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**American Beverage Marketers announces launch of Master of Mixes Martini Gold**

NEW ALBANY, Indiana – September 15, 2006 – American Beverage Marketers introduces its newest addition to the Master of Mixes cocktail mix line, Martini Gold. Martini's are undoubtedly the hottest cocktail segment on-premise, but consumers are often left with few options when trying to create these delicious concoctions at home. Martini Gold is packaged in a unique 375 ml cylindrical package aimed at generating multiple flavor trial, consumer recognition and long-term brand loyalty.

Martini Gold sets a new standard for shelf appeal with its sleek, angular bottles in a variety of colors. Martini Gold is available in seven flavors: Cosmopolitan, Sour Apple, Lemon Drop, Wildberry, Chocolate, Dirty Martini, and Pomegranate. Super-intense flavor gives consumers more than 6 martinis per bottle. The 375 ml size makes the perfect price point to encourage the purchase of multiple flavors.

Consumers can now create their favorite martinis with the convenience of never leaving their home bar.

For more information on **Master of Mixes Martini Gold** visit [www.masterofmixes.com](http://www.masterofmixes.com).

**About American Beverage Marketers, Inc.**

American Beverage Marketers, Inc. is a leading worldwide producer and marketer of liquid cocktail mixes and maintains a narrow focus and extreme specialization on the cocktail mix category. American Beverage Marketers is dedicated to achieving unsurpassed product quality, cutting edge packaging, and the creativity to shift with consumer tastes. For more information on American Beverage Marketers visit [www.abmcocktails.com](http://www.abmcocktails.com).

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