



Deck the Bar with Bottles of Organic Modmix this Holiday Season

First USDA Certified Organic Cocktail Mixer, Modmix, Provides the Perfect 'Green' Holiday Cocktails & Themed Recipes for Parties and Gatherings

Los Angeles, Calif. – December 11, 2007 – This holiday season 82% of female shoppers and 67% of male shoppers feel the green status of a product is important in their holiday gift purchasing.¹ Organic Modmix offers the perfect holiday party pairing when you arrive at that environmentally conscious family member or special someone's house. In addition to providing the perfect holiday gift, Modmix designed eight holiday themed cocktail recipes that are ideal for entertaining this season.

Modmix, the only USDA certified organic cocktail mixer, debuts this holiday season as the perfect addition to any festivity. Inspired by three women and their love of organic living, clean design, and a finely crafted cocktail, Modmix has created eight holiday themed celebrations including such notable classics as the *Merry Mojito* and the *French Sleigh Bell* - all derived from Modmix's five organic gourmet cocktail mixers which include: *Citrus Margarita* (organic limes, a bloom of fragrant orange), *Lavender Lemon Drop* (lemon juice mingles with fresh lavender water), *Mojito* (freshest spearmint, unrefined cane sugar and the juiciest limes), *Pomegranate Cosmopolitan* (a ruby-red seduction), and the *French Martini* (a 1920's Paris classic cocktail of organic pineapple juice and raspberry with a hint of lemon).

According to a 2007 Food and Beverage Trend Report, the demand for organic foods grew 29% from 2006. Meeting the demand for organic products with its pure organic ingredients, Modmix offers a modern twist to today's quality cocktail. Modmix was designed to blend perfectly with top-shelf spirits, champagne or sparkling wine and is also great as a refreshing non-alcoholic drink when mixed with sparkling water.

Modmix is perfect for hosts/Hostesses, guests, cocktail connoisseurs, non-cocktail connoisseurs and of course anyone who enjoys a simple, delicious, seasonal cocktail!

For more information and to obtain Modmix's holiday cocktail recipes, log onto www.modmixbeverages.com or see below for full recipe listing.

Merry Mojito

1 part Modmix Organic Mojito
1 part ginger ale
1 part rum
Serve over ice in a tumbler

Lavender Lemon Drop Snowflake

1 part Modmix Organic Lavender Lemon Drop
1 part vanilla vodka
Shake over ice, serve up in a martini glass

Pomegranate Poinsettia

1 part Modmix Organic Pomegranate Cosmopolitan
1 part Modmix Organic Mojito

¹ Yahoo! Poll conducted by Harris Interactive (R) 11/2007



2 parts champagne
Serve in a martini glass

Holiday Sunrise

1 part Modmix Organic Citrus Margarita
1 part tequila
Shake over ice, serve up in a martini glass
Floater of Modmix French Martini

French Sleigh Bell

1 part Modmix Organic French Martini
1 part vodka or rum
Shake over ice, serve in a martini glass
Floater whipped cream
Garnish with raspberry

Hot Pomegranate Cozy

2 parts Modmix Organic Pomegranate Cosmopolitan, heated
1 part rum
Garnish with cinnamon stick
Serve in a martini glass or holiday mug

Twinkle Star

2 parts Modmix Organic French Martini
1 part champagne
1 part vodka
Garnish with sugar crystal
Serve in a martini glass

Italian Buon Natale!

1 part Modmix Organic Citrus Margarita
1 part Campari
Splash soda
Serve in a martini glass

About Modmix Beverages

Modmix redefines the premium spirits market by providing a gourmet cocktail mixer, which matches the quality and luxury of today's fine spirits. Modmix is the only USDA certified organic cocktail mixer on the market. The perfect companion to any top shelf spirit, champagne or sparkling wine, Modmix can also be served as a refreshing non-alcoholic drink when combined with sparkling water.

Inspired by three women and their love of organic living, clean design, and a finely crafted cocktail, each Modmix blend uses only the finest ingredients including raw 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.

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