

VOL. 1

Bloody Mary

ENTHUSIAST

State of The Bloody Mary:

**Taking on
The Storm**

How to Elevate Your

Home Brunch

Drinking with Greg:

Adaptation

Industry Spotlights:

**Jim Taucher
Sam's Tavern
Forest Floor
Foods**



Letter From The Editor

Welcome to the very first issue of Bloody Mary Enthusiast magazine! As a proud member of the bloody mary community since 2011, creating the world's first magazine about bloody marys, for bloody mary fans, has been a dream long coming.

Over the past nine years, I've had the pleasure of working with nearly every aspect of this community. From spirit, beverage, and garnish brands to event production and tomato processors, each organization has offered a unique addition to this tight knit group of cocktail drinkers.

This issue highlights the hard work and dedication of people who not only build and share their own individual creations, but also give back to the community as a whole through gratitude and real contribution.

Whether it's a new weekly virtual toast, pivoting to takeout cocktail kits, or donating proceeds to a charity, we have found a way to support each other from manufacturer to consumer and beyond.

I am incredibly honored to work with those who contributed to this issue. Because of their efforts, we are able to donate 100% of profits from this issue to The Lee Initiative, benefiting restaurant workers in 19 cities across the nation.

Thank you to all.

Shelley Buchanan


shelley



All about
bloody marys,
for *bloody mary*
enthusiasts.

100% of profits from this issue of **Bloody Mary Enthusiast** magazine will be donated to **The Lee Initiative**.

The Lee Initiative

Due to the closure of restaurants across America, thousands of restaurant workers have an urgent need for assistance. Independent restaurants are at the center of the vibrant growth in America, and restaurant workers need our help more than ever.

In partnership with Maker's Mark and local chefs, [The Lee Initiative](#) has turned restaurants across the country into relief centers. For any restaurant worker who has been laid off or has had a significant reduction in hours and/or pay, they are offering food and supplies. Each night, they pack hundreds of to-go meals for those in need to come pick up and take home.

The bar and restaurant industry has given us, as a bloody mary community, exceptional service, delicious food and beverage, and a place to gather with friends and family.

Now is our time to give back.



[Click Here](#)

Donate

Today



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hand crafted in small batches

made with freshly grated
organic horseradish



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Bloody Mary Accessories



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Straws**



**Bloody Mary
Cocktail
Skewers**

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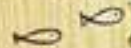
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THE MAIDEN LANE



State of

The Bloody Mary:

Taking on The Storm

by Shelley Buchanan

Bloody marys, no matter when they happen, bring joy and comfort

I'd been holed up in a midtown Manhattan apartment for six weeks. To be clear, I'm a downtown girl, so this skyscraper strewn refuge was a little high brow for my taste.

It was the first warm day of Spring, and I had to get out. One very long walk took me as far as my previously couch-bound legs could take me — the East Village. I didn't have any expectations in mind. My only desire was a change of scenery and maybe a hint of pre-corona NYC life.

The East Village was quiet. Most businesses closed. The same as Midtown. Yet as I crossed the corner of 9th

Street and Avenue B, I saw the equivalent of a Tesla in a fleet of 1990's Geo Metro hatchbacks. There it was. A small rush, a small glimmer of hope. What I had been looking for. A large window revealed a man behind a table and a small sign that read "Bloody Mary \$12."

Throughout all the mayhem and turmoil surrounding the Coronavirus pandemic, the bloody mary community has not only weathered the storm, it's taken that storm, added some hot sauce, cheese whips, maybe a whole chicken, and crushed any doubt that bloody marys, no matter when they happen, bring joy and comfort to our lives.



“as I crossed the corner of 9th Street and Avenue B, I saw the equivalent of a Tesla in a fleet of 1990's Geo Metro hatchbacks.”



Merlins Rest Pub

Minneapolis

Restaurants

Bars and restaurants across the United States have taken a hit. According to the National Restaurant Association, so far more than 8 million restaurant employees have been laid off or furloughed, with the industry losing \$80 billion in sales by the end of April. But there is hope. Some restaurants have changed their business model to takeout or delivery, and some states are allowing bars and restaurants to sell cocktails for offsite consumption for the first time. Global pandemic or not, brunch must go on. Enter, The Takeout Bloody Mary Kit.

