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FOR IMMEDIATE RELEASE

**Michael's New York Rings in 2012 with Six New Cocktails
To Banish Winter's Gloom and Spice Up Valentine's Day**

NEW YORK, January 2, 2012—Michael's New York, an iconic New York City restaurant popular with the power set, socialites and celebrities, today announced six new cocktails designed to dispel the winter doldrums and add a sensuous twist to Valentine's Day tippling. Created by mixologist Michael Flannery, they will be available beginning January through March 2012. Michael's New York is located at 24 W. 55 St., between Fifth and Sixth Aves.

"As the mercury drops, we're delighted to offer these warming and sophisticated drinks," said Michael McCarty, owner, Michael's New York. "The winter months can challenge the most stouthearted among us. These cocktails will add some much needed cheer after a busy day at the office and help stir up some passion on Valentine's Day."

The drinks incorporate Bortolomiol Prosecco, a family-owned, boutique producer of Italy's charming bubbly; Louis Royer VSOP "Force 53" Cognac, a high proof Cognac made for mixing; "Santa Teresa 1796" Rum, Venezuela's most renowned sipping tippie; Campari, the iconic red spirit; Marie Brizard, France's gold standard of liqueurs; and Hum, an artisanal botanical liqueur made in the U.S.

The cocktail recipes are as follows:



The Latin Lava

1 ½ oz "Santa Teresa 1796" Rum
½ oz Marie Brizard Anisette Liqueur
1 pat Housemade Compound Butter
4 oz Hot Cider
Cinnamon Stick

Add hot cider to melt a pat of butter in an Irish coffee mug. Once the butter is melted, add rum and anisette liqueur. Serve with a cinnamon stick.



Winter Rendezvous

2 oz Louis Royer VSOP "Force 53" Cognac
½ oz Carpano Antica Vermouth
½ oz Bonny Doon Framboise
5 drops Dutch "Colonial" Bitters
Maraschino Cherry

Build all ingredients in a Yaraï glass and stir for 20 seconds. Strain into a chilled martini glass with a cherry.



Your Sparkling Eyes

1 ¼ oz Campari
¾ oz Dolin Dry Vermouth
¾ oz Lime Juice
¾ oz Agave Nectar
Top with Bortolomiol Prosecco
Grapefruit Peel

Combine the first four ingredients and shake. Strain into a champagne flute and top with prosecco. Garnish with a grapefruit peel.



The Ice Melter

1 oz Louis Royer VSOP “Force 53” Cognac
½ oz Lime Juice
½ oz Demerara Simple Syrup
¼ oz Hum Liqueur
Top with Bortolomiol Prosecco
Edible Hibiscus Flower with Lemon Twist

Combine the first four ingredients and shake, strain into a champagne flute and top with prosecco. Add an edible hibiscus flower and a lemon twist.



Cupid's Arrow

1 Whole Egg
2 oz “Santa Teresa 1796” Rum
1 oz Fonseca Bin 27
½ oz Lime Juice
½ oz Demerara Simple Syrup
Grated Nutmeg on Top

Combine all ingredients in shaker tin without ice and shake to emulsify the egg. Add ice and shake again. Strain into a coupe glass and grate nutmeg on top.



Red Hot Ruby

¾ oz Campari
¾ oz “Santa Teresa 1796” Rum
4 oz Mulled Wine
Cinnamon Stick

Mull white wine with spices and add rum and Campari. Serve with a cinnamon stick.

About Michael's

Located in the heart of Midtown Manhattan, Michael's New York (24 W. 55th St.) is the perfect venue for business meetings (including breakfast), large and small celebrations, or pre-theater dinners. Michael's New York is open for breakfast Monday to Friday, 7:30 a.m. - 9:30 a.m.; lunch Monday to Friday, 12:00 p.m. - 2:30 p.m.; and, dinner Monday to Saturday, 5:30 p.m. - 9:30 p.m. For more information, menus and reservations, please visit www.michaelsnewyork.com or call [212.767.0555](tel:212.767.0555)

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