

## DAILY'S LAUNCHES DIVINES – AN INNOVATIVE LINE OF INDULGENT MARTINI MIXERS

Pittsburgh, PA (September 28, 2007) - Daily's, America's premier cocktail and mixer company is announcing the debut of new line of non-alcoholic cocktail mixers – Daily's Divines. Daily's Divines Chocolate, Cheesecake and A La Mode mixers can be added to any flavored liqueur or spirit to create delicious martini-style indulgent cocktails.

"We are very excited to launch our innovative new line of mixers," said Tim Barr, Marketing Director for Daily's. "Our research tells us that consumers sometimes struggle with the decision of dessert or after dinner drink at the end of the meal. Daily's Divines makes the decision easy by combining the sweetness of dessert with the relaxation of a post meal cocktail." Barr continued, "And, Divines are great for the professional and at-home bartenders alike. Divines allow them to mix up indulgent, dessert-style signature drinks that are easy to make and consistently great tasting, all at a lower cost."

Daily's is supporting the launch with a full plate of consumer and trade support. POS including z-cards, case cards, and shelf talkers are available to educate consumers about the new products and encourage them to visit the Daily's website ([www.dailyscocktails.com](http://www.dailyscocktails.com)) where they can find recipes and submit their own recipes for a chance to win \$5,000. Consumer sampling events will also be held that introduce consumers to cocktails made with Daily's Divines and highlight their flexibility and versatility in making endless, unique concoctions in their own homes. Trade support includes trade advertising and an on-premise signature drink program.

"Consumers are experimenting with new, creative and unique flavors," concludes Barr. "Why not extend the cocktail hour. Daily's Divine's offers a way for on-

premise operators to capitalize on consumer experimentation offering unique sweet concoctions that blend favorite indulgent flavors with complimentary spirits. It's a win for everyone."

Serve up a delicious indulgent cocktails with these Daily's Divines Flavors:

**Daily's Divines Chocolate** - blend of dark and milk chocolate flavors. Perfect with coffee, mint, coconut and fruit flavored liqueurs and spirits.

**Daily's Divines Cheesecake** - rich, cream based mixer with notes of cream cheese and graham cracker. Great with fruit, vanilla, coconut and chocolate flavored liqueurs and spirits.

**Daily's Divines Al a Mode** - creamy and smooth with a light vanilla note. Delicious combined with fruit vodkas or shaken with ice for an ice-cream like 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)

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For more information or to arrange an interview with a Daily's representative, please contact:

Liz Benyon  
BAT  
[lbenyon@optonline.net](mailto:lbenyon@optonline.net)  
203.254.8225