

**LOCATION****The Monarch Cocktail Bar & Lounge**

Located in Kansas City's historic Country Club Plaza area:
4808 Roanoke Pkwy, West Plaza, Kansas City, Missouri 64112

WEBSITE

www.themonarchbar.com

OPENING DATE

mid-August 2017

OWNER/ARCHITECT

David Manica, Manica Architecture
www.manicaarchitecture.com

GENERAL MANAGER

Mark Church

BAR DIRECTOR

Brock Schulte

HOSPITALITY DIRECTOR

Kenny Cohrs

BAR CONSULTANT

Brandon Cummins, Liquid Minded Concepts

OVERVIEW

The Monarch is a social setting for the cocktail curious and drinks connoisseur, the vision come to life of a team of architects and bartenders who collaborated on every detail to re-imagine the bar as we know it. The chic, al fresco Monarch Terrace offers outdoor seating for up to 60, and welcomes guests to relax, meet and unwind, late into the night. Entering the Main Bar your first impression is of elegance and beauty. Pride of place belongs to the center bar, approachable from all sides and sculpted from fine Italian stone. 1500 monarch butterflies take flight from the art installation overhead. There is room for 20 seats at the center bar with two dedicated bartenders. It takes a moment to realize that there is no back bar, nothing to obstruct the perfect sight lines of the room, allowing for eye contact from all vantage points. The bartenders work from an ingenious under-bar, engineered for high performance and service with every ingredient within reach. Form meets function beautifully in this partnership between the architects of space and cocktails. An additional 50 seats on intimate banquettes encircle the room with a fireplace on one wall, flanked by two lounge spaces. A custom bar cart inspired by the West London style of bespoke drinks allows the service team in the lounge area to make tableside Negronis and stirred classics. Behind the scenes yet another team is executing drinks to match a constant flow of conversation and good times, as creativity and refined hospitality reign in every detail, including the local, small plates menu designed with cocktail pairings in mind. And there is one more chapter. The Parlor Room lies behind closed doors, an inner bar open by invitation-only. Reservations are required for this private and one-of-a-kind experience, featuring the rarest spirits and fine wines.



DRINKS & SERVICE

Drinks and service are designed to be as spectacular as the annual migration of the Monarch butterfly. The ingredients range from rare to local, sourced from the four corners of the earth, and mapping a daring journey into style, technique, and raw creativity. Everything is prepped on-site daily by the expert team. Variety is plentiful. Cocktail lovers will find timeless classics to choose from, together with more experimental offerings.

On the debut cocktail list **creative mixed drinks** stand out, such as: **West Coast Migration** (St. George Chile Vodka, mezcal, riesling, lime, passionfruit, honey syrup, garnished with Dogfish Head Seaquench and toasted honeycomb); **The Painted Lady** (Bombay Sapphire Gin, honeydew juice, Keemun tea syrup, tiki bitters, kaffir lime leaf and a lemongrass whip foam); the dandy **Pratt, Windsor, Drake, Esq.** named for three types of bow tie knots (sumac-infused Tequila Ocho, Averell Gin, homemade cake batter/almondine candy orgeat, lime, Rhum Clement Creole shrub); **Fortune Favors the Bold** (milk-washed, curry-infused Auchentoshan American Oak, with Chinese 5-spice and ginger); and the **Oaxacan Sunset** (Chichicapa, Suze, Yzaguirre Blanc, Bittermens chocolate mole bitters, served on palm-oil fat-washed ice cube).

Cocktails on tap highlight the originality and range of options, including a series of four draft drinks at the main bar as well as several terrace-only selections. Draft drinks at the main bar include **KC Ice Water** (Tito's Vodka, Aviation Gin, blanc vermouth, acidulated fino sherry) and **Jaliscan Cup** (cucumber and lemon balm-infused Tequila Ocho, Pimms No. 1, house made ginger soda), while terrace-only includes the **Watermelon Crawl** (Russell's 10-year Bourbon, Keemun tea syrup, lemon, watermelon agrodolce, mint, South African Chenin Blanc) and the **Wanderlust Julep** (Appleton Signature, Château Arton Armagnac Fine Blanche, smoked Grand Marnier, cascara-infused Caffe Amaro, and Cinzano 1757).

Personally-sized bottles with a Monarch wax seal offer a charming complement to the drinks menu, including: **Baja Refresco** (kombucha, mango/arbol chile syrup, Cocci Americano, rosé wine served with a kombucha leather roll-up) and the perfect palindrome, **Seven Eves** (Crown Royal Rye, barrel-aged RC Cola reduction, vanilla-infused Cocci Dopo Teatro, Kirschwasser).

THE BAR CART

Making its true debut in Kansas City, the bar cart has long been a staple of West London cocktail service – a ceremony in homage to meticulous drinks-making, served tableside with a touch of elegant showmanship. Made to order for guests in the main bar, Negronis, Martinis and Manhattans are quietly stirred, designed to showcase the timeless to the new, with house interpretations of the classics such as **The Monarch Negroni**.



PHONE	Coming soon: active as of mid-August 2017
RESERVATIONS	Reservations by phone after mid-August.
HOURS	Monday to Saturday: 4:00 pm – 1:00 am Sunday: 12:00 pm – 8:00 pm
SEATING	The Monarch Terrace – 60 seats (seasonal). Open seating. The Main Bar at the Monarch – Center bar (20 seats) and Lounge (50 seats). Select reservations are available. The Parlor Room – 22 seats. Access is limited. Reservations or invitations are required.
PRICE RANGE	\$\$\$
CREDIT CARDS	All major credit cards accepted
PARKING	Complimentary valet parking. Secure parking is also available with validation for patrons of The Monarch.
WHEELCHAIR ACCESSIBLE	Yes
TOTAL SPACE	3,500 square feet
TWITTER	@themonarchbar
FACEBOOK	Facebook.com/TheMonarchBar
INSTAGRAM	@themonarchbar
MEDIA CONTACTS	Helen Gregory: helen@gregorywhitepr.com ; 646-621-3559 Stefanie Schwalb: stefanie@gregorywhitepr.com Susie Riskind: susie@rrpublicrelations.com