey, champagne

17

green tonic

blanco tequila, fino sherry, celery tonic, cucumber asazuke

17

shibuya dog

spicy shochu, freshly pressed grapefruit, umeboshi

17

sake-rol spritz

junmai sake, vermouth, italian aperitif, dry fuji apple cider

16

tokubetsu martini

japanese gin, vermouth, shio-koji, kyoto green pepper

18

kabukiza

japanese whisky, aged umeshu, orange wine, px sherry, apricot, cinnamon

18

matcha grasshopper

okinawa rum, cacao, mint, matcha cream

17

non alcoholic

seasonal kombucha

kyoto houjicha tea, maple, fuji apple peels, star anise

15

red good drink

na red aperitivo, tomato water, thai basil, honey, soda

15

mikan fix

good time non alc. pils, sumo orange michelada mix, ume chamoy

15

food

pickles & grilled onigiri

union sq. farmers market vegetables pickles & savory soy grilled rice ball

12

umami chips

truffle salt, bonito flakes, jamon iberico

15

foie gras croquettes

hudson valley duck liver, kabocha pumpkin, honey-miso, chives

16

shishito poppers

stuffed w/ chorizo & shrimp, japanese herb panko bread, yuzu kosho aioli

16

kinpira taco

sweet soy braised shiitake, burdock, carrot, sesame, tofu crema, corn tortilla

15

japanese curry rice

slow cooked onion, carrot, potato (GF, Vegetarian)

16

add:

charred & braised dry aged short rib

or

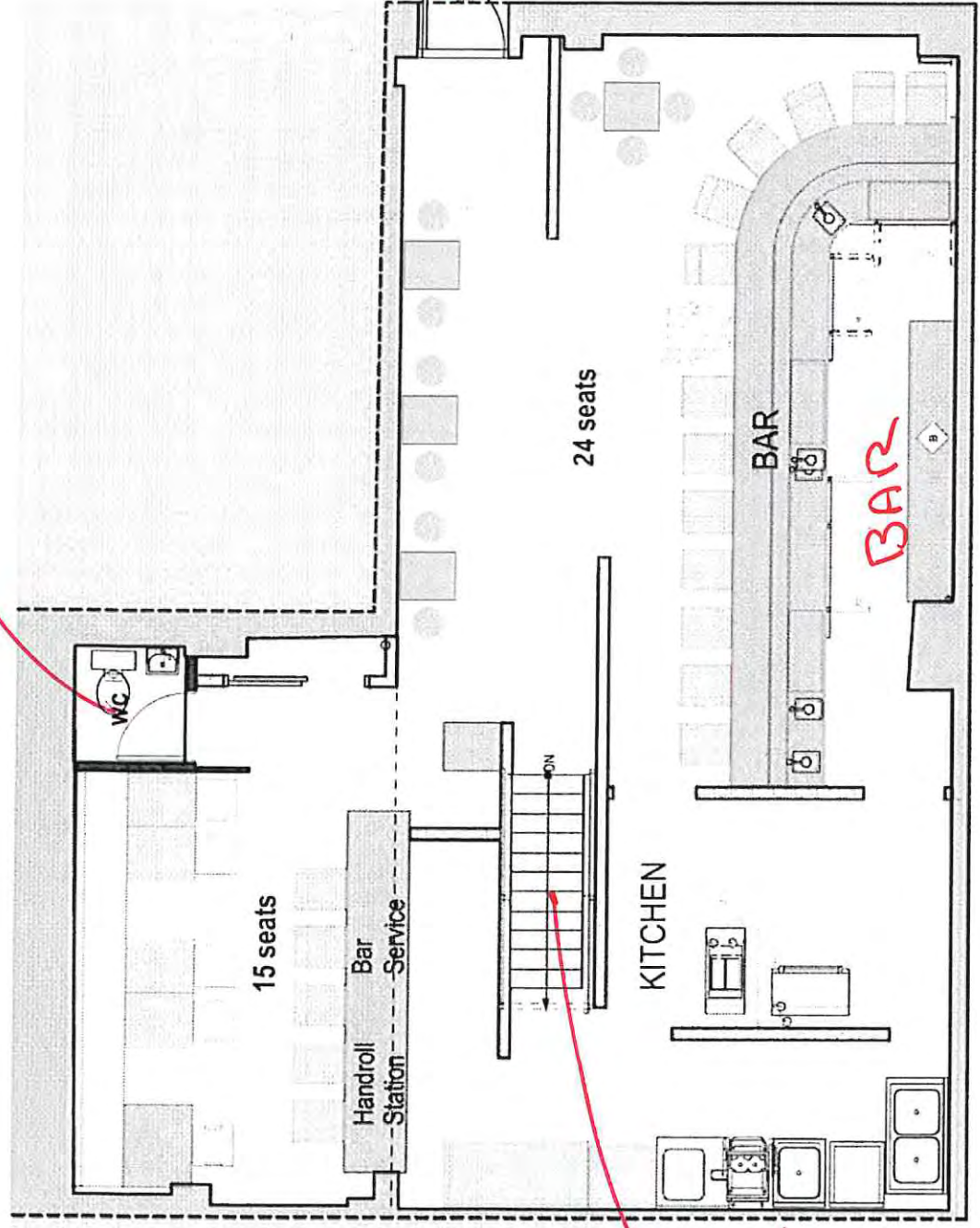
ao-nori beer battered cod

12

GROUND FLOOR

BATHROOM

ENTRANCE/
EXIT

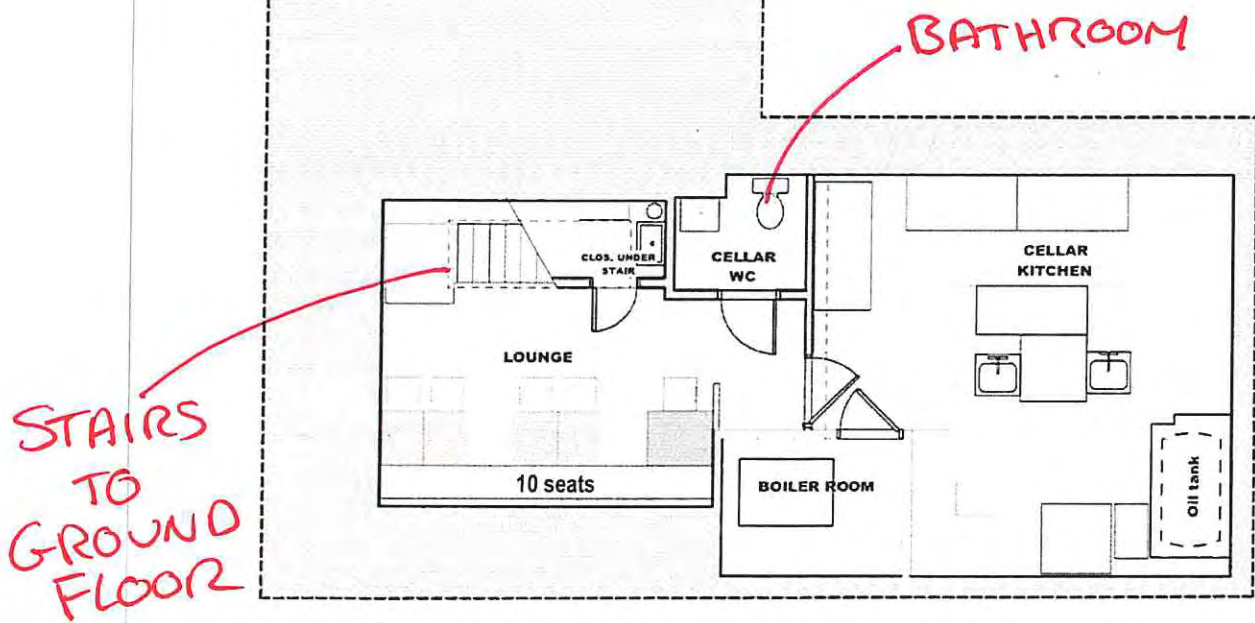


STAIRS
TO
BASEMENT

1 GROUND FLOOR PROPOSED PLAN

Scale: 1/8" = 1'-0"

