Back in time in 1940s, two men Martin and Morgan, had a frustrate selling their products. One just had the Smirnoff brand and was looking for a chance to promote the strong spirit to the market, the other owning the stylish Cock’n’Bull bar located in Sunset Boulevard had low sales of his homemade ginger beer. Both had their minds on their vodka and ginger, and obviously, there should appear some genius bartender proposing to mix these two drinks together with a dash of limejuice, and shake with a massive dose of ice cubes. Rumors have it, that one more person has been involved into the final touch of the cocktail creation, - the one with the collection of copper mugs. And, here it goes, the Moscow Mule served in copper mugs, imprinted with a kicking mule. In 50-60s after successful promotion, the concoction drink becomes the most popular cocktail, enslaving hearts of celebrities and pub-crawlers. The traditional drinking vessel was part of a promotion, though also an effective part keeping the drink excellently cold. The secret of the name is quiet simple as vodka reminded of Russia and its famous kick imparted by the intense flavor of the ginger beer contributed the mule part of it. What’s old is new again, even the concept of using copper mugs to market, and the Moscow Mule is walking tall globally nowadays.