



BRAND BOOK





✿ REILLY'S STORY ✿

Born during a bar fight in Devlin, Ireland, Reilly came into the world swinging. On the first day of his life, he lost an eye, took a man's life and developed an insatiable taste for whiskey. At the age of two, Reilly's father lost him in a poker game. Six months later, Reilly won himself back. And when he was three years old, prohibition hit the United States, and Reilly ultimately decided he couldn't bear the thought of Americans going thirsty.

Hell-bent and ready to rumble, Reilly hitched a ride on a whiskey boat bound for the dry nation to supply illegal spirits to the American people. Docked in a strange land and armed with nothing but a family recipe for Irish whiskey and a smuggler's wit, Reilly quickly organized a gang of misfits known as the "Black Eye Society" and took over the routes of the nation's milkmen. By cleverly disguising whiskey as milk bottles, they were able to deliver goods right to people's front doors—and just like that, the drinkers kept drinking.

By the time Reilly was a teenager, he had become an underground legend, with whispers of his name in back alleys and speakeasies across the country and songs being sung of his tales. The style of those songs inspired the rock and roll we hear today, blaring from the very pub that bears his name as we all raise a glass. Sláinte!

"Some Legends Never Die"

Rock & Reilly's opened its doors in 2011
and offers an assortment of reinvented
traditional Irish pub grub with modern twists
for lunch and dinner.

Reilly's features an assortment of hand selected
Irish whiskeys along with a variety of beer,
wines, and cocktails.

—  —
MY MOTHER'S
MILK
*came from a
distillery."*



"My baby shots were
86 PROOF.





**WHISKEY. PUB FARE.
ROCK & ROLL. DEBAUCHERY.**

At Rock & Reilly's, we believe there's a little bit of
Irish in all of us, and that's something to celebrate.



A BALANCED DIET IS A WHISKEY IN ONE HAND, AND A WING IN THE OTHER.



You'll find the largest selection of Irish whiskeys in Los Angeles, traditional pub fare with a fresh approach and roaring rock & roll every night of the week. And with a prime location at the heart of the world-famous Sunset Strip, you'll always find an excuse to keep the party going. So bring your appetite, your friends and your favorite Irish toast and let's drink to the nights you probably won't remember with new friends you definitely won't forget.



“DRINK UP!
*You're half the man
my mother was.”*



BECAUSE NO GOOD STORY
EVER STARTED WITH
'I HAD SO MUCH
SALAD TO EAT.'



*We satiate more than just appetites.
We plant flags, fuel fires and make history.*

MENU



SHARABLES

| | |
|---|----|
| R & R NACHOS Housemade kettle-style potato chips layered with slow cooked beans & a four-cheese sauce blend, topped with fresh tomato, onion, spicy jalapeños, pickled red onions, sour cream & parsley | 14 |
| SLIDERS 2 house blended burgers, Dubliner cheddar & roasted garlic mayo | 12 |
| PIGS IN A BLANKET Mini franks wrapped in a flakey dough, served with a sweet & spicy mustard aioli | 10 |
| LOADED FRIES Sidewinder French fries topped with bacon, housemade cheese sauce & caramelized onions | 12 |
| CHICKEN TENDERS 4 buttermilk brined crispy chicken tenders served with your choice of 2 sauces Sauces: BBQ, sweet red chili, garlic parmesan, buffalo & stinging honey garlic | 12 |
| WINGS 24-hour brined chicken wings, served with ranch Sauces: BBQ, sweet red chili, garlic parmesan, buffalo, stinging honey garlic & dry rub | 12 |
| 3 CHEESE MAC Baked Dubliner cheddar, white cheddar & smoked gouda with shells | 11 |
| IRISH CHEDDAR POTATO SKINS Dubliner cheddar mix, sour cream & green onion | 10 |
| PRETZEL Served with four cheese sauce blend & whole grain mustard | 9 |
| FRIED PICKLES Crispy fried dill pickles served with ranch dressing | 7 |
| FRIES Seasoned sidewinder French fries | 7 |