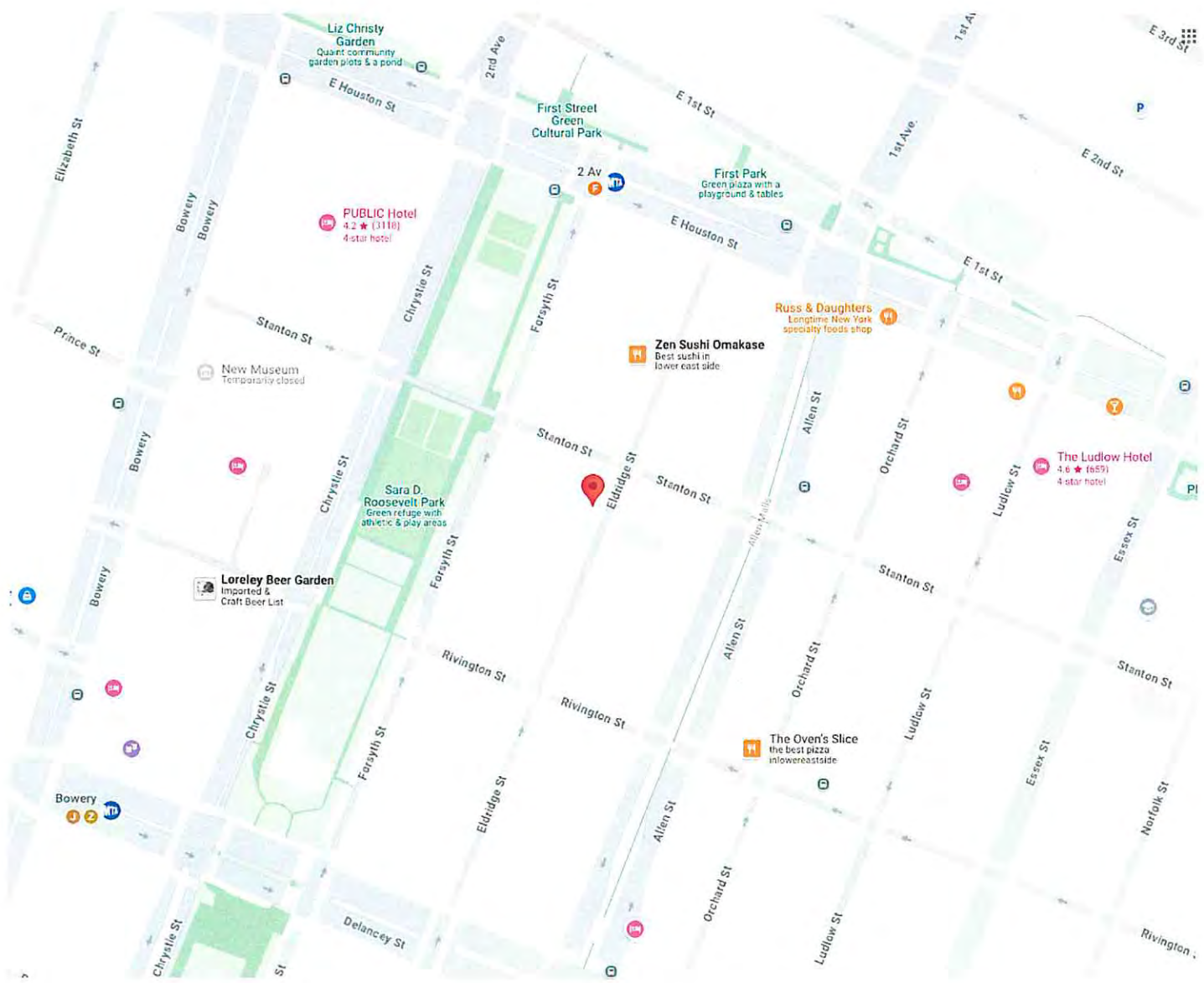
BASEMENT



1 CELLAR PROPOSED PLAN
Scale: 1/8" = 1'-0"

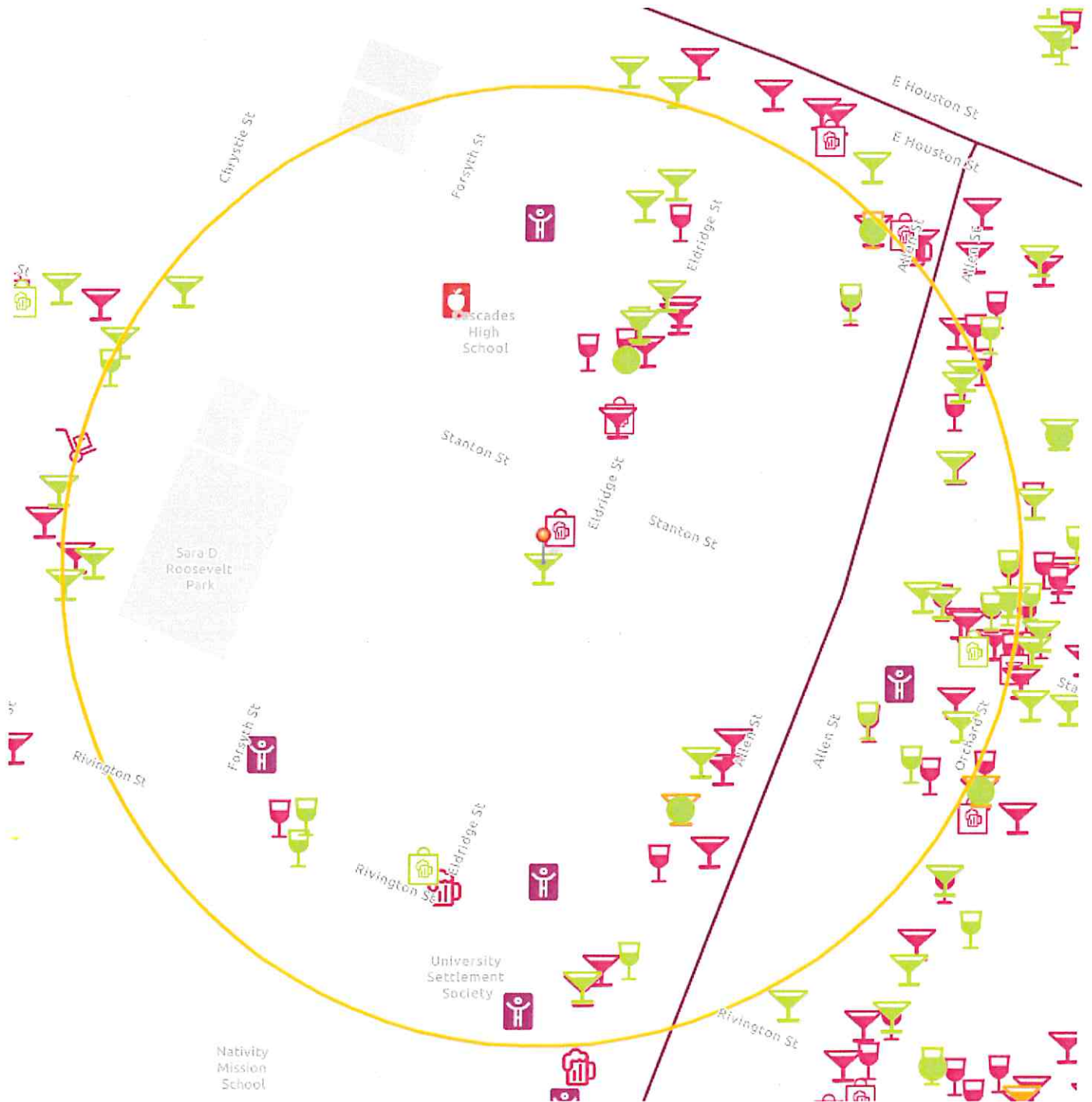
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NEIGHBORHOOD MAP



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500 FOOT MAP



This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Proximity Report For:	
Location	217 Eldridge St, New York, New York, 10002
Geocode	Latitude: 40.72173 Longitude: -73.99026
Report Generated On	12/2/2024

