

‘HAPPY HOURS’

We really love drinking (who doesn’t though?). It’s part of what makes life on the island vaguely bearable, and it is a fun way to kill some time. Drinking at bars is especially fun, as it will often expose you to people and situations you wouldn’t find drinking at home with the curtains drawn (unless you live in a bar).

BUT THERE ARE SO MANY BARS! HOW DO WE KNOW WHICH ONE TO GO TO?

Yes, that question has plagued us too. So we got the crazy idea of doing something about it. We thought: there can’t be that many bars in 101 Reykjavík. Why don’t we pay every single one of them a visit and write down some pertinent info and what we think?

So we ganged together a bunch of our fun-loving writers and their associates and divided the places between them. Our research revealed that there are well over fifty places in 101 Reykjavík that can be classified as bars (depending on your definition, of course—we made our own, which you may read somewhere on this spread), and we strived to include every single one of them (if you find your favourite one (or the one you manage) slipped by us, do send us a note and we’ll do it justice in a future issue), and for a glorious five days we worked hard at buying one beer at every single one of them and re-laying our experiences through words and Gs.

Of course you might not agree. Of course we might have visited at the wrong hour, or maybe our tastes just differ greatly from yours. Or we might be wrong. That is to be expected, this thing is for entertainment and informational purposes, and it is meant to incite discourse more than anything.

And if it helps you find a new bar you love, then that’s all the better.

LEGEND

- ⌚ Time visited
- 🍺 Price of beer
- 🍷 Price of single + mixer
- 🍸 Price of shot
- 🎯 Mood/atmosphere
- 🏠 Interior decor
- 👤 Average patron
- 🎵 Style of music
- 🍴 Munchies
- 💬 Quote of Note
- 👁 Identifying characteristics
- 📅 In short
- 🍷 Rating out of five

Icons courtesy of Joseph Wain at glyphish.com.
Thanks to Andri at vefstofan.is

1919 Radisson Hotel

Pósthússtræti 2

- ⌚ Monday, 20:30
- 🍺 700-900 🍷 1190-1290 🍸 990
- 🎯 Bright with a nice view over the harbour.
- 🏠 Elegant, art deco.
- 👤 25+, High Income, low tolerance, business people.
- 🎵 Soft, lounge music.
- 🍴 Tasty and elegant, complimentary olives.
- 💬 “People don’t really come here to drink shots”.
- 👁 Inside the old Eimskip building—a rare pearl of Icelandic architecture.
- 📅 An elegant and relaxed lounge bar
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Austur

Austurstræti 7

- ⌚ Friday, 23:00
- 🍺 1000 🍷 1300 🍸 700
- 🎯 Feels very upscale. The word “swank” would not be out of place here.
- 🏠 Black is the deciding theme, although the red stairs that curled upwards in front of a wall mosaic of mirror pieces stand out as downright daring in comparison.
- 👤 In the front half of the bar, young club-going men, at the back, middle-aged suburban women.
- 🎵 Piped-in low-key electronica and dance music suitable for an upscale bar.
- 🍴 Austur is a fully functioning steakhouse during restaurant hours.
- 👁 Didn't really seem like a place you'd go to get hammered, but more for inviting an important VIP out for drinks, or to have a pre-dinner cocktail before your anniversary dinner.
- 📅 Classy without being stuffy, laid-back atmosphere.
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B5

Bankastræti 5

- ⌚ Friday, 23:52
- 🍺 900 🍷 1400 🍸 800
- 🎯 Fairly jovial in a relaxed way.
- 🏠 Understated and sparse in that Scandinavian style.
- 👤 At this point in the evening, middle-aged suburbanites, although some young people were trickling in.
- 🎵 There was a troubadour duo on keyboard and guitar, but a DJ typically plays on weekend nights.
- 🍴 There is a Hamborgarabúlla Tómasar outlet in the back, which is open during restaurant hours.
- 👁 It's one large room with a big window onto the street, so you can see everything going on in there as you walk by.
- 📅 Pretty nice place to drop by early in the night.
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Bakkus

Tryggvagata 22

- ⌚ Saturday, 01:30
- 🍺 700 🍷 1000 🍸 600
- 🎯 Hip, crowded and loud.
- 🏠 Artsy and dark.
- 👤 Globalised hipster.
- 🎵 Hip dance music.
- 🍴 Not eating is hip.
- 💬 "I'm from Astoria, Queens. Where are you from?"
- 👁 Hipster central, smelly toilets.
- 📅 Where the hip young things of Reykjavík gather to drink, dance and chat. It's a fine example of a hipster joint but is let down by smelly toilets with broken fixtures. Decrepitude may be hip, but it would be nice if they fixed the sinks and toilets.
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Bar 46

Hverfisgata 46

- ⌚ Monday, 23:00
- 🍺 700-800 🍷 1000 🍸 700
- 🎯 Gloomy
- 🏠 Classic pool joint + abstract-expressionist paintings.
- 👤 Drinking veterans mixed with pool players of all ages (including weathered hustlers).
- 🎵 Blues, classic rock, oldies, ambient lounge, mostly depending on the bartender on shift.
- 🍴 Sometimes they'll have nuts, but you shouldn't count on it.
- 💬 “So this is where the locals at Grand Rokk went?”
- 👁 Pool tables! A smoking area that really feels like you're smoking inside.
- 📅 For those who love a game of pool, this is the only place to play downtown. Drinks are fairly priced and the staff is friendly. With the abstract-expressionist paintings on the wall, this place offers the perfect backdrop for a bizarre evening.
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Bar 11

