



## WHAT IS LTD?

Twelve years on and maybe its time for a rethink. The Social has been serving music, food and drink to Londoners since 1999, but on the verge of becoming a teenager, the people behind the bar decided that maybe a change was as good as a rest. So, the autumn of 2011 the upstairs bar was radically shaken down, though not in any visible way.

---

The Social is now home of bar experiment LTD At The Social. Masterminded by taste-maker Dré Masso, and redefining the concept of what makes a cocktail or spirit 'the best', LTD offers drinkers 'the choice' of just one vodka, one gin, one rum, one whisky, one tequila and one brandy.

---

LTD's independent tasting committee have dedicated their time diligently drinking and debating its way to a decision as to which brand from each spirit category is the 'best of the best' available, with price and quality in mind.

We believe that we can produce top-notch cocktails with our very unique and limited selection of spirits. The menu is a compilation of some of the most iconic classic cocktails around.

We went down the same road when it came to choosing the beer and wine. The bottled British beer selection has been picked by The Social's resident beer experts and our boutique wine offering is bought to us by our friends at Planet of the Grapes.

## SIGNATURE COCKTAILS



### CLOONA CURRA

#### Ingredients

One and a half shots of whiskey  
Half a shot of blackberry liqueur  
One shot of lemon juice  
Four blackberries  
One tablespoon of honey water

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Highball

#### Garnish

Blackberry and lemon slice

£8.50

### ARMENIAN PLUM

#### Ingredients

One and a half shots of brandy  
Half a shot of apricot liqueur  
One tablespoon of apricot jam  
One shot of lemon juice

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Highball

#### Garnish

Cherry

£8.50

### FRESCA

#### Ingredients

One and a half shots of tequila  
Half a shot of liqueur (strawberry, raspberry or apricot)  
One shot of lemon juice  
One teaspoon of agave syrup

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Highball

#### Garnish

Lemon slice

£8.50

### BUMBLE BEE

#### Ingredients

Two shots of gin  
Five raspberries  
One shot of lemon juice  
One tablespoon of honey water

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Tin or highball

#### Garnish

Raspberry and lemon slice

£8.50

### MARKET-TINI

#### Ingredients

Two shots of vodka  
Handful of seasonal fruit  
One teaspoon of vermouth  
One teaspoon of sugar

#### Method

Shake all ingredients with cubed ice and strain

#### Glass

Martini

#### Garnish

Seasonal fruit

£8.50

### TROPICANA

#### Ingredients

Two shots of rum  
One tablespoon of lime juice  
One shot of mango juice  
One shot of pineapple juice  
One teaspoon of cane sugar

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Half pint or highball

#### Garnish

Lime wedge

£8.50

## VODKA COCKTAILS



### MOSCOW MULE

#### Ingredients

Two shots of vodka  
Three pieces of lime  
(squeezed and dropped)  
Three dashes of  
Angostura bitters  
Top with ginger beer

#### Method

Pour over cubed ice  
and stir well

#### Glass

Tin mug or highball

#### Garnish

Lime wedge and sprig of mint

£8.50

### COSMOPOLITAN

#### Ingredients

One and a half shots vodka  
Half a shot of triple sec  
One shot of cranberry juice  
Three pieces of lime  
(squeezed and dropped)

#### Method

Shake all ingredients with  
cubed ice and double strain

#### Glass

Martini

#### Garnish

Flamed orange zest

£8.50

### ESPRESSO MARTINI

#### Ingredients

One and a half shots of vodka  
Half a shot of coffee liqueur  
One strong espresso  
One teaspoon of sugar

#### Method

Shake all ingredients with  
cubed ice and double strain

#### Glass

Teacup or Martini

#### Garnish

Three lucky coffee beans

£8.50

### BLOODY MARY

#### Ingredients

Two shots of vodka  
One tablespoon of lemon juice  
Four drops of hot sauce  
One tablespoon of  
Worcestershire sauce  
Half a teaspoon of horseradish  
One pinch of crushed  
celery seeds  
One pinch of cracked  
black pepper  
Sprinkle of hot paprika  
One pinch of dried herbs  
Top up with tomato juice  
and passata

#### Method

Pour over cubed ice  
and stir well

#### Glass

Highball

#### Garnish

Salt and pepper rim. Celery  
stick and cherry tomato

£8.50

### RUSSIAN SPRING PUNCH

#### Ingredients

One and a half shots  
of vodka  
Juice of one lemon  
One tablespoon of sugar  
Top with sparkling wine  
Tablespoon of blackberry  
liqueur, drizzled on the top  
at the end

