

MARKETING News

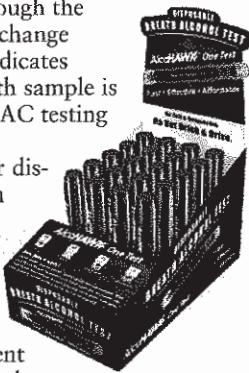
Q3 Innovations, LLC Launches New Disposable AlcoHAWK One Test

Q3 Innovations, LLC is pleased to introduce the new AlcoHAWK® One Test, a low-cost disposable alcohol tester. Q3 entered into a private label and exclusive distribution agreement with the Québec-based manufacturer, AlcoTest Québec. Q3 will be the exclusive distributor of the One Test in the U.S.

The AlcoHAWK One Test is a disposable hand-held alcohol screening device and has recently obtained FDA 510(k) Pre-Market Notification clearance after several years of success on the Canadian market. "We are very excited about this addition to our AlcoHAWK line up. The One Test gives us the opportunity to offer an even more affordable zero-tolerance testing device," said Sarah Wieland, VP of Sales.

The disposable unit, designed for testing at specified BAC thresholds, provides fast results and is easy to use. The user simply blows through the tube and a color change inside the tube indicates whether the breath sample is at or above the BAC testing level of the unit. Unlike other disposable testers on the market, the One Test features an indicator to let the user know whether a sufficient breath sample has been obtained. The MSRP for the One Test is just \$3.99 per unit.

For more information, please visit www.alcohawk.com.



Celebrate Halloween with the Bacardi RedRum!!

Inspired by the Stanley Kubrick classic horror film starring Jack Nicholson, *The Shining*, the Bacardi RedRum is the quintessential drink to any Halloween party!

Celebrate one of the most fun holiday of the year with a festival exclusive cocktail guaranteed to impress and satisfy party guests and adult trick-or-treaters!

BACARDI REDRUM

- 2 parts Bacardi Gold
- 1 part Apricot Nectar
- 1 part Lime Juice
- 1 part Cherry Heering

Add ice into a mixing glass. Pour in the



Bacardi Gold, apricot nectar and lime juice. Shake, Strain contents over ice in an old-fashioned glass. Top with a Cherry Heering float.

Happy Halloween from Proximo Spirits

Despite getting rid of our plastic pumpkin candy baskets long ago, we can all admit that outgrowing our trusty pirate costume does not mean we outgrew Halloween.

To ensure you aren't stuck drinking a frightening bowl of ghoulish punch, Proximo Spirits has rounded up some spooky and sweet cocktail recipes that will trick and treat your guests.

This year, get your guests in the spirit by having them trick-or-treat for some candy cocktails! But you still may want to set limits on how many you can have before bedtime...

JOLLY RANCHER

- 2 oz. Three-O Grape Vodka
- 1 oz. Raspberry Liqueur
- 1/2 oz. Triple Sec
- 1 oz. Cranberry Juice

Combine ingredients with ice and shake. Pour contents into a glass and garnish with an orange wedge.

GUMMY WORM MARTINI

- 1-1/2 oz. Three-O Mango Vodka
- 1-1/2 oz. Three-O Raspberry Vodka
- 1/2 oz. Blue Curaçao
- 1 oz. lemon-lime soda

Shake over ice and strain into a chilled

martini glass. Garnish with a cherry.

ROOT BEER BARREL

- 2/3 oz. Three-O Root Beer
- Splash root beer

Combine ingredients in a chilled shot glass

ALMOND JOY

- 2 oz. Three-O Chocolate Vodka
- 1 oz. hazelnut liqueur
- 1 oz. coconut rum

Shake with ice and strain into a chilled martini glass rimmed with cocoa.

Or for the adventurous party-goer, using 100 proof liquor makes fiery cocktails perfect for Halloween imbibing.

Made from 100% agave, 1800 Select Silver is the first 100-proof clear tequila available on the market. Unlike other high proof spirits, 1800 Select Silver sustains its alcohol content while maintaining a clear, crisp taste.

THE JACK O' LANTERN

- 1/3 oz. 1800 Select Silver Tequila
- 1/3 oz. Baileys Irish Cream
- 1/3 oz. Kahlúa

Cinnamon for sprinkling

Carefully layer this shot with Kahlúa on the bottom, Baileys in the middle and the 1800 Select Silver Tequila on the top.

Light the tequila on fire and let burn for 15 seconds. Blow out the flame, and sprinkle with cinnamon. Down it, and it'll make you grin wider than a Jack O' Lantern.



BLACK WIDOW

- 1/3 oz. 1800 Select Silver Tequila
- 1/3 oz. Kahlúa
- 1/3 oz. Peppermint Schnapps

Carefully layer this shot with peppermint on the bottom, Kahlúa in the middle, and 1800 Select Silver Tequila on top. Light on fire and extinguish after 15 seconds.

Korbel Brandy Brings Smooth Style to Hispanic Heritage Month

Hispanic Heritage Month – beginning September 15th and continuing through October 15th – celebrates the culture, traditions and achievements of Americans in the United States who trace