Hverfisgata 18

- ⌚ Saturday, 04:24
- 🍺 750 🍷 1100 🍸 650
- 🎯 Like the cantina in Star Wars, with worse music.
- 🏠 Whatever chairs they could find, vomit, lack of giving a fuck, the smell of teen spirit.
- 👤 15-25 year-old kids who just don't give a fuck.
- 🎵 Pitchfork-core
- 🍴 No
- 👁 A place where having 8 shots actually kind of makes sense.
- 📅 Just thinking about this place brings the smell of vomit to my nose; it's that awesome.
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Barónspöbb

Laugavegur 72

- ⌚ Friday, 19:00
- 🍺 650 🍷 1000 🍸 750
- 🎯 What you'd expect.
- 🏠 In the style of a bar in the Austrian Alps for some reason.
- 👤 Seasoned alcoholics and middle aged sailors. 40+
- 🎵 No music.
- 🍴 There are plates of food wrapped in cling film.
- 💬 “Vikings are overrated”.
- 👁 The bartender is either on the phone or absent.
- 📅 End of the line, yet surprisingly expensive.
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Bjarni Fel

Austurstræti 20

- ⌚ Sunday, 22:30
- 🍺 890 🍷 1000 🍸 650
- 🎯 A few girls rooting for Finland's hockey team, a few guys in open buttoned shirts discussing Liverpool.
- 🏠 Nearly identical to Hressingarskálinn, save for a lot of TV sets displaying different sport events.
- 👤 Sports fans.
- 🎵 It's a sports bar.
- 🍴 Food from Hressingarskálinn.
- 💬 “3...2...1...FINLAND! FINLAND!”
- 👁 Lots of sports.
- 📅 In same building as Hressó with the same proprietors—not much separates the two places except one has a higher ratio of sport fanatics.
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Boston

Laugavegur 28B



- ⌚ Friday, 00:54
- 🍺 850 🍷 1200 🍸 800
- 🎯 Decidedly upbeat-the place was packed, but not in an obnoxious, holy crap I can't move way.
- 🏠 Dark. Pretty basic bar furniture, to be honest, although the black tassels over the windows gave it a certain Far East/Deep South charm.
- 👤 Hipsters, hipsters everywhere. Actors. This is a bar for the 30+ cool crowd.
- 🎵 Post-ironic Fleetwood Mac appreciation club. Dance DJs on weekends.
- 👁 Reminiscent of what Kaffibarinn and Sirkus used to be like, although the location—just outside the hub of most pub activity downtown—is refreshing.
- 📅 A nice enough place early in the night, and probably a great place to swing by at peak hours.
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Café Paris

Austurstræti 14

- ⌚ Saturday, 23:00
- 🍺 900 🍷 1100 🍸 700
- 🎯 Relaxed and friendly.
- 🏠 Furnished like any upscale street café in any major city—but very clean and neat in comparison.
- 👤 Families taking a stroll in town during the day, at night 30+. Tourists and people starting their night out.
- 🎵 Inoffensive background music.
- 🍴 Large bistro menu, everything from crêpes to prime lamb, whale and baccalao during restaurant hours.
- 💬 “Are you going to be asking a lot of questions? I'm very busy waiting tables, you know”.
- 👁 The sidewalk café, open during the day is a good place to soak up the brief Reykjavík summer.
- 📅 Among the very first ‘cafés’ that sprang up in Reykjavík in the '90s, the leading ‘French’-style sidewalk café since. It has maintained its status, while avoiding becoming a hangout for drunken Icelanders. A quiet place to sit down with a beer at night and avoid drunk locals. As touristy downtown bistros go, Café Paris is actually quite good.
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Celtic Cross

Hverfisgata 26

- ⌚ Saturday, 02:32
- 🍺 800-900 🍷 1600 🍸 800
- 🎯 Irish frat boy. Interesting mood!
- 🏠 Like they grabbed every ‘ye-olde-pub-be’ cliché in existence and stuck it up on the walls.
- 👤 The typical Icelandic teen: egocentric, plainspoken, drunk.
- 🎵 TROUBADOR ALERT LEVEL 1500!
- 🍴 Doritos/Lay's @ 450 a packet
- 👁 This is where you can go to partake in a sex crime.
- 📅 Disneyland with drunk teenagers. The basement is where it's at. Ignore the ground floor.
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Den Danske Kro

Ingólfsstræti 3

- ⌚ Monday, 18:00
- 🍺 800 🍷 1200 🍸 800
- 🎯 Quite crowded for a Monday afternoon. People are loud and the smoking area is full.
- 🏠 Classic, wooden, Danish, bodega style.
- 👤 Everyone that likes to have a beer after work and a few more after that one. Is there an ‘average beer drinker’? Well, that's the average patron.
- 🎵 Live troubadours and bands every night from 22:00. Classic rock and oldies, too.
- 🍴 Chips and nuts for sale. Open faced sandwiches if ordered well in advance.
- 💬 “NU SKAL JEG FANDME HA’ EN CLASSIC!”
- 👁 The buzz around happy hour is refreshing. No bar will be as busy on a Monday at six.
- 📅 Perfect for that after work beer and a game of darts or backgammon. But you need to bring your own backgammon.
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Dillon

