



BIN profiles the hottest brands and the California restaurants and bars that are helping to make them so.



HOT BRAND:
Gosling's Rum

For nearly 200 years, Gosling's Bermuda Black Seal Rums have been some of the most sought after, albeit hard to find rums in world. Not any more!



HOT SPOT:
THE ABBEY
FOOD & BAR

Since 1991, The Abbey has become everyone's favorite place to hang out in West Hollywood. Serving a large potpourri of patrons, The Abbey is also on the cutting edge of drink trends and hip spirits—it's also Southern California's top-selling Gosling's Rum account.



It's "Mojito Time" at The Abbey, made with Gosling's Rum of course.



David Cooley,
Owner,
The Abbey



In the land of velvet ropes and VIP lists, there stands a monument to humanity—The Abbey. An unpretentious oasis if you will, located in West Hollywood's alternative west side, The Abbey has become a refuge for a potpourri of Angelinos drawn by its enveloping feel and eclectic...well everything. And while The Abbey might be populated by its local neighbors, the extremely popular bar, club and restaurant welcomes everyone—gay, straight, you name it—with open arms.

Nestled behind wrought-iron gates and brick pillars, the 14-year-old hot spot is a nearly 14,000 square foot labyrinth of patios, cozy couches and four bars that lives up to the claim made by Los Angeles Magazine as the "best gay bar to bring your straight friends". The Abbey was also recently chosen by AOL Cityguide as both the "Best Bar" and "Best Gay Bar" in Los Angeles in 2004, beating out some of the most famous watering holes on the planet.

Kudos like this in the bar biz doesn't come easy. "We work very hard on all aspects of our business," says Abbey owner David Cooley. "Everything from making sure all of our customers are comfortable and feel welcome, to creating new and exciting cocktails." With four bars and 20 bartenders to accommodate the 900 or so patrons on busy nights, The Abbey definitely knows trends and what's hot in cocktails—hand made mojitos made with Gosling's Black Seal Rum for example.

Although Gosling's Black Seal Rum dates back nearly 200 years, the brand isn't as well known as other mass marketed rum brands, due in part to the brand's strict attention to quality which has limited its availability. Distilled in both pot and continuous stills, one which imparts flavor, the other a subtle elegance, the dark hued Black Seal is truly a special product.

Imported from Bermuda and aged in oak barrels, the quality of Gosling's Black Seal Rum fits in nicely at The Abbey. "Like all our drink offerings, we want them to be special and unique," says Cooley. "And with Black Seal Rum as part of our mojito recipe, they are definitely special."

Always looking to keep things interesting, The Abbey's bar staff offers their mojitos in six different flavors, including mango and raspberry, which might explain why they go through so much Black Seal Rum making it the brand's best selling account in California.

The beneficiary of a recently launched multi-million dollar ad campaign, Gosling's Black Seal Rum, which has never pursued volume at the expense of quality, is currently expanding its Bermuda production facility to accommodate the brand's growing sales while maintaining its "small batch" taste. This quality was recently recognized at the Beverage Testing Institute where they awarded Gosling's Black Seal Rum a Platinum Medal, the Institute's highest honor.

In today's world of growing mediocrity, it's refreshing to see people, and or companies, trying to make a difference. David Cooley, a man who looks at all of his customers as VIP's, is an example of this—as is Gosling's Rum. It takes a lot of heart for a distiller to be more concerned with quality over quantity in today's quota-driven world.

Gosling's Rums are imported by Castle Brands and are distributed in California by Southern Wine & Spirits. Special thanks to The Abbey's, David Cooley. The Abbey is located at 692 N. Robertson Blvd. in West Hollywood. 310.289.8410.

— John Coleman

Below: The Abbey