8 Closest Liquor Stores		
Name	Address	Distance
VIJAYA GROUP INC License ID: 0100-23-126911 Legacy Serial No.: 1326346	100 STANTON ST NEW YORK, New York 10002	660 ft
ELIZABETH & VINE INC License ID: 0100-21-115687 Legacy Serial No.: 1192584	269 BOWERY NEW YORK, New York 10012	937 ft
SALGIRAH CORP License ID: 0100-23-124378 Legacy Serial No.: 1276123	141 ESSEX ST NEW YORK, New York 10002	978 ft
YI DING FA CORP License ID: 0100-22-115857 Legacy Serial No.: 1339668	101 ALLEN ST NEW YORK, New York 10002	1,028 ft
JCCSM INC License ID: 0100-23-126146 Legacy Serial No.: 1336591	45 1ST AVE NEW YORK, New York 10003	1,221 ft
ORANGE GLOU LLC License ID: 0091-21-121837 Legacy Serial No.: 1330686	264 BROOME ST NEW YORK, New York 10002	1,258 ft
WINE-O INC License ID: 0100-21-113695 Legacy Serial No.: 1262156	171 ELIZABETH ST SPRING & KENMARE STREETS NEW YORK, New York 10012	1,303 ft
EAST HOUSTON STREET WINE & LIQUOR INC License ID: 0100-24-100179 Legacy Serial No.: 6008088	253 E HOUSTON ST NEW YORK, New York 10002	1,392 ft

Schools within 500 feet		
Name	Address	Distance
CASCADES HIGH SCHOOL	198 FORSYTH ST-3RD FL NEW YORK, NY 10002	293 ft
FORSYTHE SATELLITE ACADEMY	198 FORSYTH ST NEW YORK, NY 10002	293 ft

Churches within 500 feet	
Name	Distance
Emory Roth Synagogue	329 ft
Indochina Sino-American Community Center	351 ft
Nativity Missn Cntr	357 ft
Assafa Islamic Center, Inc. - Assafa Masjid	392 ft
Lamb's Church Of The Nazarene	464 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
New Copper & Oak LLC Application ID: NA-0370-24-142416	157 Allen St New York, New York 10002.0	292 ft
White Horse Hospitality Group LLC Application ID: NA-0340-24-127510	162 Orchard St New York, New York 10002.0	514 ft
ALLEN STREET HOSPITALITY LLC; ORCHARD F&B LLC Application ID: NA-0343-22-105979	139 ORCHARD ST NEW YORK, New York 10002.0	661 ft
Pilgrim Souls LLC Application ID: NA-0340-24-142420	161 Ludlow St New York, New York 10002.0	696 ft
189 DRINKS LLC Application ID: NA-0340-22-136741	171 CHRYSTIE ST NEW YORK, New York 10002.0	745 ft
Cactus Wren LLC Application ID: NA-0340-24-122175	98 Rivington St New York, NY 10002.0	750 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
NISHIWAKI LLC License ID: 0340-23-129414 Legacy Serial No.: 1299911	217 ELDRIDGE ST NEW YORK, New York 10002	3 ft
REBEL ALLEN LLC License ID: 0340-23-137768 Legacy Serial No.: 1300186	163 ALLEN ST NEW YORK, New York 10002	263 ft
MONEYGROUND INC License ID: 0370-24-115619 Legacy Serial No.: 6023903	235 ELDRIDGE ST NEW YORK, New York 10002	269 ft
SAFF INC License ID: 0340-23-131154 Legacy Serial No.: 1024136	249 ELDRIDGE STREET NEW YORK, New York 10002	309 ft
LIQUID SAMURAI LLC License ID: 0340-23-138090 Legacy Serial No.: 1283751	245 ELDRIDGE ST NEW YORK, New York 10002	389 ft
EPSTEINS BAR LLC License ID: 0340-23-137572 Legacy Serial No.: 1303829	82 STANTON ST NEW YORK, New York 10002	398 ft
LION HOSPITALITY LLC License ID: 0340-22-111231 Legacy Serial No.: 1339355	84 STANTON ST NEW YORK, New York 10002	418 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
OSCURA 247 LLC License ID: 0370-24-116003 Legacy Serial No.: 6024292	247 ELDRIDGE ST NEW YORK, NY 10002	419 ft
INWANY INC License ID: 0340-23-129129 Legacy Serial No.: 1357394	65 RIVINGTON ST NEW YORK, New York 10002	440 ft
Idleflora LLC License ID: 0340-24-132720 Legacy Serial No.: 6041475	188 Allen St New York, NY 10002	441 ft
FREEMAN HOLDINGS LLC License ID: 0340-22-106044 Legacy Serial No.: 1150177	191 CHRYSTIE ST AKA 2 FREEMAN ALLEY NEW YORK, New York 10002	467 ft
GHVILLE INC License ID: 0340-22-113646 Legacy Serial No.: 1254436	167 ORCHARD ST 2ND & 3RD FL NEW YORK, New York 10002	469 ft
IS CHRYSTIE MANAGEMENT LLC & JJ HOSPITALITY 2 LLC License ID: 0340-23-136084 Legacy Serial No.: 1298195	215 CHRYSTIE ST JULES@BRPCLAW.COM NEW YORK, New York 10002	472 ft
215 CHRYSTIE LLC & IS CHRYSTIE MANAGEMENT LLC License ID: 0343-23-107027 Legacy Serial No.: 1298196	215 CHRYSTIE ST NEW YORK, New York 10002	472 ft
ROCKWOOD MUSIC CORP License ID: 0340-23-134374 Legacy Serial No.: 1156950	194 ALLEN ST UNITS B4, B5, & B6 NEW YORK, New York 10002	473 ft
ALLEN OPERATING COMPANY LLC & ORCHARD ST REST LLC License ID: 0343-22-127335 Legacy Serial No.: 1192619	190 ALLEN STREET STANTON & EAST HOUSTON STREETS NEW YORK, New York 10002	482 ft
ORCHARD STREET RESTAURANT LLC & COSMIC DEBRIS LLC License ID: 0340-23-132646 Legacy Serial No.: 1219676	187 ORCHARD STREET E HOUSTOH ST & STANTON ST NEW YORK, New York 10002	491 ft
VARIETY ENTERTAINMENT GROUP LLC License ID: 0340-22-105303 Legacy Serial No.: 1183239	189 CHRYSTIE STREET STANTON & RIVINGTON NEW YORK, New York 10002	497 ft
ALLENTOWN TRADING CO LLC License ID: 0370-24-121042 Legacy Serial No.: 6029433	205 CHRYSTIE ST NEW YORK, New York 10002	500 ft
AKCB HOLDING LLC AND OUTER HOSPITALITY LLC License ID: 0340-23-130833 Legacy Serial No.: 1332415	191 CHRYSTIE ST NEW YORK, New York 10002	510 ft
FOOLS GOLD NYC LLC License ID: 0370-24-110155 Legacy Serial No.: 6018263	145 E HOUSTON ST NEW YORK, New York 10002	513 ft
PUB 138 INC License ID: 0340-23-136937 Legacy Serial No.: 1316189	181 ORCHARD ST SOUTH STORE NEW YORK, New York 10002	517 ft
ORCHID STREET ENTERPRISES LLC License ID: 0340-22-106907 Legacy Serial No.: 1156178	174 ORCHARD STREET HOUSTON & STANTON STREETS NEW YORK, New York 10002	519 ft
D&C SOCIAL CLUB INC License ID: 0349-24-126930 Legacy Serial No.: 6035487	141 E HOUSTON ST NEW YORK, New York 10002	521 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
HELEN'S KITCHEN LLC License ID: 0340-23-135581 Legacy Serial No.: 1343839	172 ORCHARD ST NEW YORK, New York 10002	525 ft
SAUCE MANAGEMENT II LLC License ID: 0340-23-133449 Legacy Serial No.: 1354602	78 84 RIVINGTON ST NEW YORK, New York 10002	526 ft
168 ORCHARD ST PARTNERS INC License ID: 0370-24-123085 Legacy Serial No.: 6031536	168 170 ORCHARD ST NEW YORK, New York 10002	531 ft
Winhall Station LLC License ID: 0370-24-131796 Legacy Serial No.: 6040502	154 Orchard St Stores C & D New York, New York 10002	533 ft
Two Doors Down NY LLC License ID: 0370-24-137045 Legacy Serial No.: 6045894	159 E Houston St New York, NY 10002	536 ft
Baby Grand LES LLC License ID: 0370-24-136682 Legacy Serial No.: 6045527	187 Orchard St Store A New York, NY 10002	557 ft
95 STANTON STREET REST INC License ID: 0340-23-131130 Legacy Serial No.: 1024159	95 STANTON ST NEW YORK, New York 10002	570 ft
ATLANTIC BAR GROUP LLC License ID: 0340-24-101496 Legacy Serial No.: 6009441	146 ORCHARD ST NEW YORK, New York 10002	570 ft
JBDP STANTON CORPORATION License ID: 0340-21-120152 Legacy Serial No.: 1272778	17 STANTON ST NEW YORK, NY 10002	581 ft
TRAPIZZINO LES LLC License ID: 0340-23-130377 Legacy Serial No.: 1334274	144 ORCHARD ST NEW YORK, New York 10002	595 ft
ONLY LOVE STRANGERS LLC License ID: 0340-24-107418 Legacy Serial No.: 6015448	175 177 E HOUSTON ST ENTRANCE ON 200 ALLEN STREET NEW YORK, NY 10002	607 ft
SAN PEPPAS JERK CHICKEN EXPRESS INC IV License ID: 0340-23-138699 Legacy Serial No.: 1334619	90 96 STANTON ST #3& BASEMENT,AKA 172 ORCHARDST NEW YORK, New York 10002	618 ft
BURGERS AND CHISMIS LLC License ID: 0340-22-104950 Legacy Serial No.: 1327911	143 ORCHARD ST NEW YORK, New York 10002	645 ft
SWISS WHITE INT'L LLC License ID: 0340-22-106527 Legacy Serial No.: 1292870	177 CHRYSTIE ST NEW YORK, NY 10002	661 ft
A HALIBUT INC License ID: 0340-23-134703 Legacy Serial No.: 1270101	138 ORCHARD ST NEW YORK, New York 10002	668 ft
Apt 5 LLC License ID: 0370-24-124394 Legacy Serial No.: 6032903	157 Ludlow St New York, New York 10002	679 ft
JDS RESTAURANT LLC License ID: 0340-23-133369 Legacy Serial No.: 1344893	9 STANTON ST NEW YORK, New York 10002	686 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
CUATRO LOBOS INC License ID: 0340-23-135223 Legacy Serial No.: 1283883	140 142 ORCHARD ST NEW YORK, New York 10002	692 ft
TENEMENT PARTNERS LLC License ID: 0340-22-111434 Legacy Serial No.: 1339077	161 LUDLOW ST NEW YORK, New York 10002	696 ft
MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC License ID: 0343-23-103625 Legacy Serial No.: 1286719	171 LUDLOW ST A/K/A 180 ORCHARD ST NEW YORK, New York 10002	699 ft
OSTERIA GRANO LLC License ID: 0340-22-104472 Legacy Serial No.: 1281633	175 LUDLOW ST NEW YORK, New York 10002	718 ft
RIVINGTON BEER GARDEN LLC License ID: 0340-23-164879 Legacy Serial No.: 6007275	7 RIVINGTON ST NEW YORK, NY 10002	722 ft
WALLABOUT ENTERTAINMENT LLC License ID: 0340-24-132010 Legacy Serial No.: 6040753	167 171 CHRYSTIE ST NEW YORK, NY 10002	735 ft
158 LUDLOW REST LLC License ID: 0370-24-130274 Legacy Serial No.: 6038945	158 LUDLOW STREET STANTON & RIVINGTON NEW YORK, New York 10002	739 ft
OWLINGS INC License ID: 0370-24-133643 Legacy Serial No.: 6042430	152 LUDLOW STREET RIVINGTON & STANTON STREETS NEW YORK, New York 10002	741 ft
JERSEY BOYS LLC License ID: 0340-22-112794 Legacy Serial No.: 1273888	173 LUDLOW ST NEW YORK, New York 10002	750 ft