Laugavegur 30



- ⌚ Wednesday, 21:15
- 🍺 800 🍷 1100 🍸 800
- 🎯 Dark, intimate, musky, like the inside of a ships galley. A place for a decent session.
- 🏠 Decked in black/dark chocolate wood panelling, faded grime-infused floors. Pictures of rock greats: Cash, Bowie, Dylan, etc. Also a photo of resident DJ Andrea Jónsdóttir (aka ‘The White Witch’) with Robert Plant.
- 👤 A mix of 25+ urban types wearing jeans and jumpers, rockers and bikers.
- 🎵 Playlist is a classic RAWK clusterfuck. Lynyrd Skynyrd, Stone Temple Pilots, Guns n’ Rosés, Kings of Leon. DJs on weekends and regular live music. All of it rock based.
- 🍴 This is a BAR. No munchies here.
- 💬 “Alice In Chains totally peaked in ‘96”.
- 👁 There is a beer garden, but this does not get used that often and then only in the summer.
- 📅 The dirt and faded frontage means this is not a fancy bar by any stretch. But its relaxed atmosphere and lack of pretence means you can have a proper drink and a chat.
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Dubliner

Hafnarstræti 4

- ⌚ Saturday, 00:52
- 🍺 850 🍷 1000-1700 🍸 750
- 🎯 Like the bar from ‘Pirates Of The Caribbean’, but without the fist fights and attractive people.
- 🏠 Clichés, the works. Wooden tables, candles in whiskey bottles, framed Irish rugby shirts.
- 👤 Weekend dads on their off weekends, drunks who wish they were writers and the not-so-bonny lasses who love them.
- 🎵 TROUBADOR ALERT, LEVEL 5!!!! MAN THE HARPOONS!! RIG THE LINES!!
- 🍴 Soups and sandwiches during the day.
- 👁 Picture a pub. Then picture a lot of people in leather jackets. Now, go to Dubliner. Buy yourself a drink. While you're doing stuff for me, could you get me a Mars bar and an orange soda? Thanks.
- 📅 An Icelandic walks into a pub ...
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EVERY BAR IN 101 REYKJAVÍK REVIEWED AND RATED

English Pub

Austurstræti 12

- 🕒 Saturday, 22:40
 - 🍷 800 🍷 1400 🍷 700
 - 🎯 Relaxed, quiet, kind of British.
 - 📍 Classy, dark, old black and white photos all over the place.
 - 👤 At the time of our visit, we saw 40+ and 50+ folks and mature couples mixed with pseudo-intellectuals and wannabe gentlemen. At other times its reportedly a sports-hnakkí haven. Seasoned alcoholics.
 - 🎵 Troubadour alert!
 - 🍷 Fast food (pizza, nachos, paninis...) and some snacks.
 - 💬 “Hey! Don’t you know there are a lot of good writers in Spain?”
 - 👁️ If you feel lucky you can try to win some free beers spinning the wheel. Live football matches of the Premier and Champions League.
 - 📄 A nice bar for chatting relaxed with friends while listening to some good live music.
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Esja

Austurstræti 16

- 🕒 Friday, 18:00
 - 🍷 850 🍷 1100 🍷 800
 - 🎯 Fairly empty.
 - 📍 Classy, but sterile.
 - 👤 Aiming at the 30+ real estate agent and banker demographic, to seemingly little avail.
 - 🎵 Top 40.
 - 🍷 Tapas.
 - 💬 “...”
 - 👁️ Place really needs a little time to set in order to develop some.
 - 📄 Not quite there yet.
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Faktórý

Smíðjustígur 6



- 🕒 Saturday, 23:40
 - 🍷 750 🍷 1000 🍷 750
 - 🎯 A place people come to drink alcoholic beverages. A lot of them.
 - 📍 Dark, mismatched chairs and tables, bar stools and tall tables.
 - 👤 Twentysomethings, some in their early 30s, all out for a night of heavy drinking.
 - 🎵 Mismatched like the décor; everything from rock to techno. The upstairs bar is a live music venue that features great concerts many times a week.
 - 👤 None
 - 💬 “Whooooo!!! Wazzzuuup!”
 - 👁️ When the weather is good the large courtyard in front can turn into an outdoor festival, good stop for very late bar hopping.
 - 📄 The ideal place for someone looking for the rowdy drunken atmosphere, or a concert.
- 🍷 🍷 🍷 🍷 🍷 (more if you're seeing a show there)

Gamla Pósthúsið

Pósthússtræti 13

- 🕒 Satuday, 00:07
 - 🍷 750 🍷 1800 🍷 800
 - 🎯 American Psycho in a bistro with ugly people.
 - 📍 White walls, Habitat couches, those weird beige drapes that look like they're made of translucent burlap sacks.
 - 👤 Still-moneyed baby boomers and their trust-fund offspring. MPs.
 - 🎵 House remixes of whatever these people remember of the '70s, '80s and '90s.
 - 🍷 Plenty of snacks and a full daytime menu (that looks pretty expensive).
 - 👁️ Where the remainder of Iceland's post-collapse nouveau riche like to hide out, drink up and make out, with perfume-drenched results.
 - 📄 Clinton's inauguration, after Tipper Gore passed out and Marion Barry turned the cameras off.
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Hotel 101 Bar

Hverfisgata 10

- 🕒 Sunday, 23:40
 - 🍷 990-1350 🍷 1350 🍷 700-1000
 - 🎯 2007
 - 📍 Modern, Nordic, minimalist, black and white.
 - 👤 Real Estate Agents, 25+, High Income, King of Sweden.
 - 🎵 Nondescript background lounge music.
 - 🍷 Mediterranean appetizers like marinated olives and bruschetta with marinated artichoke.
 - 💬 “This place is sooo 2007”.
 - 👁️ Reportedly owned by bankster Jón Asgeir and his wife, Ingibjörg S. Pálmadóttir. Designed by Ingibjörg.
 - 📄 Once had been a popular spot to party, before Iceland's financial meltdown. If chic and modern is your thang, this could be your bar.
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Hótel Holt Gallery Bar

Bergstaðastræti 37

- 🕒 Sunday, 22:40
 - 🍷 900-1000 🍷 1800 🍷 950
 - 🎯 Warm, cosy, dimly lit
 - 📍 The room is full of big comfortable leather couches. The walls are adorned by paintings and sketches by Iceland's most notable artists.
 - 👤 Average patrons are from 25+ upwards. It's mostly Icelanders who stop by to have a drink before or after dinner. Eric Clapton has been known to drop by as well.
 - 🎵 Soft, nondescript lounge music.
 - 🍷 Small plates like, 'Duck confit dumplings', and 'Tandoori tiger prawn and papadum biscuits and pumpkin salad'.
 - 💬 “They make a really good whiskey sour”.
 - 👁️ The bar really doubles as a museum and a gallery.
 - 📄 Built in 1964, Hótel Holt is classic, sophisticated luxury. That said, the bar welcomes everyone and prices can be quite affordable, especially during Happy Hour. This is a great place to spend a relaxing evening catching up with friends.
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Hressingarskálinn, Hressó

Austurstræti 20

- 🕒 Wednesday, 20:30
 - 🍷 890 🍷 1000 🍷 650
 - 🎯 Relaxed, family friendly, half empty.
 - 📍 Faded American diner, with leather booths next to the main window, simple tables and chairs. Long L-shaped bar.
 - 👤 A mix of young couples and students chatting or hunched over Apple MacBooks.
 - 🎵 Playlist mix of non-threatening acoustic indie, Cold War Kids and French pop. DJs on weekends, as well as live music in the form of troubadours and cover bands.
 - 🍷 A wide and varied menu. Standards such as burgers, sandwiches and pizza are combined with daily specials.
 - 💬 “Why is the internet not working!?”
 - 👁️ The massive and beautiful courtyard where people can sit, drink, eat and (more importantly to some), smoke.
 - 📄 No great shakes, but a perfectly relaxing place to go and chat with friends during the day.
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Hvíta Perlan

Austurstræti 12a

- 🕒 Sunday, 16:00
- 🍷 850 🍷 950 🍷 700-850
- 🎯 Dark and relaxed.
- 📍 Stylish, grey, minimal.
- 👤 Footballer of the fancier type, wearing designer sportswear, drinking Breezers.
- 🎵 None during football matches (top 40 at other times).
- 🍷 A slim selection of antipasti and burgers.
- 💬 "He should've gotten a red card!"
- 👁️ High-Definition screens. High-class sports viewing.

In Short:
A nice place to go to drink beer in a dark corner and watch your team play.

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Íslenski Barinn

Pósthússtræti 9



- 🕒 Sunday 16:00
 - 🍷 900 🍷 1200 🍷 850
 - 🎯 Very relaxed, nice.
 - 📍 Feels like grandma's living room. Embroidery on the walls, nice black and white photos of old Iceland upstairs.
 - 👤 25+. Basically anyone could fit in. Nice atmosphere for writers and journalists to sit and write. Couples, young or old. Suitable for people working in the area to sit outside in the summer for lunch.
 - 🎵 Icelandic music.
 - 📍 Very Icelandic menu. 'Mother's special lamb', then the very Icelandic one with shark, rúgbrauð and harðfiskur. They also have some plain bar snack, nuts, chips, etc.
 - 💬 "We're the only bar in town that sells Kaldi as draft!"
 - 👁️ My grandmother had the exact same embroidery picture of old Greek goddesses
 - 📄 A very nice place to sit down and relax. Good service and with the variety of people in there you don't need to worry if you belong to the group or not, there is no "group!"
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Kaffi Amsterdam

Hafnarstræti 5

- 🕒 Saturday, 22:00
 - 🍷 900 🍷 1300 🍷 700-900
 - 🎯 Vaguely seasoned hard-drinker dive—vaguely normal folks out for a pint dive.
 - 📍 Wood panelling, classic dive.
 - 👤 A nice mix of seasoned drinkers, folks from out of town that don't know better and Bakkus hipsters that snuck in to use the bathroom but find themselves enamoured.
 - 🎵 Top 40 'party music'. DJs on weekends, sometimes live bands.
 - 📍 Nope.
 - 💬 “CAN YOU PLAY ROD STEWART'S TEARS FROM HEAVEN?”
 - 👁️ One of Iceland's only dives that's not totally end-of-the-line in a horrible way. Occasional alt. concerts will mix up the crowd.
 - 📄 Amsterdam often functions as a venue during Iceland Airwaves. This often-empty (sometimes-crowded) divey dive bar is not without its charm. You'll at least have the chance to meet some interesting people. That said, the drinks are kind of expensive and it's not the kinda place you seek out.
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Kaffi Grand

Frakkastígur 9

- 🕒 Sunday, 15:00
 - 🍷 400 🍷 700 🍷 400
 - 🎯 The cheapest bar in town.
 - 📍 Plain.
 - 👤 College students, rockers, seasoned alcoholics. 30+
 - 🎵 Zeppelin oozed out of a broken sound system.
 - 📍 Not really.
 - 💬 “I really should be studying...”
 - 👁️ The cheapest bar in town.
 - 📄 Go there for drinking.
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Kaffi Zimsen

Hafnarstræti 18

- 🕒 Saturday, 03:44
 - 🍷 750 🍷 1800 🍷 700
 - 🎯 Like the world is about to be swallowed by a sports car.
 - 📍 An eclectic mix of incredibly random stuff, with vintage gramophones and sewing machines clashing violently with disco balls, IKEA furniture and a Lascaux-type cave painting.
 - 👤 After midnight, this is where teenhood goes to die. Every pot-smoking, moonshine-drinking, hair-bleaching, SAT-failing unwanted pregnancy in greater Reykjavík is dancing to shitty techno in here. During the day you can find pretty much anyone.
 - 🎵 Dance versions of songs you hear everywhere else. Daytime means Pearl Jam and other '90s rock heroes.
 - 🍷 No. You used to be able to buy Pizza King slices in the smoking area. That might still be the case.
 - 👁️ Come for the teenagers, stay because you're still in line to get in.
 - 📄 At night: Don't. During daytime: sure why not?
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Kaffibarinn

Bergstaðastræti 1

- 🕒 Friday, 03:00
 - 🍷 750 🍷 1000 🍷 600
 - 🎯 It's Kaffibarinn. Very crowded and charged with pheromones of all sorts.
 - 📍 It's Kaffibarinn. No interior decorations can be seen after 2AM. I did see a picture of a dog hanging on the wall besides the bar.
 - 👤 It's Kaffibarinn.
 - 🎵 DJs, live music, events. It's Kaffibarinn.
 - 🍷 It's Kaffibarinn. Sometimes sandwiches. Free nuts for those who show up early! Free cheese and crackers on Wednesday nights.
 - 💬 “It's so crowded, sexual harassment is called dancing around here. It's Kaffibarinn.”
 - 👁️ It's Kaffibarinn. It has a great smoking area unlike many other bars in Iceland. It also remains the only bar in Reykjavík that has its own men's choir. They practice Sunday nights if you're interested...
 - 📄 It's Kaffibarinn. Don't expect affection from the service personnel after midnight. However, Kaffibarinn has an excellent feel to it. One can easily say it is a must-visit if you want to experience the core of Icelandic nightlife.
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Kofi Tómasar Frænda

Laugavegur 2.

- 🕒 Sunday, 01:15
 - 🍷 790 🍷 1150 🍷 700
 - 🎯 Quiet before midnight, dance-y after midnight.
 - 📍 Black leather, wood and candles.
 - 👤 PM: Quiet people. AM: Drunks dancing badly.
 - 🎵 PM: Quiet. AM: Dance music.
 - 🍷 Full menu, includes sandwiches, soups and so on.
 - 💬 "The name of this place means what?!"
 - 👁️ A jarring shift from quiet to loud.
 - 📄 Whenever an Icelander complains that Americans fail to understand other cultures bring up the fact that a downtown café-bar is named after 'Uncle Tom's Cabin'. That said, once you pick your jaw up off the floor, this is a nice place before midnight. Then it changes into the world's smallest dance club.
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Laundromat

Austurstræti 9

- 🕒 14:00, Sunday
 - 🍷 800 🍷 1100 🍷 700
 - 🎯 Bustling, new.
 - 📍 Complicated, nice. Lots of Grapevines in the basement.
 - 👤 Hipsters, 101 celebs, Icelandic celebs and the tourists that love them.
 - 🎵 Modern hipster fare
 - 🍷 A full menu of bistro/grill food.
 - 💬 “Where can I plug in my MacBook?”
 - 👁️ It's new and fresh and full of stuff.
 - 📄 Seems like ideal for hanging out for prolonged periods.
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REVIEWER INSTRUCTIONS

These are the instructions we handed out to our reviewers before they embarked upon their mission.

DEFINE: BAR

A bar is an establishment that has 'the sale and consumption of alcohol' as its main purpose and goal. It cannot regularly charge an entry fee (thus excluding, for instance, NASA and Sódóma), and it must remain open until 1AM on weekdays (thus excluding, for instance, Tíu Dropar). It can sell food, but emphasis must be placed on, again, the sale and consumption of alcoholic beverages.

METHOD

One beer per bar, one reviewer per bar. At the bar, we will ask the bartender the average price of beer there (as well as the average price of a 'single + mixer' and 'shot'), and if they have 'happy hour'. We will note down the time given and offer on offer in our fancy notebook that we did not forget to bring (because forgetting that would be horrible!). We will then, if at all possible, seek to engage a patron or two in conversation. This is important. We will then write down the following:

MOOD/ATMOSPHERE

Describe the mood in a few words.

INTERIOR DECORATIONS

A note on the style of the place.

AVERAGE PATRON

What type of person frequents it (don't be judgmental here!).

STYLE OF MUSIC (NOTE IF THEY SOMETIMES OFFER LIVE MUSIC)

What kind of music do they play? Do they have DJs or live music in the evening?

MUNCHIES?

Can you get something to eat there?

QUOTE OF NOTE

When you were chatting with the patrons, did they say anything interesting?

IDENTIFYING CHARACTERISTICS, IF ANY

What sets this one apart.

IN SHORT

Sum up your experience in a few words.

RATING OUT OF FIVE

Based on your overall enjoyment/feel (extremely high or low ratings should be argued for)

HAPPY HOURS

Do they have any 'happy hours'? When? What do they entail?

By: Anna Andersen, José Angel Hernandez García, Bogi Bjarnason, Þórður Hermannsson, Ólafur Sindri Ólafsson, Haukur S. Magnússon, Jón Örn Loðmfjörð, Megan Herbert, Kári Tulinius, Paul Fontaine, Sindri Eldon, Vala Þóroddsdóttir, Helgi Þór Harðarson, Magnús Sveinn Helgason

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Live Pub Laugavegur 45a

- 🕒 Saturday, 01:55
- 📄 500-600 🍷 1600 🍷 500-600
- 🎯 Like the Japanese god of karaoke etiquette just died by his own hand.
- 🎯 A karaoke machine, some soccer posters and not much else.
- 👤 High school kids attempting karaoke in various stages of drunkenness and undress.
- 🎵 The karaoke machine.
- 🗣️ No.
- 👁️ Did I mention the karaoke machine already?
- 📄 Seppuku by karaoke.
- 🍷 🍷 🍷 🍷 🍷

Mónakó Laugavegur 78

- 🕒 Sunday, 21:00
- 📄 850 🍷 1000 🍷 800
- 🎯 Drunken stupor.
- 🏠 Homely. Reminiscent of your grandma's living room—should your gran keep a dozen slot machines and some professional drunkards in her home.
- 👤 Seasoned gambler with alcoholic tendencies
- 🎵 Golden age of rock and reggae.
- 🗣️ No, and if you're offered something you probably shouldn't eat it.
- 🗣️ "A CLEAN glass? Who do you think you are, the president?"
- 👁️ Slot machine-galore and a uniquely local atmosphere.
- 📄 If you want to experience the real existence of professional drinkers and gamblers, where no one tries to put up a fake smile for show, go here.
- 🍷 🍷 🍷 🍷 🍷

Monte Carlo Laugavegur 34a

- 🕒 Sunday, 22:00
- 📄 850 🍷 1000 🍷 800
- 🎯 Chill, with a dash of madness.
- 🏠 Classic pub decoration, a lot cleaner than you would expect, with more slot machines than anyone can hope for.
- 👤 'Adventurous' drinkers.
- 🎵 Various kind of music, only playing a few seconds of each song. Happily skipping from Rolling Stones to Cypress Hill to Nydönsk—sometimes raising the volume for no reason, then lowering it.
- 🗣️ No.
- 🗣️ "Can you please give me a cigarette?"
- 👁️ It resembles Mónakó.
- 📄 A real authentic alcohol-crazy Icelandic experience.
- 🍷 🍷 🍷 🍷 🍷

Nýlenduvöruverzlun Hemma & Valda Laugavegur 21

- 🕒 Friday, 00:00
- 📄 750 🍷 850 🍷 650
- 🎯 Relaxed. No bullshit. No glitz.
- 🏠 Vintage furniture. Wood & velour. Mood lighting. Basically like a large living room.
- 👤 101 locals, scenesters, hipsters, students, tourists. People who like to 'hang out'.
- 🎵 Though it's usually a 'sit and chat' kind of place, it also offers a lot of diverse live music, in which case people have been known to dance. Live music usually features slightly obscure or rather non-mainstream bands, but can include anything from reggae to jazz to electro. Known to host 'Grapevine Grassroots'.
- 🗣️ No kitchen, but they will grill you a sandwich.
- 🗣️ Ómar Ragnarsson was there. That says a lot.
- 👁️ A beer and wine kind of sit-down place. Great for a chat, at any time.
- 📄 Cosy as fuck.
- 🍷 🍷 🍷 🍷 🍷

Næsti Bar Ingólfsstræti 1a.

- 🕒 Saturday, 00:45.
- 📄 750 🍷 1100 🍷 700
- 🎯 Soft music, people chatting.
- 🏠 Generic.
- 👤 People of all ages who prefer talking to dancing.
- 🎵 Too quiet to hear.
- 🗣️ Chips.
- 🗣️ "Do you want to play 'kill, marry, fuck'?"
- 👁️ Nice place for a chat.
- 📄 If your idea of a good time on the town is a conversation with friends, Næsti bar is the place. The crowd varies quite a bit, sometimes young, sometimes old, sometimes both.
- 🍷 🍷 🍷 🍷 🍷

Obladi oblada Laugavegur 45a

- 🕒 Sunday, 21:30
- 📄 750 🍷 1000 🍷 800
- 🎯 Like in a retirement home—if drinking was encouraged and all the women were dead.
- 🏠 Back in the USSR.
- 🎵 The Beatles and their ilk (for example, REM). Occasionally have some kind of Beatles coverband playing.
- 🗣️ No.
- 🗣️ "Don't go there. Let it be. It's been a hard day's night. Ha ha!"
- 👁️ It wants to be a Beatles bar.
- 📄 The perfect place to go with a senile Beatles fan—but for others. Please stay away.
- 🍷 🍷 🍷 🍷 🍷

Óliver Laugavegur 20A

- 🕒 19:00, Friday, 23:30, Saturday
- 📄 850 🍷 1200 🍷 700
- 🎯 A restaurant/bar/club trying to cover all bases. Wants to be sophisticated.
- 🏠 Black leather booths, wood-veneer walls, and plenty of chrome and glass. Clean, modern, but kinda soulless.
- 👤 Weekends attracts a mixed 25+ pick-up crowd.
- 🎵 Top 40, dance music, karaoke, troubadour s.
- 🗣️ The ubiquitous 101 menu with an emphasis on Indian during restaurant hours.
- 🗣️ One of the staff, when describing their Thursday night regular performer, Ingó from Veðurguðirnir: "He is quite popular in Iceland".
- 👁️ More theme nights than a cruise ship.
- 📄 Covers all your needs for a big night on the pull.
- 🍷 🍷 🍷 🍷 🍷

