

Expo East Preview: Mocktail Beverages Launches Line of Non-Alcoholic Cocktails

Press Release

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BOSTON — Boston-based Mocktail Beverages, Inc. today unveiled its inaugural line of fun yet sophisticated, delicious, and low calorie non-alcoholic cocktails. Mocktails Brand can be enjoyed with or without alcohol and is ideal for anyone seeking upscale yet convenient options when entertaining or celebrating with friends. Ready to serve chilled straight from its own unique shaker bottle, flavors include: Karma Sucra Cosmopolitan, The Vida Loca Margarita, Sevilla Red Sangria, and Scottish Lemonade Whiskey Sour. Simply add alcohol by the glass to make your favorite cocktails.



Inspired by the approximately 45 percent of Americans who opt not to drink alcohol for a myriad of reasons – athletics, pregnancy, religion, medications, allergy, recovery (or simply designated driver status or cutting calories), Mocktails Brand was developed to provide drink alternatives so everyone can enjoy the party.

“Whether you’re entertaining, just hanging out with friends, or heading out for a night on the town, it’s all about fun,” Mocktail Beverages, Inc. President Bill Gamelli said. “We created Mocktails Brand Non-Alcoholic Cocktails to make it easy for everyone to enjoy the party. Add alcohol or not without sacrificing taste, style, or the experience of having a wonderful drink in your hand. Easily customize them however you like!”

Made with the health-conscious consumer in mind, Mocktails Brand Non-Alcoholic Cocktails are:

- Free of artificial colors and flavors
- Made without high fructose corn syrup or preservatives
- Low in calories, yet indulgent tasting
- Allergen-free, gluten-free, and kosher
- Four servings per bottle
- Packaged in a glass reusable and recyclable, BPA-free shaker bottle
- Ready to serve!
- Made in the U.S.A.

Mocktails Brand can be found at select retailers throughout New England, and online for nationwide shipping in our store www.mocktails.com (<http://www.mocktails.com>).

From September 17 – September 20, Mocktails Brand will be participating in the Natural Products Expo East 2014 trade show in Baltimore, Md. Stop by booth 9022 to learn more about our premium beverages, and of course indulge in some samples.

About Mocktail Beverages Inc.

Mocktail Beverages, Inc. was founded by three friends inspired by their own families. Our mission is to deliver the most delicious and fun non-alcoholic drink alternatives with style while being a convenient way to make great cocktails. Our beverages are ready to serve and indulgent tasting, but also both health and calorie conscious. For more information, visit www.Mocktails.com (<http://www.Mocktails.com>).

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