



***Hometown Girls Make Good -- Cocktails, That Is***  
**AFI DALLAS Film Fest Marks Texas Return for Modmix Organic Mixers Founders**  
*After the fest, look for Modmix at HEB's Central Market*

DALLAS, Mar. 26, 2008 – Tastemakers, stars and other luminaries will enjoy the hottest and most progressive beverages on the planet at upcoming AFI DALLAS International Film Festival presented by Target, founding sponsor of Victory Park. The catalyst for it all: **Modmix**, the **first USDA-certified organic** cocktail mixer.

Modmix, co-founded by **Texas natives** Gretchen Nix and Joni Ryan, is a proud sponsor of the groundbreaking Dallas-based film festival this year. Together with their third partner, Tricia McCracken, the founders of Modmix are excited to bring their appreciation of organic lifestyles and modern design to the festival for the first time.

Throughout the festival, from March 28 to April 7, filmmakers, celebrities and movie lovers can relax with decadent Modmix cocktails at all the **hottest spots**, including the Neiman Marcus VIP after-party, where Modmix's signature Lavender Lemon Drop will be served.

"Our festival is all about bringing to Dallas the celebration of art and glamour in film," remarked Gerald van Wijk, AFI DALLAS Sponsorship Producer. "We are pleased to have Modmix as a sponsor, not only for its **style and organic quality**, but because it was created by Texans."

Once the festival wraps, locals can continue to explore Modmix's array of organic mixers by visiting HEB's Central Market locations in Dallas, Austin, Houston and San Antonio. HEB's Central Market began carrying Modmix in March at all of their locations.

"Modmix fits what our consumer desires and with what we try to deliver: the highest quality products," said Rex Howell-Smith of Central Market. "We chose to bring Modmix to our stores because of its organic premium quality and its **beautiful style**."

There is **no better time** to explore organic living. According to a 2007 Food and Beverage Trend Report, the demand for organic foods grew 29% from 2006. Answering this demand, Modmix created **five organic gourmet recipes** that provide a modern makeover to classic cocktails: Citrus Margarita, Lavender Lemon Drop, Mojito, Pomegranate Cosmopolitan, and the French Martini, a 1920s Parisian classic that blends organic pineapple juice, raspberry and a hint of lemon. The French Martini's glamour has been organically remixed and should not be missed.

"We're so excited to finally be **in our home state** and share Modmix with all of our family, friends and fellow Texans. Central Market is one of our favorite places to shop, and a great match for Modmix. We couldn't be happier," Nix commented.

"I'm thrilled to see Modmix on the shelves of Central Market when I shop in Austin now," added Ryan. "We really appreciate the local support."

Whether you're attending the film festival or entertaining at home, Modmix is perfect for hosts or hostesses, cocktail connoisseurs, and of course, anyone who enjoys a simple, delicious cocktail.

Texans can purchase Modmix now in all of HEB's Central Market stores as well as through select web retailer [Bevmo.com](http://Bevmo.com). For a complete national retail listing and more information, log onto [www.modmixbeverages.com](http://www.modmixbeverages.com).

#### About Modmix Beverages

Modmix, the organic cocktail mixer, redefines the premium spirits market by providing a gourmet cocktail mixer that matches the quality and luxury of today's finest spirits. Modmix is the first USDA certified organic cocktail mixer on the market. The perfect companion to any top shelf spirit, champagne or sparkling wine, or served as a refreshing non-alcoholic drink when combined with sparkling water, Modmix fits the lifestyle of health- and environmentally-conscious people.

Inspired by three women and their love of organic living, clean modern design, and a finely crafted cocktail, each Modmix blend uses only the finest ingredients, including raw, organic cane sugar, organic fruits and herbs. The result: A product that tastes as beautiful as it looks. To learn more about Modmix, please visit [www.modmixbeverages.com](http://www.modmixbeverages.com).

#### Press Contact:

Tricia McCracken

Modmix Beverages

503-554-5723

[tmccracken@modmixbeverages.com](mailto:tmccracken@modmixbeverages.com)

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