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MEDIA CONTACT:

Nick Valente
(310) 395-5050
nvalente@blazepr.com

BLAZE PR IS NOW REPRESENTING SNÖBAR FROZEN COCKTAILS

Agency Chosen to Lead Public Relations of Alcohol-Infused Frozen Desserts

LOS ANGELES – Jan. 6, 2012 – BLAZE PR announced today that SnöBar, creator of alcohol-infused ice-pops and ice cream, has joined its roster of cutting-edge consumer clients. The agency is assigned with raising brand awareness and market expansion through a comprehensive public relations program including an aggressive media relations campaign, social media strategy and execution, as well as high-profile events.

“We created a unique product and one that we work very hard on to maintain the very best quality so we needed an agency that not only understood our industry but also our innovative approach.” said SnöBar President Eddie Masjedi. “BLAZE’s passion for our brand and its proven track record for creative and compelling public relations strategies made it an easy decision,” added Chief Marketing Officer Billy Pollina.

BLAZE’s public relations program will specifically target print, online and broadcast outlets in Arizona, the first state to feature SnöBar, followed by an aggressive state-by-state roll-out plan in 2012. The team brings extensive experience having represented brands such as 7-Eleven; Drripp Coffee Bar; Grill Concepts and other spirits.

“Blaze loves working with ingenious clients that offer new experiences for consumers,” said BLAZE EVP/GM Matt Kovacs. “With SnöBar, we can leverage initial excitement into a long-term fan base to drive coverage, continue its momentum, and capture eventual market dominance.”

About SnöBar

Created by enduring entrepreneur Eddie Masjedi, SnöBar has successfully created a fun way to enjoy cocktails with gourmet, frozen alcohol-infused ice-pops and ice cream. Made with natural ingredients and premium alcohol, the alcohol infused desserts are guaranteed to stimulate and please even the most sophisticated palate.

SnöBar’s two types of ice-pops, Margarita and Cosmopolitan, replicate the distinct flavor and experience of the traditional cocktails. The superior-quality ice cream is available in the following flavors: Grasshopper, Pink Squirrel, Brandy Alexander and Brandy Alexander with Chocolate Chips. With a pure alcohol content range of 3.59 to 6.41 percent (8.22 to 14.67 alc/vol), each serving of SnöBar ice-pops and ice cream has the equivalent alcohol percentage

of a full cocktail. For more information, visit www.snobarcocktails.com, like us on [Facebook](#), follow us on [Twitter](#), [Tumblr](#), [Google Plus](#) and watch our videos at [YouTube](#).

About BLAZE PR

In business since 1990, BLAZE is owned by parent company Davies and is an award-winning, strategic public relations and marketing communications firm with offices and affiliates in Los Angeles, New York, Washington D.C., and Santa Barbara. BLAZE believes in initiating smart conversations that facilitate consumer dialogue with a return to our client's bottom line. Recent awards include two 2010 PRSA PRISM Awards, the 2011 Communicator Award, and the recipient of two 2011 Hermes Awards. For more information, visit www.blazepr.com.

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