



Dress the Drink, HPNOTIQ Harmonie and Mirrorball Teams

SweetGlaze™ Edible Flower to the Mix

Hpnotiq's new brand Harmonie Liqueur and its namesake signature cocktail, Harmonie Blush is garnished in the most beautiful, luxurious way with Dress the Drink.

August 16, 2011 - LAS VEGAS - Dress the Drink is proud to announce its SweetGlaze™ Edible Viola as the garnish of choice for HPNOTIQ Harmonie's newest signature cocktail called "Harmonie Blush." The cocktail consists of HPNOTIQ Harmonie, Premium Vodka, and a splash of Cranberry Juice then accented with Dress the Drink's SweetGlaze™ Viola.

"Dress the Drink's SweetGlaze™ Viola brings a natural infusion to the Harmonie Blush signature cocktail. This was an easy choice when Mirrorball and Heaven Hill approached us. The Viola and the Harmonie Blush make a perfect pair," commented Diane Svehlak, President of Dress the Drink.

HPNOTIQ Harmonie infuses premium French Vodka, natural fruits, flowers, and Cognac. Its vibrant, violet color and refreshing blend of infused berries, violets, lavender and premium spirits make any occasion more fabulous. This unique harmony of ingredients creates a unique and refreshing liqueur that can be served straight, on the rocks or mixed in a delicious cocktail.

Launching nationwide throughout the summer, the HPNOTIQ Harmonie Signature Cocktail, "Harmonie Blush," officially launched at PH-D at the Dream Downtown in New York City. Hosted by Khloe Kardashian, the event garnered a significant amount of press. Reality Television stars Jonathan Cheban and Kelly Bensimon, as well as professional football player Hank Baskett were also in attendance.

HPNOTIQ Harmonie:

HPNOTIQ Harmonie is a refreshing blend of Premium French Vodka, infused natural fruits, flowers and Cognac. Lending itself to versatility, HPNOTIQ Harmonie can be served on the rocks, straight, or mixed with your favorite liquor to make a fabulous cocktail. HPNOTIQ Harmonie released in June of 2011 by Heaven Hill Distilleries, creators of the Original HPNOTIQ.

Heaven Hill Distilleries:

Founded in 1934, Bardstown, KY-based Heaven Hill Distilleries, Inc. (www.heavenhill.com) is the nation's largest independent, family-owned and operated spirits producer and marketer and the world's second-largest holder of Kentucky Bourbon. Heaven Hill's diversified portfolio of brands includes Evan Williams Bourbon; Burnett's Vodkas and Gin; HPNOTIQ and HPNOTIQ Harmonie Liqueurs; Admiral Nelson's and Blackheart Rums; The Christian Brothers Brandies; PAMA Pomegranate Liqueur; Lunazul Tequila and Rittenhouse Rye Whisky.

MIRRORBALL:

Mirrorball creates breakthrough consumer engagement concepts involving an array of non-traditional disciplines. With a host of fortune 500 clients, including Pepsi, Harley- Davidson, Heineken and Bayer, Mirrorball connects brands with tastemakers of all demographics and brings marketing messages and experiences alive in ways never dreamed of. Mirrorball taps into the dogma of pop culture to develop award-winning campaigns that continually break conformity. Unique to each assignment, Mirrorball creates a 360-degree platform that maximizes a client's impact and relevance. Mirrorball's history of delivering results ensures that consumers experience brands on their terms and in their territory. For additional information, please visit www.mirrorball.com.

DRESS THE DRINK:

Dress The Drink produces artisanal gourmet garnishments and blends that are unique in visual and flavor profile for the food and beverage industry. Their hand crafted non- wasteful garnishes and blends are luxurious, versatile and provide the often-neglected finishing touches to a signature beverage, salad, entrée, or dessert. Whether an intimate party or a product launch for 1000's Dress The Drink delivers unparalleled visuals and tastes. Dress The Drink's client platform is focused on providing five star services to the following industries; wine, spirits, beer and non alcohol brand companies, gourmet food distributors, hotels, clubs | restaurants, special event, celebrity venues, bakeries, caterers, and last but not least, retail and amenity program offerings on a wholesale level. For more information on Dress the Drink, please go to: www.dressthedrink.com

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