



Hercules Mulligan opens 800 s/f tasting room at 220 Front St.

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Manhattan, NY Hercules Mulligan, a bespoke, ready-to-serve cocktail and spirits brand named for the tailor, spy, and unsung hero of the American revolution, will open its first taproom at The Durst Organization's historic Front St., located at 220 Front St. in the South Street Seaport Historic District. Hercules Mulligan signed a 10-year lease for 800 s/f with plans to focus on tastings, engaging events to learn about their unique spirits, light bites, merchandise sales, and more. The location plans to open next month for its first tastings with a grand opening after Labor Day.

The Durst Organization was represented in house by Karen Rose, as well as JP Sutro, Brad Schwarz, and Olivia Hwang of Lee & Associates. Dillon Ross and Jon Paul Pirraglia of RIPCO Real Estate represented Hercules Mulligan.

"Front Street has been a vibrant, bustling community for centuries. The Durst Organization has carefully restored a large stretch of these buildings to preserve their historic character while modernizing them to be great places to live, shop, sip, and dine. We are excited to welcome the Hercules Mulligan brand which is sure to be well received by residents and tourists alike," said Jody Durst, president of the Durst Organization.

First launched as a direct-to-consumer brand in 2019, Hercules Mulligan is now available in over 40 markets across the United States online. Front St. will mark its first brick-and-mortar location, where fans, neighbors, and visitors can engage with the company's spirits with distillery experts.

Hercules Mulligan's unique libations are based on the recipes from the 1700s when Hercules himself came to New York from Ireland and opened his first tailoring shop on Pearl Street, just three blocks away from the soon-to-open tasting room.

After creating the brand's award-winning Irish-American Old Fashioned, aptly named the Hercules Mulligan Rum & Rye upon launch, the company introduced its second iteration, Hercules Mulligan Eyr & Rye, an Irish-American Manhattan, last year.

"As a history buff, the brand was born out of my fascination with Hercules Mulligan and his story, so to be able to open our first-ever tasting room near his original shop is such an honor," said Steve Luttmann, CEO and Co-Founder of Hercules Mulligan. "The character of the space and the neighborhood provide the perfect atmosphere for customers to immerse themselves in the brand, which is rooted in history. We look forward to welcoming cocktail enthusiasts from New York and around the world to experience our unique offerings in person."

Historic Front St. is an award-winning restoration of 11 landmarked buildings and the design and construction of three new buildings. Comprising nearly an entire city block on Front St. between Beekman St. and Peck Slip, the properties include 95 residential rental units and 14 street-level retail stores. The restoration and revitalization of Historic Front St. respects the character, scale and history of the area.

Hercules Mulligan joins a diverse mix of retail tenants within Historic Front Street including Il Brigante, SUTEISHI, The Dermatology Specialists, and Seaport Paw.

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