



## ***FOR IMMEDIATE RELEASE***

### **Master of Mixes Lite Mixes: The Weight is Over!**

NEW ALBANY, Indiana, May 9, 2011 – Master of Mixes announced the launch of a ground-breaking line of new cocktail mixes: Master of Mixes Lite Cocktail Mixes. With a mere 20 calories or fewer per serving, no sugar added and loaded with premium fruit juices, these mixes create such flavorful, refreshing cocktails it's easy to forget they are low calorie!

Master of Mixes Lite Cocktail Mixes are available in 3 varieties: Margarita, Sweet 'n Sour and Strawberry Daiquiri/Margarita. Each flavor is blended with premium fruit juices, such as California strawberries, Lisbon and Eureka varieties of lemon juice and Key lime juice. These premium juices represent the only significant source of calories present. The natural fruit sugars are enhanced by the addition of sucralose, America's most popular non-caloric sweetener.

The number of people who consume low calorie products (194 million Americans\*) has nearly doubled during the past decade, illustrating the growing demand for low-calorie food and beverage alternatives. With few options for low-calorie cocktails, a large number of alcohol beverage customers have stayed away from mixers and mixed drinks in general. Master of Mixes Lites will open the door for these consumers to once again enjoy their favorite refreshing summer cocktails.

Master of Mixes Lite Cocktail Mixes are being supported in 2011 with a national consumer ad campaign appearing in InStyle Magazine during key Spring and Summer months. In addition to consumer advertising, Master of Mixes Lite Cocktail Mixes will also be featured nationally in over 30 state beverage journals and other retail publications. At store level these products will feature striking on-bottle neckers, shelf talkers to help generate consumer awareness and colorful case cards for product used in floor stacks.

The move toward a light cocktail alternative is underway with Master of Mixes Lite.

For more information on **Master of Mixes** visit [www.masterofmixes.com](http://www.masterofmixes.com).

#### **About American Beverage Marketers, Inc.**

American Beverage Marketers, Inc. is a leading worldwide producer and marketer of liquid cocktail mixes, maintaining a narrow focus and extreme specialization on the cocktail mix category. The Company is dedicated to achieving unsurpassed product quality and cutting edge packaging, while developing innovative promotions that capture the consumer imagination.

\* Calorie Control Council

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