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**Hanna Lee Communications Secures
Breakthrough Cocktail Segment on
CBS “Sunday Morning”**

NEW YORK, Jan. 1, 2012—Long under the radar, the cocktail renaissance has officially burst into the mainstream’s consciousness with an in-depth New Year’s Day segment detailing its rise on CBS “Sunday Morning,” the most widely watched Sunday morning program in the U.S., which is anchored by Charles Osgood.

The fast-paced segment, which was initiated by Hanna Lee Communications, Inc., a PR agency specialized in spirits, wine and hospitality PR, captured the vitality and creativity of the artisanal libations movement. It was undertaken to support the agency’s clients, Campari, the iconic red spirit, and the Manhattan Cocktail Classic, one of the nation’s leading multiday drinks happenings.

The segment, which aired today, included interviews of mixologists and spirits luminaries like Dale DeGroff (“King Cocktail); Dave Wondrich, cocktail historian and author of *Imbibe!* and *Punch*; and, Chad Solomon and Christy Pope of Cuffs & Buttons Cocktail Catering, as well as coverage of the Manhattan Cocktail Classic and Tales of the Cocktail. In addition, the Cuffs & Buttons team created a signature cocktail for the show, the “Bright Eye,” which incorporates Campari. The segment can be viewed at <http://www.hannaleecomunications.com>.

“My team and I are extremely proud of the segment and we thank the CBS team,” said Hanna Lee, President, Hanna Lee Communications, Inc. “They really immersed themselves in the cocktail industry, got to know its key players and captured the scene’s excitement, glamour and energy.”

Taking nine months to produce, the segment was initiated by Hanna Lee Communications, Inc., which pitched the story idea to the show’s producers, facilitated numerous interviews and provided on-site support at cocktail festivals and events across the country.

“The bartending community, over the past several years, has created a phenomenal scene of handcrafted cocktails using artisanal ingredients and boundless imagination. They earned the spotlight. This segment is really a celebration of their work,” added Lee.

ABOUT HANNA LEE COMMUNICATIONS, INC.

Headquartered in New York City, Hanna Lee Communications, Inc. is an award-winning agency specialized in wine, spirits, food, travel and lifestyle PR and event management. The agency only represents products and companies that it is passionate about. This outlook drives its well-acknowledged excellence.

Hanna Lee Communications has created a number of successful PR case studies, including the “Truth in Vodka” campaign for Sobieski Vodka that won first runner-up for *PRWeek*’s “Best Consumer Launch of the Year” and was nominated for a SABRE Award, given by *The Holmes Report* based in the U.K. in 2009. The agency’s creativity in promoting the Manhattan Cocktail Classic was recognized by its second SABRE Award nomination in 2010. Through its multi-year PR campaign for Mionetto Wines, Hanna Lee Communications contributed to developing the now-popular Prosecco category in the U.S.

The agency’s current and recent client experience includes the Campari, Santa Teresa Rum, Louis Royer Cognacs, Marie Brizard Liqueurs, Manhattan Cocktail Classic, Leblon Cachaça, Terra Andina Chilean Wines, Conway Family Wines, G7 Portuguese Wine Consortium, Bortolomiol Prosecco, Gourmet Latino Festival, EatingVine.com and others. Hanna Lee Communications has distinguished itself by cultivating long-term, trustworthy relationships with clients, key industry influencers, as well as journalists in the trade, lifestyle and consumer media. For more information, please visit www.hannaleecommunications.com.

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