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Charms stick to any cocktail

By CARI MERRILL

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Question: What is Beverage Buttonz?

Answer: Beverage Buttonz are custom–designed pewter charms that stick to any beverage glass and are removable and reusable – a whole new twist on wine charms!

Beverage Buttonz can be used on any type of glass from stemless or stemmed wine glasses to margarita glasses and beer bottles ... and everything in between. They are made in the USA and are 100 percent lead–free.

Q: How did you come up with the idea for the product?

A: I came up with the idea from the stemless wine glass; there was no place to hang a wine charm. I wanted something that was classy and could be used on any type of glass, not just the stemless wine glass. After over a year and half of testing products, designing the pieces, researching and interviewing manufacturers, Beverage Buttonz was launched.

Q: What is your business background?

A: I am a stay–at–home mother of two, and I owned a hand–made card and invitation business for six years.

Q. Describe the success of your business?

A: Beverage Buttonz was a huge hit the minute they went on the market. People were thrilled with the concept of having a charm for a stemless glass and the ease of using them. Beverage Buttonz made their first debut at the 2007 NewWestFest. Since then, they can be found in major wineries, such as Robert Mondavi and Benziger, liquor stores, gift and clothing boutiques, and kitchen stores across the United States. Beverage Buttonz now has 12 sales representatives in seven states and more to come. Web site sales come from all over the United States.

I owe much of the success of Beverage Buttonz to the community of Fort Collins. As a native, I have found that Fort Collins is very supportive of local entrepreneurs and their products.

Q. What do you see for the future of Beverage Buttonz?

A: I would like to see Beverage Buttonz known as "the" wine charm. With new designs continuing to roll out, I hope the future of Beverage Buttonz is that everyone wants them, has them and they can be found everywhere.

Beverage Buttonz LLC

> Terri Johnson, owner and creator

> www.beveragebuttonz.com

> Beverage Buttonz can be found at these local retailers: Designs, Lizzy's, Finishing Touches, Warehouse Liquors