

Mead maker

Will Truce is the co-owner of Black Rabbit Mead Co., 401 E. Fourth St., one of the businesses organizing and hosting a Dec. 28 event in the brewery district called "Warm Drinks 4 Warm Hearts." The event works a bit like a crawl, with area businesses serving warm holiday drinks. A part of the proceeds will go to provide meals at the homeless shelter. Cards for the event can be purchased at two locations for \$15—the Jesse, 306 E. Fourth St.; or Forged Coffee Roasting Company, 700 E. Fourth St.

Where did the idea for the event originate?

The idea for this event originated primarily through being excited to have more places here in the brewery district to work together to hold fun events. And along with that was our hopes that the small businesses can have a more harmonious relationship with the issue of homelessness in our neighborhood. So, we're trying to explore that in a variety of different ways—but one of the best ways is just to create a fun atmosphere and serve some delicious things and, in the midst of that, also help raise awareness about the vulnerable populations that our neighborhood is not only helping out, but also home to.



PHOTO/JERI DAVIS

Who's going to benefit?

The neighborhood as a whole will benefit from the event, and that, of course, includes the small businesses—but also the vulnerable populations that are in our neighborhood. When it comes to small businesses, the walk benefits us by just creating more awareness and excitement for all of the small businesses that are down here and coming down here and just all of the good times that are to be had. It's good marketing for each business. But then beyond that, it's just great marketing for the neighborhood as a whole. But central to our neighborhood and to the philosophy and heart of our neighborhood is the vulnerable populations that are down here. And, so, that's why part of the proceeds go to helping provide a meal for those at the shelter at night. They're probably more directly benefited than we are.

OK, so it'll be a part of the proceeds that go to providing meals.

The other part that's not going to that

doesn't directly benefit the businesses themselves. The proceeds are going to, in part, be used for printing costs and social media boosts and things of that nature. The businesses themselves, they might get a little bit of money, just to reduce the costs they made on alcohol. But I think, in truth, every business will, in the end, lose a bit of money on this. Now, it's not purely altruistic, of course. The businesses get great marketing for themselves, and, also, when the neighborhood gets portrayed in a really community-oriented light, that's great for our neighborhood too.

Which businesses are participating in the event?

Even though we're enthusiastic to make this walk and do more walks like this throughout the year, this time was just a small test run at it. So we have seven businesses involved. We have the Jesse and the Stella—part of the same business complex—us, Black Rabbit Mead Company; Lead Dog Brewery; Wineries on Fourth, which includes Basin and Range Cellars and then Nevada Sunset Winery; Abby's Highway 40; and Ferino Distillery. ... They also have a great little pour-over coffee shop in there, too. And then speaking of coffee, the Forged coffee shop is involved. ... Forged is within Pitch Black Printing Company.

What warm drink will you guys do?

We are doing a hot, spiced mead. Yes, we use mulling spices and a few other things to make a really warm-tasting mead. □

NOTES FROM THE NEON BABYLON

BY BRUCE VAN DYKE

Merry impeachmas

The best hashtags of the last week? Three of them. The first one is #MerryImpeachmas. That's obviously solid (and thank you, House of Representatives, for a perfectly delightful Christmas gift!) The second is #LeningradLindsey, which is admittedly not as good as #MoscowMitch, but I ain't picky and it'll do for now. The third is #IMPOTUS, as in Impeached President of the United States. That one's more fun than a barrel of Cialis, and, once again, we must give credit to the author, the remarkable George Conway. (And, my, oh my, wouldn't it just be fascinating as hell to listen in on his latest dinner conversations with Kellyanne? KC: "That was a good one, honey, that IMPOTUS thing. GC: Thanks, babe. KC: You know I'm gonna hear about that one. GC: Yep. I reckon you will, Pass the peas, please.")

Speaking of immortal quotes of this past year, leave us not forget the

classic put forth by Twitler himself, as revealed in the Mueller Report of March. Back in May of 2017, when Rod Rosenstein announced the creation of Mueller's Investigation, Trump responded, "I'm fucked! This is the end of my Presidency." Gee, what memories in his added, Adderall-soaked mind led to such an instant, earnest and gloomy doomy response? Or was he just gaslighting himself?

If you'd like to feel like a miniscule pawn of digital data points this Holiday Season, watch the Netflix documentary *The Great Hack*. This is the film about how exactly Cambridge Analytica did its thing in 2016 and pushed both Brexit and Trump to unlikely victories. It's a terrifically important and fascinating work, focusing on Brittany Kaiser, the whistleblower who eventually was interviewed by Mueller (and the opening of the film has a local

connection, as we see Brittany in ... Black Rock City! Writing a message on The Temple!)

If you watch this flick, don't be surprised one bit if, upon its completion, you're immediately seized with a burning desire to delete your Facebook account. And for god's sake, America ... STOP GETTING YOUR NEWS FROM FACEBOOK AND TWITTER! STOP IT, STOP IT, STOP IT! A recent study from the Pew Research Center shows that 55 percent of American adults "often or sometimes" get their news feeds from social media, mainly Facebook, Twitter and Reddit. Yikes! Support people trained in the high art of *journalism*! NOW!

"I'm mad as hell, and I'm not going to take this anymore!" Howard Beale, from the classic film *Network*. Merry Impeachmas to all! And a very Nancy New Year! □



WARNING:

QUITTING SMOKING NOW
GREATLY REDUCES SERIOUS RISK
TO YOUR HEALTH.

CIGARETTES PREMIUM BRANDS

Marlboro Red	\$6.44 pack	\$63.44 carton
Camel Box/99s	\$6.36 pack	\$62.59 carton
Winston	\$5.91 pack	\$58.14 carton
American Spirit	\$7.40 pack	\$73.04 carton
Nat Sherman	\$8.77 pack	\$43.45 carton

CIGARETTES VALUE BRANDS

L. Ducat	\$3.91 pack	\$38.10 carton
Eagle 20	\$4.01 pack	\$39.10 carton
Silver Cloud	\$4.04 pack	\$39.39 carton
King Mountain	\$4.38 pack	\$42.83 carton

Smokeless Tobacco

Copenhagen	\$5.24 can	\$24.62 roll
Skool	\$5.14 can	\$24.12 roll
Grizzly Wintergreen	\$3.86 can	\$17.74 roll
General Snus	\$5.28 can	\$24.59 roll

Alternative Products

Zyn	\$4.11 can	\$18.09 roll
Vuse Vibe	\$19.95 device	\$9.99 refill cartridge
My Blu	\$19.95 device	\$8.99 refill cartridge
Juul	\$33.49 device	\$13.99 4 pk pods

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Salty Man / Revolve / Suorin / Omni / Voodoo

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CBD Vapor Liquids / Tinctures / Assorted Products



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Behind Mercedes Benz of Reno

Reno: 2001 E. 2nd St. 329-0275

Reno: 901 Golden Ln. 329-6299

Sparks: 1962 Pyramid Way 353-2140

Verdi: 1-80, Exit 2 345-2620

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