INDIVIDUALS

| | |
|--|----|
| REILLY'S APPLE KALE SALAD Kale, shredded carrots, shredded cabbage, Gala apple, candied pecans, avocado & strawberries served with red poppyseed ranch | 13 |
| CALIFORNIA CHICKEN SANDWICH Griddled chicken, Dubliner cheddar, sliced tomato, smashed avocado & mayonnaise on a Martin's potato bun & served with seasoned sidewinder French fries | 12 |
| SPICY CHICKEN SANDWICH Spicy honey crispy chicken, kale slaw & mustard poppy seed aioli on a Martin's potato bun & served with seasoned sidewinder French fries | 12 |
| CORNEBEEF SANDWICH Corned beef, stone ground mustard, Dubliner cheddar mix & Guinness glazed onions on rye bread & served with seasoned sidewinder French fries | 13 |
| FISH & CHIPS Beer-battered cod, served with seasoned sidewinder French fries, tartar sauce & malt vinegar | 16 |
| PUB BURGER House blended burger, Dubliner cheddar, griddled red onions & garlic aioli on a Martin's potato bun & served with seasoned sidewinder French fries | 12 |
| GRILLED CHEESE Dubliner cheddar cheese & Guinness onion jam on rustic country bread & served with seasoned sidewinder French fries | 12 |
| IMPOSSIBLE™ BURGER Impossible™ burger, Follow Your Heart® cheddar, griddled red onions, sliced tomato & vegan mayonnaise on a corn dusted Kaiser roll & served with seasoned sidewinder French fries | 16 |

Reilly's Favorite

AN 18% SERVICE FEE IS INCLUDED ON ALL CHECKS FOR OUR TEAM MEMBERS.
INFORM YOUR SERVER IF YOU HAVE A FOOD ALLERGY BEFORE PLACING YOUR ORDER.
We rely on suppliers for accurate information. Variations may occur due to differences in suppliers, ingredient substitutions and recipe changes. As our operations involve shared equipment, including ovens, griddles, fryers, etc., we cannot eliminate the risk of cross contact or guarantee that any time it is allergen-free. If you have a severe allergy you are at a much greater risk of a serious reaction. Customers can tell the precursors you take, or risks you may experience yourself, or should be made in thoroughly cooking food of animal origin, including but not limited to beef, eggs, fish, lamb, milk, poultry, or shell stock reduce the risk of foodborne illness. Young children, the elderly, and individuals with certain health conditions may be at a higher risk if these foods are consumed raw or undercooked.

**WE ALL EAT, AND IT WOULD BE A SAD
WASTE OF OPPORTUNITY TO EAT BADLY.**



"Whiskey
is cheaper than
therapy."



DRINKS

"DRINK U
*You're half the
my mother u*

DRAFTS

| | Pint | Pitcher |
|-----------------------------------|------|---------|
| BUD LIGHT..... | 7 | 20 |
| MILLER LITE..... | 7 | 20 |
| PBR..... | 7 | 20 |
| BLUE MOON..... | 9 | 30 |
| LAGUNITAS IPA..... | 9 | 30 |
| STELLA..... | 9 | 32 |
| BASS..... | 9 | 32 |
| FIRESTONE PIVO PILS..... | 9 | 32 |
| MAGNERS IRISH CIDER..... | 9 | 32 |
| NEW CASTLE..... | 10 | 35 |
| GUINNESS..... | 11 | 38 |
| MODERN TIMES ORDERVILLE IPA..... | 11 | 38 |
| STONE BREWING TROPIC THUNDER..... | 11 | 38 |
| STONE BREWING SCORPION BOWL..... | 11 | 38 |

BOTTLES

| | |
|------------------------------|---|
| MILLER HIGH LIFE..... | 6 |
| NATURDAYS..... | 6 |
| HEINEKEN..... | 7 |
| CORONA..... | 7 |
| ANGRY ORCHARD CIDER..... | 7 |
| WHITE CLAW HARD SELTZER..... | 7 |

