



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1973

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[[advertisement]]

Q. What is Crow Light Whiskey?

A. Crow Light is a completely new type of whiskey... Lighter, smoother than any whiskey you have ever tasted before.

Q. Can an average person actually taste the difference between Crow Light and his present whiskey?

A. You better believe it! Crow Light is a buoyant whiskey... Lighter, gentler, smoother than any whiskey you have ever tasted before. A sensible, civilized whiskey. A clean break with the past.

Q. Is Crow Light Whiskey a new type of Old Crow Bourbon?

A. No. Crow Light is not a Bourbon. Old Crow and Crow Light Whiskey are two distinctively different products.

Q. I'm confused. Hasn't Light whiskey been around for a long time?

A. Ah, a good question! In the past, whiskies may have called themselves "Light", but the word was just an adjective. Crow Light is something else... It gets its lightness from the way it's distilled and aged. It's not an advertising term or a personal opinion.

Q. Sounds good, but I am a skeptic. If distilling this way is so good, how come it hasn't been done before?

A. Ah, but it has! Canadians and Scots have long distilled whiskey in a similar way. Crow Light Whiskey is made possible by sweeping new U.S. Government regulations. They permit radically different distilling and aging techniques.

Q. Then Crow Light is an American version of Scotch and Canadian?

A. No way! It's smoother than Canadian and lighter than Scotch. It's a whiskey with a delightful character all its own.

Q. When you say Crow Light Whiskey is light, does that mean it's weak, too?

A. Absolutely not. Only the taste is light. Crow Light Whiskey does everything a whiskey can do, only lighter and gentler. It's deceptively light, so watch it!

Q. Final question. How do I use it?

A. Like any other whiskey. Crow Light makes all the usual whiskey drinks, but with style. It's as smooth neat or on-the-rocks as in any cocktail, because of the innate lightness. If you're a creative bartender, try your hand at new drinks with Crow Light - it's a marvelous mixer, too.

Try These Fantastic Light Cocktail Recipes

CROW LIGHT SOUR

1 1/2 oz. Crow Light

1 oz. lemon juice*

1 teaspoon sugar

2 Dashes orange bitters, optional

Vigorously shake all ingredients with ice. Strain into Sour glass.

* Or use Holland House Whiskey Sour Mix.

CROW LIGHT MARY

1 1/2 oz. Crow Light



4 oz. tomato juice
Dash Worcestershire Sauce
Sprinkle of Pepper
Lemon Wedge
Pour Crow Light and tomato juice over ice cubs in Old Fashioned glass.
Add Worcestershire and pepper; Squeeze in lemon juice, then add peel.
Stir to chill.

CROW LIGHT-ON-LIGHT

1 1/2 oz. Crow Light
Club soda or water
Pour Crow Light over lots of ice cubes in Old Fashioned glass.
Add light splash of club soda or water. Stir lightly.

CROW LIGHTBALL

1 1/2 oz. Crow Light
Ginger Ale or Club Soda
Lemon slice
Pour Crow Light over ice cubs in tall glass. Add ginger ale or club soda to fill. Stir lightly.
Garnish with lemon slice.

CROW LIGHT RICKEY

1 1/2 oz. Crow Light
1/2 oz. Triple Sec
1/2 oz. Lime Juice
Club soda
Lime wedge
Pour Crow Light, Triple Sec and lime juice over ice cubs in a tall glass.
Stir to chill. Add club soda to fill. Stir lightly.
Garnish with lime wedge.

CROW LIGHT OLD FASHIONED

2 oz. Crow Light
1/2 teaspoon sugar
2 dashes bitters
Splash of water
Fruit garnish - slice of orange and lemon, maraschino cherry.
Muddle sugar and bitters in a heavy bottomed Old Fashioned glass, with a splash of water. Add ice cubes and pour in the Crow Light. Stir.
Garnish with fruit.

Light Whiskey. Eighty Proof. The Crow Distillery Co., Louisville,
Kentucky

[[image on another page underneath - Morehouse brick building with lots of windows, caption "Over a Century of Service in Building Men"]]

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