

A RECIPE FOR CELEBRATING CANADA DAY

Mott's Clamato toasts uniquely Canadian people and events with new Caesar recipes

2010 has been a big year for Canada. And as we prepare to celebrate Canada Day, Mott's Clamato is honouring the people and events that we've been especially proud of in the past year because, like the Caesar, they are uniquely Canadian. Ours alone.

The **2010 Coast-to-Coast Caesar Toast** recognizes these Canadians with a menu of seven new Caesars named for each and created by Len Fragomeni, head of the Toronto Institute of Bartending and Dean of Mott's Clamato Caesar Schools across Canada.

To each of this year's Caesar honourees, and to Canadians across the country raising Canada's cocktail on July 1, we say simply **Cheers!**

For more information about Canada's cocktail, and for the full list of recipes, visit

www.facebook.com/canadascocktail

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The Great Big Sea-sar

Every Caesar worth its salt has a touch of the East Coast in it; the Great Big Sea-sar is dedicated to the boys from "The Rock" who have found a place in our hearts as true Canadian storytellers. And with lead singer Alan Doyle's big screen debut this year, this drink is sure to please any band of merry men. Best enjoyed on an ordinary day.

Glass: Mason jar

1 oz	white rum
2 dashes	Frank's® RedHot® sauce
¼ tsp	horseradish
2 tsp	pickle juice
4 dashes	Worcestershire sauce
4 oz	Mott's® Clamato® cocktail

Preparation: Rim the glass with lime and Mott's® Clamato Rimmer®. Fill glass with ice, add all ingredients and mix thoroughly with a bar spoon.

Garnish: A lemon twist



The Hero

From Vimy to Dieppe, from The Gulf to Afghanistan, Canada's men and women proudly stand in harm's way to protect, defend and rebuild. This year, as we mark the 100th anniversary of the Canadian Navy and the 65th anniversary of Victory in Europe (VE) Day, we are inspired once again by the courage, compassion and determination of Canada's Armed Forces. They are heroes every one. For them, we remove our hats and raise a glass. Best served with tremendous pride.

Glass: Collins

2 oz	Canadian whisky
1 dash	Frank's® RedHot® sauce
4 dashes	Angostura bitters
6	fresh sage leaves
6 oz	Mott's® Clamato® cocktail

Preparation: Rim glass with lime and freshly ground salt and pepper. Place sage leaves into bottom of glass with hot sauce, bitters and whisky. Gently muddle. Add ice and top with Mott's Clamato.

Garnish: Skewered cherry tomatoes and bocconcini cheese



Sunny with a chance of Clamato, inspired by Jeff Hutcheson

He is our man in the morning, engaging us on that most Canadian of topics: the weather. We might find him sharing in our celebrations and stories from villages, towns and cities across our country or simply sharing a classic Hutcheson "groaner" in front of his map of the country. Regardless, it seems there is no one Canadian who would rather get out of bed with in the morning. Best served with a healthy sense of humour (and slippers).

Glass: Collins

1 oz	Patrón® Silver tequila
2 dashes	Frank's® RedHot® sauce
2 dashes	freshly cracked sea salt
1 oz	freshly squeezed orange Juice
4 oz	Mott's® Clamato® cocktail

Preparation: Rim the glass with lime and sea salt. Fill with ice and pour in all ingredients in the order listed and stir well.

Garnish: Orange wedge, crispy fried bacon strip and a peeled, hard-boiled egg



The Gold Rush Caesar

It's our game. Plain and simple. They came from around the world to challenge us, but we showed up ready to play. Was there a Loonie at centre ice? Maybe. But what matters is that they played our song and raised our flag at the end of it all. Oh Canada! Best served on a golden coaster.

Glass: Beer mug

3 oz	India Pale Ale
2 dashes	Frank's® RedHot® sauce
5 oz	Mott's® Clamato® cocktail

Preparation: Combine all ingredients in a 12 oz beer mug with ice. Stir gently and serve.

