

Amoretti®



Amoretti® Introduces Fruit-Filled, Premium Martini Mixes

FOR IMMEDIATE RELEASE

OXNARD, Calif., May 24, 2011 – Just in time for summer, Amoretti is expanding its extraordinary variety of concentrates and bar mixers with a new line of naturally flavored, Premium Martini Mixes. These mixes create a refreshingly fruity cocktail that is perfect for sipping poolside or during happy hour.

Amoretti's new ready-to-use, alcohol-free martini mixes are made with the finest ingredients and loaded with real fruit. Amoretti's Premium Martini Mixes come in 23 delicious flavors including blueberry, passion fruit, pomegranate, cosmopolitan, apple and lemon drop.

"The truth is that many standard drink mixes are made with loads of sugar, contain little to no fruit pulp and cannot withstand the intensity of the alcohol, which overpowers the flavor of the drink," said Maral Barsoumian, marketing president of Amoretti. "We wanted to create a more natural option that includes real fruit, and produces a wonderfully fresh-tasting martini that you can actually drink, not sip. With our martini mixes, the fruit is the star, not the alcohol."

Shelf-stable, even after opening, Amoretti's Premium Martini Mixes require no refrigeration, and can be used to make traditional martinis, virgin martinis, wine martinis, smoothies and non-alcoholic fruit drink beverages.

"What's great about our mixes is that not only are they a fresher option, but they're also easy to use – just shake, mix and serve – making them perfect for home entertaining or the professional bartender," Barsoumian said.

Contact:
Maral Barsoumian
(805) 604-6245
maral@amoretti.com

Barsoumian suggests the following drink recipes for your next get-together:

Pomegranate Martini – 2 parts Amoretti Premium Pomegranate Martini Mix, 1 part vodka. Shake, strain, garnish with a lime wheel and mint leaf, and serve.

Raspberry Wine Martini – 2 parts Zinfandel wine, 1 part Amoretti Premium Raspberry Martini Mix. Shake, strain and serve.

Passion Fruit Smoothie – 5 fl. oz. Amoretti Premium Passion Fruit Martini Mix, and 12 fl. oz. ice. Blend 35 seconds. Garnish with fresh fruit and serve.

Champtini™ – Shake 1 part Amoretti Premium Martini Mix (any flavor) with ice, strain into 2 parts of ice-cold champagne and serve.

Amoretti's Premium Martini Mixes are now available at select national and gourmet retailers, and online at Amazon.com and <http://www.amorettistore.com>.

ABOUT AMORETTI

For more than 20 years, Amoretti has been offering clients around the world, a premium selection of more than 1,800 pastry, savory and beverage ingredients. Since 2002, Amoretti's premium products have led Team USA to five consecutive, and historic wins at the World Pastry Championships. For more information about Amoretti's full line of premium products, including recipes, visit www.Amoretti.com.