[Handlebar](#) in Chicago created the \$20 “Bloody Hammer for 2” containing a 200ml bottle of Titos, 12oz of house-made bloody mix, two skewers with cherry peppers, olives, gherkins, hammer salt, and two fried pickles aka “Hammers.” Similarly, [Merlins Rest Pub](#) in Minneapolis partnered with Lovejoy Bloody Mary to offer a “Build Your Own LOVEJOY Bloody Mary Kit.” Each \$15 kit comes with enough bloody mix for two people, lemons, limes, pickles, olives, seasoning, and two mini breakfast pies. My East Village discovery, [Maiden Lane](#), sells both cocktails and pre-made mix to go.

10

Festivals

While people may be stuck at home or social distancing, Bloody Mary Enthusiasts welcome any chance to celebrate their beloved drink. Previously planned festivals have turned to virtual gatherings. After hosting three extremely successful sold-out bloody mary competitions, the New England Hemophilia Association hosted their first Virtual Bloody Mary Extravaganza. Participants showed off their homemade bloody marys while competing for prizes in virtual scavenger hunts. With proceeds from the event benefiting families living with bleeding disorders in Rhode Island, why not drink for a good cause?



Handlebar

Chicago



Three Sister's

San Francisco



Makers

Bloody Mary Enthusiasts are also enjoying [great deals](#) from bloody mary mix companies, allowing people to try out new mixes or restock on old favorites. [Demitris "SIP \(Shelter in Place\) Special"](#) provides everything from mix and pickled veggies to rim salt and even a garnish tree. Plus \$5 from every order is donated to Meals on Wheels. Others, such as [Three Sisters](#) bloody mary mix are donating a percentage of sales to the United States Bartender's Guild.

Consumers

But as Bloody Mary Enthusiasts, we don't just stop with good deals and charitable contributions. Creativity is a mandatory ingredient for any bloody mary, and members of the popular Bloody Mary Enthusiasts Unite Facebook group have embraced it with open arms. In addition to trading recommendations and showing off gravity defying garnishes, new traditions such as weekly virtual toasts and birthdays celebrated with birthday candle topped bloody marys have emerged.

No matter how long these current circumstances last, two things are clear. One, you can shut down an entire country, and I will still find a bloody mary. And two, this close knit community will always remain a place that encourages creativity, supports small business, and brings smiles to people's faces over and over again. 🍷

Amanda May's
Birthday Bloody





Person Spotlight

Jim Taucher

by Diego Carvajal

The bloody mary community wouldn't be what it is without bloody mary drinkers. That's why in each issue of Bloody Mary Enthusiast you'll find a spotlight of a member of the bloody mary community. Each spotlight will feature a kick-ass individual and the awesome things that person is doing for the community.

This issue spotlights Jim Taucher, who caught our attention for starting a [weekly Bloody Mary Toast](#) online. Jim is a pastry chef who left the snowy cold winters of Wisconsin for the warm beaches of Florida. Yet, despite the move, he took Wisconsin's bloody mary tradition with him. Jim regularly posts pictures of his bloody mary creations online, which he enjoys with his best garnish game.

When Jim is not drinking a bloody mary or another tasty cocktail, he works as a cook and pastry chef for a senior living center in Florida. As the coronavirus continues to hammer our

communities, Jim works the night shift, making sure that seniors in the facility have food delivered to their rooms.

Jim's first online bloody mary toast was seen by over a thousand people and had over a 160 people who either commented or shared a picture toasting with their bloody. In a time where we can't physically see many friends and loved ones because of the pandemic, we raise our glasses to Jim for bringing people together and creating a sense of community online. We caught up with Jim as he was gearing up for the third weekly Bloody Mary Toast.

BME: How did you come up with the idea for an online Bloody Mary Toast?

Well, I was drinking a bloody mary and thought that it would be a good idea.*** I think people miss the type of camaraderie that comes from sitting with friends and drinking a fun drink. I think that during these times, people need something to bring them together and have them forget their problems. People need an escape. So, I thought that having this virtual toast might be fun and bring some joy to people.

BME: Were you surprised to see the response?

Yeah, it was great. You know, I'm not a leader or anything, so I wasn't really expecting anything – so it was nice to see the response and nice to see that people had fun with it.

BME: What got you into bloody marys in the first place?

In Wisconsin, drinking a bloody mary is a rite of passage. If you are out somewhere on a weekend, you'll probably be drinking a bloody mary. It's such a big deal over there, with over the top garnishes and some places even have build-your-own bloody mary bars. So, that's definitely where I got into it.

BME: And so you're bringing that Wisconsin style to Florida?

Well, I try to. I had to search a little to find some good Bloodys here in Cape Coral, Florida – but I definitely found some.