Garnish: Chicken wing



The Bay Street Bracer

Economic downturn or the morning after the night before... Sometimes you just need to weather the storm. This past year, Canada's financial sector made headlines not for its exploits, but for its darn good sense. Planning ahead can earn you the admiration of the crowd – especially when you're the only one staying cool as a cucumber through an economic crisis. Best enjoyed with a healthy dose of caution.

Glass: Footed pilsner

1 oz	vodka
2 dashes	Frank's® RedHot® sauce
3 dashes	freshly ground salt and pepper
4 dashes	Worcestershire sauce
4 oz	Mott's® Clamato® cocktail
4	cucumber sticks, peeled and cut to 4" long

Preparation: Muddle all ingredients except the Mott's Clamato cocktail and ice in a mixing glass. Add Mott's Clamato and ice and mix thoroughly using a bar spoon. Strain mixture over fresh ice into a salt-rimmed, footed pilsner glass.

Garnish: Cucumber spears dipped in salt and pepper



The World Welcomer

A toast to the hosts! From athletes to revellers to world leaders, they made their way to the true north this year and, like any good host, we opened our doors to the world - east and west. As Canadians, we did it politely, of course. But we did it with style. And to that, we raise a glass with a Caesar that reflects some of the best that Canada has to offer. Best enjoyed with company.

Glass: Large wine glass

2 oz	Canadian white wine
½ oz	Canadian gin
2 dashes	hot sauce
2 dashes	freshly ground salt and pepper
4 oz	Mott's® Clamato® cocktail

Preparation: Pour all ingredients into a wine glass and fill two thirds with ice. Add freshly ground salt and pepper.

Garnish: Fresh grapes



The Deeva Ceasa

Canadians have embraced Caesars with a passion, but there is one Canadian who has embraced them more vehemently than anyone else. Known as *The Cocktail Deeva*, Dee Brun is an expert on all things spirited – but she knows nothing else has the spirit of a Caesar. That's why Mott's Clamato named her the leader of Canada's National Cocktail Party.

Glass: Collins

1 oz	vodka
2 dashes	Frank's® RedHot® sauce
3 dashes	sea salt and pepper
3	cocktail olives
1 dash	orange bitters
2 oz	Mott's® Clamato® cocktail

Preparation: Muddle all ingredients in a mixing glass. Add ice and stir, then pour into a chilled martini glass and rim half of the glass with salt.

Garnish: Olives on a skewer



About the Caesar

A Canadian creation, the Caesar was invented in 1969 to celebrate the opening of Marco's Italian Restaurant at the Calgary Inn (now Westin Calgary). Resident mixologist and food and beverage manager Walter Chell was commissioned to develop the new cocktail. Inspired by the flavours of Spaghetti Vongole, Walter combined sweet (tomato juice), salty (clam nectar), sour (lime), spicy (Worcestershire sauce) and bitter (celery salt) in his new concoction. After naming his drink for the Roman Emperor, legend has it that Chell served one to an Englishman who exclaimed: "that's a good bloody Caesar!"

The Duffy Mott Company introduced Mott's Clamato to Canada in 1969, and ever since, Mott's Clamato has been the essential ingredient in any Caesar – found on store shelves and in bars and restaurants across the country. The Caesar is a signature drink at many fine Canadian establishments, helping make it the most popular cocktail in Canada. More than 350 million Caesars are made with Mott's Clamato every year.

A petition to officially name the Caesar Canada's National Cocktail can be found at www.canadasnationalcocktail.ca

About Canada Dry Mott's Inc.

Canada Dry Mott's is a leading beverage business marketing a wide range of soft drinks, juices, teas, mixers and other premium beverages throughout Canada. The company's portfolio includes Canada Dry, Mott's Clamato, Dr Pepper, Crush, Mott's Fruitsations, Schweppes, Orangina, Mott's Garden Cocktail and Mr. & Mrs. T mixers among other brands. Based in Mississauga, Ontario, Canada Dry Mott's is a subsidiary of Dr Pepper Snapple (NYSE: DPS), one of the leading refreshment beverage businesses in North America. For more information, please visit www.canadadrymotts.ca.

Contacts

Lauren Cosentino - Veritas

416.666.1895 – cosentino@veritascanada.com

Claire Beattie – Veritas

647.330.3749 – beattie@veritascanada.com



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