



*For Immediate Release*

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## Polar<sup>®</sup> Seltzer Introduces a Limited Edition Collection of Seasonal Flavor-ites.

**Answering demand for naturally calorie-free refreshment, Polar Seltzer creates a new set of premium flavors, just for autumn and winter.**

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**October, 2011** (Worcester, MA) • With a passionate commitment to innovation, the mixologist at Polar Beverages have crafted a daring set of premium seltzers inspired by the season's most beloved flavors and aromas – *Granny Smith Apple, Cinnamon, Candy Cane, Pumpkin Spice* and yes, *Eggnog*. The concept is to provide a change of pace with delicately flavored versions of what consumers love and expect during the upcoming holiday and entertaining season. These seasonal editions offer a healthier choice of refreshment, while also acting as a gateway to consumers unfamiliar with traditional seltzer.



With their signature carbonation, Polar Seltzers offer informed consumers the taste appeal they demand with the health-smart hydration they seek. Made with pure water packed with zillions of “tiny bubbles” and just the right hint of natural flavor and aroma, Polar Seltzer is naturally calorie-free. They contain no added sugar, sodium, preservatives or colors, but all the carbonation fun of soda.

“Our family has been producing seltzer since our great-grandfather Dennis Crowley created what he considered the best-tasting bubbles over 100 years ago,” explains CEO/President and great-grandson, Ralph Crowley, “and so we wanted to challenge ourselves and push the envelope. We wanted to show folks what can be done.” He continues, “Obviously, people are going to continue to reach for classics like Lime, Cranberry-Lime and Pomegranate. This new limited edition collection simply works in parallel.”



These limited edition flavors are positioned to bridge the gap between what consumer taste buds crave and what their waistline seek. They are designed to celebrate the spirit of the season in a more health-smart way. For example, a typical 8-ounce serving of eggnog is 343 calories (and that's without the jigger of rum) and a Starbucks® Pumpkin Spice latte (NonFat/NoWhip/Grande) is 288 calories. The Polar Seltzer equivalents are zero calories, but with still the same aromas and flavor references.



As a business strategy, introducing “Limited Edition” products is an innovative tact in the beverage aisle. Instead of focusing on growing loyalty through a single product, Polar Seltzer believes in raising the bar and engaging consumers through an appeal to *newness*. This summer the brand tested the concept with a “Tropical” collection that included fan-favorites Piña Colada and Banana. It was a hands-down success. New and younger consumers were engaged while longstanding brand loyalty was invigorated. “Our job is to make sure that we are never out of touch, that we remain current and follow the tastes of our customers.” says Christopher Crowley, Executive VP, Polar Beverages. Most beverage brands would never dare turn the tap off on a product that is selling. But known for an extremely loyal and vocal consumer base, Polar Seltzer expects to continue enjoying success by taking risks and focusing on quality – like they did with Ruby Red Grapefruit, Vanilla and Strawberry in recent years. Luckily failures have been far and few between, perhaps thanks to the Crowley family picnics when the extended clan is vocal when good ideas taste wrong...like bubble gum.

Available in select grocery stores from October to the end of December, at a retail price of \$0.99 for the 1-liter bottle, these seasonal seltzers are positioned to meet growing consumer demand for value, for health-smart options, and for independent brands.... all this with an eye on the beverage prize – thirst-quenching satisfaction. Served over ice in a tall glass, these seltzers do the trick. With a commitment to quality and a clean, crisp taste experience, the team at Polar Seltzer hopes to have Santa Claus arrive early this year.





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*Polar Seltzer asked local Boston bartenders to taste and test the new products. They responded in kind with some holiday recipe ideas:*

**FAMILY-FRIENDLY:**

**Sparkling Apple Cider**

Begin with locally produced apple cider (the kind you find at a farmers market). In a tall glass add equal parts of chilled cider and Polar Granny Smith Premium seltzer. Stir gently, taking care not to bruise the bubbles.

**Eggnog Egg Cream (non-alcoholic)**

*Based on the classic 'New York Egg Cream', this recipe is updated for the holidays...*

4oz whole milk, cold  
4oz Polar® Eggnog Premium Seltzer  
Chocolate syrup, to taste

Directions: Pour milk into a large, tall glass, stir in chocolate syrup until dissolved. Pour in seltzer. If it foams over edge of your glass you made it right.

