



SEVEN  
GRAND

# Seven Grand

A MODERN PUB CLASSIC OFFERING  
OVER 300 WHISKIES AND CIGAR PAIRINGS

by KATHERINE PEACH



**R**ows of glass bottles line shelves that climb towards the ceiling boasting 21-year old rye, Old Rip Van Winkle bourbon, and of course, a few selections of Maker's Mark. The astonishing whiskey collection is Seven Grand's signature. Host to over 300 whiskeys from nearly every type of bourbon, rye, Irish whiskey, and Scotch imaginable, it's no wonder that Seven Grand has been luring in drinkers with discerning taste for the better part of five years.

Seven Grand is one of the few bars attributed to the mixology revival in L.A., which shook awake the long slumbering cocktail hour. Opened by nightlife czar Cedd Moses in 2007, the whiskey bar pays homage to Hollywood's Golden era when L.A. was a well-liquored machine. Part Irish pub, part hunting lodge for the old boys, Seven Grand is a rare welcome for cigar lovers in L.A., offering a covered outdoor patio that ensures plenty of ventilation.

Seven Grand conjures up the image of Teddy Roosevelt sitting comfortably at the walnut bar, swapping stories from out on the hunt. Dark wood panels and plaid carpeting further evoke the big game feel. A few mounted jackalopes keep watch with mouths too full to comment—they obligingly hold

crystal chandeliers—as the catch of the day grows larger with each round of libations. The dimly-lit lounge compliments the air of mystery, leaving only the mythical creatures to weigh in on how tall the tales really are.

A fantastic distinguishing feature of the bar is the newly minted cigar menu. The menu focuses on local cigar brands that pair well with whiskeys, especially Irish selections such as Bushmills Black with distinct sherry notes. The selective cigar program breaks down what filler, binder, and wrapper is used, as well as where it's from. These cigars are “outstanding for the price,” and might not get as much attention, said Seven Grand cigar magnate, Andrew Abrahamson. Tatuaje, meaning tattoo in Spanish, is one such brand that started in L.A. and has received numerous awards for its Cuban-seed tobacco.

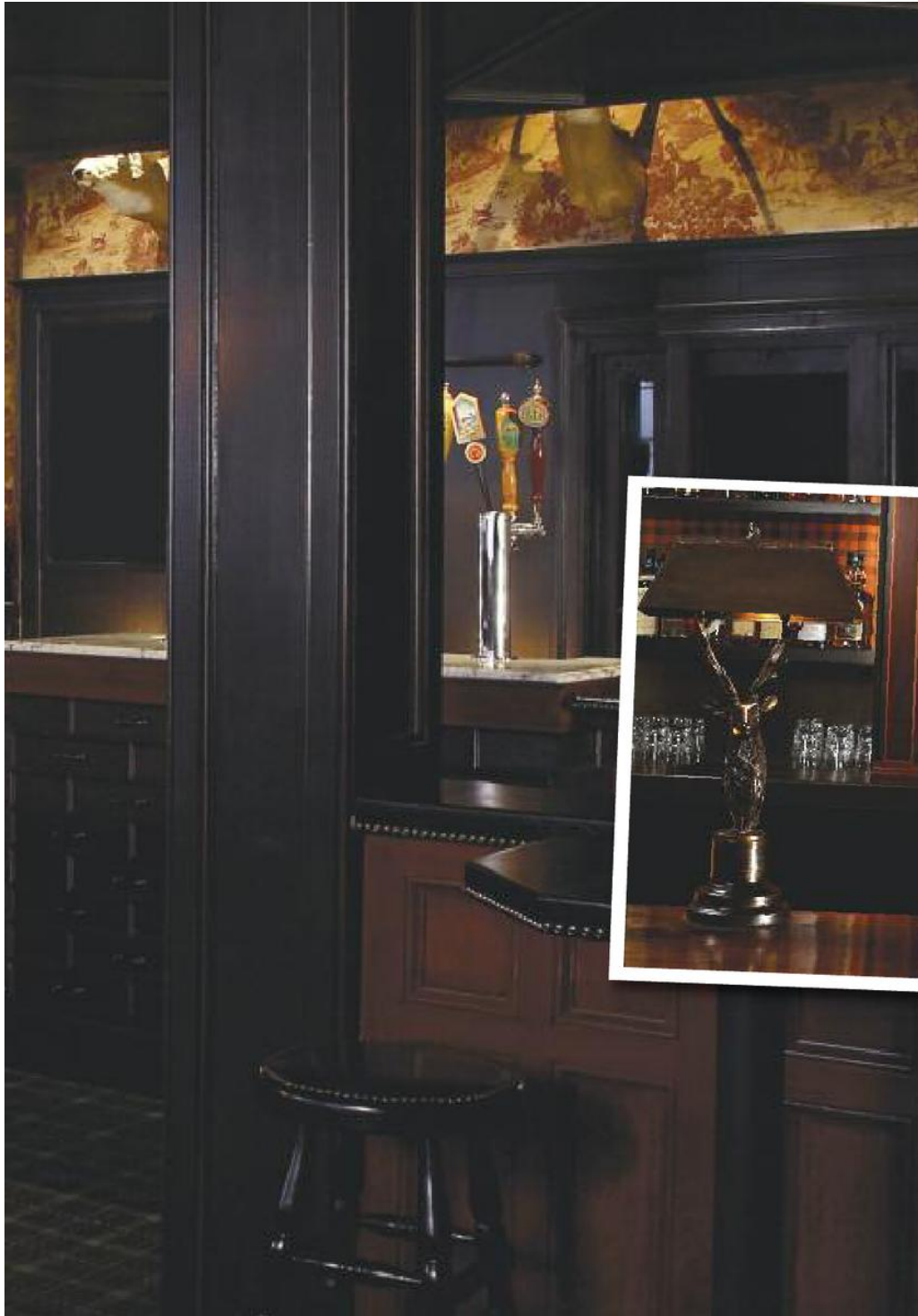
Any cigar devotee, or curious novice, may peruse the humidor to find a full-bodied cigar to pair with bourbon, or a mild smoke to pair with Scotch. Plaques take away the guesswork, so guests can browse at their convenience and still know what to expect. Abrahamson recommended the Casa Magna Robusto, a top rated brand for both flavor and value. A complete 25-page book details content and pairing information to further elevate the selection process.