BME: And as a chef, I assume your garnish game is strong?

It's definitely not anywhere near some of the stuff that I see online – but I try my best with the things I have at home. Some of the over-the-top stuff that's out there is fantastic. Wisconsin level good, you know?

BME: If you had a message for everyone in bloody mary land, what would it be?

Enjoy your bloody mary however you want, stay safe, and we'll get through this!

Thanks to Jim for his great idea and execution. You can be part of the online Bloody Mary Toast by joining the [Bloody Mary Enthusiasts group](#) on Facebook. And you can check out Jim and his baked creations at [@jimthebaker](#) on Instagram. 🍷

****The BME has no scientific proof that drinking bloody marys will lead to good ideas. But Jim had a good idea while drinking a bloody – and we get all sorts of great ideas while drinking bloody marys! So you know – believe what you want.*

Jim's mom Pat enjoying a bloody mary for the virtual cheers



Mary Wilt Cheers and Hey Y'all from Nashville TN!



Melissa Moyer Hoff Beautiful toast Jim! Cheers to safety & health!



Gary Langley

Visual Storyteller - April 25 at 1:42 PM

Two requests for everyone in the group- Raise your glass in a "Toast for Our Host", Jim Taucher who continues to make quarantine more interesting, who makes sure to fabricate reasons for us to connect and who strengthens our sense of community every week by hosting these toasts! And a second toast to all of our members. Cheers!



Deanna Pitruzzella Thank you so much Jim Taucher and group. I really like seeing all of these posts during these isolated times. Inspires me to have people over for bloodies, but then I remember I'm not supposed to right now, living in NY with shelter in place. 😊😂 But it gives me something to look forward to in the future. You guys have some excellent creations!



Vader Duerr Cheers from the Northwood



Eric Schwarzkopf Cheers Y'all from Indy. 🍷🍷



Responses from Jim's virtual toast poured in from across the nation



Jim topped his bloody mary with extra garnish and a beer back



Who Wore It

Better?

SHRIMP EDITION



While you can garnish a bloody mary with nearly anything under the sun, shrimp have often been a go to addition for adding that extra pop. **Click on an image** to vote on which bloody mary you think wore it better!

Upload your own entry!

Vote up to once per day.

Winner will be determined on June 4, 2020!

Upper Left

[Stagnaro Bros - Santa Cruz, CA](#)

Upper Right

[Crave Fishbar - New York, NY](#)

Lower Left

[Arnie's Restaurant - Mukilteo, WA](#)

How to:

Elevate Your

Home Brunch

Tips for creating restaurant style
brunch without leaving the house

by Liz McCray



Bloody Mary Enthusiast



Sunday Funday has looked a little different since quarantine started. Sun-soaked boozy days by the beach with my foodie fam and a seafood garnished bloody mary in hand have turned into brunch for one in my backyard with a garnish-less bloody mary and yoga pants.

If you're like me and yearning to recreate some semblance of our former lives, one way is to elevate your home brunch. Go from pitiful bloody marys and yoga pants to fun cocktails and small splurges that create a chic yet inexpensive brunch spread.

Cocktails

You can't elevate your home brunch without elevating your brunch cocktails. There are a few simple and inexpensive ways to elevate your brunch cocktails with things you already have at home.

Cheese cubes and pickle spears are classic bloody mary garnishes. But these days, there are virtually zero rules on what can go on top of a

bloody mary. So whatever you're cooking or have in the fridge during quarantine, use it! Garnishes like shrimp, bagels, and deviled eggs are perfect to give your bloody marys that wow factor.

Changing base liquors, salt rims, and hot sauce are also great ways to switch things up. Head to [Bloody Mary Obsessed](#) for the ultimate guide on building your own bloody mary bar at home. This [FREE downloadable guide](#) will elevate the heck out of your bloody mary garnish game!

If you're not #teambloodymary, that means you're probably #teammimosa, and that's okay too. Elevating your mimosas for your home brunch is super simple! Whether you have fresh fruit or frozen fruit in the freezer, you can make scratch juices or syrups for your mimosas and sip in style.

Using the same principals, you can make infused vodkas to elevate your cocktails and bloody marys with ingredients already in your fridge or cupboards. All you need is vodka, which if you're reading this, we know you already have, a sealable container, and time (we got plenty).

Small Splurges

During a quarantine, it's the little things that really make a big difference in our days. Making small splurges for your home brunch will elevate your brunch dishes without breaking the bank. Chocolate chips, aka mini kisses, can inexpensively elevate your pancakes from bland and dry to happiness on a plate. And won't cost you an extra \$1.50 a pancake, like they do at restaurants!