Ölstofan Vegamótastigur 4

- 🕒 Saturday, 00:30
- 📄 700-800 🍷 1000 🍷 700
- 🎯 Friendly neighbourhood feel where people drink while having conversations.
- 🏠 Needlepoint pictures and grandma lights hanging over the bar give the place a homey feel.
- 👤 Purported intellectual types, artists, journalists and hipsters, 30+.
- 🎵 Low volume music, nothing offensive or loud—anything from Dean Martin to Johnny Cash or indie rock.
- 🗣️ None, except bar nuts and occasionally pop corn.
- 🗣️ "Yeah, I'm super busy these days! By the way, did you see my exhibition?"
- 👁️ The central bar island. Great place to stand or sit, gives a nice view of the entire place. The heated smoking area is great during cold nights. Ölstofan brews its own beer, Brio, which is excellent.
- 📄 Great place to sit down for a beer and a conversation with friends.
- 🍷 🍷 🍷 🍷 🍷

Prikið Bankastræti 12

- 🕒 Saturday, 00:00
- 📄 690 🍷 990 🍷 500
- 🎯 Old-school Reykjavík café by day, magically becomes a nest of hip hop creatures at night. Have you seen Tarantino's 'From Dusk till Dawn'?
- 🏠 Two floors of austere and simple decorations.
- 👤 20+ youngsters, rappers and skaters.
- 🎵 Chill by day, hip hop by night. MCs will drop in intermittently.
- 🗣️ A full grill menu. Nice burgers.
- 🗣️ "This music makes me completely crazy, man!"
- 👁️ That bizarre outdoor smoking area with walls full of graffiti and a broken basket makes you feel like you were in a magical hip hop dream.
- 📄 Rowdy after midnight. For hip-hop lovers.
- 🍷 🍷 🍷 🍷 🍷

Rósenberg Klapparstigur 25a

- 🕒 Sunday, 17:00
- 📄 800 🍷 1150 🍷 900
- 🎯 Relaxed, at night it depends on who's playing.
- 🏠 Wooden panelling. Music posters.
- 👤 Concertgoers, Musicians' Union members, music lovers.
- 🎵 Easy going, at night hosts often-excellent live performances.
- 📄 Full menu during restaurant hours.
- 🗣️ "Women can also be sound engineers!"
- 👁️ Their steadfast commitment to a certain style of live music (jazz, blues, professional rock).
- 📄 The best at what they do.
- 🍷 🍷 🍷 🍷 🍷

Kaffi Sólón Bankastræti 7a

- 🕒 Sunday, 19:00
- 📄 900 🍷 1000 🍷 800
- 🎯 Too bright for normal barflies. Except maybe at night.
- 🏠 Black, streamlined—a brighter version of Hvíta Perlan. Art on the walls.
- 👤 25+ whoever. Undefined.
- 🎵 Lounge. DJs on weekends.
- 🗣️ A full 101 bistro style menu.
- 🗣️ "What's this canapé?"
- 👁️ Nothing much. A place lacking in identity.
- 📄 Felt uncomfortable the whole time. The light was too bright and the bartenders kept offering me to order something more, while I was still drinking my beer.
- 🍷 🍷 🍷 🍷 🍷

Strawberries Lækjargata 6a

- 🕒 Sunday, 00:00
- 📄 1000 🍷 1500 🍷 1000
- 🎯 Faux strip club.
- 🏠 Plush and beleathered.
- 👤 The unhappily married. Real estate agents and tourists. 40+.
- 🎵 Faux strip club.
- 🗣️ Nope.
- 🗣️ "This is unfair!"
- 👁️ It's a faux strip club.
- 📄 What strip clubs turn into when strip clubs turn illegal. Go there if you miss strip clubs, otherwise avoid.
- 🍷 🍷 🍷 🍷 🍷

Pingholtsbar Pingholtsstræti 5

- 🕒 Friday, 00:28
- 📄 800 🍷 1200 🍷 750
- 🎯 You could say it was a relaxed atmosphere—we were literally the only patrons. Apart from that, it seemed like a nice place for "warm-up drinks" before hitting louder, more dance-oriented pubs.
- 🏠 We were told it was designed by Guðrún Jónsdóttir, who won an Esquire magazine award for restaurant design. And it really shows. The interior is very Scando—neutral colours, sharp lines, furs and skins. Felt at once comfy and fancy just sitting there.
- 👤 Wish we could say, as we were the only ones there.
- 🎵 Piped-in adult contemporary.
- 👁️ Set in a basement on a side street, you'd walk right past it if you didn't know exactly where it was, which, in our opinion, is part of the charm.
- 📄 Quiet, classy and understated. The best happy hour in town.
- 🍷 🍷 🍷 🍷 🍷

Thorvaldsen Austurstræti 8-10

- 🕒 Sunday, 20:30
- 📄 800 🍷 1200 🍷 700
- 🎯 Neutral, relaxed.
- 🏠 Stylish, fancy, minimalist.
- 👤 30+ very business type atmo here. Well dressed co-workers.
- 🎵 Mixed RnB, pop, chill-lounge.
- 🗣️ Full menu with a wide variety of meals, kitchen open from 11:00-22:00 + bar snack all hours.
- 🗣️ "That's not luck, it's called having connections!!!" [from a random man slamming his cell-phone before storming out].
- 👁️ They have 'Bertelsstofa', kind of the better living room of the place. Suitable for big meetings or fancy parties.
- 📄 A nice place with an interesting menu. Suitable for friends and couples to dine in a nice looking environment Although the look of the place hints at a dress code that's not really the case. Good service and relaxing mood.
- 🍷 🍷 🍷 🍷 🍷

Trúnó Laugavegur 22

- 🕒 Saturday, 01:00 AM
- 📄 800 🍷 1400 🍷 700
- 🎯 Animated, cheerful, polite.
- 🏠 Playful, colourful, clean. Framed pictures of Madonna and Jón Gnarr, respectively.
- 👤 Gay & gay friendly.
- 🎵 DJs play disco and europop. Sometimes live music.



