

## New Alcohol-Free Bar To Open In Dublin (A sign of the future?)

Heard the one\* about the Irish pub with no **booze**?

\* "Have you heard the one about..." is a typical way of starting a joke

Before you read the complete article, look at this vocabulary and find it in the text:

**a range:** a variety of something

**dawned on:** to become evident or understood

**all the trappings:** all the objects associated with a place or situation

**a snug:** a small private area of a pub

**premises:** a building together with its grounds ("local" in Spanish)

**booze:** alcohol

**target market:** specific consumers at which a company aims its products

**aware:** informed, alert, knowledgeable

**blindfold:** cover the eyes to prevent someone being able to see

The Virgin Mary bar will open its doors in Dublin next month, serving an extensive **range** of cocktails, wines, beers and mixed drinks, all with one thing in common - zero per cent alcohol.

It is the latest project from drinks industry experts Oisín Davis and Vaughan Yates and the idea for the bar came from a trend they identified in the growing popularity of non-alcoholic cocktails and craft beers, and a desire to offer non-drinkers a space in which to socialise without being exposed to alcohol.

"I have friends who don't drink any more and it **dawned on** me that there is nowhere that these people can go after four or five o'clock where they are not confronted with alcohol.

There may be no alcohol in the drinks, but in every other respect, The Virgin Mary will resemble a proper pub. "Not only is it going to have **all the trappings** of a bar, it's even going to have a **snug**," Davis says. "We want it to have everything you'd expect from a bar - a **premises** that looks, sounds and tastes like a bar, but without the **booze**. We want customers to feel that they are not missing out."

He describes the interior design of the former furniture shop as being a mixture of classic Irish pub and modern cocktail bar. It will accommodate 30 customers. Because it is small, there is no room for a kitchen, so no food will be served. Drinks prices will be lower than in normal pubs in Ireland, with cocktails costing between €7 and €8, and wine by the glass, €4.50, and the bottle, €20.

It is expected that the bar's customers will include foreigners working and studying in Dublin "who don't drink as much as some of the Irish might do." In researching the project, he found that it appealed to a younger generation. "The younger they are, the quicker they understand the concept." Tourists will also be a **target market**. "We will be making them **aware** that in a city which is so well known for its party-style drinking, there is an alternative."

The bar's signature drink will be a non-alcoholic version of the Bloody Mary, made with freshly pressed tomato and lime juices, Scarlet hot sauce, made in Dublin with Irish-grown chillies, a special blend of spices, and served with a pickle.

It will also serve a selection of alcohol-free beer including Mikkeller from Denmark, which Davis says was "one of the nicest beers I tasted in all of 2018. If you were to **blindfold** me, I don't think I'd have noticed there was no alcohol in it." De-alcoholised wines will include Natureo red and white from the Spanish winemaker Torres.

Adapted by ECP coach *Darren Lynch* from this [article](#)

Let's chat about that!

Write your opinions in an email and send them to your ECP coach!

- What is your initial feeling towards the idea of a non-alcoholic pub?
- Do you believe a non-alcoholic pub would be a successful business where you live?
- When you go to a pub, what do you tend to drink more often than not?
- Is getting tipsy or drunk an important part of the pub experience?
- Do you believe that drinking alcohol will be banned in the future?



A typical pint of Irish stout in [The Long Hall](#), one of Dublin's oldest and most celebrated pubs

Who knows what [Daniel O'Connell](#) would have thought of the idea of an alcohol-free bar? O'Connell was one of Ireland's most important

19th century leaders and a direct competitor to Arthur Guinness in both politics and the brewing business



# Social Events In English

Real-Life English in Vitoria-Gasteiz



# iLook, iThink, iSpeak

Real Language to Express Yourself Better



"Massively memorable – best crime thriller of '97"  
– Michael Hagan, SKY MAGAZINE

"Undoubtedly one of the best films you'll see this year"  
– A.H. Harris, THRILLER

"Unmissable" ★★★★★  
– Kim Newman, EMPRESS

"An instant classic"  
– Anthony Higgins, TIME

"Amazing. The best film of its kind since Chinatown"  
– Benny Penning, LOANED

Next film: Fri 25th January



## CINEMA NIGHTS!

Come and socialise in English!

Time: 19:30 to 21:30

Place: ECP Hub (C/San Ignacio de Loyola 15)

Price: Free! Friends welcome!

WhatsApp John for more details on:

657 73 13 54

Every last Friday of the month

Next chat: Sat 2nd February

LIVE!English presents:

## COFFEE SATURDAYS!

Come and socialise in English!



Every first Saturday of the month

Time: 11:00 to 12:30

Place: Panadería Bertiz, C/Francia

Price: Just bring enough for a cup of coffee!

Friends welcome!

WhatsApp Alison for more details on:

608 42 64 92

And on Friday 1st February...



## FRED talks

Fun, Relevant, Engaging Discourse

Come and enjoy an evening of social English with our student and coach speakers:

Solmaz - "Unexpected Events that Change Your Life."

Igor - "Do You Know How Your Brain Learns?"

John - "I Speak Therefore I Am: My Dialect and Me."

As always, there will be cheese and tippale!

Starting at 19.00 FRIENDS WELCOME!

## "A guy walks into a bar..."

The English language's most typical joke

Read these classic jokes with your ECP coach, colleagues and friends. Do you get (understand) them?

A man walks into a bar with a slab of asphalt under his arm and says, "A beer please, and one for the road."

Julius Caesar walks into a bar. "I'll have a Martinus," he says. The bartender gives him a puzzled look and asks, "Don't you mean a 'Martini'?" "Look," Caesar retorts, "If I wanted a double, I'd have asked for it!"



Jesus walks into a bar and says, "I'll just have a glass of water."

A screwdriver walks into a bar. The bartender says, "Hey, we have a drink named after you!" The screwdriver responds, "You have a drink named Murray?"

A sandwich walks into a bar. The bartender says, "Sorry, we don't serve food here."

The past, present and future walk into a bar. It was tense.

And we've saved the best one for last:

A guy with dyslexia walks into a bra.