

# MAXIM

March 2007

Irish  
Edition**The  
Fresh  
Issue!**

## The Get Lucky 7

7 Secrets to Freshening  
Up Your Game

**GREEN MACHINE**

Kiss Me, I'm Irish...Today  
How to Do St. Paddy's Day  
the Authentic Way

**LASS CALL**

# Red Hot!

Erin's ready to show you that, yes,  
redheads really do have more fun

All the Freshness of Ireland, Bottled™

Zagat guide  
to America's  
top pubs!  
(see inside)

ZAGAT SURVEY

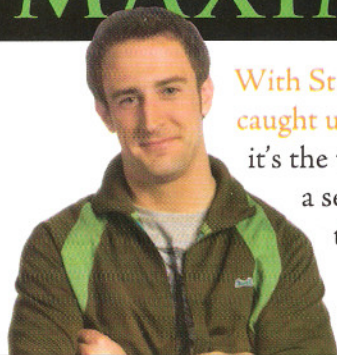
2007  
AMERICA'S TOP  
IRISH PUBS



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## The Fresh Issue



With St. Paddy's Day around the corner, the worst thing you can do is get caught unprepared. If there's one thing the Irish have shared with the world, it's the unassailable greatness of potatoes in all their myriad forms. If there's a second thing, it's some of the world's greatest beer. But if there's a third thing, it's the ability to be ready for any party, anytime. Here's a little Irish help to keep things fresh this March 17. Enjoy!

—SEAN, EDITOR-IN-CHIEF



## CONTRIBUTORS



### Limerick The Leprechaun

Chalk it up to luck of the Irish or girls digging for his pot o' gold, but the fact remains that Little Lim's been charming legions of lasses for more than 200 years—and he shows no sign of slowing down. He's also written 12 dating books, from *Bring Out Your Imp* to *Size Doesn't Matter—Really!*



### Murphy The Bartender

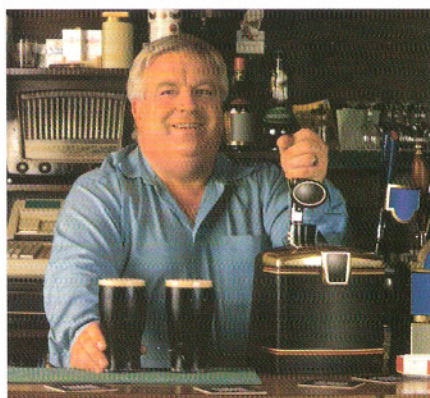
Veteran barkeep Murphy has seen it all: bar fights, lame pickup attempts, shocking hookups, and plenty of putrid stench. So trust the man when he doles out some fresh pickup tips, then washes it down with a three-course meal. Bottoms up!



### Blarney The Stone

Stuck between a rock and a hard place? When push comes to shove, you want Blarney on your side. He also happens to be an expert on chatting up the ladies, apparently.

**BLARNEY STONE**  
According to legend, whoever kisses the Blarney Stone is gifted with eloquence and persuasiveness.



## MURPHY'S LAW

## Freshen Up Your Game

From the most ham-handed of compliments to the cheesiest of pickup lines, Murphy's seen a buffer of bad moves in his 40 years behind the

tap. Thankfully, he's in a giveback mood and is willing to draw from his experience to dispense these fresh attempts. No tip necessary—this one's on the house.

## Fresh Attempts

- 1 Try asking a lass to play a little game of "Would you rather..." as in "Would you rather make out with a leprechaun or let me buy you a drink?" It works even better if you've got a small friend to help you out if she calls your bluff.
- 2 Compliment her on her hard work. Lads always comment on a girl's eyes, but she has no control over that. But have you any idea how many hours she spent on her hair? Admire her handiwork and she'll love you for it.
- 3 Admire her shoes. Women love their shoes, and blokes never even notice if they're wearing any.
- 4 Ask her to tell you a joke. Guys are always eager to share their wit, but rarely are they eager to listen. Show

her you don't mind being upstaged, if only for two minutes.

- 5 Teach her something. Make her think of talking to you as time well-spent by offering to teach her an easy magic trick, or how to win at arm wrestling, or anything you're good at that she can use later to impress her friends.

- 6 Talk to her friend! Nothing short-circuits a chat-up attempt faster than a lass fearing her friend is bored and ignored. Entertaining both of them together makes your life easier.