ATTENTION RESIDENTS & NEIGHBORS

DAISY DOODLE LLC

Company/DBA Name and Contact Number for Questions

Plans to open a

BAR (NO OUTDOOR SPACE)

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

217 ELDRIDGE ST, NEW YORK, NY 10002

Building Number and Street Name (Address)

This establishment is seeking a license to serve

BEER/WINE & LIQUOR

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, December 9, 2004 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

Applicant Contact Information

At COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS
第 3 社區居民 請注意

DAISY DOODLE LLC

公司名字 (Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

BAR (NO OUT DOOR SPACE)

(請選擇/please choose)

酒吧 (Bar)/餐館 (Restaurant)

戶外咖啡 (Sidewalk Café) or 或者

後院花園咖啡 (Backyard Use)

217 ELDRIDGE ST, NEW YORK, NY 10002

Address/生意地址

seeking a license to serve (以上的店主想要請以下相關酒牌照)

BEER/WINE & LIQUOR

(請選擇/please choose)

啤酒和酒牌照 (Beer & Wine)

or/或者

啤酒牌照 (Beer) or/或者

酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議.

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, December 9, 2004 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see www.cb3manhattan.org for zoom meeting details

時間 (Time) 和地點 (Location)

mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

DAISY DOODLE LLC

Company Name/Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

BAR (NO OUTDOOR SPACE)

(Please choose) Bar/Restaurant
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

217 ELDRIDGE ST, NEW YORK, NY 10002

address

dirección

Seeking a license to serve

En búsqueda de una
licencia para servir:

BEER/WINE & LIQUOR

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting
for comments

Reunión público
para comentarios

Monday, December 9, 2004 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see www.cb3manhattan.org for zoom meeting details

At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting

En la JUNTA COMUNITARIA 3
La reunión del Comité
de Licencias del SLA y del DCA

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LOSS

The New York Times

MONDAY, DECEMBER 2, 2004

THE WEATHER
Today, sunny, with chilly high 41. Tonight, clear, low 33. Tomorrow, a mixture of clouds and sunshine. Forecasting below: average, high 42. Weather map appears on Page D4.



FIGHT INTENSIFIES AS SYRIA'S REBELS SEIZE MORE LAND

ALEPPO AIRPORT TAKEN

Forces Loyal to al-Assad Seeking to Push Back Sudden Uprising

By MUHAMMAD HAN MADOUR and VIVIAN YEE

ALEPPO, Syria — Rebel forces advanced in Syria on Sunday and fierce fighting captured the airport and military academy of the major city of Aleppo and other rebel officials and the Syrian Observatory for Human Rights. Government troops loyal to President Bashar al-Assad were trying to repel them, pushing reinforcements to the base, and the Observatory said.

Several Allies Back Trump's Pick for F.B.I. Chief Bent on Revenge

Several G.O.P. Senators Supporting Patel, but Leaders Are Quiet

While Republican Sen. Lindsey Graham remained quiet on the matter, several other senators have expressed support for Mr. Trump's pick, Mr. Patel. Mr. Trump's pick, Mr. Patel, is a former aide to the late Sen. J. Edgar Hoover.

Valor and Anguish for a Brigade Taking the Fight Across a River

By CAROLITA GALL and KATHLEEN CHURCH

Ukrainians' Elite Team Mounts Assaults on Russian Positions

Ukrainians for the best part of the day. Over several days, the Ukrainians have been attacking Russian positions along the border.

ATTENTION RESIDENTS & NEIGHBORS

DAISY DOODLE LLC

Company/DBA Name and Contact Number for Questions

Plans to open a

BAR (NO OUTDOOR SPACE)

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Cafe or Backyard Garden

at the following location

217 ELDRIDGE ST, NEW YORK, NY 10002

Building Number and Street Name (Address)

This establishment is seeking a license to serve

BEER/WINE & LIQUOR

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, December 9, 2004 at 6:30pm

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Date/Time/Location

Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS 第3社區居民 請注意

DAISY DOODLE LLC
公司名字 (Company) and (DBA)

Plans to open a



ATTENTION RESIDENTS & NEIGHBORS

DAISY DOODLE LLC
Company/DNA Name and Contact Number for Questions

Plans to open a
BAR (NO OUTDOOR SPACE)
(Please choose) Bar/Restaurant/Cafe and indicate if there will be a Sidewalk Cafe or Backyard C/Den

at the following location
217 ELDRIDGE ST, NEW YORK, NY 10002
Building Number and Street Name (Address)

This establishment is seeking a license to serve
BEER/WINE & LIQUOR
Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on
 Monday, December 9, 2004 at 6:30pm
 Online: <https://us06web.zoom.us/j/89482152857>
 see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

Applicant Contact Information
 AT COMMUNITY BOARD 3
 SLA & DCA Licensing Committee Meeting
 mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS
 第3社區居民 請注意

