

FOR IMMEDIATE RELEASE

## DAILY'S FINDS THEIR LATIN RHYTHM WITH THREE EXCITING NEW COCKTAIL MIX FLAVORS

Pittsburgh, PA (November 8, 2007) -Daily's, America's premier cocktail and mixer company is announcing the addition of three exciting new Latin inspired cocktail mix flavors to their extensive family of non-alcoholic cocktail mixers. Daily's Mango Mojito, Daily's Caipirinha and Daily's Blueberry Mojito cocktail mixes tap into the hot growth of Latin style cocktails and expand on the success of Daily's Mojito Mix launched in 2006.

All three new mixers are made with real fruit flavors, are shelf stable and are packaged in Daily's innovative new 1.0L pour spout bottle. "They are the perfect solution to making deliciously consistent Latin cocktails with no fuss, no hard to find ingredients," Said Tim Barr, Marketing Director for Daily's. "On-Premise, these new mixers will save bartenders valuable mixing/muddling time while, offering customers consistently great tasting, chic cocktail alternatives. They are also the perfect choice for consumers looking to recreate their favorite new cocktails at home – no muddling or special equipment required. Our new mixers allow consumers to expand their at home consumption and entertaining repertoire beyond typical beer and wine and open up the door to fun, flavorful cocktail experiences."

Daily's new Latin Mixers will launch at retail in December, 2007. The launch will be supported with a range of POS materials including case cards, shelf talkers, table tents and sell sheets. In addition, the new flavors will be prominently featured on Daily's website [www.dailyscocktails.com](http://www.dailyscocktails.com), as well as in banner ads on partner websites. A special email blast announcing the new flavors will be sent to Daily's consumer database to offer loyal Daily's consumers a first look at these exciting and timely new flavors from the cocktail experts.

“We have had an exciting year filled with a number of innovative new products and packaging solutions from Daily’s Divines – our new line of indulgent martini mixers -to our new innovative pour spout packaging.” concludes Barr. “Introducing these great new Latin flavors to the family is the perfect end to a very successful year. We know we have three great new flavors that are not only growing in popularity, but that also can make our consumers and bartenders lives easier and much more fun.”

Daily’s new Latin inspired cocktail mixers include:

**Daily’s Mango Mojito** – combines the popular mojito with one of today’s coolest tropical flavors to create a mojito with more body and intense fruit flavor. **Daily’s Caipirinha** – created with carefully selected ingredients to offer consumers one of today’s hottest selling cocktails with no hassle. **Daily’s Blueberry Mojito** – perfectly timed to compliment the Blueberry’s recent rise in popularity both as a fun flavor and as a healthful ingredient, Daily’s Blueberry Mojito blends perfectly to create a mojito with just the right hint of real blueberry flavor.

### **About Daily’s**

Daily’s Cocktails and Mixers are manufactured by American Beverage Corporation. ABC, a diversified non-carbonated beverage company, is part of the multi-billion dollar Dutch food group [Royal Wessanen](#). Visit [www.dailyscocktails.com](http://www.dailyscocktails.com)