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SHAKEN & STIRRED

Name Your Drink

By JONATHAN MILES

THE Anchor, a discreetly marked bar on a far-flung block of Spring Street that styles itself as a celebrity hangout, flaunts on its Web site a curious come-on: "We might even name a drink for you."

Well, maybe not you. The Anchor, whose dive-bar-with-nautical-trimmings design evokes a yacht club as reimagined by Charles Bukowski, prides itself on its democratic door policy and on its eschewal of roped-off V.I.P. sections and other zoolike tactics for separating boldface names from the hoi polloi. (It's more like a petting zoo.) On the other hand, its cocktail menu, which is listed on an expansive chalkboard beside the bar, is a far more exclusive party.

The actress Drea de Matteo has a drink named after her (a shot, really); so, too, does her boyfriend, the musician Shooter Jennings (peach schnapps and pineapple juice). Ditto the downtown rocker E. B. Sallis, the singer John Mayer, the model Adriana Lima and the actress Bijou Phillips (whose drink involves a shot of caffeinated vodka and a ground-coffee-coated lemon wedge). The Anchor, which opened in 2007, encouraged its celebrity patrons to conceive their namesake drinks, the results of which, according to Jason LaGarenne, the general manager, "ranged from funny to stupid, with only a few of them being drinkable. There were some really bad ones with, like, Adderall as an ingredient."

Yet what began as late-night shtick has stuck. Later this month, the Anchor will unveil a new, less conceptual drink menu, "with more sophisticated drinks," Mr. LaGarenne said. Think less comedy, and more Campari. But the celebrity-inspired names will remain. Exhibit A is the Murrricane, the nickname the actor Dan Aykroyd supposedly gave to his frequent (and frequently moody) co-star Bill Murray. The drink was inspired by a recent visit Mr. Murray made to the Anchor.



KATIE ORLINSKY FOR THE NEW YORK TIMES

THE EYE The Murrricane, named for. . .

"He was commenting on the drinks," Mr. LaGarenne said, "and we offered to name one after him. He was a good sport about it. He wanted something with chartreuse, but we talked him into bourbon." Bourbon, that is, shaken with a high-minded mixture of basil, watermelon juice and elderflower liqueur, then flecked with black pepper. Mr. Murray may be funny, but his drink is downright serious.

Before you roll your eyes and decry this as yet another incursion of celebrity-fawning into the culture, know that the celebrity namesake cocktails have a long and storied history. Consider the Mary Pickford, a cock-

THE MURRICANE

Adapted from the Anchor

- 2 ounces fresh watermelon
- 4 or 5 basil leaves
- 1 1/2 ounces bourbon
- 3/4 ounce fresh lemon juice
- 3/4 ounce St-Germain elderflower liqueur
- Freshly ground black pepper and watermelon wedge, for garnish (optional).

Combine the watermelon and basil leaves in a mixing glass or shaker and muddle until the watermelon is crushed and juicy. Add the bourbon, lemon juice and St-Germain, along with ice, and shake vigorously. Strain into a cocktail glass and garnish, if desired, with a sprinkling of black pepper and a wedge of watermelon.

Yield: 1 serving.

tail that has outlived the fame of its silent-movie starlet namesake. (Ms. Pickford was also rumored to be the Mary in the Bloody Mary.) Or the Charlie Chaplin, a slice gin cocktail reportedly created, as an homage to the actor, at the Waldorf-Astoria. The precedents are myriad. In terms of tradition, name-dropping goes back a long, long way.

Still, there are subtleties worth considering. The mercurial actress Lindsay Lohan, despite her past patronage of the Anchor, isn't really cocktail namesake material, Mr. LaGarenne said. The same goes for some cast members of MTV's "Real World: Brooklyn," who Mr. LaGarenne said recently requested a cocktail in their honor. They were rebuffed. There has to be a velvet rope somewhere.

