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FOR IMMEDIATE RELEASE

Hamptons Wines & Liquors Celebrates Summer with a Tasting of Pomegranate

This is the first in a weekly series of tasting hosted by Hamptons Wines & Liquors and designed to be a pre-party event so the community can socialize while trying new wines and liquors.

East Hampton, NY – Hamptons Wines & Liquors is determined to be a different kind of wine and liquor store with fresh new ideas for serving the community. They don't want to be 'your father's liquor store.' With that in mind, the Hamptons community is invited to an end of summer celebration that will also launch an autumn series of tastings. Before the official parties begin with friends and family, Hamptons Wines & Liquors will host a pre-party event with a tasting of PAMA, the world's first true pomegranate liqueur, on Saturday, September 5th from 2:00P to 5:00P.

Hamptons Wines & Liquors selected PAMA for its first tasting because the pomegranate is known as a symbol of health and rebirth. PAMA is a perfect summer party ingredient for either cooking or drinking. David Burke of davidburke & donatella uses PAMA in his red snapper ceviche and crab parfait with pomegranate salsa.

PAMA is made with all-natural pomegranate juice, premium vodka and a touch of imported tequila. Bottled at just 34 proof, PAMA is highly mixable, from the simple – PAMA and Champagne – to the sublime – PAMA Mojito. The tasting will include a variety of cocktails. Additional recipes will be available.

PAMA is manufactured by Heaven Hill Distilleries, Inc. (www.heaven-hill.com), the nation's largest independent, family-owned marketer and producer of distilled spirits products. Heaven Hill is based in Bardstown, KY.

Hamptons Wines & Liquors (www.hamptonswines.com) is a new liquor store in East Hampton, located between Goldberg's Bagel and Peconic Beverage. Its interior design is a modern minimalist style that allows for easy browsing of its impressive collection of wines from around the world.

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