

## **Pink Party Starter Kits from Domaine Chandon and Modmix® Organic Cocktail Mixers Raise Funds During Breast Cancer Awareness Month**

*A portion of sparkling cocktail gift box proceeds will go to breast cancer research.*

YOUNTVILLE, California, October 1, 2009 – Domaine Chandon and Modmix have partnered to create an exclusive sparkling cocktail gift box to benefit breast cancer research. The Domaine Chandon Pink Party Starter Kit features Modmix organic cocktail mixers. The Pink Party Starter Kit was inspired by Domaine Chandon's annual Pink Party, which honors October Breast Cancer Awareness month. A portion of proceeds from each Pink Party Starter Kit sold will be donated to the Queen of the Valley Medical Center Foundation.

The Pink Party Starter Kits feature two bottles of Modmix Organic Mixers, the French Martini and the Pomegranate Cosmopolitan, and two bottles of Chandon sparkling wine, the Chandon Blanc de Noirs and Chandon Rosé, designed so that consumers may create custom sparkling pink cocktails. Priced at \$95, the Pink Party Starter Kits will be available for sale through the Domaine Chandon and Modmix websites, with a portion of proceeds from every sale going to the Queen of the Valley Medical Center Foundation.

This year marks the 4<sup>th</sup> Annual Domaine Chandon Pink Party, and the first time the winery has partnered with Modmix and taken the event nationwide. The first of four Domaine Chandon Pink Parties was held at the Domaine Chandon winery in Yountville, California on October 1, benefiting the Queen of the Valley Medical Center Foundation. Additional Pink Parties will be held in New York City on October 13, in Santa Monica on October 26, and in Boston on October 27, with ticket prices and all silent auction proceeds benefiting the Breast Cancer Research Foundation (BCRF). Modmix sparkling cocktails will be served at each Pink Party, and a gift basket featuring all six recipes from Modmix's organic cocktail mixer collection will be included in silent auctions at each event.

"Our ongoing commitment to the support of breast cancer research is something we're very proud of," said Malcolm Dunbar, President and CEO of Domaine Chandon. "Chandon's partnership with Modmix for the Pink Party Starter Kits provides an opportunity for anyone to participate in the cause for breast cancer awareness, which is something we can all feel good about."

"We are honored to be a part of this campaign that makes a difference in the lives of so many people," said Gretchen Nix, Founder and CEO of Modmix. "The Chandon-Modmix Pink Party Starter Kits are a stylish and unique way to bring more much-needed awareness to breast cancer research, and we're thrilled to partner with Chandon, the Queen of the Valley Medical Center and the BCRF for such an important cause."

### **About Domaine Chandon**

Domaine Chandon, Inc. is the leading sparkling wine producer in the Napa Valley. Founded in 1973, Domaine Chandon was the first American sparkling wine venture established by a French Champagne house (Moët & Chandon). Chandon crafts a range of sparkling wines that reflect California's vibrant regional character yet remain true to the practices of méthode traditionnelle. In 2002, the winery expanded its portfolio to include premium still wines made from Champagne varietals. A leader in viticulture as well as winemaking, Domaine Chandon is at the forefront of sustainable farming practices and continues to replenish, control, and in many cases restore the natural habitat. Domaine Chandon was selected "Winery of the Year 2005" by the California Travel Industry Association.

### **About Modmix**

Modmix, the organic cocktail mixer, is the first USDA certified organic cocktail mixer on the market, and redefines the premium spirits market by providing a gourmet cocktail mixer that matches the quality and luxury of today's finest spirits. The perfect companion to any top shelf spirit, champagne or 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 organic raw unrefined cane sugar, organic fruits and organic 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:

Joni Ryan

Modmix Beverages

(503) 754-4529

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