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Media Contact: The Moxie Agency
617.428.0023 / info@themoxieagency.com

BUZZBAR FLIES INTO CIRCUIT OF THE AMERICAS

New Alcohol-Infused Ice Cream Bar Launches with Austin X Games

LOS ANGELES, CA (June 5, 2014): **BuzzBar**, a new luxurious alcohol-infused ice cream bar for adults, has just been chosen as a concession partner of **Circuit of The Americas**, launching this weekend, **June 6-8, 2014**, with the **X Games** in **Austin, Texas**.

X Games goers looking for the **perfect sweet treat with just the right amount of buzz** can find BuzzBar's six (6) premier flavors at the **Main Village** beer pavilion. Additional BuzzBar ambassadors (a.k.a. "BuzzBabes") will be throughout the venue offering prizes and giveaways. BuzzBar fans can win BuzzBar goodies by liking BuzzBar on Facebook.

Deluxe ice cream BuzzBars are made with **rich all-natural ice cream, organic dairy and whole food ingredients, no high fructose corn syrup** and just the right amount of spirits for a flavorful buzz. Each bar retails for **\$8**.

The premier launch flavors are:

The Buzz Café: *Coffee Ice Cream + Irish Cream*

Blitzed Berry: *Strawberry Ice Cream + Rum*

Bourbon St. Chocolate: *Chocolate Ice Cream + Whiskey*

The Drunken Cookie: *Cookies 'n Cream Ice Cream + Bourbon*

Vanilla Daze: *Vanilla Ice Cream + Cognac*

Citrus Berry Drop: *Raspberry Lemon Drop Sorbet + Lemon Vodka* (dairy-free vegan sorbet)

BuzzBar can also be experienced at Circuit of The Americas' upcoming events, including the **July 4th concert and fireworks, Lone Star Le Mans** in September and **Formula 1** in October.

High-resolution photography and interviews are available upon request. Contact info@themoxieagency.com.

BuzzBar is available at retail throughout Texas at **Spec's**.

About BuzzBar

A luxurious alcohol-infused ice cream bar for adults, BuzzBar, is coming to a freezer near you. With flavors like *The Drunken Cookie* (Cookies 'n Cream Ice Cream + Bourbon) and *Citrus Berry Drop* (Raspberry Lemon Drop Sorbet + Lemon Vodka), each deluxe ice cream bar is made with rich all-natural ice cream, organic dairy and whole food ingredients, no high fructose corn syrup and just the right amount of spirits for a flavorful buzz. Visit www.buzzbaricecream.com for more information.

About Circuit of The Americas

Circuit of The Americas is a multi-purpose facility that hosts the most prestigious racing events in the world, including the Formula 1 United States Grand Prix™. Built around a state-of-the-art 3.4-mile circuit track with capacity for 120,000 fans and an elevation change of 133 feet, the facility is designed for any and all classes of racing – from motor power, to human power.