Mission : Data

Mission Data Announces Mr. Boston Drinks App for the Sazerac Company

Instant, free access to more than 10,500 cocktail recipes and professional bartending knowledge for iOS and Android

LOUISVILLE, Ky., January 18, 2018 — Home bartending enthusiasts can master the art of making cocktails from a trusted library of historic recipes with the release of Mr. Boston Drinks, the Sazerac Company's free app for iOS and Android.

Designed and developed by Mission Data, leading developers of digital products, the native apps feature more than 10,500 recipes, as well as information on bar basics, history, and spirits. The robust and interactive mobile app matches and expands on the experience of MrBostonDrinks.com, a comprehensive and mobile-friendly website launched after the Sazerac Company bought the Mr. Boston brand in 2009.

Search for drinks by specific ingredients (bourbon, vodka); type (hot drinks, punch); era (Turn of the Century, Modern Classics); or even by specific color (if you're planning a pink party, for example). New features that are exclusive to the app are "Shopping List" and "My Bar," designed to help the user track down the ingredients they need to make their favorite cocktails.

"The app not only delivers a speedy, user-friendly experience, but it also places this iconic resource in users' hands, creating a new platform for engagement," said Stuart Gavurin, CEO, Mission Data.

The Mr. Boston Official Bartender's Guide has been a go-to manual for bartenders and spirits professionals since it was first published in 1935. More than 11 million copies and 65 editions have been in print since the repeal of Prohibition.

Mr. Boston Drinks for iPhone and iPad

Mr. Boston Drinks for Android

To learn more, visit www.missiondata.com or reach out to Cindi Ramm at cramm@missiondata.com or 1-502-245-6756.

About Mission Data

Founded in 1996, Mission Data is a leading smart digital products company that transforms the way companies do business. Mission Data creates innovative custom software solutions for industry leading companies by applying current and emerging technologies, user-centered experience design, and expertise in digital product engineering. Mission Data is located across the country with primary offices in Louisville, KY and Washington, DC. For more information, visit www.missiondata.com.

12910 Shelbyville Road, Suite 225
Louisville, KY 40243
502.245.6756

1200 18th Street NW, Suite 1001
Washington, DC 20036
202.536.4333