If you're into french toast, kick Texas toast to the curb and substitute it with soft and fluffy brioche bread. With your fancy pancakes and French toast, you don't want to use just any old syrup, splurge for some real maple syrup from Vermont or Canada. You'll thank me later!



Decor

You know how they say... dress for the part you want! Well, if you're trying to elevate your home brunch during quarantine and recreate your sense of normalcy, host your brunch for one like you mean it! Find a small bouquet of flowers for under \$6 dollars at your grocery store to add some flair and color.

If you have any fancy china, now is the time to bust that out. But if you don't, you can get decor and plastic china at the \$1.00 bins as soon as you walk into Target (only make this extra trip to Target if you're already going there for food or supplies).

Dress Up and Share

Lastly, elevate yourself and make an effort to shower, get ready, and get dressed! I know that sounds crazy as I'm sitting at my computer with a messy bun and my pajama's still on at 10:30 a.m., but it will make a big difference in your mindset.

If you live with people, get them on board for your elevated home brunch. But if you're living alone, don't worry. You can have your friends and family virtually participate with virtual brunch parties! Showing off your brunch creations is part of the fun! 🍷

Pittsburgh Pickle's

Briney Mary

Imagine a bloody mary made with Pittsburgh Pickle Co.'s fresh ingredients and signature brine. Proud winner of two platinum medals at the third annual international Drunken Tomato Awards, Briney Mary, the brand's bloody mary mix, was given the highest honor by a panel of expert bloody mary judges in both the Unique and Mild flavor category.

Briney Mary offers a new twist on the time tested cocktail mixer. The mix is the first beverage product from Pittsburgh Pickle Company, led by a team of three brothers with pickles in their blood. Made with fresh ingredients and Pittsburgh Pickle's signature brine, the mix has been a hit picking up several other awards including the People's Choice Award at the 2018 Pittsburgh Bloody Mary Festival. Each collector's bottle is locally made, and filled by hand, one at a time.

Enjoy 10% off with [promo code Tomato10](#)





Rick's Picks

Totally Pickled

Since 2014

Rick's Picks Founder and CEO Rick Field grew up making pickles with his family in the summertime in Vermont. He rekindled the passion for pickle making in the kitchen of his one-bedroom Brooklyn apartment over 15 years ago using fresh produce from the local Grand Army Plaza Greenmarket.

Since 2004, Rick has built Rick's Picks into a national brand known for savory, hand packed, all natural pickles made in season with produce from trusted local farmers.

Winning numerous industry awards for their innovative pickles of exceptional quality, distinctive flavor profiles, and mouth-watering appeal, Rick's Picks makes pickles for people who cherish the traditions of home canning and delight the innovative spirit of the food world today.

Visit RicksPicks.com for recipes, gift ideas, and more.

ADK

Bloody Mary

Tonic

Founder Christine Day made ADK Bloody Mary Tonic to match the lifestyle of those who live, love, and frequent the Adirondack Mountains.

“Here,” says Christine, “we are a hardy bunch who live life to its fullest and seek to experience life through all of our senses.”

Starting with a recipe of vegetables, fruits, spices, and secret ingredients, ADK is hand blended to create an elixir that invigorates the senses and adds enjoyment to its users.

Strong and full-bodied with a subtle heat, this tonic packs flavor from start to finish. Take your spirits up a notch with this balanced blend of sweet, salty, sour, and savory.

Find out more about [ADK Bloody Mary Tonic!](#)



Sponsored Content



Bloody Mary

Gifts for All



Get your bloody mary swag on!

Find the perfect gifts for the bloody mary enthusiast in your life. From T-shirts and tanks, to mugs, books, and bloody mary mix, [The Drunken Tomato](http://TheDrunkenTomato.com) the shop for your bloody mary needs.



Can you really call it brunch without a bloody mary in your hand? We think not. Shop [The Drunken Tomato](#) for hand picked gifts with the bloody mary enthusiast in mind.







Drinks with Greg:
Adaptation.

by Greg Tooke

A Bloody Mary Alternative

Out of tomato juice? No problem. Greg Tooke, founder of My Big Fat Bloody Mary, sees his pared down bloody mary bar as an opportunity to adapt.

Rummaging through the pantry, I find a solution – beef broth.

I've heard it said that the human race has come to thrive in almost every corner of this planet, not because of its intelligence, but because of its ability to adapt.

