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FOR IMMEDIATE RELEASE

Couture takes a juicy approach to summer with Cocktails by Jenn's New Key Lime Flavor

(Danville, CA), May 3, 2005: The hottest premium cocktail couturier, Jenn's Cocktail Company, announces the first flavor extension of its hip cocktail line with the creation of Key Lime Martini. Debuting this summer, Key Lime will sport a sassy new look – for a limited-time only. These lime-infused, vodka-based martinis come in an ultra-fashionable hobo-shaped “purse”, right from the front pages of fashion. It's the perfect accessory for a beach outing, pool party or whatever summer fun rolls into view – with four, 100ml bottles per tote.

This limey play on summer's love affair with lemon brings new color to food and fashion palates alike. Fashion designers and retailers are showcasing bright chartreuse shirts, satchels and celadon heels. The popularity of this exotic citrus flavor is also evident on menus, as an accent flavor in desserts and beverages across the country.

Jenn's Cocktail Company, which wowed consumers nationwide with four signature flavors – Cosmopolitan, Lemon Drop, Tropical Blue Lagoon and Appletini – is fast-becoming known for creating flavors that are of the moment, yet timeless. The Key Lime Martini bottles are decorated with iconic summer images like flip flops, sun hats, beach umbrellas and chaise lounges.



“These new cocktails are created with a squeeze of citrus, a splash of style and a dash of fun”, reads the label. Cool, exotic, and refreshing when served ice cold, Cocktails by Jenn Key Lime Martini is sure to be a seasonal hit.

But, just as fashion is fickle, this Key Lime Martini hobo tote is only available summer of 2005. Coming soon to retailers near you.

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