



Take a closer look at your favorite drink at BevShots.com
~Beer, wine and cocktail MicroArt featured as new modern art décor~

TALLAHASSEE, Fla. – Beer, wine and cocktails now have a new look after BevShots MicroArt popped the cork on BevShots.com, an e-commerce site offering favorite drinks, shot under a microscope and featured as modern art. BevShots.com currently offers 29 images ranging from tequila and Champagne to martinis and vodka tonic to a range of domestic and imported beers and wines, all available as customizable art pieces.

“BevShots easily mix with today’s trends in abstract art, but feature a topic we all know and love – alcoholic beverages,” said Lester Hutt, president of BevShots MicroArt. “Those who have seen BevShots are excited to find out what their drink of choice looks like under a microscope and those who haven’t seen BevShots before are interested in the story behind it. We’ve been thrilled by the outpouring of interest in displaying personal favorites in their home or office.”

BevShots can be displayed on canvas as a gallery wrap, in a floating frame or on archival paper with two different matting and framing options. BevShots also offers Metallic Prints which allow for rich colors that nearly glow, creating a striking holographic effect. No two beverages look alike, with images representing an array of colors and patterns. Prices on BevShots.com range from \$19.99 for a Metallic Print to \$549 for a fine art piece.

“As an interior designer, I’m always looking for the latest in trendy décor,” said Laura Smith, president and head interior designer for L.A.W. Design, based in Tallahassee, Fla. “BevShots are versatile - a trait every designer loves. And because the story surrounding them is intriguing, they also make the ultimate conversation piece.”

The history behind BevShots is one that blends a scientific discovery with the retail industry. Back in the 90s, Michael Davidson, a top microscopist at Florida State University, located in Tallahassee, found a creative way to fund his laboratory by selling images of beverages under a microscope to a necktie company. Thus, Molecular Expressions’ Cocktail Collection was born and sold more than five million neckties across the U.S.

In 2006, the Florida Board of Governors implemented the State University Research Commercialization Assistance Grant Program. The program’s goal was to increase commercialization of products and technologies that emerge from research taking place at state universities in Florida. Hutt was employed under the grant to research the market for the beverage images. He believed this endeavor had enormous potential and made a personal investment, purchasing the images and licenses from Florida State and Davidson.

“As art décor, we’ve found a new following for Davidson’s images,” said Hutt. “Since it’s a personal mission of mine, I’m grateful for the chance to stop the brain drain in my community by hiring and providing business for local talent, all while fulfilling my passion for BevShots.”

For more information about BevShots MicroArt, contact Valerie Wickboldt at media@bevshots.com. To see all images or to learn more about BevShots, visit www.BevShots.com.

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