WINES

All 6 oz pour

| | |
|----------------------------|----|
| HOUSE ROSÉ..... | 11 |
| HOUSE SAUVIGNON BLANC..... | 11 |
| HOUSE PINOT NOIR..... | 12 |
| HOUSE CABERNET..... | 13 |

COCKTAILS

| | |
|--|---------------|
| THE REILLY Jameson Irish whiskey, neat | 11 |
| IRISH DAQUIRI Tullamore D.E.W. Irish whiskey, simple syrup & lime juice | 12 |
| IRISH COLLINS Jameson Irish whiskey, Sprite, ginger & lemon | 11 |
| POLITE NEW YORKER | NOT AVAILABLE |
| SUNSET BLVD Crown Royal whiskey, Amaretto, Sprite & sour mix | 11 |
| IRISH MULE Tullamore D.E.W. Irish whiskey & ginger beer | 12 |
| IRISH OLD FASHIONED Redbreast Irish whiskey, Angostura bitters, simple syrup & garnished with an orange peel | 15 |
| IRISH RED HEAD Jameson Irish whiskey, Sprite & grenadine | 11 |
| MAN-MOSA Makers Mark whiskey, champagne & splash of orange juice | 13 |
| SUFFERING BASTARD Buffalo Trace bourbon, Hendrick's gin, ginger ale & lime juice | 13 |
| JUAN REILLY Casa Mexico Blanco tequila, pineapple, lime, agave & garnished with a jalapeño | 13 |
| PADDY'S PALOMA Casa Mexico Reposado tequila, ginger beer, grapefruit, ginger & lime | 14 |
| EX-WIFE Everything behind the bar (payable in monthly installments for the rest of your life) | 250,000 |
| I CAN'T TASTE THE ALCOHOL IN THIS Coke, Diet Coke, Sprite, ginger ale, iced tea, cranberry juice & orange juice | 5 |

AN 18% SERVICE FEE IS INCLUDED ON ALL CHECKS FOR OUR TEAM MEMBERS.
Always drink responsibly!



*"It's all fun and games until
someone spills a whiskey."*



ONE-EYED DRINKING

*comes naturally
when you wear
an eyepatch.*

LIVING THE LIFE OF ,
Reilly's!

*"You can't drink all day
if you don't start in the morning."*



FRIENDS OF REILLY



The Most
POPULAR
IRISH PUB
in America.

HUFFINGTON POST




FRIENDS IN HIGH PLACES.



Rock & Reilly's is the destination of choice
for those with an insatiable appetite for
whiskey & who like to let the good times roll.



FREQUENT CELEBRITY PATRONS:



Aaron Rodgers
Aaron Paul
Adam Sandler
Alexander Ludwig
Alice Eve
Amy Adams
Angie Harmon
Anna Faris
Anna Kendrick
Avril Lavigne
Anne Hathaway
Antonio Banderas
Aziz Ansari
Benicio del Toro
Blake Griffin
Brandon Fraser
Brian Urlacher
Bill Hader
Brooklyn Decker
Carlos Santana
Chelsea Handler
Charlize Theron
Cheryl Hine
Chloe Sevigny
Connie Britton
Chase Crawford
Chris Evans
Carrie Underwood
Chrissy Teigen
Chris Rock
Chris Evans
Colbie Caillat
Chuck Liddel
Dakota Fanning
David Beckham

David Spade
Derek Jeter
Diablo Cody
Diplo
Ed Helms
Ed Sheeran
Eli Roth
Emma Roberts
Ethan Hawke
Elijah Wood
Elizabeth Olsen
Fred Durst
Flea
Geena Davis
Gerard Butler
Howie Long
Jack Black
Jack Osbourne
Jalen Rose
James Franco
James Van Der Beek
Jamie Lynn Sigler
Jay Glazer
Javier Bardem
Jeremy Renner
Jerry Ferrara
Jeremy Piven
Jesse McCartney
JJ Watt
Joe Carnahan
Jon Hamm
John Legend
Josh Duhamel
Josh Hartnett
Josh Henderson