Whether it's wearing the hide of another animal, fashioning a spear from a nice straight tree limb, or garnishing a cocktail with roasted potatoes leftover from last night's meal, adaptation is the key to our survival.

The bloody mary itself was born of a need to adapt. That Old Fashioned you drank last night just won't cut it at 10am. Serve that and your in-laws will try another intervention. But offer your battle axe of a mother-in-law a bright

red drink with a fresh green celery stalk and you're in her good graces... at least until lunchtime. Speaking of the mothers-in-law, let's take a moment to thank this virus for getting us out of all those FFO's (Forced Family Outings). #blessed

It's day 53 of the quarantine. It's a Monday. After a week of cold gray days, the patio is suddenly drenched in warm sunlight.

Ordinarily, I'd be annoyed. Crappy weather all weekend, and now it's a beautiful Monday and I have to go to work. But! Without any work to go into, one day is as good as another! So I adapt and pretend it's Sunday Funday.





My kitchen and my liquor cabinet are shadows of their once robust selves. Limiting trips to the store and the limited availability of certain items have taken a toll.

For instance, this morning, I found myself without tomato juice. But do I quit? Do I let this keep me from procreating?!? I'm a proud human being. The species must go on. So I adapt!

Rummaging through the pantry, I find a solution – beef broth. If you haven't tried a Bull Shot, I highly recommend it. It's basically a bloody mary with beef broth instead of tomato juice. No limes either? With fresh produce harder to keep on hand, I've come to appreciate bottled lime juice. Any port in a storm, my man!

Garnish? Hell, I'm not risking a brush with these social distance-crashing mouth breathers at the grocery store just for a mediocre jar of olives! Let's see what's on hand.

Last night's dinner leftovers look tasty and might be just what the hangover ordered. I load a skewer with roasted potatoes, sauteed snap peas, pesto tortellini, and what the hell, New York Strip! (You get your \$1200 stimulus yet?)

I grab the drink, the laptop, the guitar, and head for the back porch. To pull off my Corona Monday Funday, I set up a Zoom meeting and send out invites. "Grab an instrument, a good story, and mix a drink!" I say. Who says you can't have music, friends, and delicious Bloody Marys in the time of Corona? Let the Monday Funday begin! 🍸

Bullshot by Greg

Ingredients

2 oz. vodka
6 oz. beef broth
1/4 oz. lime juice
1 tsp. Worcestershire
1 dash hot sauce (try sriracha!)
1 pinch celery salt

Glass: pint glass
Garnish: celery stalk

Directions

Mix lime, Worcestershire, hot sauce, and celery salt in glass. Fill glass with ice. Pour vodka, then beef broth over ice. Garnish with a celery stalk.



The Hot Italian Bloody Mary

Ingredients

6 oz. tomato juice
2 oz. vodka
1/2 oz lemon juice
3 dashes Worcestershire
1/2 tsp Calabrian Chili Oil
1/2 tsp Horseradish
1 dash hot sauce
3 large fresh oregano leaves
Pinch of salt
Pinch of pepper

Garnish: sopressata

Directions

Muddle oregano in a cocktail shaker. Add all ingredients to shaker and mix until combined. Pour bloody mary mix into a glass filled with ice. Garnish with sopressata.



Restaurant Spotlight:

Sam's Tavern

Seattle, Washington

by Sven Liden

Named as a Top 10 Bloody Mary in America, Sam's Tavern Offers Famous Bloody Marys To Go

In bars across the country, the bloody mary has remained a "Top 5" cocktail for decades, even as other cocktail trends have come and gone. It's a particularly complex drink to make with lots of ingredients - even more so if you want to add interesting garnish.

The popularity in bars is as much about the presentation as it is about the convenience. Now that some states are allowing cocktails-to-go for restaurant take-out, a few bars have figured out how to use their reputation for making great bloody marys to stay afloat during the COVID-19 closures.

James and Brianna Snyder, the owners of Seattle's [Sam's Tavern](#) are known for making one of the best bloody marys in the country,

and were even voted a "Top 10 Bloody Mary" nationally by USA Today. Sam's grew from their single Capitol Hill location in 2013 to three in the greater Seattle area. They created their concept restaurant as an ode to James' family roots in the restaurant industry, and quickly built a reputation for amazing food and a secret menu item called the "Bakon Bloody Mary Masterpiece."

Their bloody mary is a delicious home-made mix featuring bacon-infused [Bakon Vodka](#) (made by a local Seattle distillery), a garden of garnishes, and a skewer with a cheeseburger slider to boot. Their Instagram photos of the drink have brought in travelers from across the world who stop at Sam's on their way through Seattle just to try it out.





