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Finest Call announces newest Latin cocktail sensation: Caipirinha

NEW ALBANY, Indiana – August 13, 2008 – American Beverage Marketers introduces its newest addition to the Finest Call premium cocktail mix line, Caipirinha. Brazil's best kept secret has become the cocktail of choice in nightclubs, bars, beaches restaurants and lounges across the United States and Europe. Finest Call eliminates the hassle of muddling lime and sugar by combining single strength (never concentrated) lime juice and pure cane sugar in a shelf stable mix from a brand bartenders have come to know and trust.

The Caipirinha also introduces its key ingredient to the US, which is a relatively unfamiliar spirit: Cachaça, the Brazilian cousin to rum. Cachaça is a clear distilled spirit (75-80 proof) made from freshly pressed, unrefined sugar cane juice. The combination of Finest Call Caipirinha mix and Cachaça will create an authentic Caipirinha with no muddling, squeezing or hassle.

Add a Latin Splash to your cocktail with Finest Call Caipirinha!

For more information on **Finest Call** visit www.finestcall.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.

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