Judd Apatow
Justin Bieber
Kate Upton
Katie Couric
Kate Beckinsale
Kelsey Grammar
Keri Russell
Kevin Connolly
Kevin Bacon
Kevin Spacey
Kristen Wig
Keira Knightly
Kings of Leon
Laird Hamilton
Lance Bass
Lauren Conrad
Lena Dunham
Lil' Jon
Margot Robbie
Mary J. Blige
Mike Tomlin
Mila Kunis
Mindy Kaling
Megan Mullally
Mark Ruffalo
Michael B. Jordan
Michael C. Hall
Michael Strahan
Mickey Rourke
Mike McCarthy
Naomi Watts
Nick Lachey
Nick Offerman
Nick Swardson
Nicky Hilton

Nicole Richie
Nick Offerman
One Republic
Owen Wilson
Olivia Munn
Paris Hilton
Patricia Arquette
Penelope Cruz
P!nk
Rashida Jones
Ray Romano
Robbie Keane
Robert Redford
Rob Gronkowski
Ryan Phillippe
Salma Hayek
Samantha Ronson
Scooter Braun
Sean Lowe
Sean Peyton
Selena Gomez
Seth MacFarlane
Shaquille O'Neal
Sophia Bush
Steven Gerrard
The Black Keys
The Wanted
Topher Grace
Tony Romo
Usher
Woody Harrison
William H. Macy
Zac Efron
Zoe Saldana
Zoey Deschanel

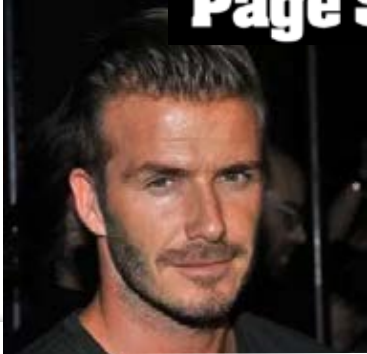


BRAND RECOGNITION IN MEDIA

Beckham's boys

By PageSix.com Staff

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David Beckham had a "low-key" boys' night out at Rock & Reilly's on the Sunset Strip. The soccer star, flanked by security, met up with his LA Galaxy teammate **Robbie Keane** and two male friends at the Irish rock 'n' roll whiskey bar for a drink before heading out to **Michael Voltaggio's** Ink for dinner. Later, Beckham and the boys were spotted back at Rock & Reilly's. A fellow patron overheard Beckham requesting that the DJ play the Stone Roses and Oasis, which "he sang along to."

Rock & Reilly's has been featured by hundreds of news outlets and generated over billions in total media impressions since its opening.



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Gerard Butler drinking Diet Coke at Rock & Reilly's Irish Pub in West Hollywood while joining a group of friends to catch a soccer match on the TV screens.

NEW YORK POST

WALL STREET JOURNAL

abc GOOD MORNING AMERICA

OK! MAGAZINE

E! NEWS

A&E

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NEW YORK DAILY NEWS

SUNDANCE FILM FESTIVAL

Over 2 billion media impressions generated from Sundance.

