

2009

## Jimmy Luv's Bloody Mary Mix

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[www.jimmyluvsbloodymarymix.com](http://www.jimmyluvsbloodymarymix.com)

Bloody Mary connoisseurs are a special breed. Their passion for the beloved concoction is evident when they lovingly describe the garnishes they prefer or wax nostalgic for the bartender who makes “the best Bloody Marys in town”.

Over the years, Jim Roeglin took his Bloody Mary love to the next level. On weekends, this mild mannered accountant transformed himself into a Bloody Mary making machine, equipped with an alter ego. Jimmy Luv, as he became known in tailgating circles, made a bold Bloody Mary that won rave reviews.

As his fame grew, so did his desire to turn this passion into a business. Reality however, quickly set in. Making a few gallons to supply a row at Camp Randall's parking lot is fun and easy. Creating a shelf-stable mass produced replica of his recipe, however, is a great exercise in nuance and patience. It took almost 2 years of working with a flavor house to create a mix that had the same consistency, color and taste as the original.

Roeglin never lost confidence in his product. His application for the UW-Milwaukee Entrepreneur Training Program clearly stated his goal: “Jimmy Luv's Bloody Mary Mix will become a household name synonymous with the best Bloody Mary EVER”. His confidence was contagious. Roeglin established a team of investors, so dedicated to his mission of industry domination, that Jimmy Luv's Enterprises was started without any outside investment.



Within two weeks of production of the first bottle, Jimmy Luv's Bloody Mary Mix has both retail and wholesale distribution throughout Milwaukee, with plans to grow nationally within 24 months.

Distribution After First Month In Business

Milwaukee County

**Breeze Thru Liquor**

11104 W. Bluemound Road  
Wauwatosa, WI 53226  
(414) 453-0061

**Ray's Liquor**

8930 West North Avenue  
Wauwatosa, WI 53226  
(414) 258-9821  
<http://www.rayswine.com>

**Discount Liquor**

5031 W. Oklahoma Avenue  
Milwaukee, WI 53219  
(414) 545-2175  
<http://www.discountliquorinc.com>

**Avenue Wine & Liquor**

4075 S. Howell Avenue  
Milwaukee, WI  
(414) 481-3500

**Consumer Beverage Center**

5313 S. 108th Street  
Hales Corners, WI 53130  
(414) 425-1550  
<http://www.consumerbeverageoutlet.com>

**West Allis Liquor Mart**

5909 W. Lincoln Avenue  
West Allis, WI 53132  
(414) 543-5370

**Cherri's Savor the Flavor**

5668 Broad Street  
Greendale, WI 53129  
(414) 423-6607  
<http://www.cherris-savortheflavor.com>

**Eddie Martini's**

8612 W. Watertown Plank Rd.  
Wauwatosa, WI 53207  
(414) 771-6680  
<http://www.eddiemartinis.com>

**Mo's Irish Pub**

10842 W. Bluemound Road  
Wauwatosa, WI 53226  
(Located at the corner of Hwy 100 &  
Bluemound Rd)  
(414) 774-9782

Madison

**Riley's Wines of the World**

402 W. Gorham Street  
Madison, WI 53703  
(608) 257-4000  
<http://www.rileyswinesoftheworld.com>

**Regent Street Liquor**

916 Regent Street  
Madison, WI 53715  
(608) 255-5839

**University Avenue Liquor**

525 University Avenue  
Madison, WI 53703  
(608) 255-7900

**Steve's Liquor**

3618 University Avenue  
Madison, WI 53703  
(608) 233-6193

Green Bay

**Badger Liquor**

1047 W. Mason Street  
Green Bay, WI 54303  
(920) 497-7065

**Village Liquor & Wine**

2480 Babcock Road  
Green Bay, WI 54313  
(920) 497-0784

Wausau County

**City Grill** (Located in the Jefferson Street Inn)

201 Jefferson Street  
Wausau, WI 54403  
866-855-6500  
<http://www.jeffersonstreetinn.com>

Racine County

**Harbourwalk Chancery**

207 Gas Light Drive  
Racine, WI 53403  
(262) 635-0533

Kenosha County

**Kenosha Chancery**

11900 108th Street

**Wauwatosa Chancery**  
7615 West State Street  
Wauwatosa, WI 53213  
(414) 453-2300

**Norine's on Oakwood**  
823 West Oakwood Road  
Oak Creek, WI 53154  
(414) 764-5980

Waukesha County

**Discount Liquor**  
919 Barstow Street  
Waukesha, WI 53186  
(262) 547-7525  
<http://www.discountliquorinc.com>

**Westbrook Beverage Center**  
13430 W. Greenfield Avenue  
Brookfield, WI 53005  
(262) 782-6010

**Otto's Elm Grove Liquor**  
15380 Watertown Plank Road  
Elm Grove, WI 53122  
(262) 784-3545

**Scotty's Beer and Liquor**  
14108 Silver Spring Drive  
Menomonee Falls, WI 53051  
(262) 790-1090

Pleasant Prairie, WI 53158  
(262) 857-3540

Ozaukee County

Otto's Beverage Center  
W63N157 Washington Ave  
Cedarburg, WI 53012-2724  
(262) 377-4360

Washington County

**Muggles Bar**  
160 South Main Street  
West Bend, WI 53095-3322  
(262) 338-4272

Winnebago County

**Jasper's Food & Spirits**  
6510 State Road 44  
Pickett, WI 54964  
(920) 589-3100

Crawford County

**Stark's Sport Shop**  
114 W. Blackhawk Ave.  
Prairie du Chien, WI 53821  
(608) 326-2478  
<http://www.starkssportshop.com>