



FACT SHEET

DESCRIPTION: An immersive Prohibition history exhibit, featuring a working distillery and speakeasy, located in the basement of The Mob Museum.

SPONSOR: Zappos.com

THE STILL:

- Custom-made, copper-pot still
- Capacity: 60 gallons
- Can produce a quantity of 250 750-mL jars of moonshine per week
- Temperature required: 173 degrees Fahrenheit (boiling point of ethanol)

THE BREWERY: The Mob Museum will serve its house-brewed beer on tap in the speakeasy. The Underground will brew two barrels, the equivalent of four standard-sized kegs, for a total of approximately 60 gallons each week.

VIP ROOM: Behind a concealed door, “The Fitting Room” provides an ultra-private, intimate speakeasy-within-a-speakeasy.

RUM-RUNNING EXHIBIT: An aquarium exhibit, produced in conjunction with The Animal Planet series “Tanked” and situated in The Underground’s alleyway, illustrates the story of the *Lizzie D*, a tugboat that vanished in a heavy gale in 1922 off the coast of Fire Island, New York. In 1977, divers located the wreckage, which contained crates filled with hundreds of bottles of Kentucky bourbon, Scotch whisky and Canadian rye whisky. The discovery confirmed the *Lizzie D* was secretly used to transport illegal liquor during Prohibition.

Aquarium Fast Facts:

- 440 gallons
- Eight feet wide, three feet tall and 30 inches deep
- Contains more than 100 fish, including 17 varieties

ARTIFACTS:

- **Four Deuces Phone Booth:** In The Underground’s Alleyway, the immersive, experiential gallery leading to The Underground where the sights and sounds of the Prohibition era come alive, visitors can see the Museum’s newest

THE UNDERGROUND

AT THE MOB MUSEUM

artifact. The Four Deuces club was the headquarters of Al Capone's criminal operations (known as The Outfit) in Chicago in the 1920s. This phone booth, acquired in 2019, offers an enticing photo opportunity.

- **Flapper dress:** “Flapper” style was all the rage during Prohibition. Flapper dresses tended to be loose and boxy with hemlines at or just below the knee. This peach dress, circa 1926, is accented by an attractive silver bead pattern.
- **Valise with hidden flasks:** During Prohibition, manufacturers devised a range of clever ways to carry liquor undetected. This leather valise, sold by Abercrombie & Fitch, has a brass stud on the base that, when swiveled, reveals a tiny keyhole. Once unlocked, the false bottom can be opened to reveal three silver flasks.
- **One-gallon ‘alky cooker’:** Although many large distilling operations produced moonshine during Prohibition, liquor also was produced in small batches with equipment such as this one-gallon still. In Chicago, the Genna brothers gang employed hundreds of needy families to make small batches of liquor in their homes.
- **Johnnie Walker bottle:** The bottom of this green bottle recovered from the *Lizzie D* wreckage is stamped with “Walker’s Kilmarnock Whiskey 2444.” Johnnie Walker is a Scotch whisky that originated in the town of Kilmarnock.
- **Grape brick sign:** California grape growers found a clever way to skirt the Prohibition law. They produced grape bricks — blocks of grape concentrate — that were sold in grocery stores. The bricks could be combined with water and turned into grape juice — or, one could add some yeast, put a cork in the bottle and store it in a dark place for three weeks. Voila! Home-made wine.
- **Budweiser frozen eggs:** Anheuser Busch, whose Budweiser brand was the first nationally distributed beer, sold more than 25 non-alcoholic products during Prohibition, including soft drinks, malt extract, corn syrup and truck bodies. One of its most unusual products was Bud Frozen Eggs. Sold in 30-pound canisters, the eggs were stabilized with sugar and salt.

THE UNDERGROUND

AT THE MOB MUSEUM

CAPACITY: 2,814 square feet, including the speakeasy, distillery and VIP Room

Occupancy levels:

- Speakeasy: 95 people
- Distillery Exhibit and Meeting Room: 30 people
- VIP Room: 10 people

AUDIO/VISUAL SYSTEM:

- Stage to accommodate three-piece band
- Two 50-inch display screens behind main bar
- One 55-inch display screen in the distillery
- One 65-inch display screen in the VIP room
- One 70-inch display screen and 110-inch projection screen behind the stage
- Six audio zones, divided by bar, VIP room, distillery, stage, seating area, outdoors

LAUNCH DATE: April 20, 2018

OPERATING HOURS: Click [here](#) for hours of operation.

COST: Admission to the speakeasy is included with general Museum admission and free any time for patrons using the side entrance and the daily password found on Instagram stories [@MobMuseum_Underground](#). Click [here](#) for ticketing information. Admission is granted to visitors 21 and older after 5 p.m.

HIGH-RES PHOTOS: [Click here for high-res photos](#)

B-ROLL: [Click here for b-roll](#)

ABOUT THE MUSEUM:

The Mob Museum, the National Museum of Organized Crime and Law Enforcement, a 501(c)(3) non-profit organization, provides a world-class journey through true stories—from the birth of the Mob to today’s headlines. The Mob Museum offers a provocative, contemporary look at these topics through hundreds of artifacts and immersive storylines. Numerous interactive exhibits include a Crime Lab, Firearm Training Simulator and Organized Crime Today exhibit. The Museum is also home to The Underground, a Prohibition history exhibition featuring a speakeasy and distillery sponsored by Zappos. The Mob Museum has accumulated numerous accolades, including

THE UNDERGROUND

AT THE MOB MUSEUM

being named one of TripAdvisor's "Top 25 U.S. Museums," one of Las Vegas Weekly's "Twenty Greatest Attractions in Las Vegas History," one of National Geographic's "Top 10 Things to Do in Las Vegas," USA Today's "Best Museum in Nevada" and No. 1 in the 2020 10Best Readers' Choice travel awards for "Best Las Vegas Attraction" and one of its "12 Can't Miss U.S. Museum Exhibits," "A Must for Travelers" by The New York Times and one of "20 Places Every American Should See" by FOX News. The Museum is a two-time winner of the Mayor's Urban Design Award for Historic Preservation and Adaptive Reuse and is accredited by the American Alliance of Museums. The Museum is open daily; visit the website for admission rates and operating hours.

WEBSITE: www.TheMobMuseum.org

SOCIAL MEDIA: Facebook: @TheUndergroundatTheMobMuseum
Instagram: @MobMuseum_Underground
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