#### Method

Pour first four ingredients  
over cubed ice and stir well.  
Float liqueur

#### Glass

Highball

#### Garnish

Lemon slice and raspberry

£9.00

### WHITE RUSSIAN

#### Ingredients

One shot of vodka  
One shot of coffee liqueur  
Two shots of half and half  
(half milk and half cream)

#### Method

Shake all ingredients with  
cubed ice. Dump into glass

#### Glass

Half pint or tumbler

#### Garnish

Cherry

£8.50

## GIN COCKTAILS



---

### MARTINEZ

---

**Ingredients**

One shot of gin  
One shot of red vermouth  
One teaspoon cherry liqueur  
Two drops of orange bitters

---

**Method**

Stir well with cubed ice and strain

**Glass**

Martini

**Garnish**

Lemon twist

---

£8.50

---

### WHITE LADY

---

**Ingredients**

One and a half shots of gin  
Half a shot of triple sec  
One shot of lemon juice  
One teaspoon of sugar  
Egg white

---

**Method**

Shake all ingredients with cubed ice and double strain

**Glass**

Martini

**Garnish**

Lemon twist

---

£8.50

---

### BRAMBLE

---

**Ingredients**

Two shots of gin  
One shot of lemon juice  
One tablespoon of sugar  
One tablespoon of blackberry liqueur, drizzled on the top

---

**Method**

Shake first three ingredients with cubed ice and dump in glass. Float liqueur

**Glass**

Tumbler

**Garnish**

Lemon slice and blackberry

---

£8.50

---

### NEGRONI

---

**Ingredients**

One shot of gin  
One shot of Campari  
One shot of sweet vermouth

---

**Method**

Pour over cubed ice and stir well (or quick shake)

**Glass**

Tumbler

**Garnish**

Two orange slices

---

£8.50

---

### DRY MARTINI

---

**Ingredients**

Two shots of gin  
One tablespoon of dry vermouth

---

**Method**

Stir well with cubed ice and strain

**Glass**

Martini

**Garnish**

Lemon twist or green olive on a stick

---

£8.50

---

### FRENCH SEVENTY-FIVE

---

**Ingredients**

One shot of gin  
One tablespoon of lemon juice  
One teaspoon of sugar  
Top up with sparkling wine

---

**Method**

Shake first three ingredients with cubed ice and double strain. Top up with sparkling wine

**Glass**

Champagne flute

**Garnish**

Lemon twist

---

£9.00

## RUM COCKTAILS



### MOJITO

#### Ingredients

Two shots of rum  
One shot of lime juice  
Handful of mint  
One tablespoon of sugar  
Splash of soda water

#### Method

Shake first four ingredients with cubed ice. Dump into glass and top with soda water

#### Glass

Highball

#### Garnish

Sprig of mint

£8.50

### CUBA LIBRE

#### Ingredients

Two shots of rum  
Three pieces of lime (squeezed and dropped)  
Top with Coke Cola

#### Method

Pour over cubed ice and stir well

#### Glass

Highball

#### Garnish

Lime wedge

£8.50

### DAIQUIRI NATURAL

#### Ingredients

Two shots of rum  
One shot of lime juice  
One tablespoon of sugar

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

None

£8.50

### PIÑA COLADA

#### Ingredients

Two shots of rum  
Two shots of pineapple juice  
Three pieces of lime (squeezed and dropped)  
One teaspoon of sugar

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

Wedge of lime on the side

£8.50

### DARK AND STORMY

#### Ingredients

Two shots of rum  
Three pieces of lime (squeezed and dropped)  
Three dashes of Angostura bitters  
Top with ginger beer

#### Method

Pour over cubed ice and stir well

#### Glass

Half pint or highball

#### Garnish

Lime wedges

£8.50

### MAI TAI

#### Ingredients

One and a half shots of rum  
Half a shot of triple sec  
Tablespoon of lime juice  
Two shots of pineapple juice  
One teaspoon of grenadine  
Three dashes of Angostura bitters

#### Method

Shake all the ingredients with cubed ice and dump into glass

#### Glass

Highball

#### Garnish

Lime wedge and cherry (and an umbrella if you have one)

£8.50

## TEQUILA COCKTAILS



### PALOMA

#### Ingredients

Two shots of tequila  
Two pieces of pink grapefruit  
(squeezed and dropped)  
Pinch of salt  
One tablespoon of lime juice  
One teaspoon of agave syrup  
Top with soda

