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FOR IMMEDIATE RELEASE

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PERLICK UNVEILS AN INDUSTRY EXCLUSIVE LINE OF CRAFT COCKTAIL ACCESSORIES

MILWAUKEE, WI February 7, 2013 – [Perlick Corporation](http://www.perlick.com), a leader in total package bar equipment, beverage dispensing systems, and luxury residential undercounter refrigeration, today launched a new, industry exclusive line of Craft Cocktail Accessories dedicated to helping mixologists create the freshest, most tempting craft cocktails possible – while saving time and money.

“Craft cocktails are a prominent trend in our industry,” states Jim Koelbl, Vice President of Sales for Perlick’s Commercial Products. “Perlick’s new line of Craft Cocktail Accessories is the solution to bar and restaurant owners’ ability to be a part of the craft cocktail movement while increasing profit and customer satisfaction.”

The craft cocktail movement is just starting to gain momentum. According to author and craft cocktail expert, James Teitelbaum, “the great American cocktail has made a comeback that has truly begun to grow in exceptional leaps since the mid-2000s.”* Industry experts like Tobin Ellis, Wayne Curtis and Teitelbaum believe that the craft cocktail movement is to mixed drinks as Carlo Petrini’s 1986 Slow Food Movement is to gourmet dining and the current farm to table trend. In fact, by 2010 the nation’s best bars and restaurants will be part of the craft cocktail movement.

Perlick’s New Craft Cocktail Accessories:

- **Fine Strainer Inserts:** The dump sink inserts are stainless steel and the strainer is fine enough to prevent remnants from many craft cocktails (mainly fresh produce like mint leaves and fruit rinds) from clogging the drain. And, the inserts feature finger access points so it is simple to place and remove from the dump sink. Two inserts are available; one to accommodate Perlick’s TS12BLW and TS14BLW dump sinks and the other for the TSS20BLW and TS18BLW models.
- **Cocktail Tool Storage Well:** The craft cocktail movement has sparked the use of smaller tools/instruments to create specialty libations. Although these tools are used regularly by mixologists, a storage and cleaning solution is difficult to find. Perlick has designed a special dipper well for these tools. The well constantly recirculates water, so it cleans the tools while providing storage.

In addition to unique accessories, Perlick has also launched a new back bar line that features NSF7 rated refrigeration appropriate for open food storage. Proper refrigeration in the vicinity where the cocktails are being crafted saves time and keeps the ingredients (fresh produce, milk, eggs, etc.) fresher longer; thus, the cocktails being produced are of better quality. Another bonus, the new refrigeration line also features the time saving benefit of self-closing drawers.

Visit [perlick.com](http://www.perlick.com) to locate a dealer or to learn more about Perlick’s Craft Cocktail Accessories.

* Destination Cocktails: The Traveler’s Guide to Superior Libations by James Teitelbaum

ABOUT PERLICK®

Family owned since 1917, Perlick’s award-winning commercial product lines have maximized the profitability of the world’s finest restaurants, bars, stadiums, hotels and resorts. In 2005, Perlick parlayed its industry experience into a luxury residential product line featuring indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, and beer dispensers. As a Milwaukee, Wisconsin based manufacturer, Perlick is dedicated to providing innovative, customizable food and beverage storage and serving solutions. Unique product offerings include the new ADA-Compliant Series and the world’s first 18-inch Shallow-Depth Series. To learn more visit www.perlick.com or call 800-558-5592.

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