

# The New York Times

## The Mexican Bulldog Lets the Mixing Take Place as You Sip



The back bar at [Genuine Liqueur](#), a charmingly kitschy new subterranean lounge in Little Italy, has an item you won't find at many other drinking establishments: an imposing hand-operated press that Eben Freeman, the director of beverage development and bar operations, calls the "cha-chunker."

He uses it to widen the holes on top of short eight-ounce cans of juice and soda. Into these, he overturns little 50-milliliter bottles of liquor, the kind that flight attendants sell.

Mr. Freeman's muse is the Mexican bulldog, a crude and popular concoction in which a bottle of beer (typically Corona) is emptied into a frozen margarita; as the cocktail is sipped through a straw, more beer slowly trickles in. The bulldog has become the latest unlikely wellspring of creativity in mixology's recent habit of spinning even the most unpromising drinking traditions into gold. (Witness the nationwide boom of reimagined grasshoppers.)

Mr. Freeman has taken the bulldog's Frankenstein format a few steps further to create ad hoc versions of classic drinks like the paloma (a tiny tequila bottle atop a can of grapefruit soda, with a little grapefruit juice added) and the Bloody Mary (a vodka mini in a tomato juice can, buttressed by various spices).

On the recently revamped menu at [151](#) on the Lower East Side, the Stone Cold Stunna is a standout. It's a cocktail of mezcal and gin, served in a glass boot crowned by a pony of Miller High Life. And at [Mother of Pearl](#), a new bar in the East Village, the Imperial Bulldog — a tropical drink into which an upside-down bottle of Underberg bitters slowly flows, like a tiny German water cooler — was an early hit and [Instagram darling](#).

Jane Danger, the beverage director at Mother of Pearl, said the idea struck during a conversation with a fellow bartender, Karin Stanley. “We were joking about the upside-down Coronas in margaritas, and ‘Isn’t that funny?’ ” Ms. Danger recalled. “We come from dive-bar backgrounds and draw inspiration from it.”

Ms. Danger plans to change the bulldog offered on the menu from time to time. With the current Sugar Cane Majik, a mini-bottle of dark rum feeds a piña colada-like concoction.

Gabriel Orta, an owner and a founder of [the Broken Shaker](#) in Miami Beach, has come across Mexican bulldogs at bars all along Ocean Drive. “You see them in Mexico and Cancún, most touristy places,” he said. His answer to the ubiquitous drink was to drill a hole in a coconut, add some chocolate bitters, and plug it up with a tiny bottle of rich Zacapa rum.


Specializing in bulldogs isn't without its peculiar challenges. “I had trouble finding different brands” in 50-milliliter form, Mr. Freeman said. “It was mostly big brands that had this stuff available, obviously the ones contracted for airlines.” And sometimes, once he finds them, the supply suddenly dries up. Still, Ms. Danger reported that “I’ve heard some offers of brands who’ve wanted to work with me” in the bulldog business.

For the customer, these alcoholic Rube Goldberg machines have hidden virtues. Because the bottle's contents drain slowly into the drink as you sip, the taste of the cocktail evolves. For the same reason, bulldogs are a rare genre of beverage that gets stronger, not weaker, as you drink.

But the main advantage may be their odd appearance. Bulldogs hand the drinker an immediate laugh, making happy hour a little happier.

Recipes: [Jimbo and Ginga](#) | [More Cocktails](#)

# Jimbo and Ginga

ROBERT SIMONSON |  1 drink

The lowly Mexican bulldog (a frozen margarita with an upturned bottle of beer in it) was the inspiration for this quirky variation on a whiskey and ginger highball. As with many of the bulldog variations created by Eben Freeman at Genuine Liqueur, a bar in Little Italy, the booze comes from a 50-milliliter mini-bottle and the mixer from the short can the bottle is emptied into. Don't expect a lot of finesse from this drink; it is a highball, after all. But expect a little more fun than usual. If you can't find a mini of Jim Beam, another light whiskey like Jameson will do.

Featured in: [The Mexican Bulldog Lets The Mixing Take Place As You Sip.](#)



## INGREDIENTS

- 1** 8-ounce can of ginger ale
- ¼** ounce fresh lemon juice
- Angostura bitters
- 1** 50-milliliter bottle of Jim Beam bourbon
- Lemon wedge, for garnish

## PREPARATION

### Step 1

Open the can of ginger ale and use a citrus reamer to widen the hole. Pour out 1 ounce of the soda, then pour in the fresh lemon juice and a dash of Angostura bitters.

### Step 2

Place a straw in the can, then quickly invert the mini-bottle of bourbon into the hole in the can. Garnish top of can with the lemon wedge.