DAISY DOODLE LLC
公司名字 (Company) and/和聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在 第 3 社區申請生意相關牌照擴展生意)
BAR (NO OUT DOOR SPACE)
(請選擇/please choose) 酒吧 (Bar) 餐館 (Restaurant) 戶外咖啡 (Sidewalk Cafe) or 或者 後院花園咖啡 (Backyard Use)

217 ELDRIDGE ST, NEW YORK, NY 10002
Address/生意地址

seeking a license to serve (以上的店主想要請以下相關酒牌照)
BEER/WINE & LIQUOR
(請選擇/please choose) 啤酒和酒牌照 (Beer & Wine) or/或者 啤酒牌照 (Beer) or/或者 酒和酒牌照 (Wine & Liquor)

Public meeting for comments
 第 3 社區的居民有權利提出自己的意見和建議
 (CB3 SLA & DCA Committee Meeting)
 曼哈頓第 3 社區委員會
 酒牌和紐約市消費局有關小商業牌照委員會
 Monday, December 9, 2004 at 6:30pm
 Online: <https://us06web.zoom.us/j/89482152857>
 see www.cb3manhattan.org for zoom meeting details
時間 (Time) 和地點 (Location)
 mn03@cb.nyc.gov - www.cb3manhattan.org

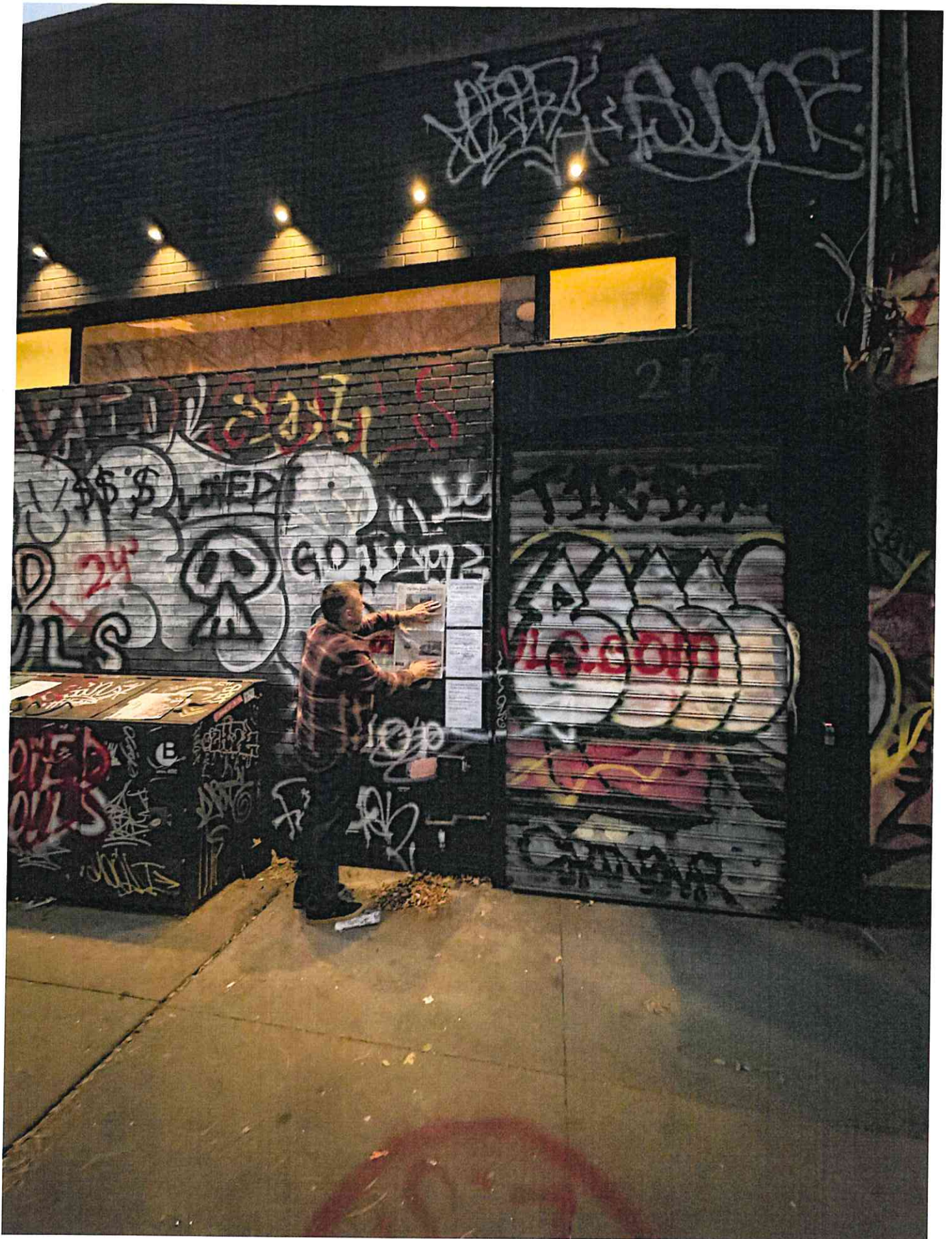
NEIGHBORING RESIDENTS
VECINOS DE LA COMUNIDAD

DAISY DOODLE LLC
Company Name/Contact Info

Plans to open a:
BAR (NO OUTDOOR SPACE)
(Please choose) Bar/Restaurant/Cafe and indicate if there will be a Sidewalk Cafe or Backyard C/Den

217 EL...

Nombre de la Compañía/et téléphone de contacte
 Planifique abrir un...



PETITION SIGNATURES IN SUPPORT OF NYSLA LICENSE

The following undersigned residents of premises and surrounding buildings support the issuance of an premises license to the following applicant/establishment:

DAISY DODDLE LLC

217 Eldridge
address

This business will be a bar restaurant other,

The hours of operation will be (for indoor establishment): 12 PM - 2 AM

The hours of operation for establishment's outdoor space:

Date	Name (Please Print)	Signature	Address (please include apartment number)
12/2	Michael W.	[Signature]	231 Eldridge St.
12/2	Regina Klyde	[Signature]	231 Eldridge St.
12/2	ANDRES DAN	[Signature]	570 Grand St.
12/2	Adam Gibson	[Signature]	303 Broome St. 3
12/2	DAVID FRACASSO	[Signature]	219 Eldridge St.
12/2	Mackenna WYANT	[Signature]	157 Livingston St.
12/2	Hynje Park.	[Signature]	231 Eldridge St.
12/2	FRAZMILSIO SAMOS	[Signature]	16 2nd Ave
12/2	TAMIE MARTIN	[Signature]	114 Crosby
12/2	SKYLER STANLEY	[Signature]	"
			"

PLEASE NOTE: signatures should be from residents of buildings, adjoining buildings, and within 2-block area of property in question.

PETITION SIGNATURES IN SUPPORT OF NYSLA LICENSE

The following undersigned residents of premises and surrounding buildings support the issuance of an on premises license to the following applicant/establishment:

Daisy Doodler LLC
 217 Eldridge Street

This business will be a bar restaurant other,

The hours of operation will be (for indoor establishment): 12pm - 2am
 The hours of operation for establishment's outdoor space: NA

Date	Name (Please Print)	Signature	Address <small>(please include apartment number)</small>
12/2	Jennifer Tran		219 Eldridge St - 2A
12/2	Takeshi Fukui		57 Stanton St.
* 12/2	Thomas W. Harrell IV		201 Eldridge St *
12/5	Edgar Plencio		180 Eldridge St
12/6			11 Stanton
12/6	Kaitlyn Hickey		100 Norfolk St 3C
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PLEASE NOTE: signatures should be from residents of buildings, adjoining buildings, and within 2-block area of property in question.

Greg Boehm, Founder & CEO of Cocktail Kingdom and Cocktail Kingdom Hospitality Group

Greg Boehm is a prominent figure in the cocktail and hospitality industry, known for his innovative contributions and passion for history. As the Founder & CEO of Cocktail Kingdom and Cocktail Kingdom Hospitality Group, Greg has revolutionized the professional barware industry and established a series of world-renowned bars that have raised the standard of hospitality excellence.

Greg's interest in cocktail history quickly became a passion for collecting and publishing antique cocktail books. Inspired by his father's publishing of Salvatore Calabrese's "Classic Cocktails," Greg launched Mud Puddle Books, under which he published true facsimile classics by Jerry Thomas, Harry Johnson, and other luminaries of the first Golden Age of the Cocktail, an initiative that played a crucial role in the modern Cocktail Renaissance. The Cocktail Kingdom library, sourced and curated by Greg, has over 3,800 antique cocktail books and is likely the largest in North America.

