

REV. JW SIMPSON

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.

Recently we discovered amongst The Reverend's wooden chest of possessions a personal letter to a lady named Joan. Although we don't know who Joan is, the Reverend was clearly rather fond of her. In the letter, the Reverend JW Simpson details some of his preferred authors and why he places such value on their works. The disciples decided that we would be remiss if we didn't use this personal insight as inspiration to attain new heights in menu design. Utilising this rare glimpse into the Reverend's character, we have worked hard to bring you delectable delights inspired by four of the Reverend's literary favourites.



Cocktail of The Month

Rock & Roll Reviver

Paul's winning drink shakes up Kentucky's finest Four Roses Yellow Label bourbon whiskey with peach vermouth, dry curaçao, fresh lemon and bitters, topped with a splash of Pedrino sherry tonic water.

Nibbles

Nocellara & Kalamata Olives £4

B&H Cocktail Nut mix £4

Lightly salted almonds, cashews and macadamia

House Specialities

William Shakespeare

“One simply cannot bypass the bard” Rev J.W.S.

Our House Specialities are inspired by Will Shakespeare and a couple of the Reverend’s most esteemed works. Perhaps you can guess what they are

•

The Bard £11.5

To thine own self be true, and it must follow, as the night the day, thou canst not then be false to anyone.

Hendrick’s gin shaken with Kamm & Sons, fresh lemon, rose syrup and egg white



Puck’s Sake £9.5

Now we are frolic, not a mouse

Light rum shaken with Solerno Blood Orange liqueur, fresh lemon and an orange and ginger shrub



A Giddy Thing £11

There was a star danced, and under that was I born...

Lemongrass and dill-infused Belvedere vodka shaken with elderflower and homemade sour solution, topped with soda



Summer’s Day £11

Shall I compare thee...

Yaguara cachaça shaken with fresh mango, lemon, spiced pineapple and agave



Esoterica

Rudyard Kipling

"How did the camel get his hump? Or the Leopard his spots? Such fanciful children's stories fire the imagination of child and adult alike" Rev J.W.S.

For the Esoterica section of drinks, the disciples played upon the Reverend's love of Rudyard Kipling's 'Just So Stories' and his cherished fable - 'The Man Who Would Be King'.

King Louie £10

I always prefer to believe the best of everybody, it saves so much trouble.

Monkey Shoulder Scotch whisky shaken with mango and mandarin purée and house tincture

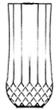


Best Beloved £9.5

'I'll take spots, then,' said the Leopard; 'but don't make 'em too vulgar-big.

I wouldn't look like Giraffe—not for ever so.'

Barsol pisco shaken with Aperol, fresh lime, orange and passion fruit and vanilla syrup



Humph £12.5

The cure for this ill is not to sit still,

Or frowst with a book by the fire;

Plantation pineapple rum stirred with Chartreuse and a salt solution, served with a hump



Hail to the King £11.5

Brother to a Prince and fellow to a beggar if he be found worthy.

Glendalough Wild Botanical gin shaken with white wine, fresh lemon, elderflower and raspberries



Gastronomicals

Hans Christian Andersen

“These stories will calm your soul and excite your inner child, rediscovering the beauty that is in this world,” Rev J.W.S.

Our flavourful Gastronomical libations bring to life the fairytale world of the universally revered Danish author Hans Christian Andersen. Drinks to feed the imagination indeed.

•

HCA £10

Give me a livelihood! Give me a bride! My blood wants love, as my heart does!
Merlet Brother’s Blend Cognac stirred with Cocchi vermouth and homemade blueberry shrub



Cygnnet £12

It is only with the heart that one can see clearly, for the most essential things are invisible to the eye.
Blackwell and Skipper rums stirred with Mr. Black coffee liqueur and muscovado black pepper syrup, laced with Coole Swan single malt Irish whiskey cream liqueur



Thumbelina £9.5

The swallow rose in the air and flew over forest and over sea—high above the highest mountains, covered with eternal snow.
Gin Mare Mediterranean churned with fresh lemon and homemade purple basil syrup, topped with a drizzle of cassis



