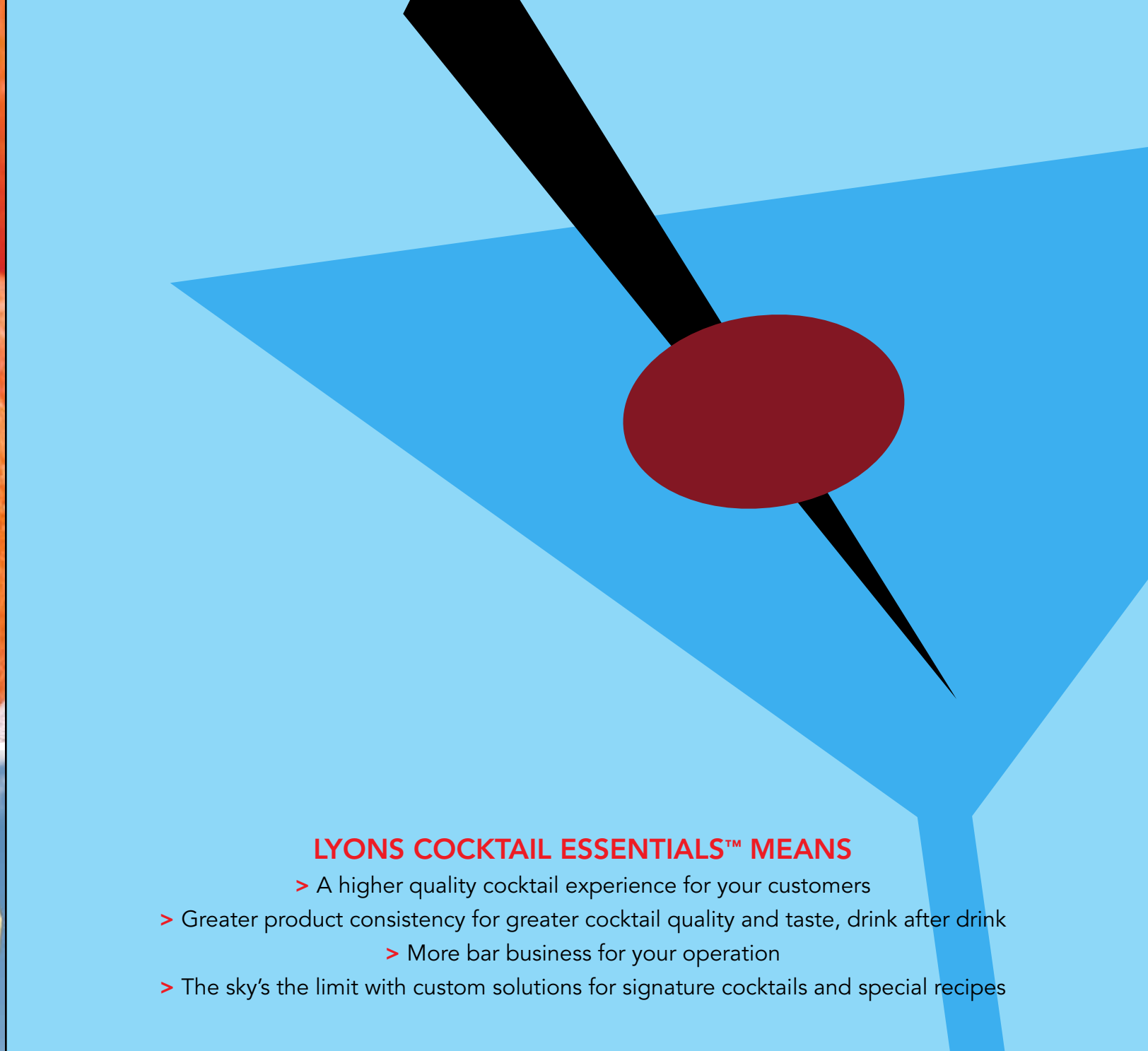


A better cocktail experience for you and your customers starts at the source.



