

## **ANYONE FOR WINETAILES?**

**PITTSBURGH, PA. (Sept. 1, 2011)** – Daily’s Cocktails is launching a new Sangria Mixer created to capitalize on the current resurgence of Sangria in the drinks market. The Daily’s Sangria Mixer is made with real fruit and makes it easy to prepare a delicious version of a classic recipe that can be time-consuming and messy to make from scratch. One bottle of Daily’s Sangria Mix and one 750ml bottle of red wine creates an instant, authentic-tasting Sangria Cocktail.

Daily’s has already had success in the Sangria category, including a Sangria mix that was used in one national restaurant chain’s “Cocktail of the Year”. The product is a hybrid, so that it has diverse opportunities to meet consumer demand and retailer sales needs. Call it a “Winetail” and look for it wherever you find wines or cocktail mixers.

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](http://www.dailyscocktails.com)

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

Michael Chadwick  
CCM  
[mchadwick@ccmthinkindependent.com](mailto:mchadwick@ccmthinkindependent.com)  
212-689-8225