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Press Release: Baja Bob's®

Baja Bob's Line of Sugar-Free Low-Carb Martini Mixes Are the Perfect Pour for Holiday Parties

Now Available in Holiday Colors -- Cranberry Cosmo, Sour Apple, Lemon Drop and Blue Raspberry

Baja Bob's® Bar Mixes (www.bajabobs.com) are the perfect drink mix to help deck the halls during the upcoming holiday season without the fear of weight gain. The recently released low-calorie sugar-free Martini Mixes that come in Cranberry Cosmo, Sour Apple, Lemon Drop and Blue Raspberry will provide party-goers an alternative to high-sugared cocktails that are poured during the holiday season. Sweetened with Splenda® and all-natural flavors, these cocktails are the perfect mix for any holiday fun. Loaded with flavor and flair but not sugar, the Martini Mixes have 0-2 carbs and only 10 calories per drink (total carbs -- not net carbs!). All four flavors are available for \$3.99-\$4.99 per bottle.

"Baja Bob's Martini Mixes are the perfect hostess gift and are THE must-have holiday cocktail for the season," said Co-owner Craig Cook. "We made a product that tastes great and offers people an alternative to sugar-filled mixes that add to the holiday weight gain. We are really thrilled we can add these delicious mixes to our line-up."

Unlike many so-called healthy treats that offer reduced sugar or reduced calories at the sacrifice of flavor, Baja Bob's new sugar-free Martini Mixes are flavored with natural flavors and Splenda, and taste as crisp and refreshing as the "real thing." During a season known for overindulgence, now health-conscious consumers can "indulge" without guilt and without sacrifice.

About Baja Bob

Baja Bob's® was started by a group of friends who were looking for low-carb solutions that would realistically fit into their lives. The group perfected the mixes and now produces them in San Diego. Baja Bob's® can be found in virtually every low-carb Internet store, the Atkins Catalog and numerous nationwide retailers. For more information, visit the company's Web site, www.bajabobs.com.

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