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Red Eye Texas Style Bloody Mary Mix Launches Two Exciting New Flavors: "Outlaw" and "Fire"

Red Eye Outlaw is "Wild & Defiant", while Red Eye Fire is "Red Hot and Sizzlin"

CARMEL, IN, October 16, 2008 **/24-7PressRelease/** -- Red Eye Texas Style Bloody Mary mixes announced today two incredible new Bloody Mary flavors available for distribution across the U.S. Red Eye a leading Bloody Mary brand in the Texas market, has an ever expanding presence and market share in markets throughout the U.S.

The showdown has begun! No Mr., Mrs., or even a Major can come close cuz nothin' compares to a Texas style Bloody Mary. Born in a chuck wagon during a cattle drive, Cookie (the cook) spiced it with peppers harvested along the side of well-travelled trails. Tired cowhands relished the sight and taste of this delicious, thick spicy tomato offering.

Red Eye New Flavors Now Available:

About "Outlaw"

"Outlaw" is the rebel among the Red Eye family. Always living on the edge, Outlaw combines the flavor of Horseradish with the long slow build of Habanero. Outlaw is always looking for a fight and has been through quite a few, not unscathed, as evidenced by the bullet holes on the label. Take Outlaw for a ride and just for a time, live wild and defiantly.

About "Fire"

Not since Gollum led Frodo into the darkest depths of Mordor has there been a fiery liquid such as Red Eye "Fire". This is not for the meek. There are flames on the label for a reason. Do not buy this flavor if you have an aversion to fiery pain in your liquid consumption.

Enjoy All Six Flavors

About Taliera

Taliera is a company focused on acquiring and operating businesses and brands in the global beverage industry. Taliera's team and partners have extensive experience in the global beverage alcohol and consumer packaged goods industries. Red Eye is Taliera's first brand acquisition and provides entry into the global beverage, specialty, natural and organic food markets. www.taliera.com