
**BORN IN BROOKLYN
MADE IN USA**



**EMPLOYEE OWNED
AND OPERATED**



BATHHOUSE JOHN'S WELL DRESSED

AMERICAN DRY GIN

Available in 1L and
750mL formats

What makes our gin different

To create our American dry gin we start with a special blend of citrus botanicals, which align with the international style of gin, and blend it with a special mixture of Juniper botanicals, that are used with London style gins. The result is a well-balanced flavorful gin that is the perfect spirit for fruit and floral forward cocktails without overpowering the subtle complexities that you want to shine in a well-made drink.

What you can expect

Aroma:

Clean with hints of Juniper, Lavender, and a touch of citrus.

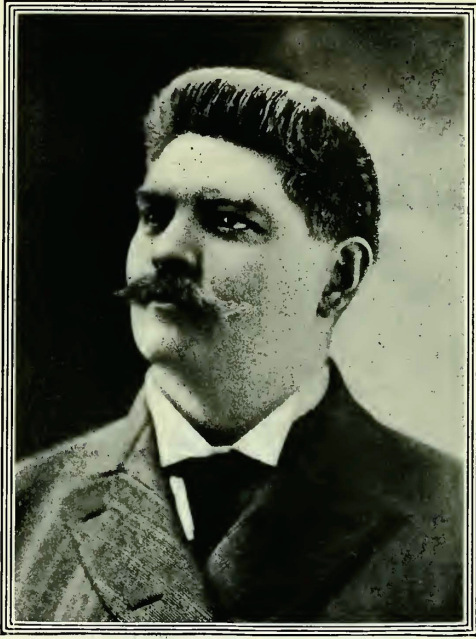
Taste:

Light and crisp flavors that soften as the botanicals open up like an early spring morning.

Finish:

A light bouquet of spiciness that compliments an effervescent finish.

THE STORY OF BATHHOUSE JOHN



"BATH-HOUSE JOHN" COUGHLIN

Former Turkish-Bath rubber; now alderman, poet, financier, and active manager of Ward One

Inspired by John "Bathhouse" Coughlin who worked his way up from bathhouse Masseur to become one of the most notorious Alderman in Chicago's history. Bathhouse and his partner, Mike "Hinky-Dink" Kenna ruled the South Side Levee district, a veritable den of inequity where prostitution and gambling flourished and Bathhouse and Hinky-Dink reigned supreme. During his reign, Bathhouse John was best known for his over-the-top fashion style, overconfident oratory skills and terrible poetry that he would shamelessly promote.

Bathhouse tried to change the world of fashion with his Men's Style Revolution which he took to New York City to only find similarly corrupt politicians with the same boring style as Chicago. He may have failed in changing the world's Style, but that didn't hold Bath House John from standing out by being the most Well Dressed in the room – at least according to him!

We are a collection of service industry veterans providing a locally owned alternative to global spirits companies.

Inspired by the Misguided Spirits of earlier times who lived life on their own terms and shaped the world around them by building a community, giving them a voice, a purpose, and a good stiff drink.

We offer the choice of purchasing directly from the person in front of you, someone from the neighborhood. Each of us at Misguided Spirits is a partner in the company and focuses on providing support to the bars and restaurants that pull the communities we share together. We are simply trying to create a more equitable approach for an industry that is for many of us our collective family.

WHY MISGUIDED SPIRITS



DISCOVER OUR COMPLETE LINE

spirits **MADE FOR**
THE people THAT
POUR THEM

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