



MEDIA ADVISORY

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Fishers Island Lemonade Canned Cocktail Perfect Solution for Restaurants, Bars Re-opening

MYSTIC, CT (July 7, 2020) -- After months of hardships due to the COVID-19 Pandemic, the hospitality industry has begun welcoming patrons back to restaurants and bars while navigating phases of opening and social distancing standards. With regulations in place, canned cocktails are strong candidates for menu placements due to their efficiency, consistency, and safety. Enter: **Fishers Island Lemonade**; a classic New England summer cocktail, pre-mixed in a can. This award-winning, gluten-removed, ready-to-drink beverage has been a refrigerator staple for on-premise locations since 2014 and is a great solution for today's circumstances.

Sealed is Safe- Fishers Island Lemonade is ready-to-drink; helping bars and restaurants limit contact risks, which protects customers, waitstaff, and bartenders. For states that still permit to-go liquor sales, a sealed canned cocktail is a simple and ideal way to serve customers quickly, whether on-site or taking elsewhere.

Consistent- Let Fishers Island Lemonade do the work for you. Bartenders are able to simply crack open the can and serve a refreshing blend of flavors, perfectly balanced, every time. It is a true spirits-based canned cocktail, unlike seltzers, wine coolers and other malt-based products, and tastes as fresh as if a bartender just made it in front of you.

Fresh, Premium Ingredients- Fishers Island Lemonade packs a punch at 9%ABV, but the best part is that our products are made with real spirits and all-natural ingredients. Fishers Island Lemonade has a signature lemon and honey flavor, with a kick of premium distilled Vodka and barrel-aged Whiskey. There's no malt, no high fructose corn syrup, and no artificial flavors, colors or sweeteners.

Inclusive- Fishers Island Lemonade is a certified Gluten Removed product. Any gluten present in the whiskey's mash bill is removed during the distilling process so it is safe for gluten-sensitive consumers.

Cost-Effective- While restaurants and bars are still navigating COVID-19 restrictions, it can be difficult to know the quantity of alcohol and fresh ingredients that will be needed



for house mixed drinks. Introducing a canned cocktail like Fishers Island Lemonade into the lineup takes the burden off managers who are finding it difficult to anticipate the inventory needed behind the bar, and more efficient for bartenders crafting cocktails.

Furthermore, the profit margins for a single can of Fishers Island Lemonade sold to a consumer on-premise can range from \$4.00-7.00 (FIL sells for \$7.00-\$12.00 per 12oz/355ml can on average), according to Fishers Island Lemonade's Founder and CEO, Bronya Shillo. She notes, "As a business built on bar tips, Fishers Island Lemonade understands bar managers and their challenges because I have been in their shoes."

"Fishers Island Lemonade has been a staple menu item since opening, and has helped our staff streamline barback work," said Gary Hobert, owner of Friar Tucks Tavern in Mystic, CT. "It's been a favorite of many of our patrons, and the demand for their product has only increased. We have even begun serving Fishers Island Lemonade out of a frozen drink machine to offer something different and quench the thirst of outdoor diners."

Goes Anywhere- Canned cocktails provide the convenience that glass bottles cannot. Fishers Island Lemonade was created with island living and boating in mind. Cans are waterfront-friendly as there is no glass and no need for straws.

Complimentary samples are available to reporters and bloggers. Contact kayla@filemonade.com to coordinate shipping. **Photos and graphic assets available upon request.**

For more information regarding wholesale for on- or off-premise, please contact Sales Director Maria Lisanti at mlisanti@filemonade.com.

ABOUT FISHERS ISLAND LEMONADE

Fishers Island Lemonade ([@FILemonade](https://www.instagram.com/FILemonade)) is the original canned cocktail, female-founded in 2014 by Bronya Shillo. The non-carbonated spiked lemonade cocktail originated at Shillo's family's bar on Fishers Island, NY, the Pequot Inn. Shillo refined the decades-old recipe and canned the premium distilled vodka, whiskey, lemon, and honey cocktail. The approved Gluten Removed cocktail is known for its refreshing flavor profile and packs a punch at 9% ABV. In 2020, Fishers Island Lemonade was awarded a Gold Medal at the Denver International Spirits Competition and a Silver at the San Francisco World Spirits Competition, and recognized as one of *Impact's* Hot Prospects Spirits Brands. FIL has been featured in the *New York Post*, *New York Times*, *Town & Country*, and is a proud member of 1% For The Planet. For more information, visit filemonade.com.

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