



**FOR IMMEDIATE RELEASE**

**Contact:** Ted Kucinsky  
tedk@catalystgetsit.com  
Phone: 260-422-4888 x102  
www.DoTheRumba.com

**HOMEGROWN BUSINESS LAUNCHES BRAND IN INDIANA AND ACROSS U.S.:  
Café Rumba Added to Meijer Stores Throughout the Midwest**

*Fort Wayne, IN – December 11, 2018* – Entrepreneurs have partnered to create the newest delight in the liqueur industry: Café Rumba. The best part is, it was developed right here in Indiana! Local business owner, Ted Kucinsky of Catalyst Marketing Design, partnered with Troy Woodrow to create Beach House Beverages. Beach House Beverages is headquartered in Fort Wayne and Café Rumba is the first of several lines of adult beverages to be released.

Café Rumba was recently accepted as a new brand to be added to more than 220 Meijer stores across the Midwest in 2019. Meijer Inc. is headquartered in Grand Rapids, Michigan and has stores in Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin. The beverage is a ready-to-drink, all natural formula that combines Kona Coffee from Hawaii, real dairy cream from Wisconsin, and five times distilled Caribbean rum. The Company has produced close to 20,000 cases in the first 7 months.

In Indiana, Café Rumba is carried at stores like Belmont Liquors, Cap N Cork and S & V Liquors. It retails for around \$19.99 per 750ml bottle. While the beverage is tasty on its own, it also “mixes well with others” and several fun and unique recipes and more can be found at DoTheRumba.com. In addition to Indiana, Café Rumba is also distributed in Arkansas, Colorado, Illinois, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, and Wisconsin.

For more information, visit [DoTheRumba.com](http://DoTheRumba.com) or contact Ted Kucinsky at [tedk@catalystgetsit.com](mailto:tedk@catalystgetsit.com) or 260-422-4888 x102.

###

Café Rumba was created in 2018 as an all natural combination of Kona Coffee from Hawaii, real dairy cream from Wisconsin, and five times distilled Caribbean rum. It is a brand under the Beach House Beverages of Fort Wayne and labeled and manufactured in Michigan. Catalyst Marketing Design is the agency of record for Café Rumba and Beach House Beverages and manages all media inquiries and interviews.



**CATALYST**  
BRAND DRIVEN. MARKETING SAVVY.

Images for use with any media publications:

