

= Flaming Moe 's =

" Flaming Moe 's " is the tenth episode of The Simpsons ' third season . It first aired on the Fox network in the United States on November 21 , 1991 . In the episode , Homer tells Moe Szyslak of a secret alcoholic cocktail that includes cough medicine and fire that he calls " Flaming Homer " . Moe steals the recipe from Homer , renames the drink the " Flaming Moe " and begins selling it at his tavern . The drink is a success and boosts business and patronage , but Homer is angry at Moe for his betrayal , and seeks revenge .

The episode was written by Robert Cohen and directed by Rich Moore , with assistance from Alan Smart . " Flaming Moe 's " was the first episode of the show to feature Moe in a prominent role . The main plot of the episode in which Moe 's Tavern becomes famous because of a drink is loosely based on the Los Angeles establishment Coconut Teaszer . The episode also parodies the television series Cheers , including the theme song " Where Everybody Knows Your Name " , and a character named Collette is modeled after Shelley Long 's character Diane Chambers . Catherine O 'Hara originally recorded dialogue for the part of Colette , but the writers felt her voice did not fit the role and instead used a track recorded by regular Jo Ann Harris .

American rock band Aerosmith ( Steven Tyler , Tom Hamilton , Joey Kramer , Joe Perry and Brad Whitford ) appears in the episode . They were the first band to make a guest appearance on the show . Their dialogue was recorded in Boston with Hank Azaria , the voice of Moe , who flew over to record his part with them and help them with their lines .

The episode has been well received by critics and has been included in best Simpsons episode lists by IGN , Entertainment Weekly , AskMen.com and AOL . In its original airing during the November sweeps period , the episode had a 14 @. @ 4 Nielsen rating and finished the week ranked 29th .

= = Plot = =

After Bart and Lisa 's slumber party fighting drives him to distraction at home one night , Homer visits Moe 's Tavern , where he finds Moe is struggling financially as fewer people are drinking in bars nowadays and he ran out of Duff Beer after neglecting to pay his distributor . Homer tells him about a drink recipe that he accidentally invented one night , called the " Flaming Homer " . He explains that after Patty and Selma made the Simpson family watch slides from their latest vacation , he was unable to find a beer . He decided to mix together drops of liquor from near @-@ empty bottles and accidentally included a bottle of Krusty Brand non @-@ narcotic cough syrup . When Patty dropped cigarette ash in the drink and set it on fire , Homer discovered that fire greatly enhanced the taste of the drink .

Moe tries making Homer 's drink , and gives it to a customer , who loves it . When the customer asks what the drink is called , Homer starts to respond , but Moe butts in and calls it a " Flaming Moe " . Word of mouth spreads , and Moe sees his business boom because of the drink . To help out with the extra customers , he hires a waitress named Colette . Moe 's Tavern , renamed " Flaming Moe 's " , soon becomes one of the trendiest nightspots in Springfield and Aerosmith 's new hangout . Homer becomes angry with Moe and vows never to return to the tavern . He subsequently becomes obsessed with Moe and his betrayal , even having a hallucination where he sees Moe 's face everywhere .

A restaurant chain becomes interested in purchasing the recipe for the drink , of which they have managed to identify all but the secret ingredient ( cough syrup ) . A representative offers Moe \$ 1 @, @ 000 @, @ 000 , but he refuses . Colette quickly discovers that Moe stole the recipe from Homer and not only makes him promise to sell the drink , but also apologize to Homer and give half of the money to him in compensation . Later , as Moe is about to accept the deal ? and share half of the money with Homer ? Homer , unhinged by resentment , arrives at the tavern . He gets his revenge on Moe by revealing to everyone in the bar that the secret ingredient is " nothing but plain , ordinary , over the @-@ counter children 's cough syrup ! " The representative quickly retracts the offer and leaves .

Within one week , nearly all restaurants in Springfield are serving " Flaming Moes " , and Moe 's

business has gone back to the way it was before . Homer stops in , and he and Moe reconcile . Moe gives Homer a " Flaming Homer " free of charge .

= = Production = =

Al Jean said that the opening two minutes of the episode were inspired by his own childhood where " My sister would have sleepover parties and her friends would always try to kiss me and stuff . "

The main plot of the episode , in which Moe 's Tavern becomes famous because of a drink , is loosely based on the Los Angeles establishment Coconut Teaszer . According to IGN , " Flaming Moe 's " was " one of the first [ episodes ] to really give Moe the spotlight . " There was originally a joke in the episode in which a gay couple walked into " Flaming Moe 's " , assuming that it was a gay bar because of the name . Matt Groening feels that it was a good thing the joke was cut because he did not feel the writers should bring attention to the name .

Catherine O 'Hara originally agreed to provide the voice of Collette the waitress , and went into the studio and recorded her part for the character . According to Mike Reiss , " Something about her did not animate correctly . The voice did not work for our purposes . " Jo Ann Harris , a regular voice actor in the show , had recorded a temporary track using an impression of Shelley Long 's character Diane Chambers from Cheers . The producers thought it fit the role better and used it instead of O 'Hara , although O 'Hara is still credited at the end of the episode . Sam Simon had previously written for Cheers , and contributed much of Collette 's dialogue , as he was familiar with writing dialogue for Diane . Originally , there was more to the subplot featuring Moe and Colette , but it was cut because the writers felt it did not work . The third act opens with a parody of " Where Everybody Knows Your Name " , the theme song from Cheers . The parody was written by Jeff Martin , and the sequence was designed by future Simpsons director Nancy Kruse .

