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Cocktails by Jenn Creates a Stir as a Fashion Forward Liquid Accessory

Danville, California, December 7, 2004—Introducing four cocktail concoctions with flair. In October 2004, Jenn's Cocktail Company, a Danville-based start up, launched a line of premium vodka drinks aptly named Cocktails by Jenn. Similar to the fashion industry's 'Ready to Wear' mantra, Cocktails by Jenn are stylish, portable and ready to drink. And, like all classics, these favorite flavors are Cosmopolitan, Lemon Drop, Tropical Blue Lagoon and Appletini.

The single-serve, premium vodka cocktails (100ml bottles, 17% alcohol) are sold in four-pack totes by flavor, as well as in a variety pack. Each purse-shaped tote is decorated with whimsical icons of modern femininity – a cocktail glass, an airplane, a diamond ring, an ice cream sundae and a cell phone – and includes a collectable metal charm.

Cocktails by Jenn are flirty cocktails for women to share with their friends as gifts and party favors, or as a way to end a great day. The cocktails appeal to women who are full of ideas, stylish and functional. The totes serve as collectibles – just like a woman's handbag or favorite bottle of fragrance. And, every new line (a.k.a. new flavor) will be released to coincide with the changing seasons of fashion.

The Cocktails by Jenn website, www.cocktailsbyjenn.com, features an updated blog, links to favorite sites, ways to recycle the totes and bottles, information about the flavors and guides for hosting theme parties with style.

Cocktails by Jenn are currently available in Safeway, Vons and Pavilions stores throughout California, Nevada, and Arizona, and specialty retailers in New York, Illinois, Utah and New Mexico. A nationwide launch is set for summer 2005.

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