

# Spirited Entertaining

## Pomegranate: A Stylish New Flavor Meets an Old Tradition

(NAPSA)—An ancient and enduring symbol of passion and vitality, the pomegranate has been shown to be good for the heart in modern times. In fact, the “love apple,” as it is known to many, is now one of the most talked-about and sought-after fruits and flavorings for everything from tea to ice cream. Packed with potassium, vitamin C and folic acid, this traditional symbol of Hera, the Olympic goddess of marriage and relationships, is now revving up today’s lifestyle as a healthy and flavorful addition to food and drink.

Now, one company is adding the goodness of the pomegranate flavor to its line of award-winning, all-natural flavored schnapps and liqueurs. Schnapps enjoy an honorable history, first distilled by brewmasters and perfected by the legendary Hiram Walker more than a century ago. Today, Hiram Walker™ is introducing the world’s first Pomegranate Schnapps to offer new flavor seekers a chance to infuse the traditional martini, margarita and champagne cocktail with color, taste and style.

“Cocktail culture remains in full swing, and consumers are always looking for the next big taste,” says Ron Zussman, Brand Director for Hiram Walker at Pernod Ricard USA. “Pomegranate has taken center stage as the new flavor choice. That’s why adding a delicious and affordable pomegranate liqueur to our line of 35 flavors is a natural.”



**A new drink marries the great taste of pomegranate to the fine tradition of schnapps to create a combination that’s great in mixed drinks.**

Pomegranate Schnapps elevates today’s most popular cocktails to new heights of sophistication by mixing flawlessly with vodka, gin, rum, tequila and even champagne. In celebration of the new flavor, the company’s mixologist has created two signature cocktails, the PomeTini® and the PomeRita®:

### PomeTini

**1 part Hiram Walker  
Pomegranate Schnapps  
1 part Stolli Vodka**

**Shake over ice and serve in a chilled martini glass. Add a splash of lemon-lime soda (optional). Garnish with a twist of lemon.**

### PomeRita

**1 part Hiram Walker  
Pomegranate Schnapps  
1 part premium tequila  
½ part Hiram Walker Triple  
Sec  
½ part lime juice**

**Shake over ice. Serve in a salt-rimmed glass.**

Be sure to look for the distiller’s other products, including Sour Apple, Peppermint, Peach, Butterscotch, Tangerine and Mango Schnapps, as well as Coffee, Apricot and Blackberry brandy. For more information, visit [pernod-ricard-usa.com](http://pernod-ricard-usa.com).