KCAL 9

EXTRA

LifeStyle

Men's Fitness

Hollywood THE REPORTER

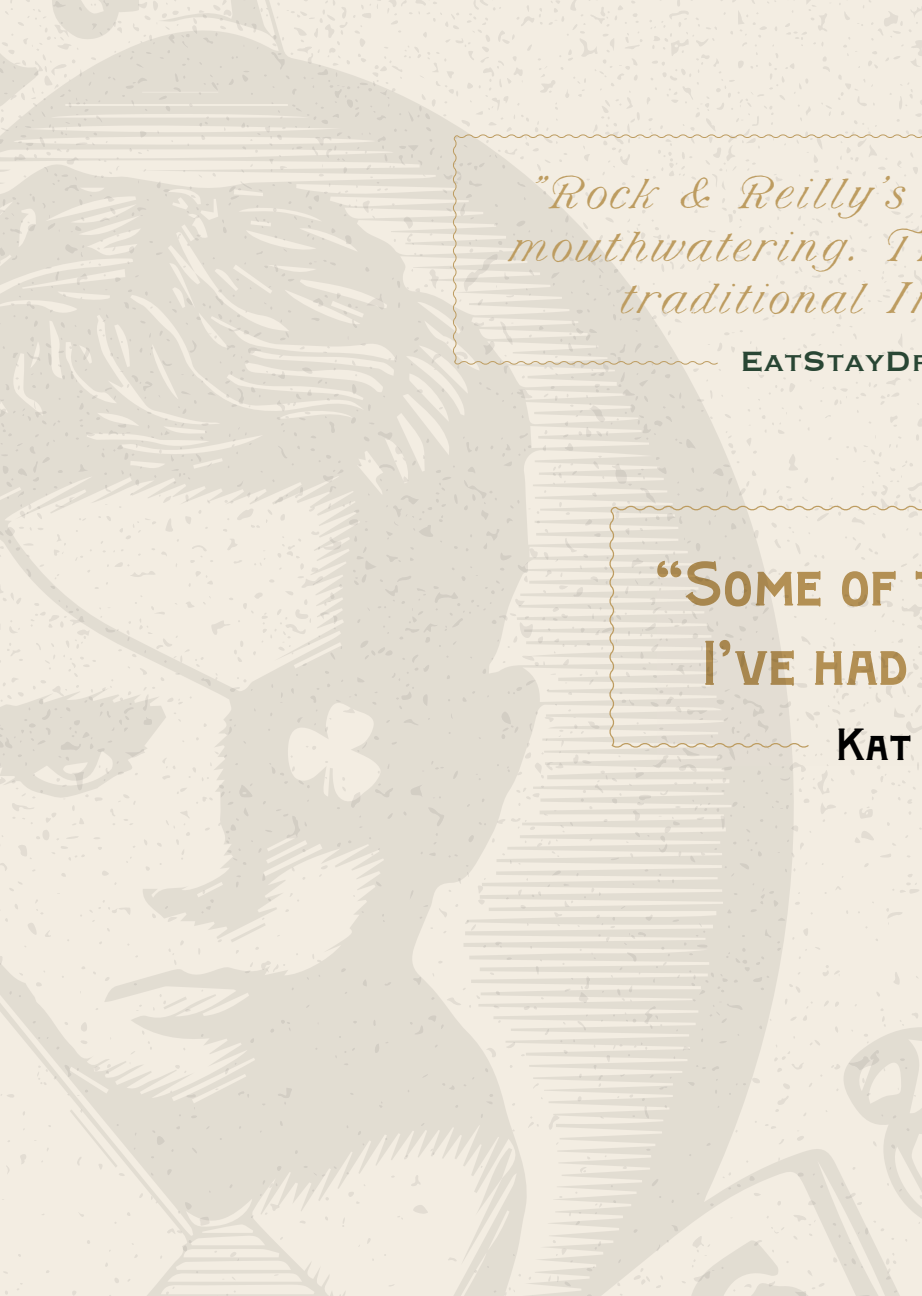
food network

US

Los Angeles Times

"It's not the altitude, it's the whiskey."





"Rock & Reilly's menu is just as mouthwatering. They've reinvented traditional Irish dishes."

EATSTAYDRINK.COM

TOP 10
GRILLED CHEESE
IN AMERICA

GOOD MORNING
AMERICA

**"SOME OF THE BEST BAR FOOD
I'VE HAD IN LOS ANGELES"**

KAT ODELL, EATERLA

"A-Listers like Zac Efron and Kate Beckinsale know that the best place to watch sporting events is Rock & Reilly's"

LIFE & STYLE WEEKLY

There isn't much to not obsess over at Rock and Reilly's, but the one menu item I simply can't survive without is their signature

Irish Nachos.

- Jenn Harris, Daily Dish editor -

Los Angeles Times

**AN APPROACHABLE, SEASONALLY UPDATED MENU
THAT PAYS HOMAGE TO TRADITIONAL IRISH FARE.**



ROCKANDREILLYS.COM

@ROCKANDREILLYS

