



## **Skinnygirl Cocktails arrive at Woolworths Liquor, BWS and Dan Murphy's**

### **Media Release**

**Thursday 1 December 2011:** The wait is finally over for Australian fans of Bethenny Frankel. Skinnygirl Cocktails will be available at Woolworths Liquor, BWS and Dan Murphy's stores from tomorrow, Friday 2 December.

The low calorie cocktail products have taken off in the US and are now available in Australia. They have been developed by Bethenny Frankel from hit reality TV shows, "The Real Housewives of New York City", "Bethenny's Getting Married" and "Bethenny Ever After".

Steve Donohue, General Manager of Woolworths Liquor Group Buying, said "Woolworths Liquor, BWS and Dan Murphy's are excited to add Skinnygirl Cocktails to our spirits range just in time for summer and we expect them to fly off the shelves, like they did in the US.

"Ever since Bethenny's TV series came to Australia customers have been asking us when we are going to stock Skinnygirl cocktails, the demand has been overwhelming.

"The low-calorie margarita and cosmopolitan drinks have been a hit in the US offering a great tasting and refreshing low calorie drink.

"There's a limited supply for the first Australian release so customers should get in early to avoid disappointment."

There are two Skinnygirl Cocktails available at Woolworths Liquor, BWS and Dan Murphy's:

- Skinny Girl Margarita 750ml; and,
- Skinny Girl Cosmopolitan 750ml

Customers can find their closest Woolworths Liquor, BWS or Dan Murphy's by visiting any of the below web sites:

[www.woolworths.com.au](http://www.woolworths.com.au)

[www.beerwinespirits.com.au](http://www.beerwinespirits.com.au)

[www.danmurphys.com.au](http://www.danmurphys.com.au)

For more information on Skinny Girl Cocktails, visit [www.skinnygirlcocktails.com](http://www.skinnygirlcocktails.com)

For further information please contact:

**Woolworths Press Office** on 02 8885 1033

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