AT LYONS, WE KNOW FRUIT. SINCE 1852, WE'VE BEEN GROWING, PICKING, PROCESSING, AND PACKING ONLY THE BEST THE SAN JOAQUIN VALLEY CAN GIVE US. THIS UNMATCHED EXPERIENCE, KNOWLEDGE, AND PASSION FOR WORKING WITH ONLY THE FINEST QUALITY FRUIT, MEANS OUR EXCITING COCKTAIL ESSENTIALS™ BRANDS ARE THE BEST AND MOST COMPREHENSIVE SOLUTIONS TO ALL OF YOUR COCKTAIL NEEDS. WITH LYONS COCKTAIL ESSENTIALS, YOU'LL ALWAYS PUT YOUR BEST COCKTAIL FORWARD.



**LYONS COCKTAIL ESSENTIALS™ MEANS**

- > A higher quality cocktail experience for your customers
- > Greater product consistency for greater cocktail quality and taste, drink after drink
  - > More bar business for your operation
- > The sky's the limit with custom solutions for signature cocktails and special recipes



Lyons Magnus  
3158 East Hamilton Avenue  
Fresno, CA 93702

800-344-7130  
www.lyonsmagnus.com



WE'LL ADD SPIRIT TO YOUR BAR BUSINESS.





**Quality, consistency and convenience are the new essentials for growing your bar business.** From casual concept to fine dining, and club bars and lounges, we've got you covered with solutions that will excite your customers to ask for more. The Lyons Cocktail Essentials brands will give you a fresher approach to building your bar business.

# cocktail essentials



**Pour on the style.  
In two distinct ways!**

Mixerz All-Natural Cocktail Mixers, handcrafted in Napa Valley, are the premium, fresher tasting, stylish answers to pouring today's (and tomorrow's) hottest bar chef creations. Packed in attractive, sophisticated, easy-to-pour bottles, your bar customers will be thrilled that your operation is using only the best. Mixerz is available in seven fabulous tasting flavors: pomegranate, mango, sour apple, cosmopolitan, margarita, mojito, and bloody mary. Mixerz Real Fruit Cocktail Mixers will give any bar operation more pizzazz with these stylish ready-to-use cocktail mixers as simple to use as measuring and pouring. For casual bar operations looking to spice up their cocktail offerings, Mixerz Real Fruit Cocktail Mixers are the answer. Available in four real fruit flavors: pomegranate, cosmopolitan, mojito and sour apple.



**Fresher tasting drinks  
are second nature to us.**

Maui All-Natural Frozen Cocktail and Fruit Smoothie bases add more fun to any bar, restaurant or lounge. With Maui, frozen cocktails, smoothies and cocktails on the rocks are an island breeze with any of the Maui premium fresh frozen or shelf stable bases. Real fruit flavors run the gamut, to give your bar operation flexibility, creativity and most of all, consistently delicious bases. Maui real fruit bases also come in "Bag in the box" packaging for high-volume use – perfect for batch machines. And of course Maui offers a variety of blender and frozen drink dispensing equipment to take full advantage of all the Maui real fruit possibilities.



**When only the highest quality  
fruit will do. Puré flavor.  
Puré convenience. For Bar or Kitchen.**

Fruitpuré™ premium fruit purees open up a world of fresh fruit flavor, convenience and possibilities for mixology professionals who demand only the finest ingredients for their bar creations. Our premium fruit purees use only premium quality whole fruit, minimally processed, and flash frozen. Now your bar or kitchen can enjoy the freedom of using real, all-natural fruit in everything from cocktails to sauces and desserts, without the time and hassle of peeling, mashing or pureeing! And consistency is guaranteed from container to container.



**Fruit juice concentrates and  
bases Who says fresh fruit taste  
has to cost a bundle?**

Lyons knows fruit and fruit juices. Our shelf-stable line of ready-to-serve juices and juice bases are known to bartenders, far and wide. We capture the natural qualities of the juice and give you and your bar operation fresh, "just-picked" flavor, along with rich, vibrant color, all in shelf-stable aseptic packaging. For your everyday fruit juice needs, nothing compares to Lyons.