#### Method

Pour over cubed ice  
and stir well

#### Glass

Highball

#### Garnish

Salt rim

£8.50

### SILK STOCKING

#### Ingredients

One shot of tequila  
Half a shot of raspberry  
liqueur  
Half a shot of cacao liqueur  
One shot of cream

#### Method

Shake all ingredients with  
cubed ice and double strain

#### Glass

Martini

#### Garnish

One raspberry

£8.50

### TEQUILA SUNRISE

#### Ingredients

Two shots of tequila  
Top with Orange juice  
Two teaspoons of grenadine

#### Method

Pour over cubed ice  
and stir well

#### Glass

Highball

#### Garnish

Cherry and orange slice

£8.50

### MARGARITA

#### Ingredients

One and a half shots  
of tequila  
Half a shot of triple sec  
One shot of lime juice  
One teaspoon of sugar

#### Method

Shake all ingredients with  
cubed ice and double strain

#### Glass

Martini

#### Garnish

Salt rim on half the glass

£8.50

### BATANGA

#### Ingredients

Two shots of tequila  
Three pieces of lime  
(squeezed and dropped)  
Top with Coke Cola

#### Method

Pour over cubed ice  
and stir well

#### Glass

Highball

#### Garnish

Salt rim

£8.50

### TOMMY'S

#### Ingredients

Two shots of tequila  
One shot of lime juice  
One tablespoon of agave syrup

#### Method

Shake all the ingredients  
with cubed ice and dump  
into glass

#### Glass

Tumbler

#### Garnish

Thin lime wheel

£8.50

## WHISKEY COCKTAILS




---

### SAZERAC

#### Ingredients

Two shots of whiskey  
One teaspoon of absinthe  
One teaspoon of sugar  
Two dashes of Peychaud bitters

---

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

No garnish

---

£8.50

---

### JULEP

#### Ingredients

Two shots of whiskey  
Handful of fresh mint  
One teaspoon of sugar

---

#### Method

Shake all ingredients with cubed ice. Dump into tin

#### Glass

Julep tin

#### Garnish

Mint sprig

---

£8.50

---

### OLD FASHIONED

#### Ingredients

Two shots of whiskey  
One teaspoon of sugar  
Three dashes of Angostura bitters

---

#### Method

Pour over cubed ice and stir well

#### Glass

Half pint or tumbler

#### Garnish

Long orange twist

---

£8.50

---

### IRISH COFFEE

#### Ingredients

Two shots of whiskey  
One tablespoon of sugar  
Hot black coffee  
Whipped cream

---

#### Method

Pour first three ingredients into glass and mix well. Layer whipped cream

#### Glass

Wine

#### Garnish

One coffee bean

---

£8.50

---

### SWEET MANHATTAN

#### Ingredients

One and a half shots of whiskey  
One shot of sweet vermouth  
Three dashes of Angostura bitters

---

#### Method

Stir well with cubed ice and strain

#### Glass

Martini

#### Garnish

Cherry and lemon oils

---

£8.50

---

### WHISKEY SOUR

#### Ingredients

Two shots of whiskey  
One shot of lemon juice  
One tablespoon of sugar  
Three dashes of Angostura bitters  
Egg white

---

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Tumbler

#### Garnish

Lemon and cherry

---

£8.50

## BRANDY COCKTAILS



### SMASH

#### Ingredients

Two shots of brandy  
One shot of lemon  
Handful of fresh mint  
One tablespoon of sugar

—

#### Method

Shake all ingredients with cubed ice. Dump into glass

#### Glass

Highball

#### Garnish

Sprig of mint and lemon slice

—

£8.50

### SIDECAR

#### Ingredients

One and a half shots of brandy  
Half a shot triple sec  
One shot of lemon juice  
One teaspoon of sugar

—

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

Cherry

—

£8.50

### STINGER

#### Ingredients

Two shots of brandy  
Handful of fresh mint  
One teaspoon of sugar

—

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

Orange twist

—

£8.50



### CHAMPAGNE COCKTAIL

#### Ingredients

One shot of brandy  
One sugar cube  
Three dashes of Angostura bitters  
Top with sparkling wine

—

#### Method

Place sugar cube in glass and cover with Angostura bitters. Pour in the other ingredients