The Tallow Candle £15

Out burst the flame, like the triumphant torch of a blissful wedding.
Black Cow Cheese-washed Black Cow British vodka married with 30 & 40 Normandy aperitif, served up with cheese, walnuts and apple



Cocktails in the City Summer 2017

with Reverend JW Simpson and Belvedere vodka

Ah summer, a delirious time of garden parties, village fêtes and picnics. Sunlight dappling through breezy leaves, the sounds of merriment mingling with the smells of a lighter, greener world. In the lead-up to the delightful afternoons and evenings of the Cocktails in the City event in Bedford Square, we in the Reverend's house offer a sneak-peek into our fare for the fayre. Refreshing drinks made with Belvedere vodka, fresh, light and homemade ingredients.

•

A Giddy Thing £11

Lemongrass and dill-infused Belvedere vodka shaken with elderflower and homemade sour solution, topped with soda



Bellevue £10

Belvedere Pink Grapefruit vodka shaken with fresh lemon and pomegranate, Maraschino and Sicilian blood orange liqueur



Joie de Vivre £5

A non-alcoholic shaken mix of fresh grapefruit, lemon and pomegranate, topped with soda



#COCKTAILSINTHECITY

@ ReverendJWS • @CocktailsInTheC

F: belvederevodka.gb, I: @belvederevodka T: belvedere_uk

Sparkling

Bouvet Ladubay Saumur NV, France 8

Champagne

Laurent-Perrier La Cuvée, France 11 65

Veuve Cliquot Brut NV, France 80

Laurent-Perrier Rosé, France 110

White

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

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 £25 and include 3 cocktails
and a tasting flight of 3 samples**

Upcoming sermons

Farm to glass

The Black Cow Vodka Story

11th August 2017

Situated on England's West Dorset coast, Black Cow produces the world's only Pure Milk Vodka made entirely from the milk of grass grazed cows and nothing else. Fresh whole milk makes an exceptionally smooth vodka with a unique creamy character. Black Cow Vodka is the invention of West Dorset dairy farmer Jason Barber. His inspiration came from a desire to diversify the produce from his 250 strong dairy herd and his deep personal interest in vodka.

Together with Georgia Billing, the Black Cow brand ambassador and bartender who also packs a PhD in Nutrition Research, we'll explore the fascinating story behind this unique spirit.

Carnival Spirit

Jamaican rums with Appleton, Wray & Nephew and Koko Kanu

22nd August 2017

Since 1966 revellers have gathered to experience the food, music, drinks and spirit of the Caribbean in West London at the annual Notting Hill Carnival. We'll be getting you in the mood with one of the Caribbean's most-beloved exports, Jamaican Rum. Join legendary brand ambassador Russell Burgess as he takes us through the origins, production and rituals of Wray & Nephew, Appleton and Koko Kanu rums.

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.

London Cocktail Week

Bitter & Twisted with a Campari Sermon Special

3rd October 2017

Campari returns to Reverend JW Simpson for a London Cocktail Week special focused around this historically fascinating red liquid. From the Negroni, Americano and Campari soda, through to the modern day creations of mixologists all over the world, we'll look at the origins, production and stories around this iconic product.

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.

An Irish Aristocrat in Cognac

The Richard Hennessy Story

17th October 2017

Hennessy was founded in 1765 by the Irish aristocrat, Richard Hennessy. Hennessy had served with the French forces and the company began as an eaux-de-vie trader based in Cognac. He based his company on the land he had been granted by King Louis XV as compensation for his mercenary work. The brand grew under the ownership of Richard's son, James. The original master blender was Jean Fillioux, who joined the company in 1800. The brand became a popular choice among the landed gentry, and George IV ordered a bottle of Hennessy VSOP in 1817. Nowadays Hennessy is synonymous with luxury, craft, tradition and excellence. Join us as we follow the path of this decadent complex range of cognacs from their birth to today.



B&H HERITAGE

REVEREND
J.W. SIMPSON
1898 ~ 1989