A Full List Of Every Happy Hour Offer We Found In 101

| | | |
|--|--|--|
| B5 Happy Hour every day from 17-19, beer and wine for 650 ISK. | Dillon Happy Hour every day from 16-20, two for one. | Laundromat Café: In May, Happy Hour every day from 22-01, two for one on beers. |
| Bar 11 Beers & shots for 450 ISK on Thursdays | Dubliners Happy Hour every day from 15-20, two for one Polar Beers, beer and shot for 1000 ISK. | Nýlenduðvöruverzlun Hemma & Valda Happy Hour every day from 16-20, Viking Beers for 550 ISK. |
| Bar 46 Happy Hour every day from 16-19, beers and shots are for 500 ISK. | Faktorý Happy Hour every day from 17-20, large Egils Gull 500 ISK. | Óliver Happy hour every day from 23-01. |
| Barónspöbb Beer is 500 ISK until 19. | Hotel 101 Bar Happy Hour is daily from 17-19, all drinks are 50% off. | Prikið Happy hour every day from 17-19, large beer 400 ISK. Buy four large beers, get free nachos. |
| Bjarni Fel Mojitos 750 ISK every weekend from 23:00. | Hótel Holt Gallery Bar Happy Hour every day from 16-19, beer and wine 50% off. Cocktail of the day is 50% off. | Trúnó Happy hour every day from 16-20, all beer and wine 500 ISK. |
| BOSTON Happy Hour every day from 16-20, two for one on beer. | Íslenski Barinn Every day, beer of the day for 650 ISK. | Pingholtsbar (Center Hotel Ping-holt) Happy Hour every day from 17-21 as of June 1 (currently every Friday and Saturday), all drinks are half off. |
| Celtic Cross Thursdays, lager for 500 ISK. Inquire about the malt beer punchcards. | Kaffibarinn Red wine special on Wednesday evenings at 600 ISK a glass. | |
| Den Danske Kro Happy Hour every day from 16-19, two for one. Shots for 500 ISK every Monday. | | |

Vegamót
Vegamótastíg 4

Sunday, 20:00
800 960 700

Vegamót is like a nicer, younger version of Óliver and Sólon (even though the latter places model themselves after it). The music volume is perfectly tuned so you don't have to listen to the people at the next tables. Gets rowdy at night.

101 bistro [via Garðabær].

A 20+ crowd, mostly young, clean girls and the people who love them at the .

Hip club background music, DJs in the evening (R&B is often a favoured style).

Vegamót are the inventors and purveyors of the Original 101 Bistro Menu. And they do execute it well.

"My ex-boyfriend was a complete joke, but I sometimes see him in Hagkaup. Come on! Hagkaup?"

Vegamót has been a 101 staple for well over a decade. They found their thing and they do it well, as regulars will attest. Hot summer days bring an outdoor patio that is excellent for guzzling beers and feasting on lobster pizza.

Vegamót is what every bistro/bar in Reykjavík aspires to.

Vestur
Tryggvagata 22

Saturday, 03:13
800 1700-1800 700

Like a boy band video, but only one guy showed up.

Nothing to speak of.

Underage ladies? Please.

Vikingakráin
Hafnarstræti 1

Sunday, 18:00
850 1200 900

Warm and inviting

Viking-esque, rough wood, sheep skin, shields and candles

No regulars yet. Tourists probably.

Megas! Icelandic traditional and folk. Live music in the plans.

Full-featured restaurant of the traditional Icelandic variety. Snacks after kitchen closes.

"Is there nothing at all I can offer you to eat? This is a new place; we can add anything you like to the menu!"

Servants dressed as Viking maidens!

A brand-new Viking-themed restaurant/pub. Shows promise. Cosy and friendly. Worth checking out.

Vinbarinn
Kirkjutorg 4

Saturday, 18:00
850 1100 850

Mature, sophisticated.

Upscale IKEA.

40+ persons of influence, drinkers of wine.

None to be heard.

Nope.

"I'll pick the mushrooms and you follow me"

Vinbarinn is located right behind Alþingi. It is where politicians and

drinkers over the age of forty like to get their wine on. Can get quite rowdy in the evening (in that classic Icelandic sense).

Not necessarily the place for you, but some of us have brought our parents and grandparents there for whatever reason and they seem to love it.

Vítabar
Bergþórugata 21.

Sunday, 00:15
700 950 700

Quiet.

Classic pub decor.

Locals and hungry meat eaters.

Rás 2.

Burgers beyond comparison, and some other food.

People come here to eat, not chat.

The best burgers in town.

Nice quiet place with good food. This reviewer is a vegetarian but their Forget-me-not blue cheese and garlic hamburger is a fond memory. Every visit is a struggle to stay on the wagon. Luckily their fries are quite tasty too and the bottled beer selection is small but decent.

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