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For Immediate Release

Pickleback Mixer Hits the Shelves at Cost Plus World Market

New Mixer on Trend with Popular Pickle Juice Craze

Waterloo, WI - January 5, 2015 - Van Holten's hearty dill pickle brine is now available in all Cost Plus World Market locations. This is the first nationwide retailer to offer Pickleback Mixer since its release in June. Pickleback Mixer is most commonly used for a 'Pickleback' or 'Piskey Whickle', in which a shot of pickle juice is used to chase a shot of liquor.

"Here at Van Holten's pickles are our life, and we saw an opportunity to provide bartenders and pickle juice consumers a convenient and mess-free option for pouring pickle brine," said Eric Girard, VP of Sales and Marketing for Van Holten's.

Van Holten's decided to take the same brine from their Pickle-In-A-Pouch and sell it in a bottle without a pickle inside. The 32oz bottle of Pickleback Mixer makes pouring pickleback shots or adding a splash of pickle brine to Bloody Mary's, Beer, Pickletinis, or any other cocktails easy. Pickleback Mixer is a simple way to provide pickle juice to party goers. For Pickleback Mixer recipes and more information visit picklebackmixer.com

Cost Plus World Markets will make the drink available at all 260 locations across the county. Pickleback Mixer is now carried in all of Spec's Liquors 150 locations throughout Texas and is available at over 150 ABC Fine Wine & Spirits. Pickleback Mixer is also available in many independent liquor stores around the country, and Van Holten's is actively seeking new distributors in the liquor channel.

About Van Holten's

Business has been booming for Van Holten's who has enjoyed 12 consecutive years of sales growth. Founded in 1898 the pickle company employs 70 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch and Big Papa Dill Pickle Popcorn, their products are distributed in all 50 states and Canada. Van Holten's products can be found at convenience stores, grocery stores, liquor stores, concession stands, online and many other retail outlets.

For more information on Van Holten's and their products, please visit www.vanholtenpickles.com



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