#### Glass

Champagne flute

#### Garnish

Lemon twist

—

£9.00



### BLAZER

#### Ingredients

Two shots of brandy  
One sugar cube  
Long orange peel  
Three dashes of Angostura bitters

—

#### Method

Heat all ingredients

#### Glass

Brandy balloon

#### Garnish

Orange peel

—

£8.50



### ALEXANDER

#### Ingredients

One shot of brandy  
One shot of crème de cacao  
One shot of half and half (half milk and half cream)

—

#### Method

Shake all ingredients with cubed ice and double strain

#### Glass

Martini

#### Garnish

Grated nutmeg

—

£8.50

## SPIRITS

---

**SINGLE WITH MIXER**

**£4.70**

**DOUBLE WITH MIXER**

**£7.00**

---

(These prices do not include Red Bull)

---

**STOLICHNAYA VODKA  
40% ABV**

Stolichnaya – or more affectionately “Stoli” – is one of the most popular vodka brands on the market today. Taste, price and availability considered, Stolichnaya is one of the best everyday vodkas available – a gentle sipper and a wonderful cocktail base all in one. The red label is the flagship, or the foundation, of the brand as a whole and is available almost anywhere. This Russian vodka is distilled four times from wheat and rye.

---

**BEEFEATER LONDON  
DRY GIN 40% ABV**

One of the first names in gin everyone thinks of is Beefeater. This London Dry gin has become nearly synonymous with this particular category of spirits and has been a favourite of generations of Martini and G & T lovers. Its classic styling, unchanging bottle and taste, and availability have made Beefeater one of the best-known (and best tasting) gins available and it is one that you can rely on.

---

**HAVANA CLUB 7 YEAR OLD  
RUM 40% ABV**

Havana Club 7 Year Old Rum is the epitome of Cuban rum. It is legendary rum, which reinforces Cuba’s standing as a birthplace of the finest rums. Within the Havana Club range, Havana Club 7 Year Old Rum embodies all the distinctive flavours, richness and knowhow for which Havana Club 7 Year Old Rum is renowned. The lengthy and natural aging process in white oak barrels infuses the rum with its powerful and complex flavours.

---

**OCHO BLANCO VINTAGE  
TEQUILA. 40% ABV**

An estate-grown, 100% Blue Agave Tequila, OCHO is produced by renowned distillers, the Camarena family who are well respected within the tequila world. Unique to tequila, Ocho is experimenting with the terroir concept that is typically reserved for wines by producing vintages of their tequila each year using agave plants grown in different “microclimates.”

---

**JAMESON IRISH WHISKEY  
40% ABV**

Jameson is a single distillery Irish whiskey. Similar in its adherence to the single distillery principle to the single malt tradition, but Jameson combines malted barley with unmalted or “green” barley. The most famous component within Jameson is the “Pure Pot Still” distilling tradition. Established in 1780 when John Jameson established the Bow Street Distillery in Dublin. Triple distilled and very easy to drink and mix.

---

**COURVOISIER VS COGNAC  
40% ABV**

Unlike some other famous brands, Courvoisier deserves its name and reputation. Priced extremely reasonably, Courvoisier VS is one of the few VS-level cognacs out there that’s really worth drinking on its own and is a fantastic cocktail ingredient too. Subtle flavours are subdued, unsurprising for a VS, but the smooth delivery and delightful finish makes this one of the best buys for the price.

---

**LTD’S VERY SMALL SPIRIT SELECTION**

---

The first stage saw The Social Drinks Committee vote for their top five brands from each of the six major spirit categories (vodka, gin, rum, whiskey, agave and brandy). The Social Drinks Committee were asked to select spirits that they considered were “All-rounders” from each section and good value for money. The best of the best!

---

The second stage was a blind tasting and comparison of the three finalists of each section. All spirits were sampled neat and in a cocktail. The overall winners from each category were selected for LTD’s very unique product range.

---

All of the brands have something in common. They are linked to heritage and authenticity. They are respected brands and popular within their country of origin. There is also strong brand loyalty from the bartenders and all of these spirits have played an important role within the cocktail community. All are made to a very high standard.

---

## THE SOCIAL

---

5 LITTLE PORTLAND STREET  
W1W 7JD

T. 0207 636 4992

For all enquiries contact  
[carl@thesocial.com](mailto:carl@thesocial.com)

You can join and follow  
us on facebook & twitter  
'thesociallondon'

[www.thesocial.com](http://www.thesocial.com)

[www.heavenlyrecordings.com](http://www.heavenlyrecordings.com)