

*Mercer's Dairy*

# MERCER'S WINE ICE CREAM

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**FOR IMMEDIATE RELEASE**

## **MERCER'S WINE ICE CREAM, THE *COOLEST* NEW WINE PRODUCT, TEAMS WITH BRIX, THE HOTTEST NEW CONCEPT IN WINE RETAILING**

- *Brix, Nebraska's 1st Location to Offer Mercer's Wine Ice Cream*
  - *Brix, a Dynamic, New Wine and Spirits Business Concept Located at the Village Pointe® Shopping Center Offering 6 Varietals of Unprecedented, "For Adults Only" Wine Ice Cream-Consumer Must be 21 Years or Older to Enjoy*
- On December 26th, 2009, the people of Omaha will *uncork their tastebuds* at Brix. Brix is a dynamic, new wine and spirits business concept created by Omahan Dan Matuszek and located at the Village Pointe® Shopping Center. Brix will be offering 6 varietals of the unprecedented 'for adults' only', Mercer's Wine Ice Cream: Ala Port, Peach White Zinfandel, Red Raspberry Chardonnay, Royal White Riesling and two new releases: Cherry Merlot and Chocolate Cabernet. Mercer's Wine Ice Cream has received national awards for its product and package design.

Brix will be Nebraska's first location to offer Mercer's Wine Ice Cream. The ability to showcase our innovative products within Dan Matuszek's unique approach to wine and spirits provides his customers the opportunity to take their palates to the next level.

Mercer's is incredibly excited to pair with Brix and its edgy wine concept. We feel this is the beginning of the hottest new trend for the wine lover to indulge in the finer things in life. What a perfect way to kick-off the New Year!

**About Mercer's Dairy:** Nestled in New York State's Adirondack Mountains, Mercer's Dairy has produced the finest in ice cream since the 1950s. In January of 2002, Quality Dairy Farms, Inc., a group of nine farm families from Lewis and Jefferson Counties, purchased Mercer's Dairy with the vision to showcase their premium quality products. Since then, the close-knit group of farms has been honored with numerous "Dairy of Distinction" awards, as well as prestigious Empire State "Super Milk" quality awards. Mercer's has become a pioneer in the ice cream world, mastering the art of blending luscious ice cream with superb wine to create an incredibly elegant adult dessert. Production of the wine ice cream flavors began in 2007. For more information, call 866-MERCERS or visit [www.mercersdairy.com](http://www.mercersdairy.com).

**About Brix:** A dynamic, new wine and spirits business concept, will be managed by local Omaha owner Dan Matuszek. Mr. Matuszek has been in the wine and spirits industry for more than 20 years, most recently as the National Director of Trade Marketing for the E. & J. Gallo Winery, based in Modesto, California. The Brix concept combines three main business components to create a unique approach to wine and spirits retailing – product sampling, education and hospitality. Matuszek describes the Brix interior décor and ambience as "California Casual" with an "approachable sophistication" – a place where novices and serious enthusiasts alike can enjoy a unique, wine-related experience. Special wine tasting events, educational sessions, and winemaker dinners will be offered to patrons throughout the year. For more information, contact Dan Matuszek at [dan.matuszek@brixiomaha.com](mailto:dan.matuszek@brixiomaha.com) or visit [www.brixiomaha.com](http://www.brixiomaha.com).

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