

DAILY'S LAUNCHES THE FIRST SQUEEZABLE FROZEN LEMONADE COCKTAIL

Pittsburgh, PA (May 10, 2010) -- Whether you're in the camp of "it's the heat" or "it's the humidity", summer calls for taking serious refreshment measures.

Daily's Frozen Lemonade Pouches bring the quest to refresh to a whole new level.

The idea is to chill and relax with a slushy, tasty lemonade that is tart and delicious, a biting taste that will make you pucker up and shake off the summer doldrums.

They are the latest entry in the Daily's ready-to-drink cocktails. (In case you're wondering, ready-to-drink means cocktails that are pre-mixed with everything, including the alcohol.) The foil pouches have been designed to go straight in the freezer and then in hours they are ready to enjoy or go on ice in your cooler if you're heading out.

Rip open the frozen pouch, and just squeeze out a slushy cocktail that tastes like it's right out of the blender. If you prefer, you can squeeze it into a glass or plastic cup and drink...or, if you're really looking for convenience, you can drink it out of the pouch.

Daily's Frozen Pouches, from America's premier cocktail and mixer company, are also available in six other flavors: Margarita, Strawberry Daiquiri, Pina Coloda, Peach Daiquiri, Frozen Mojito, and Pomegranate Acai Margarita. But nothing quite says instant summer refreshment like a frozen lemonade. "Frozen Lemonade has been a flavor we

wanted to perfect from the beginning.,” say Vice President of Marketing, Tim Barr. “We have some of the best mixologists in the business and they’ve been working on this formula for a couple of years. Wow, did they nail it!”

Daily’s Frozen Lemonade pouches are available in 10 oz packages, which is a generous single cocktail serving size, and they can be purchased individually or in 4-packs.

About Daily’s

Daily’s Cocktails 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