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Entrepreneurial Couple Announces “Fix Your Drink” Cocktail Recipe Cards

Bridgeport, CT (Feb. 21, 2011) - Hugh & Katherine McNally have launched a new business called **Fix Your Drink**. They offer collections of cocktail recipe cards, with pictures, meant to simplify ordering drinks at restaurants, allowing people to engage in contemporary cocktail culture. These cards are designed to be given to waitstaff when ordering out-of-the-ordinary and classic cocktails to guarantee the accuracy of their preparation.

Fix Your Drink cards are also meant to be shared with friends at dinner parties and other social events to add variety to the typical drink choices in the home. As Mrs. McNally puts it, “Our friends are surprised at how fun it is to make elegant drinks, rather than be limited to the old ‘red, white, or beer’ choices.” The McNallys also intend Fix Your Drink collections to be purchased as party gifts, wedding favors, or stocking stuffers.

The **Fix Your Drink** flagship product, the **Top 10 Classic** collection, consists of a set of 20 business cards (2 copies for each featured drink), contained in a convenient sliding-top aluminum case. According to Mr. McNally, “We designed the product to make it easy for people to use in a restaurant. Giving a **Fix Your Drink** card to a waiter is a lot easier than dictating a recipe or bringing up a web page on a smartphone.”

Fix Your Drink is also selling collections of 20 cards for a single cocktail—the **Your Favorite** collection—for those who already know what they like.

The McNallys have spent the past 2 years researching and gathering perfect recipes for classic cocktails, and have chosen 10 to comprise their first **Fix Your Drink** product. Most of the cocktails date to the pre-World War II era, and are frequently featured in media covering cocktail culture. They include The Allen Cocktail, Aviation, Bronx Cocktail, Jasmine, Martinez, Moscow Mule, Negroni, Pegu Club, Sidecar, and The Three Miller.

With the renaissance of classic cocktail culture fueled by the popularity of television shows such as *Mad Men* and *The Rachel Maddow Show*, the McNallys felt that many were getting left out of a pop culture trend. Says Mrs. McNally, “The *New York Times*, *Esquire*, and *SeriousEats.com* might think everyone knows about the Negroni, but I assure you that even better restaurants in affluent suburbia don’t. Our slogan is, ‘Where cocktails get respect’ because we felt we weren’t getting respect when ordering anything other than a Martini.”

Fix Your Drink card collections are available for immediate purchase through its web site, **FixYourDrink.com**. The price for the **Top 10 Classic** and **Your Favorite** collections are \$15 each before shipping/handling; each includes 20 recipe cards and an aluminum slide-top carrying case. Mrs. McNally adds, “We made the cards elegant like the drinks themselves, but affordable enough to easily replace—people don’t have to worry about handing their iPhone over to a waitress just to show her a recipe.” Refill packs of **Fix Your Drink** cards (without the carrying case) will be available in the near future.

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