**Orson's Polar Ice Cap Soda (non-alcoholic)**

2 tablespoons chocolate syrup  
Polar® Candy Cane Premium Seltzer  
1-2 scoops of vanilla Ice Cream, should be very cold  
Whipped cream, to taste  
Maraschino cherry, garnish

Add chocolate syrup to bottom of a large soda fountain style glass. Pour in Polar® seltzer, stopping 2 inches from rim. Carefully add ice cream, taking care not to overflow glass. If it doesn't touch the seltzer at all, it won't foam. Top with whipped cream and cherry

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**COCKTAILS:**

**Old Fashioned Granny**

1 tsp sugar  
3 dashes Angostura bitters  
Juice from 1/4 lemon  
2 oz whiskey, scotch or rye  
1.5 oz Polar® Granny Smith Apple Premium Seltzer  
2 slices Granny-Smith apple, peeled and diced  
Apple peel curl, for garnish

In a cocktail shaker, muddle the sugar, bitters, lemon juice, and apple. Add whiskey. Shake vigorously with ice. Strain into an old fashion rocks glass containing the largest, purest ice cubes you can find. Top with seltzer, taking care not to bruise the bubbles. Garnish with a curled strip of apple peel that has been rubbed with lemon wedge to prevent oxidation.



### **Sparkling Pumpkin Spice Punch**

1.5 oz brandy  
1.5 oz spiced rum  
5 star anise, whole  
5 allspice berries, whole  
5 cloves, whole  
5 small pieces of candied ginger  
3 cinnamon sticks, whole  
1 bottle of sauvignon blanc wine, chilled  
1 bottle Polar® Pumpkin Spice Seltzer, chilled  
1 block of ice (to float in the center of your punch bowl) or decorative ice cubes

Directions: In a punch bowl combine the brandy, rum and the spices. Allow to seep for at least 1 hour. Add chilled wine, then Polar Pumpkin Spice Seltzer. Stir. Gently slide in the ice block or decorative ice cubes.

### **Apple Harvest Shandy**

Hard apple cider (try to find a local brand)  
Polar® Granny Smith Apple

Directions: Make certain that all your liquids are cold. In a pint glass, mix equal parts cider and seltzer.

### **Candy Cane Fizz-tini**

1 shot peppermint schnapps  
1 shot vanilla vodka  
Polar® Candy Cane Premium Seltzer  
Crushed candy cane, garnish

Directions: Wet rim of martini glass with peppermint schnapps and dip into crushed candy cane. Combine schnapps and vodka in cocktail shaker filled with ice. Shake well, strain into martini glass. Top with Polar® Candy Cane Seltzer, taking care not to bruise the bubbles.

### **Skinny Nog**

1 oz high quality bourbon  
1 oz spiced rum  
1-2 tsp maple syrup or agave syrup  
2 oz whole milk or almond milk  
4 oz Polar® Eggnog Seltzer  
Crushed ice  
Fresh grated nutmeg, for garnish

Directions: Combine all ingredients, except the seltzer, in a blender and process until foamy and aerated (you can always froth by hand in cocktail shaker with vigorous shaking). Add crushed ice, and swirl to chill. Strain into a large wine goblet, top with Polar® Eggnog Seltzer. Garnish with a grating of nutmeg.



#### **Cinnamon Kiss**

1.5 oz vanilla vodka  
1.5 oz cinnamon schnapps  
3 oz Polar® Cinnamon Premium Seltzer  
Maraschino cherry, for garish

In a cocktail shaker filled with ice, combine vodka and schnapps. Shake vigorously. Strain into a chilled cocktail glass, top with Polar seltzer. Garnish with maraschino cherry.

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#### **About Polar Beverages**

Family-owned and operated in New England since 1882, Polar Beverages are purveyors of premium seltzers, dry sodas, fruit-flavored sodas, bottled spring water and mixers, including heritage products Birch Beer, Golden Ginger Ale and Grape Soda. Focused on quality ingredients, product innovation and natural flavors, Polar Beverages is available at major grocery stores, specialty retailers and convenience stores.

<http://PolarBev.com>

<http://facebook.com/PolarSeltzer>

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