



FOR IMMEDIATE RELEASE
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Sturm Foods Introduces Single-serve Cocktail Mixer Stix™

Pre-measured drink mix sticks offer customers a convenient way to create the perfect at-home cocktail every time

MANAWA, WI – Sturm Foods, a leading innovator of products for good health and great taste, provides retailers with a new way to extend their in-store presence with single-serve, at-home cocktail consumers – Mixer Stix™.

What makes Mixer Stix™ so appealing to consumers is how convenient they are to store and to use. Unlike, bottled cocktail mixes, there's no mess and no need to worry about refrigeration or contents going to waste. With these pre-measured, single-serve packets on hand, consumers are always ready to create the perfect cocktail.

Mixer Stix™ are available in four popular varieties: Mojito, Appletini, Margarita and Cosmopolitan. They can be enjoyed with or without alcohol. All consumers need to do is follow the easy label directions and add the Mixer Stix™ contents to water or club soda, and alcohol if desired.

Eight-pack cartons make it easy for consumers to keep Mixer Stix™ on hand, without cluttering cabinets. The single-serve packets also make Mixer Stix™ ideal for tailgating and vacationing, as well as at-home use.

To drive retailer profitability, each Mixer Stix™ variety features bright, attractive packaging for the shelf appeal that encourages initial trial. The carefully crafted flavor profiles and convenient handling keep consumers coming back for more.

About Sturm Foods:

Sturm Foods is the leading global dry goods manufacturer for both the retail and foodservice industries, specializing in innovative, nutritious food products. Headquartered in Manawa, WI, Sturm Foods has more than two million square feet of production and distribution space, including on-site, high-speed blending capabilities and 49 production lines for quick turnaround of microwaveable cups, composite canisters, plastic containers, pouches, sticks and bulk packs. Premium quality ingredients and manufacturing processes that comply with U.S. and international guidelines mean you can offer Sturm Foods drink mixes, instant oatmeal and hot cereals, organic and natural foods and pet supplements with confidence and pride. For more information, visit the Sturm Foods website at www.sturmfoods.com.

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