Booths on the patio allow cigar enthusiasts to relax in the night air, without having to deal with the crowds that gather late at night. Arguably the best nights are enjoyed Monday through Wednesday, when crowds are sparse and live music presents traditional jazz or silken blues. On Wednesdays, the members-only Whiskey Society meets for one of the more than 30 tastings held each year. A Bushmills Master Distiller will educate tasters about grains and processes before the group saunters out towards the house band.

For a less formal drink selection, a whiskey sour is a tried and true drink, simple in essence—lemon, sugar, whiskey—yet it is anything but understated when served with the right smooth bourbon or tart rye whiskey. Seven Grand takes their spirits as seriously as their sour, blending Japanese Yamakazi 12-year with sweet orange and a touch of ginger. This is not your grandmother's cocktail.

For anyone who fears a dark liquor, or conceivably for those that are ac-



gathering of rums as well as 12 rotational taps sure to wet the palate just the same.

Sipping a lauded Seven Grand-style mint julep conjures up thoughts of Hemingway, another bar fly sure to quietly admire the well-dressed crowd. The bar also boasts a 150-year-old emerald green pool table ready for some friendly competition, which may depend on the number of Sazeracs consumed. Maybe try an old fashioned and strike up a conversation next to the jukebox, anyone who stops here for single malt must have something interesting to say.



Whether just fresh from the office or finishing the night with some free-form jazz, Seven Grand offers a whiskey selection like none I've seen, and a great atmosphere to enjoy a cigar. A staple in the growing list of downtown L.A. haunts, Seven Grand might be considered a modern classic in the land of film and hooch.

customed to more fruit garnish on a drink, you have options too. The Vanilla Cream Punch is a creamy invention made with limited-edition "Seven Grand Single Barrel" wheat whiskey spiced with cherry and vanilla. Pour that over shaved ice with fresh nutmeg, and not many will complain about the bite of some dark spirits.

But this is not about machismo, the patrons are the first to admit that the skilled mixologists have made more than a few whiskey converts. Bartenders wear more than just pin striped vests, but also open ears to inquiries about the range of spirits and the specific needs for a good drink. The bar is also host to an exotic

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Visit Seven Grand yourself to view the enormous whiskey selection at: 515 W. 7th Street, Los Angeles, CA. You can also view the menu and more information online at <http://213nightlife.com/seven-grand>