



FOR IMMEDIATE RELEASE

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THE LEGENDARY NASH BAR UNVEILS SUMMER COCKTAIL PROGRAM INSPIRED BY HISTORICAL PATENT REMEDIES

Lead Bartender Travis Parsley Crafts a Menu of Original Drinks at Nevada City's Famous Bar, Inspired by Victorian Healing Therapies

WHO:

Lead Bartender Travis Parsley at "The Nash" bar (aka the National Bar), [National Exchange Hotel](#), Nevada City, California.

WHAT:

The National Bar's [Summer Cocktail Program](#) takes a step back in time with lead Bartender Travis Parsley's imaginative collection of drinks inspired by historical remedies. Affectionately known by locals as "The Nash," the bar, which dates back to 1865, is experiencing a new life after an extensive three-year restoration and renovation, opening its doors to the public in 2021. Guests can immerse themselves in the bygone era of the 1700s to the 1900s.

Parsley uses his passion and extensive knowledge of beer, wine and spirits to curate unique cocktails and beverage offerings, and provides friendly, enthusiastic, knowledgeable service to every guest. Drawing his inspiration from the fascinating world of patent medicines, he has meticulously crafted each "healing" drink and named them after past remedies, perfectly aligning with the hotel's Victorian charm. Descriptions of each drink provide the guests with information on the ingredients powers.

In response to popular demand, The Nash has also introduced a selection of low-ABV (lower-alcohol spirits) cocktails. These delightful creations allow guests to savor the taste of summer with a more moderate indulgence. Lastly, Parsley offers up one more bit of summer fun by way of the beloved Mai Tai. Guests in the mood for the tropical Tiki drink have a choice of three distinct tantalizing variations of the iconic cocktail: Traditional, Sweet, and Bitter.

SUMMER COCKTAIL MENU



Daffy's Elixir
IPA, Campari and Lime

Imbued with ancient wisdom and nature's bounty, this miraculous potion transcends remedies of old. At its core lies the healing power of beer— yes, friend, from the exotic reaches of mysterious England comes the key ingredient in this enchanting tonic- India Pale Ale. Through a bewitching alchemical fusion, Daffy's Elixir melds the botanical wonders of Campari and IPA with a touch of lime to tantalize the senses and (allegedly, or at the very least, temporarily) heal your weary body and spirit.



Burlington's Balsam of Life
Chenin Blanc, Limoncello, Fresh Squeezed Lemon

A veritable elixir of youth, Chenin Blanc is the basis of the amazing amalgamation... this apothecary apparition! But this botanical symphony would lack the potency to deliver vitality and zest without limoncello and fresh lemon. The golden balsam, suspended, as it were, in a frozen form, changes shape before your eyes- becoming liquid as though being reborn, ensuring a (temporarily) unending supply of revitalizing elixir!



Pinkham's Vegetable Compound

Herradura Reposado Tequila, Carrot Juice, Aloe, Turmeric

Introducing Pinkham's Vegetable Compound: The Marvelous Elixir of Health and Vitality...

Seek solace in Pinkham's Vegetable Compound, the extraordinary remedy that has captivated the hearts and minds of thousands. Stabilized in a base of Herradura Reposado Tequila, fortified by carrot juice, and enhanced with the well know healing properties of Aloe and Turmeric, this wonder potion may perhaps free you of the burdensome symptoms that weigh you down—

lethargy, headaches, and nervous tension might vanish like morning dew in the sun.



William's Pink Pills

Gin, Amaro, Fresh Beet Simple Syrup, Lemon

William's Pink Pills is a tasty Gin remedy that harnesses the mysterious powers of Amaro and Beets to create a refreshing tonic. When finished with a squeeze of lemon, the results are sure to dazzle and delight. Williams Pink Pills are (reasonably) safe and (allegedly) effective.



Hamlin's Wizard Oil

St. George Green Pepper Vodka, Dolin Blanc, Fire Bitters

Hamlin's Wizard Oil is a powerful tonic that can be used to treat a variety of ailments, both physical and mental. It is made with a blend of secret healing spices used for centuries to battle general malaise and various vague and questionable maladies.

The active ingredient is St George Green Pepper Vodka, but the mysterious powers of the Dolin Blanc and Fire Bitters are sure to keep the deep wrinkles and grey hairs at bay!



Winslow's Soothing Syrup

Rittenhouse, Carpano Antica, Bruto Americano, Blueberry + Rosemary Shrub

In a world fraught with weariness and unrest, Winslow's Soothing Syrup emerges as a veritable oasis of solace. This exquisite elixir, crafted with meticulous care, offers respite from the burdens that afflict our beleaguered souls. Indulge in tranquility as the magical trio of Rittenhouse, Carpano Antica and Bruto Americano deliver the nerve-soothing properties you crave whilst the flavors of blueberry and the rosemary essence delight the palate.