It was his knowledge of cocktail history and relationships with some of the leading bartenders that led him to identify a need for high-quality bar tools. In 2008, Greg founded Cocktail Kingdom, pioneering the professional barware industry in the U.S. He has been instrumental in introducing iconic products such as the Moscow Mule mugs, Koriko Shaking Tins, and Yarai Mixing Glasses.

Greg opened his first bar, Golden Cadillac in 2013, where he made a significant impact on the cocktail scene. His innovative spirit led to the creation of Miracle in 2014, a Christmas themed pop-up bar that has expanded to over 200 locations globally as of 2024. MACE opened its doors in 2015, which was consistently ranked among the World's 50 Best Bars and Katana Kitten in 2018, which quickly gained acclaim and was ranked #12 on North America's 50 Best Bars list in 2024. In 2019, he opened The Cabinet Mezcal Bar, celebrated for its extensive tequila and mezcal collection. Most recently Greg launched SuperBueno, which was named #2 on North America's 50 Best Bars list in 2024, a testament to its outstanding quality and innovative offerings.

Greg resides in New York City, where he can often be found at the Cocktail Kingdom Showroom in Greenwich Village or at one of his world-renowned bars.



Masahiro Urushido
Managing Partner,
Katana Kitten

Beloved Ambassador of Japanese Bartending Techniques and Drinkways

Masahiro Urushido, an ace bartender with more than 20 years of experience, is Managing Partner of Katana Kitten, a Japanese-American bar that opened in the West Village in 2018, co-created with Cocktail Kingdom Hospitality's Greg Boehm.

Katana Kitten combines the precision, craft and whimsy of Tokyo's bars and izakayas with the welcoming hospitality of a New York neighborhood watering hole. Masahiro spearheads the bar's cocktail and culinary programs and splits his time between shifts behind the bar and hosting guests with his signature megawatt smile.

In 2019, Katana Kitten was awarded the titles of Best New American Cocktail Bar by the Tales of the Cocktail Foundation at the 13th annual Spirited Awards, Best New Opening by the World's 50 Best Bars, and landed at number 14 in the World's 50 Best Bars annual ranking. In 2020, we moved to number 16 by World's 50 Best Bar.

In 2022, we hailed to #9 in the World's 50 Best Bars annual ranking and #4 in the North America 50 Best Bars annual ranking. Masa was also named the Altos Bartenders

bartender award in 2022. In 2023, Katana was voted #3 in the North America 50 Best Bars annual ranking.

The Japanese Art of the Cocktail was published, June 1, 2021 by leading publisher, Houghton Mifflin Harcourt. Co-authored by Masahiro Urushido and Michael Anstendig, it is a memoir of Masa culminating in the success of Katana Kitten. The book features more than 80 recipes from top bartenders in the U.S. and Japan. Top awards include: Best Cocktail Bartending Book” at Tales of the Cocktail 2022!

Saxon + Parole: A Platform for Creativity and Inspiring His Team

Recently, Masahiro led the bar program at Saxon + Parole, which became his platform for exploring his creative approach to mixology. Having risen through the bar’s ranks, Masahiro led the team to win “Best American Restaurant Bar” at 2016 Tales of the Cocktail, following a win of “World’s Best Restaurant Bar” three years prior.

During his tenure at Saxon + Parole, Masahiro earned places on both StarChefs’ New York City Rising Stars and Wine Enthusiast’s Top 40 Under 40 Tastemakers in 2017. That same year, he was nominated for “American Bartender of the Year” at Tales of the Cocktail. In 2014, Masahiro won world renown as winner of the Chivas Masters global cocktail competition, a resounding accolade in the mixology sphere.

Masahiro had moved to New York in 2008 to complete his degree in Hospitality Management at the City University of New York. He was quickly recruited to work at Saxon + Parole, where he was mentored by bartending luminary Naren Young.

Masahiro has past experience at Tokyo restaurant Dazzle, where he developed his service skills further and was mentored by Tomoaki Asai, its legendary Maître d’. It was at Dazzle that Masahiro also refined his ice carving and overall bar technique.

From the Mountains and Rice Paddies of Nagano to Sipping Chivas in Brooklyn

Born and raised in a small town in Nagano, Japan, Masahiro grew up surrounded by mountains, rice paddies, lakes, and world-renowned ski resorts. He currently lives in Brooklyn and enjoys cooking, stirring up pre-dinner Martinis and spending time with his family.

Finally, New York Has a Cocktail Library

Greg Boehm, who owns some 3,000 vintage books on mixology and drinking culture, has made his collection of rare recipes public. Here he discusses the evolution of cocktail culture in the city, which he describes as “a tricky place right now.”

By Devorah Lev-Tov

Nov. 30, 2018

Twenty years ago, Greg Boehm was drawn to a small, ornate book, “Drinks: How to Mix and How to Serve,” while visiting an antiquarian bookstore in London. “It had a stamped burgundy leather cover with gold-foil printing,” Mr. Boehm said. “It was a really beautiful little book.” He bought it for about \$75 and it became the first in his collection of more than 3,000 vintage cocktail books. Now it’s worth about \$750, he said.

Today, Mr. Boehm, 49, is often found on the fifth floor of a nondescript building in the Flatiron district, inside the new offices of Cocktail Kingdom, his company that manufactures and imports barware and reprints vintage cocktail books. He is also the co-owner of several bars, including Existing Conditions, Boilermaker, Katana Kitten, Mace, and the global Christmas-themed pop-up bar, Miracle.

Mr. Boehm’s cocktail book library, which is kept at the office, features first editions, cocktail recipe pamphlets and decades-old menus. Until recently, only those in the know could make an appointment to dig through Mr. Boehm’s ramshackle system.

But when Cocktail Kingdom relocated to a larger space last spring, Mr. Boehm decided to organize his collection for the public. Visitors can now easily access what he believes is a first edition of Jerry Thomas’s “How to Mix Drinks” and the

1927 edition of “Barflies and Cocktails.” There are also books in Japanese, Spanish, German and French. Appointments are still necessary, however, to visit (email library@cocktailkingdom.com for more information).

The following interview is an edited and condensed version of a conversation with Mr. Boehm.



The library is part of Cocktail Kingdom, Mr. Boehm's barware company. Dina Litovsky for The New York Times

Q. How did you get drawn into this world?

A. About 20 years ago my family's publishing company, Sterling Publishing, where I worked at the time, published “Classic Cocktails,” by a guy named Salvatore Calabrese, who is a celebrated bartender in London. It turned into quite an amazing seller. So when I was in London I started visiting him — at the time he was at the Library Bar at the Lanesborough Hotel. I really enjoyed his classic cocktails, and I didn't know of any cocktail bars in New York. Angel's Share existed

but I didn't know about it. And so, being a book person and also now a person interested in cocktails, I started looking at antique cocktail books as my personal hobby.

What was the first truly rare cocktail book that you found?

I found an 1862 copy for \$275 of Jerry Thomas's book "How to Mix Drinks" at Argosy Book Store in Midtown Manhattan. Now worth \$2,000, it's widely considered to be the first cocktail book ever written, although cocktails were mentioned in some books before then. It was in very bad condition. I think we have, like, 16 versions of it in the library now.

Let's say someone comes in wanting to know more about, say, the martini. What books would you recommend?



The oldest book in the library (not this one) is from 1676. Dina Litovsky for The New York Times

Martin Doudoroff is our librarian and cocktail historian, and we have databases and things that are useful, but mostly I just have a sense of where something could be. So we would start pulling the dry martini — because martinis originally started with sweet vermouth and then at some point became more of a drier drink. So you start pulling books. The first one to mention a dry martini is in French and it's called "American Bar" from 1904, by Frank Newman. Then there's a book from 1906, which is the first English-language book to mention a dry martini, called "Louis' Mixed Drinks." It's a beautiful Victorian-style book.

What's the oldest book you have?

The oldest is from 1676. It's a treatise on cider, so, it's not directly about cocktails. And then in 1858 is the first book that actually mentions cocktails by name, "Fermented Liquors."

How do you think New York's cocktail scene has evolved over the past 20 years?