- 7 Buy her a drink already! Talking to you for this long has built up a wicked thirst, and I'm sick of standing here at this tap looking like a fool.

## LIQUID BREAD

### Pub Fare

#### Appetizer: Stout

The thickness stabilizes your stomach for the night ahead.



#### Entree: Amber

Drink stouts all night and you'll look like me.



#### Dessert: Whiskey

The smokiness makes it the perfect high note to end an evening on.







## DAY PLANNER

# Get Your Irish On!

Want to celebrate St. Patrick's Day the authentic way?  
Use our hour-by-hour playbook to keep the party fresh.



Happiness  
tastes great!

**8:00AM—WHY ARE YOU AWAKE?**

Thank your lucky stars—this year St. Paddy's Day is on a Saturday, so no too-sick-with-Ebola-to-work excuse necessary. Unless you can't get enough Saturday morning cartoons, roll over and go back to sleep.

**10:00AM—GET UP**

Jump-start your morning by showering with the bottled freshness of Irish Spring Body Wash™. Get into the holiday spirit by doing a little jig (just make sure no one's watching—naked jigs can be embarrassing).

**10:15AM—BREAKFAST**

Power up for the day with a traditional Irish breakfast: bangers (sausage), rashers (bacon), eggs, brown bread, and black pudding.

**11:00AM—PACK A SURVIVAL KIT**

Grab some granola bars, bottled water, tissues, and aspirin, and throw them in the trash can. Were you going to bring a purse to hold all that stuff too? All you need is your ID, bank card, and cell phone.

**NOON—PIPES ON PARADE**

Before you march, raise a glass and toast St. Patrick for creating the world's best holiday. Then be glad they planned the marching portion of the day for when people can still (mostly) walk.

**2:00PM—LUNCH BREAK**

A good party requires a happy stomach. Get thee to the nearest corned beef sandwich, pronto.

**4:00PM—WARMUP BEERS**

That stone-cold sobriety is sneaking up on you! Put it in its place by heading to your favorite pub to throw back a few pints.

**6:00PM—FOOD FOR NAUGHT**

You're in this for the long haul, so sit for a proper meal of meat (for strength), potatoes (for Ireland), and a nutritious salad (just kidding—the only greenery you should be consuming today is green beer).

**8:00PM—SUPPER SIPPER**

As long as you're sitting here, you might as well have a liquid dessert.

**9:00PM—LUCK BE A LADY**

Your mood is good, your energy level is high, and you find you have a way with words. While you're at the top of your game, check out a few different spots and stay where the lassies are.

**10:00PM—"CRAIC" A JOKE**

See a tempting target? Try one of Murphy's fresh approaches. If she chats back, offer to buy her a drink.

**11:00PM—TAKE A NUMBER**

Get her digits before you forget her name. Congrats! You have now left with your dignity intact. Feels weird, huh?

**MIDNIGHT—PARTY ON**

Now head to your favorite pub with the boys and have a green beer so your teeth are just as festive as the leprechaun sitting next to you.

**3:00AM—SLEEP WELL**

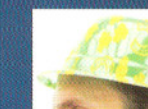
Thank your cabbie for getting you home. Now greet your pillow like a long-lost friend and sleep it off until next year.



## THE RIGHT MOVES

## Dos and Don'ts

There's a fine line between Eire and weird. Here's what to use and what to lose when trying to attract a lass on St. Patrick's.

**HURTS**

Shamrock-covered plastic hat. You look like a house painter.

**HELPS**

A kilt.

Instant Irish cred, and always makes the lassies wonder.

**HURTS**

Cabbage. Not all traditions are good. Some are just smelly.

**HELPS**

Green beer.

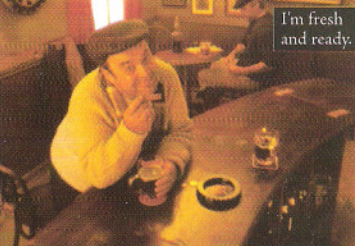
It looks minty fresh but still tastes like beer!

**HURTS**

Cheap deodorant. Only bus stations should smell like bus stations.

**HELPS**

Irish Spring Body Wash™. Better than a fat paycheck the day before a bachelor party.



I'm fresh  
and ready.

For more dos and don'ts, go to  
[www.GetIrishNow.com](http://www.GetIrishNow.com)