



Get Ready to Pour Some Holiday Cheer with Casey's Cocktails Recipe Book

Just in time for the holidays, Casey's Cocktails makes its debut featuring 24 recipes and step-by-step instructions on how to make the perfect cocktail at home

Mississauga, ON - October 18, 2007 – What better way to jazz up any holiday gathering than to offer guests delicious and flavourful cocktails. To help rev up holiday parties this season, Casey's Grill • Bar has created a stunning hard-cover 63 page recipe book called **Casey's Cocktails** featuring some of the restaurant's most popular cocktail recipes. Starting on November 5 and available at all Casey's Grill • Bars until December 31 (or as quantities last), *Casey's Cocktails* will be included with the purchase a \$30 gift card providing a fun and affordable gift idea this holiday season. Guests may also purchase *Casey's Cocktails* separately for \$14.99.

Casey's Cocktails, written by Casey's Mixologist, Nathan Cameron, features 24 cocktail recipes including Casey's Classic Bloody Caesar, Mandarin Mojito, Blueberry Frost, Cabo Cosmo and a Sex and the City or Strawberry Lychee Martini – even dessert cocktails such as an Apple Crisp, Chocolate Addiction or German Chocolate Cake. Each recipe is accompanied by beautiful colour photographs by Brian MacDonald, who also does the photography for the LCBO's *Food & Drink* magazine. The book provides step-by-step instructions, mixing techniques, tricks of the trade, essential tools, and lists of ingredients required to make the perfect cocktail at home.

"We are in a cocktail culture now where people like to sample the latest flavours of cocktails available at restaurants and then try to recreate their favourites at home. *Casey's Cocktails* was designed to take the guesswork out popular cocktails to enable people to make them at home to share with family and friends during the holiday season," says Cameron.

He adds, "By providing the book for free with the purchase of a \$30 Casey's gift card or for just \$14.99 without a gift card purchase, we are also providing a great gift idea for the teacher, hostess, relative or new-home owner on our guests' shopping lists."

About Casey's Grill • Bar

Casey's Grill • Bar, a Prime Restaurants of Canada Inc. brand, is a franchised restaurant chain specializing in the casual dining sector. The chain has 36 restaurants in Ontario and Québec. The new Casey's restaurant offers a contemporary dining experience with a variety of fresh, high-quality international cuisine and old favourites known as Casey's Classics including Casey's Classic Back Ribs, Casey's Classic Chicken Wings and Casey's Classic Bloody Caesar. Casey's features casual dining prices in an environment that offers the perfect balance of comfort, style and energy. Visit www.caseysbarandgrill.com for more information.

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For more information or to request a copy of Casey's Cocktails and/or a demonstration with Casey's Mixologist, Nathan Cameron please contact:

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