

**OFFICE OF TRAFFIC SAFETY**

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## **PRESS RELEASE**

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### **The California Office of Traffic Safety Announces Winter Drink Recipes for Designated Drivers**

Sacramento, CA – The California Office of Traffic Safety is announcing its wintertime Designated Driver Drinks, or DDrinks, just in time for winter celebrations. The Virgin Mule and the Rita are just two of the hand-crafted non-alcoholic beverages that were developed in partnership with bars and restaurants throughout California, as a part of OTS' ongoing anti-drunk driving public awareness campaign.

The Virgin Mule recipe was developed by Justin Fortier, a mixologist with El Dorado Cocktail Lounge of San Diego. It's hard to tell the difference between this non-alcoholic version and the original 70 year old original. The same can be said for the Rita, a not quite Margarita creation by featured bartender Nikki Campos, at Tres Hermanas of Sacramento. These innovative winter drinks can be easily replicated either for intimate gatherings with a few friends, or in large quantities for sizable get-togethers.

"The DDrink campaign is about recognizing those who volunteer to keep their friends, and our roadways, safe by remaining sober and responsible," said Christopher J. Murphy, Director of the Office of Traffic Safety. "These drinks are unique and were created by skilled bartenders who identify the importance of offering designated drivers something other than soda or water."

The DDrink campaign features, specially-crafted non-alcoholic drink recipes submitted by 12 food and drink establishments in cities up and down the state: Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. In support of the campaign, OTS has added an interactive Facebook tab that features all 12 DDrink recipes and provides easy access to patrons who may want to recreate one of the featured drinks at home. Each month, OTS showcases one of the DDrink recipes on its Facebook and Twitter pages, highlighting the unique beverage, its partner establishment, and the bartender that created it.

(More)

STATE OF CALIFORNIA

EDMUND G. BROWN JR., GOVERNOR

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In addition to an enhanced social media presence, the campaign is also strongly supported by in-restaurant resources, including table tent cards, menu inserts, and window and mirror signs displayed in each of the participating locations.

For complete recipes on these drinks and for more information on all the OTS DDrinks, the DDrink campaign, or for a list of participating bars and restaurants, please visit the OTS Facebook page at [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS) or follow OTS on Twitter @OTS\_CA. For more information on all OTS efforts, visit [www.ots.ca.gov](http://www.ots.ca.gov)

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