



DRINK DIFFERENT

B2 BEVERAGE COMPANY

B2BEVERAGE.COM

Kalima Hawaiian Hard Creamer Wins Gold Medal At World Expo of Beer

ONTARIO, Calif. – May 23, 2007 – B2 Beverage Company's "deliciously different" Pina Colada Hawaiian Hard Creamer has taken top honors in the popular flavored malt beverage category at this year's World Expo of Beer.

Also winning an award was the company's Fuzzy Navel Hawaiian Hard Creamer, which took the bronze medal in the same category.

The annual World Expo of Beer was held May 18 & 19 in Frankenmuth, Michigan, where over 250 varieties of beer and malt beverages were judged. The event is considered one of the premier brewing competitions in the Mid-West and is officially sanctioned by the Beer Judging Certification Program (BJCP).

Event co-chairman Jamie Furbush had high praise for the inaugural showing of B2 Beverage's line-up at this year's competition. "The B2 Hard Creamers were truly unique at this year's World Expo of Beer, and provided our attendees with unparalleled flavor combinations," said Furbush.

"The buzz created at their booth was deafening," he said.

Troy Valdez, B2 Beverage founder, said the response at the competition was tremendous. "There's certainly a 'Wow' factor associated with the Hard Creamers because they're completely different from anything else out there," Valdez said.

"We see people's faces light up all the time when they take their first sip, because they're not expecting the smooth texture and light alcohol taste. They're just very refreshing," said Valdez.

He noted that the Hard Creamer products especially appeal to women looking for a fresh tasting and pleasing alternative to beer.

Unlike any other flavor profile in the beer section, the first in category non-carbonated Hard Creamers and Kalima Hawaiian Hard Creamers combine delicious natural fruit flavors with a hint of cream for a silky smooth, easy-to-drink five percent alcohol malt beverage.

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**HARD
CREAMER**

Sangria!
Brand
Premium Malt Beverage

Kalima
BRAND
"HAWAIIAN CREAM"
Hard Creamers

Kalima Hawaiian Hard Creamer flavors include Pina Colada, Fuzzy Navel (orange/peach) and Tropical Cream (orange/pineapple/banana). Hard Creamers are available in Strawberry Daiquiri and Orange Cream, with a new flavor, Cactus Pear Margarita, joining the line-up soon.

Both Hard Creamer lines come in six-packs of 12-ounce clear longneck bottles to showcase their eye-popping colors and creamy textures.

They can be enjoyed chilled in the bottle or served on the rocks, and can also be blended with crushed ice, sherbet or ice cream for a frozen cocktail.

Also included in the company line-up is Sangria!, a lightly carbonated variation of the Spanish classic delivering the crisp, authentic taste of sangria wine in a ready-to-drink, five percent alcohol malt beverage variation.

B2 Beverage Company recently added a dozen new regional and national sales directors to its staff in response to surging demand from distributors and retailers for its products. The company has tripled production since its Mid-West rollout last summer, and nationwide distribution is expected by year's end.

For more information, visit www.b2beverage.com or call 909-354-8032. For media inquiries, high-res images, or product samples, please contact Francine Pares at 949-481-7559 or fpares@intelibrand.com.

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