Sam's Tavern

Bakon Bloody Mary Masterpiece



Enjoy this infamous cocktail kit at home

- Includes: 1 Full Bottle of Bakon Vodka
- 16 oz of Sam's Famous Bloody Mary Mix
- 2 Cheeseburger Sliders



“Just because we are closed, doesn’t mean that you can’t party on Sunday Funday”

With the forced closure of restaurants across the state, Sam’s is not only losing a massive amount of money in sales, but is at risk of not being able to re-open once the curfews are eventually lifted. One of the restaurant’s strengths has been their connection with loyal fans - regulars who stopped by, as well as a considerable online following. So James and Brianna decided to test out limited hours for take-out orders featuring their signature bloody mary.

“We have a lot of fans who miss Sam’s, and this is a way to stay in touch with them, even if it doesn’t end up being a big money maker” says James. Customers can visit Sam’s web site to reserve a to-go package, all of which include their signature Bakon Bloody Mary Masterpiece. Options range from two mix-at-home bloodys with mini bottles of Bakon Vodka,

Sam’s signature mix and slider garnishes, to a full bottle of Bakon Vodka with larger bottles of mix and food.

“Just because we are closed for dine in, doesn’t mean that you can’t party on Sunday Funday!”

So far the program has been a success – Sam’s sold out of bloody mary kits on the first weekend. And posts about it online were flooded with fans lamenting how much they miss Sam’s and can’t wait for it to reopen. Fans have been asking “I need some Sam’s in my life! It’s been too long!” or “Do you ship?”

It may not be quite the same as sitting at your favorite cozy bar and ordering a Bakon Bloody Mary Masterpiece, but being able to pick up a to-go kit definitely reduces the withdrawal symptoms. 🍷



The Smith

NYC | DC | Chicago



Delivery Available

Enjoy [The Smith's Brunch for Two](#) special with your choice of two mains, two sides, and two cocktails.

Dante's New York, New York



[Bloody Mary](#) Pick up Available

Made with cold pressed tomato juice, Reyka vodka, fennel salt, and pickled seasonal vegetables. \$12



Del's Bar

La Crosse, Wisconsin

Del's Bloody Mix & Fix Available To Go Curbside



Bloody Mary Mix & Fix Contains

Del's Secret Bloody Mary Mix,
Beer Chasers, Vodka, Pickles,
Brussel Sprouts, Olives, and
Pepper Cheese

Bloody Mary Mix Spotlight:

Forest Floor Foods

Eden, Wisconsin

by Susan Fiebig



Freshly made pickles and bloody marys from land to jar

Greg and Peggy Floyd started [Forest Floor Foods](#) from the ground up...pun intended! Forest Floor Foods of Wisconsin was established in 1995 by Greg and Peggy Floyd. Having begun as one of the first organic mushroom growers in 1990 under the name Gourmet's Delight, Greg expanded his knowledge to become a certified processor and alongside his wife, Peggy, developed their own pickling recipe.

Pickling became their passion and because of their background with mushrooms, the organic vegetable became their first experiment in pickling. They began with three flavors of mushrooms: Sour Cocktail made with vinegar, Dark Bergamo with oregano and pepper, and Classic Sweet which is almost like a bread & butter flavor and is still their biggest seller in Wisconsin. In 1996, their products won Best in Show and Best Packaging at the Midwest Specialty Food Show in Milwaukee. The Floyds had found their niche.

By 2000, the pickled mushroom business was in full swing and Greg and Peggy were able to experiment with new products. Each new product takes three to four years to perfect with Peggy as the final taste-tester. Everything must meet her criteria before the final product is packaged. They both insist that their products must be

FLAVORFUL, FRESH, AND CRUNCHY. All the pickling is done by Federal and State Standards in their pickling facility in Eden, Wisconsin.

The Floyds were well aware of the increasing popularity of bloody marys, especially in Wisconsin, so they began to produce pickled vegetables to garnish the cocktail. They developed a rimmer salt, a seasoning mix, and their popular Bloody Mary Spicy Swizzle Stix. They also created two bloody mary mixes, Original - Mild and Hot & Spicy. Both are made with 100% tomato juice and can sit on the grocery shelf or in your home bar for one year without separating. All of their products are made with fresh ingredients and strict processing procedures for the absolute freshness in every jar.

Forest Floor Foods has 26 different pickled veggies to garnish your bloody mary including their newest product, Pickled Okra. Their line of veggies also includes twelve varieties of Specialty Stuffed Olives. Fill your shopping cart full of their pickled products the next time you plan your own bloody mary party and you will agree that the Floyds know what they're doing.

Excerpts taken from "Adventures On the Bloody Trail: The Quest Continues" by Susan Fiebig ©2015

Bloody Mary Enthusiast



Bloody Mary Gift Boxes from Forest Floor Foods

Forest Floor's newest items are their [Bloody Mary Gift Boxes](#), which are available with either their Original Bloody Mary Mix or their Hot and Spicy blend. Included in the gift box are eight delicious Forest Floor items:

- Your choice of Bloody Mary Mix
- Forest Floor Bloody Mary Rimmer
- All meat Spicy Swizzle Stix
- Pickled Mushrooms
- Pickled Baby Corn
- Pickled Asparagus
- Olives
- Bloody Mary Pickle Spears
- and, of course, a Chaser Glass!

Fun Fact #1



Celebrity worthy pickles

If you look closely you will find Forest Floor Foods products in the Brad Pitt and Angelina Jolie movie, Mr. & Mrs. Smith. Approached by Hollywood producers, Greg and Peggy provided products for the movie set. In fact, Brad Pitt loved the olives so much they had to send more jars during the filming!

Perfect for dirty martinis

For a California celebration of a James Bond movie, Forest Floor Foods provided 198 jars of martini olives to be used as the invitations. In order to enter the party, guests had to bring their jar of olives as proof that they were on the guest list.

Fun Fact #2



Learn More



History of the bloody mary

If you'd like to read more about Greg and Peggy's love story, order [Adventures On The Bloody Trail: The Quest Continues](#) by Susan Fiebig. Her book tells their story, the history of the Bloody Mary and a lot more interesting facts about your favorite cocktail! 🍸

Bloody Mary

Word Search

I B J T T S B L Y E O O
D A U O Y M A R G T R Y
T C I A B I E A M O E C
K O C S R L S U M M O H
C N E T E U U N A A B A
H G D C A B J L Q T C S
E A C S K R K S X O E E
E R O B F U R B V L X R
R N F P A N C A K E S X
S I F T S C S C A R Z U
X S E T T H I Y D S E G
R H E V X P E G G S Z X

Can you find the secret message?

Hint: After all words are found,
fill in the unused letters from the
first three rows here:

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[Click here for the answer!](#)

BRUNCH

TOAST

PANCAKES

CHASER

COFFEE

CELERY

CHEERS

TOMATO

EGGS

JUICE

GARNISH

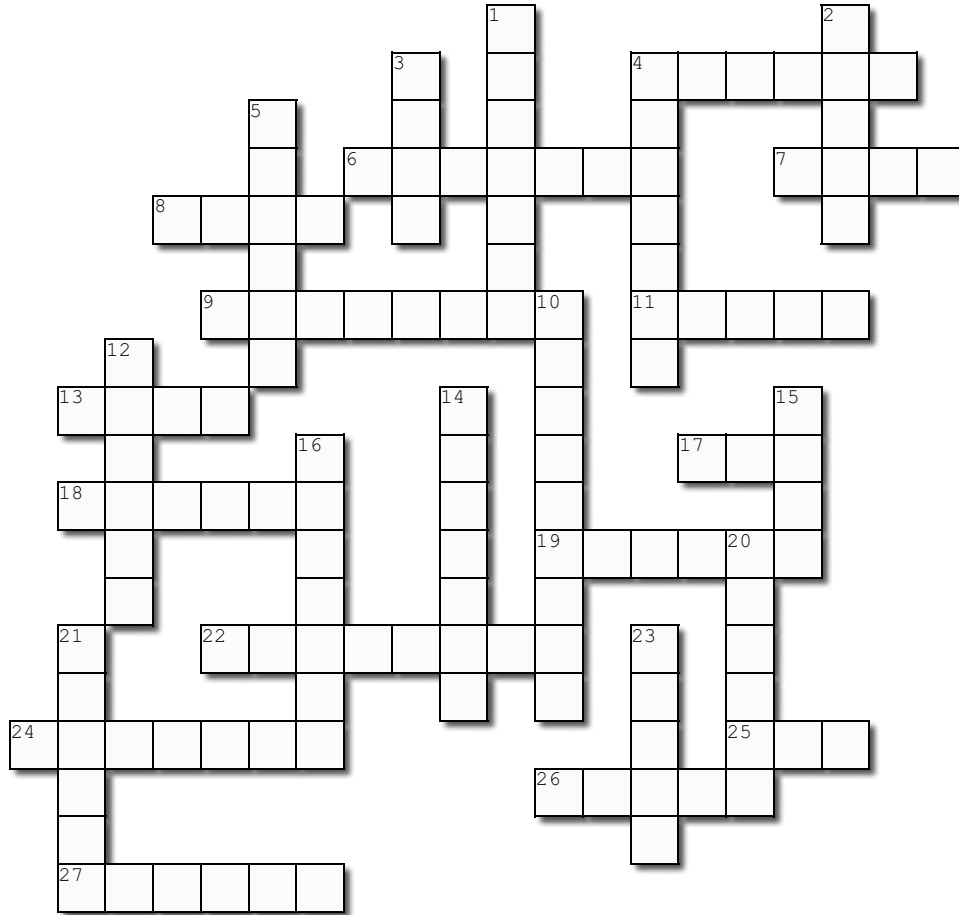
BACON

PICKLES

BREAKFAST

SAUSAGE

Brunch Crossword



Across

4. _____ Funday
6. Sparkling wine cocktail
7. Time when AM becomes PM
8. Starter of a Zoom meeting
9. Doggie treats
11. _____ Gin Fizz
13. Herb used to make pickles
17. Drink that may be herbal
18. Cherry, plum, or beefsteak
19. Breakfast and lunch combined
22. Spicy condiment
24. Saturday & Sunday
25. Enjoy a piece of 2-Down
26. Foamy Coffee
27. Duran Duran's ' _____ Like the Wolf'

Down

1. Cook's weapon, in cartoons
2. Six Degrees of Kevin _____
3. Lager or Stout
4. Pitcher's favorite bar food?
5. Rumors, often
10. A way to cook eggs
12. Bloody Mary alternative
14. Food ordered to go
15. Corned beef _____
16. Style of cooking potatoes
20. Common stimulant
21. _____ Toast
23. Shrimp and _____

[Click here for answers!](#)

Contributors

Cheers to all the contributors who made the first issue of Bloody Mary Enthusiast a success. Your expertise and commitment to the bloody mary community is beyond appreciated.

Bloody Mary experts from across the United States

Shelley Buchanan



Author of three bloody mary travel guides, Founder of The Drunken Tomato, and celebrity judge at numerous bloody mary festivals, Shelley Buchanan travels the world producing both written and visual content for fellow bloody mary enthusiasts. Follow her adventures at [@thedrunkentomato](https://www.instagram.com/thedrunkentomato).

Diego Carvajal



Diego Carvajal is new to the bloody mary game. He has been travelling the U.S. for the past year, sampling bloodys along the way. He dislikes people that refer to themselves as “foodies” and likes his bloody with a lot of bacon. New York raised. Hold the horseradish. Follow him at [@everyday.diego](https://www.instagram.com/everyday.diego)

Greg Tooke



Greg Tooke is chief publisher for [My Big Fat Bloody Mary](#), a resource for bloody mary recipes and daytime drinking. As host of the popular My Big Fat Bloody Mary Podcast and judge at national bloody Mary competitions, Greg works to promote better living through better cocktails. His legendary Bloody Mary Concert Series brings music and bloody mary fans together with national touring artists at MBFBM Studios.

Liz McCray



Liz is a blogger, influencer, and content creator. When she's not busy getting Brunchfaced she does freelance social media, marketing, and PR for one of San Diego's biggest restaurant groups. Based in San Diego, the beach, breeze, and a bloody mary is all she needs. As Founder of [Bloody Mary Obsessed](#), she provides stellar content including honest reviews, what's trending in brunch dining, and where to get the best bloody marys and brunch.

Sven Liden



Sven Liden is the co-founder of Black Rock Spirits, a company that produces small-batch distilled spirits, and is based in Seattle, WA. Formerly a wireless engineer and serial entrepreneur, he and his business partner Stefan Schachtell have been improving bloody marys across the world since their launch of [Bakon Vodka](#) - the World's first bacon-flavored vodka - in 2009.

Susan Fiebig



Susan Fiebig resides in Fond du Lac, Wisconsin. She is a collagist, writer, business owner, and bloody mary enthusiast. She has spent almost 20 years taste-testing bloody marys throughout the US and has determined that Wisconsin restaurateurs present the best tasting and best all-over presentation of the iconic cocktail. She is the author of [Adventures on The Bloody Trail](#), a guide to the best bloody marys in Wisconsin.

Bloody Mary Enthusiast