Mai Tais

left to right

Fruity – *Imagine a slightly elevated version of your classic resort Mai Tai, minus the grenadine and maraschino cherry.*

Classic – *A beautifully balanced cocktail with just the right amount of tropical sweetness.*

Bitter – *We'll call this one Mai Tai adjacent. A Mai Tai in name and spirit, but with nary a touch of cloying sweetness.*

PRICING AND IMAGES:

All cocktails \$13

All photos Ingrid Nelson

Complete portfolio [HERE](#)

WHEN:

Available now and throughout the summer season

HOURS of OPERATION

Daily: 11 a.m. – Closing

WHERE:

The National Bar (The Nash) at [The National Exchange Hotel](#)

211 Broad Street, Nevada City

503.362.7605

Nevada City is approximately 60 miles northeast of Sacramento, 84 miles southwest of Reno, and 147 miles northeast of San Francisco. Daily flights to Sacramento, Reno, Oakland and San Francisco allow easy access to these Sierra Nevada Foothill towns. Neighboring Grass Valley, home of ACME Hospitality's sister hotel, [The Holbrooke](#), is just four miles away.

ABOUT TRAVIS PARSLEY:

Travis is a lifelong veteran of the Food & Beverage industry with over 20 years of experience managing bars and restaurants. Over his 20-year career, Travis has held Food & Beverage leadership positions in some of the country's premier hotel destinations, including the JW Marriott Phoenix, Hyatt Regency Lake Tahoe, and the Westin Peachtree Plaza in Atlanta. Travis has brought a creative touch to these properties, developing surprising Food & Beverage programs that delight guests and garner media attention. Travis has also served as a Beer, Wine and Spirits sales rep in Northern Nevada, where he honed an expert palette for craft beer, fine wine, and artisanal spirits. As a strategic and

creative consultant, he brings his passion for beer, wine and spirits, extensive management experience, and creative talents to various clients across the Food & Beverage space. He is a certified Sommelier, registered with The Court of Master Sommeliers, and has a Green Belt with Six Sigma.

ABOUT THE NATIONAL BAR:

The National Bar, known locally as “The Nash,” is tucked within the historic National Exchange Hotel in downtown Nevada City. Rumored to be the longest continually running watering hole west of the Mississippi along with the nearby Golden Gate Saloon in Grass Valley, the Nash guests are transported on a sensory journey through time, blending the elegance and nostalgia of the past with the artistry and innovation of the present. The bar team strives to create an unforgettable experience where meticulously crafted cocktails harmonize with the ambiance of their significant surroundings. With a dedication to exceptional service and a curated selection of spirits, wine, and beer, one discovers a fusion of history, cocktail creation and the pleasures of the palate, all with the enchanting embrace of this timeless establishment.

ABOUT THE NATIONAL EXCHANGE HOTEL:

Under the stewardship of Acme Hospitality, one of California’s oldest hotels – the National Exchange Hotel in Nevada City has been lovingly restored and serves as a true icon of hospitality. The renovated hotel offers a thoroughly modern guest experience while retaining the charm of its Gold Rush Era heritage. The restored National Exchange Hotel dates back to 1856 and, in its current incarnation, features 38 guestrooms, more than 400 pieces of art, and an aesthetic that evokes the feminine elegance of the Victorian Era. The hotel’s F&B concepts include the National Bar, a favorite gathering place for generations, and a newly introduced restaurant, Lola, which serves a locally-sourced menu inspired by French traditions. For more information or to book a stay, please visit www.thenationalexchangehotel.com. Follow the Nash Bar at [@lolaatthenash](https://www.instagram.com/lolaatthenash) and the hotel at [@nationalexchangehotel](https://www.instagram.com/nationalexchangehotel).

ABOUT ACME HOSPITALITY:

Headquartered in Santa Barbara, California, Acme Hospitality owns and operates an innovative collection of food and beverage concepts and hotels throughout California. Acme operates eight restaurants in Santa Barbara’s burgeoning arts and entertainment district, which is affectionately called the Funk Zone. Acme also operates two historic hotels in California’s Gold Country - The National Exchange Hotel in Nevada City and the Holbrooke Hotel in Grass Valley. Located five miles apart, these icons of California’s history and hospitality have been lovingly restored by teams of local artists, designers and craftspeople. They are ideally situated in the picturesque Sierra Nevada Foothills. Acme opened the 14-room intimate and luxurious [Azure Sky Hotel](http://www.azurekyhotel.com) in Palm Springs in June 2022. Acme concepts and team members have won numerous awards and accolades from local, regional and national sources. For more information, please visit www.acmehospitality.com, www.thenationalexchangehotel.com, www.holbrooke.com and www.azurekyhotel.com.