American rock band Aerosmith were the first band to make a guest appearance on the show . The writers had heard that the band had wanted to appear in an episode , so they wrote the guest spot for them . According to Al Jean , they later found out that part of the reason why Aerosmith agreed to appear was the drink being called the " Flaming Moe " . The band was recorded in Boston , and Hank Azaria , the voice of Moe , flew over to record his part with them and help them with their lines . In the original script , Moe tempted the band to play by offering them free beer , but the band members asked that the joke be changed . The writers changed the line to " free pickled eggs . " The band is shown sitting at a table with a bearded man , who is modeled after their A & R man John Kalodner . One of the stipulations from the band was to include him in the episode . Kalodner also received a " special thanks to " credit at the end of the episode . Aerosmith 's song " Young Lust " from the album Pump plays over the end credits . According to Al Jean , the band recorded a special shortened version of the song just for the episode .

The episode was directed by Rich Moore and Alan Smart . Moore 's daughter was born during the production of the episode , and he missed several weeks of layout , which Smart oversaw . When Sam Simon was asked if the premise of the episode was inspired by the tumultuous relationship between himself and Matt Groening , Simon acknowledged , " That may be true . "

= = Cultural references = =

The basic premise of the episode is similar to the film Cocktail . Several references are made to the sitcom Cheers . Collette the waitress is a parody of Cheers character Diane Chambers , and the " theme sequence " for Flaming Moe 's , is a direct parody of the famous Cheers theme . Barney Gumble is given a Norm Peterson entrance . Aerosmith sings " Walk This Way " in Moe 's Tavern and " Young Lust " during the closing credits . When Homer reveals the secret of the " Flaming Moe " , the scene has many parallels to The Phantom of the Opera including Homer standing high up in the roof , covering half of his face . The scene in which Professor Frink analyzes a " Flaming Moe " is an homage to The Nutty Professor . The scene where Bart runs away from Lisa and her friends makes reference to the Alfred Hitchcock film North by Northwest . Lionel Hutz says that a drink can not be copyrighted , citing the " Frank Wallbanger case of ' 78 " . This refers to the Harvey

Wallbanger cocktail . Near the end of the episode , several bars with names similar to " Flaming Moe 's " can be seen . This parodies Ray 's Pizza in New York City where dozens of individual establishments have similar names .

= = Reception = =

In its original airing on the Fox Network during November sweeps , the episode had a 14 @.@ 4 Nielsen rating and was viewed in approximately 13 @.@ 26 million homes . It finished the week ranked 29th , up from the season 's average rank of 32nd . It finished second in its timeslot behind The Cosby Show , which finished 17th with a 15 @.@ 9 rating . It was the highest rated show on Fox that week .

The authors of the book I Can 't Believe It 's a Bigger and Better Updated Unofficial Simpsons Guide , Warren Martyn and Adrian Wood , called it " Possibly the best Simpsons episode , with a constant stream of gags , inspired animation ( in particular the sequence when Homer begins to see and hear Moe everywhere , from Maggie 's gurgles to the leaves on the trees ) , and a superb plot that twists about in every direction but the one you might expect . " DVD Movie Guide 's Colin Jacobson wrote " From Lisa 's slumber party at the opening through the Cheers spoof at Moe 's , this episode 's another real winner . Homer gets some of his all @-@ time best lines , including a great run where he mocks Marge 's attempts to have him accept his fate . We even find a great twist on Bart 's prank phone calls when he asks for ? Hugh Jass ? . All in all , ? Flaming ? provides a terrific show . " Nate Meyers of Digitally Obsessed gave the episode 5 / 5 , calling it " another great chapter in the history of The Simpsons , with tons of laughs throughout . " Todd VanDerWerff of Slant Magazine called it " a very funny episode " and highlighted the plot 's focus on Moe as " an example of the show gradually expanding its supporting townspeople into characters in their own right , " as " Moe was just an angry bartender before this episode . After this one , he 's the sad man who sometimes tastes success but always lets it slip away because of his inability to do the right thing until it 's too late . " VanDerWerff also interpreted the episode as a metaphor for Simon 's relationship with fellow The Simpsons ' developers Groening and James L. Brooks and Simon 's belief that he was not receiving enough credit for The Simpsons .

In 2006 , IGN named " Flaming Moe 's " the best episode of the third season . They wrote , " This episode has tons of standout moments , from the appearance by Aerosmith ( the first time a musical act of that caliber appeared as themselves on the series ) ; a funny payoff for all of Bart 's prank calls to Moe 's , when a man named Hugh Jass actually does turn out to be a customer ; a deftly done Cheers parody at the height of Moe 's success ; and Homer turning into a Phantom of the Opera type lunatic . " In Entertainment Weekly 's 2003 list of the top 25 The Simpsons episodes ever , it was placed sixteenth . In 2003 , Rich Weir of AskMen.com placed the episode in second on his list of his ten favorite episodes of the show . He wrote , " As one of the early episodes that helped solidify the show 's sharp wit and satirical ability , " Flaming Moe 's " has everything a classic Simpsons episode should have : gut @-@ busting humor , nifty parody , and some superstar cameos to seal the deal . [ ... ] highlights include a performance by Aerosmith ( in a guest @-@ starring role ) , Bart actually apologizing to Moe for one of his infamous prank calls , and a memorable spoof of Cheers ' theme song . " In 2003 , executive producer Al Jean listed the episode as one of his favorites . Niel Harvey of The Roanoke Times called " Flaming Moe 's " a " classic bit of Simpsonia . " AOL placed the episode sixth on their list of the top 25 Simpsons episodes . In 2006 , the members of Aerosmith were collectively named the 24th best Simpsons guest stars by IGN .

The song " Flaming Moe 's " , which parodies " Where Everybody Knows Your Name " from Cheers , was well received . Ken Tucker of Entertainment Weekly named the song the " Best Theme Song Parody " of 1991 . It was later included in the 1997 album Songs in the Key of Springfield , a compilation of songs from the first seven seasons of the show .