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Pear Bureau Northwest, Tajin team up for National Cocktail Day

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[Pear Bureau Northwest](#) and Tajin seasonings have partnered to create a fun new beverage recipe featuring fresh pears and ginger muddled together, with lime, vodka (suggested: habanero or chili infused vodka for an extra kick), honey syrup and Tajin's liquid salsas.

It's recommended to rim the glass with your favorite Tajin dry seasoning. You can create a non-alcohol version of this cocktail by simply not including vodka.

According to Haley Gilbert, PBNW digital marketing specialist, consumers who suggest a name for this new cocktail on Instagram posts ([@tajinusa](#) and [@usapears](#)) will be eligible to win popular Tajin Variety Packs and pear gift boxes. The contest will run solely on National Cocktail Day on Friday, March 24. The person who names the drink will be the grand prize winner, and four other participants will be randomly selected as winners on March 31.

"We enjoy giving consumers new recipe ideas to help drive additional ways to utilize fresh pears," said Gilbert. "The contest is used by PBNW to encourage consumers to always try something innovative, and we feel the unique savory flavor of Tajin liquid salsas and dry seasonings combined with fresh pears is a fun and delicious flavor profile consumers will truly enjoy."

PBNW's partnership with Tajín builds on several years of partnerships together. Thousands of demos featuring fresh PBNW pears with Tajin and social media partnerships on World Pear Day, which is held annually in December, are just two of the examples of joint promotions that have been done together.

"Fresh USA Pears and Tajín are a perfect complement to each other, and are a combination many people haven't tried yet. We are excited to offer consumers a new way to enjoy these two great flavors together. The flavor profile of pears combined with the 'zing' of Tajín creates a unique beverage we know people will be talking about," said Eric Patrick, Tajin produce partnership brand manager.

Visit www.usapears.org/recipe for more recipe ideas, including 30-plus beverage and cocktail recipes.

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