In New York, as I mentioned, Angel's Share existed, along with a few other places. After that, you started seeing more places making classic cocktails. I was definitely happy when PDT, Death & Co. and Pegu Club brought in a whole wave of very educated bartenders making interesting drinks and the classics. Then it further progressed to a point where there were innovative drinks in both small and large bars. Now in New York, things make me a little bit nervous because it seems that *all* bars and restaurants feel obligated to have a cocktail menu, whether or not there is somebody there with a passion behind it. So, it's a tricky place right now.

When you first started collecting your books and barware, did you imagine that cocktail culture would be where it is today?



Vintage strainers. Dina Litovsky for The New York Times

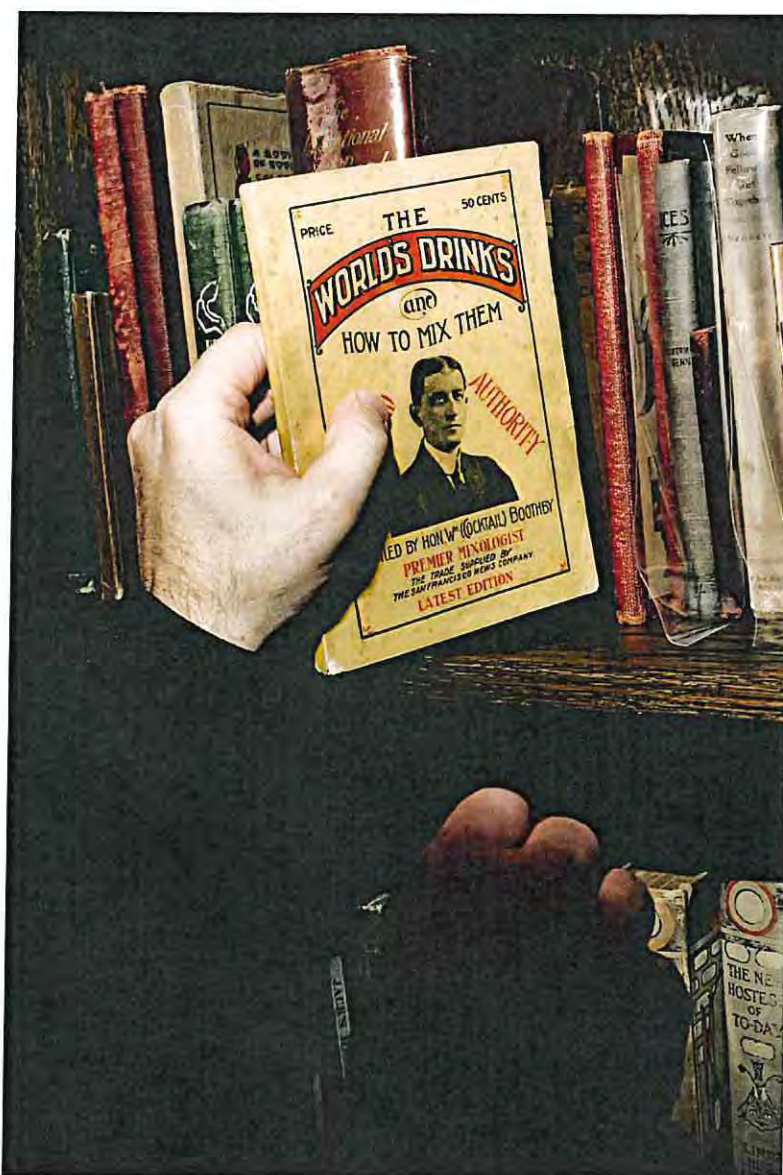
No. I didn't really see it taking off the way it did. Cocktail Kingdom only started importing barware from Japan later on because I knew bartenders wanted better tools. I never had one moment where I thought, "This is going to be extremely popular." When cocktail bars started opening in secondary and tertiary cities, I was like, O.K., cocktail bars are going to be a thing.

Who do you think are the great cocktail writers today?

David Wondrich, the author of "Imbibe!" He also writes for the Daily Beast. He is absolutely my No. 1 favorite cocktail writer. Anything he writes, I read. If I disagree with him, then I think I probably have it wrong and he probably has it right. Jeffrey Morgenthaler has written a great book for people that are getting into cocktails, whether professionally or for home use. And then Philip Greene has a written a recent book, "To Have and Have Another," about Hemingway and cocktails.

Who are your favorite bartenders in New York? Favorite bars?

I have a habit of starting to work with some of my favorite bartenders. So, Nico de Soto — he and I now own Mace together. He had an experimental club in London and then New York, and he was my favorite bartender. Also Masa Urushido and I are partners at Katana Kitten. He was one of my absolute favorite bartenders when he was at Saxon + Parole. Matthew Hunter at Eleven Madison Park. But I think my favorite bartender is not part of a fancy bar, not a place that makes cocktails at all, in fact. It's in Port Jervis, N.Y., and it's called the Venture Inn. And the bartender there, Ginger, I think, reads a room better than anybody I've ever seen in my life. She knows exactly when to fill up your glass.



An early cocktail book describes the "Tin Roof" as anything that's "on the house." Dina Litovsky for The New York Times

Seven of the quirkiest cocktail recipes you've come across. Go!

There's the **Frankenstein Cocktail**, from "Pioneers of Mixing Liquors and Cordials at Elite Bars," where red kirsch, French vermouth, maraschino and orange bitters float between green chartreuse on the top and bottom of the glass; **Ernest Hemingway's Death in the Afternoon** from "So Red the Nose" combines absinthe and Champagne (the directions from the book say to "drink 3 to 5 of these slowly"); the **Tin Roof** from "The World's Drinks and How to Mix Them" is described as anything that's "on the house"; the **Baby Burns** from

203. The Life-Prolonger.

A large glass, with a fresh egg,
 1 spoonful of fine sugar,
 $\frac{2}{3}$ full of fine ice,
 $\frac{2}{3}$ of sherry wine,
 $\frac{1}{3}$ of port wine,
 1 dash of crême de roses,
 2 ponies of cream.

Shake this exceedingly well, strain into a large glass, and serve.


Cocktail Kingdom

"Mixed Drinks and How to Make Them," now known as the Bobby Burns, combines sweet vermouth, Benedictine and Scotch; the **Wedding Punch** from "The Mixicologist" includes pineapple juice, lemon juice and syrup, port, brandy, vanilla bean and ambergris (a waxy, flammable material produced in the digestive system of sperm whales); the **Monkey Gland** from "Barflies and Cocktails" mixes absinthe, grenadine, orange juice and gin; the **Life-Prolonger**, from "The Flowing Bowl: What and When to Drink," includes a whole egg, sugar, sherry, port, crême de roses, and cream, all mixed together with ice and strained into a large glass.

A version of this article appears in print on , Section MB, Page 1 of the New York edition with the headline: Raise a Glass to His Library

Inside Holiday Pop-Up Bar Miracle After 10 Years In Business

As the seasonal cocktail bar celebrates its 10th anniversary, founder Greg Boehm reflects on the evolution of the concept and its unexpected global success.

Rachel King Contributor 

Uncorking wine and spirits adventures around the world.

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Nov 1, 2024, 11:00am EDT

Updated Nov 1, 2024, 02:28pm EDT



Miracle on 9th in Manhattan opened in November 2014. MIRACLE

Originally launched in 2014 in Manhattan's East Village, Miracle started as a modest experiment—a whimsical, Christmas-themed bar set against a backdrop of 1950s nostalgia.

However, within days of opening, Miracle founder and CEO Greg Boehm realized that the bar had struck a chord with patrons.

“When I first launched Miracle on 9th Street [the original name and location], I had no expectations more than that it would be fun,” says Boehm, via Zoom. “Three days into the first Miracle season, we knew we had landed on something big that really resonated with people.”

From its humble beginnings, Miracle has since expanded into a worldwide phenomenon. Boehm, along with his team, has nurtured the brand, ensuring that the pop-up not only captures the festive spirit but also delivers high-quality cocktails.

“People lined up because it was fun but kept coming back because of the quality of the cocktails and the experience,” Boehm says, underscoring the balance between playful themes and serious craftsmanship.



Miracle is known for its regularly changing menu of holiday-themed cocktails. MIRACLE

At its core, Boehm says the concept remains unchanged, focusing on three core tenets: quality, hospitality and originality. The initial interior design of Miracle was inspired by Boehm’s own childhood memories.

