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Wokka Saki

WOKKA'S GOIN' ON? WOKKA SAKi listed in 960 venues in Florida within 4 weeks.

Harrison, NY June 21, 2005 WOKKA SAKi (<http://www.wokkasaki.com>), the first ever vodka sake brand, has successfully launched across Florida.

Since its launch in April, WOKKA SAKi has been hot on the menus and lips of patrons, top nightspots, and restaurants. Close to 1,000 venues have snatched up the brand, making it one hot commodity in the Florida market.

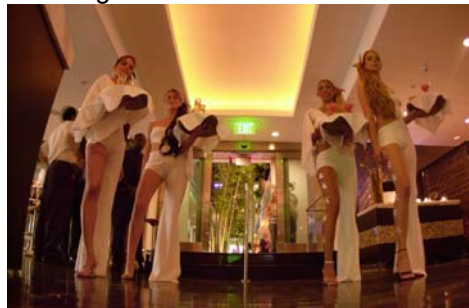
Steve Power, President Southern Wine & Spirits Florida, distributor of WOKKA SAKi stated ' We have great distribution of the brand in the right accounts, the brand has great potential and there is strong consumer and trade interest'

Ben Pundole Bar Manager, of The Shore Club, South Beach says of WOKKA SAKi, 'The perfect fusion between sake and a spirit. Versatile, interesting, and thoroughly enjoyable'

Roy Kelin, Manager of The Delano Hotel South Beach commented ' WOKKA SAKi is very unique in that it is elegant, urbane, and stylish all at one time ... just like our guests'.

Florida update April / May:

South Beach tastemakers got a sneak preview of WOKKA SAKi at the Grand Opening of Sanctuary Hotel where WOKKA SAKi was the exclusive liquor sponsor. **Keith Menin, owner of Sanctuary Hotel** said, "WOKKA SAKi is a niche brand that has quickly gathered a cult-like following at our hotel's bar".



Wokka Saki being served at Sanctuary Hotel Grand Opening



Sanctuary Hotel Rooftop Deck

Later that weekend, industry professionals along with both national and local celebrities such as, **Sean "Puffy" Combs, mega-producer Timbaland, Playmate Victoria Silvstedt, NFL Pro-Bowlers Jeremy Shockey and Jason Taylor**, as well as **Commissioner Simon Cruz**, all received their fair share of WOKKA SAKi samplings at the First Annual Beach Ball Festival® where WOKKA SAKi was well received by all.

WOKKA SAKi continued its momentum a week later with a bar campaign codenamed 'Operation Kimono' where only a select number of stylish venues were privileged to be hand presented with a bottle of the unique brand in a unique way, and 100 party goers in each venue were able to sample the signature cocktail 'The Shy Eskimo' (WOKKA SAKi, cranberry, and soda.)

Places such as **China Grill** and **Sushi Samba** have created their own WOKKA SAKi Cocktails. China Grill's featured cocktail entitled the "Wokka Cosmo", is a mix of Fresh Lime

Juice, Triple Sec, Cranberry Juice, and WOKKA SAKi, while Sushi Samba's "Wokka Mangotini" continues to be a hot seller. Joel Spalding, **China Grill's** GM says, "WOKKA SAKi is a unique fusion of vodka and sake, making it a great compliment to our Asian inspired menu".



L to R: Jim Brown, Peter Loftin, Tommy Pooch and Jeremy Shockey at Metro Tuesdays at The Astor



Patrons enjoying their complimentary Wokka Saki at the Grand Opening of Nocturnal Night Club

Since the launch, WOKKA SAKi has been the featured liquor at TAI Entertainment's (www.taient.com) weekly parties and special events and was the featured brand at successful parties such as Touch Restaurants 5 Year Anniversary Party and at the long awaited Grand Opening of Nocturnal Nightclub in downtown Miami, and has been served to the likes of **Jim Brown, Jamie Foxx, Colin Farrell, Sofia Vergara, Mario Winans, Jon Bon Jovi, and Jared Leto**. Eddie Smith, Marketing Manager for **Nocturnal** says that, "WOKKA SAKi has such a great taste versatility it gives it ease in mixing with anything".

WOKKA SAKi in the USA is imported by Pasternak Wine Imports (www.pasternakwine.com) and is distributed in Florida by Southern Wine & Spirits (www.southernwine.com).

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