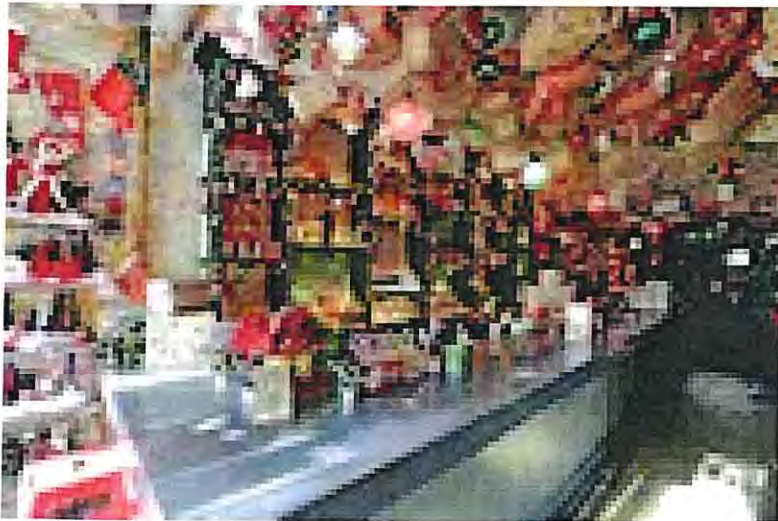
“The décor was all based on grandparents’ basement in White Plains, New York, and it screamed 1950s nostalgia in a comforting yet goofy way,” he recalls. From Christmas lights to kitschy ornaments, every detail was designed to evoke memories of festive gatherings past.

This attention to detail has become a hallmark of Miracle, with each location painstakingly transformed into a winter wonderland. To some, it might look like a department store window display exploded all over a dive bar. But for others, it’s like stepping into the set of a Hallmark holiday movie setting, where everyone can be the main character.

Key to Miracle’s success is its evolving cocktail menu, created by bartender Joann Spiegel, formerly of the New York hotspot The Dead Rabbit and now

vice president of Miracle Cocktails Inc. With over two decades of experience in the hospitality industry, Spiegel's inventive approach has been integral to keeping the pop-up fresh year after year. Her creations, such as the Christmapolitan—a staple since the first year—have become crowd favorites. Each year brings new drinks that aim to immerse guests in the holiday spirit.

“Joann’s creative genius has helped to establish Miracle as the leading holiday pop-up bar,” Boehm says.



Miracle combines festive decor, themed cocktails and a holiday spirit. MIRACLE

As the concept grew, so did its reach. Miracle now operates more than 200 pop-up locations worldwide, from major cities to remote towns.

“One of the most unexpected parts of Miracle’s growth is how the concept has been embraced around the world,” Boehm says. What started as a quirky idea in New York City has transformed into a global event, bringing festive cocktails to places as far-flung as Japan. “When we opened our 24th

location in year three and I visited almost all of them, I was beyond excited for the future.”

While expansion was never the initial goal, the opportunity to grow the brand became undeniable. Boehm credits the team behind Miracle for ensuring the experience remains consistent across all locations. From style guides to recipe manuals, the team works diligently to maintain quality and uphold the brand’s values.

“We also go through great lengths to choose the best partners around the world that we are confident can deliver a true Miracle experience,” Boehm says. This includes employing secret shoppers to ensure that no location falls short of expectations.

The addition of Sippin’ Santa has allowed the brand to cater to those seeking a more laid-back holiday experience. In addition to the original Miracle concept, Boehm partnered with renowned tiki expert Jeff “Beachbum” Berry to launch a tropical spin-off called Sippin’ Santa.

“Having a more tropical Christmas experience has been a blast, and Beachbum’s cocktails are just amazing,” Boehm says.

The concept, like Miracle, has expanded globally, with new locations opening in unexpected destinations, including Japan, where Boehm notes he signed with the company’s 209th partner for Miracle.



Miracle on 9th Street, located at The Cabinet Mezcal Bar in New York City, will open its holiday-themed space to guests starting November 1st. MIRACLE

Despite its growth, Boehm remains focused on preserving the essence of Miracle. He emphasizes that the goal is not just to serve drinks but to create an immersive holiday experience.

“The entire Miracle team reaches deep into our fondest holiday memories to come up with ideas for the mugs,” Boehm explains, referencing the iconic glassware that accompanies many of the cocktails. Each design is inspired by vintage Christmas cards and personal holiday moments, adding an extra layer of nostalgia to the experience.

As Miracle enters its 10th season, the original flagship location on 9th Street in Manhattan will continue to welcome guests starting November 1st, while pop-ups across the globe will open shortly thereafter.

Boehm hints at further expansion but remains coy about where the next pop-up might appear. “I am not sure where in the world we will pop up next.”
Follow me on LinkedIn. Check out my website.

NYC's Best New Cocktail Bar Serves a Mole Negroni, Mango Martini, and Mushroom Margarita

Sip serious cocktails in a playful space at the best bar in the U.S.

By **Daniel Modlin** Updated on April 2, 2024

On the corner of First Avenue and First Street in Manhattan, next to a shuttered laundromat, across the street from a funeral home, and catty-corner from a graveyard, there's a bar that, around 7 p.m. every night, begins to glow a bright neon red.

Inside, the thrum of salsa and reggaeton is enticing, and everyone here seems to be having a great time. The walls are lined with luchador masks, stools are filled with couples on first dates, regulars, and wait – are the lights above the bar swinging like pendulums? It makes sense – Superbueno, a new Mexican-American cocktail bar from Ignacio “Nacho” Jimenez, has its own rhythm, and there's nothing else in New York City, or the United States, quite like it.

Despite the decidedly fun (but not rowdy) vibe, the drinks are serious. Most of the cocktails are inspired by food, Jimenez will tell you. There's the crowd-pleasing, tequila-based Green Mango Martini, a drink that's modeled after “the mango vendors in the subway,” finished with a drop of costeño chile oil that pops on the tongue like flakes of Tajín. The Mole Negroni, a favorite from Jimenez's Ghost Donkey (a now-closed tequila and mezcal bar nearby) days, has mole fat-washed mezcal blended with cynar, amaro, sweet vermouth, and chocolate bitters to deliver a cocktail that has a different flavor in nearly every sip.

RELATED: How a 170-Year-Old Restored Victorian Coaching Inn Became the Home to One of the Best Bars in the World

The rest of the drinks menu is filled with heavy hitters. There's a purple mushroom Margarita that my server aptly calls the best Margarita in town, in the form of a slushie with dehydrated pineapple skin, as well as excellent nonalcoholic offerings (get the Chamoy and Soda). The best drink is unassuming enough that it's easy to skip over – the Vodka y Soda, a maximalist highball with a minimalist name filled with clarified “guava water,” and a chile infusion that, unlike the original, isn't clear but slightly yellow-tinted. It's tart, sweet, salty, and dangerously refreshing.

If this all sounds playful for a serious cocktail bar, that's because it's supposed to be. But the food gets even more opulent. Superbueno's ceviche comes in a halved nacho cheese Dorito bag – frito-pie style – and the fresh fish at the bottom is layered with jicama, tomatoes, onion, and plenty of hot sauce. It's red on red on red, and if you tilt the bag into your mouth to get at the last few crumbs, no one would blame you. All of the tacos are served on heirloom corn tortillas, and if you love pork, you'll find nuggets of chicharon nestled inside the pork tacos, adding the perfect crunch to every bite. Even the seasonal fruit platter is a psychedelic vision of chamoy, darkened under a glowing beam of red light.

But then there's the birria grilled cheese, a showstopper that happens to be the tamest dish on the menu. There are no tricks here – Jimenez doesn't make the sandwich or the consommé greasier, cheesier, or saltier than you'd expect it to be. He just makes an excellent version of the classic that, served on bolillo bread with a mix of cotija, satisfies a craving for the best birria taco while leaving plenty of room for you to explore the rest of the food and beverage menu.

It's this measured restraint that makes Superbueno special. Jimenez is playing with big flavors, big feelings, and big vibes, but knows when to pull back. He understands that throwing a party is like conducting an orchestra and that every dish and drink and element of decor has its place within a larger picture. And, he is a damn good conductor.

Global Tastemakers is a celebration of the best culinary destinations in the U.S. and abroad. We asked more than 180 food and travel journalists to vote on their favorites, including restaurants and bars, cities, hotels, airports, airlines, and cruises. We then entrusted those results to an expert panel of judges to determine each category's