

Martini in the Morning is getting Labor Day Weekend Early on Friday

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Press release from: [Standard Media Group LLC](#)

Martini In The Morning will have the resident Daddy-O's bartenders live at 9:00am PST on Friday September 3 in studio demonstrating vintage cocktail recipes for classic cocktails, punches, juleps, sours, and smashes.

North Hollywood, CA -- September 01, 2010 -- It's that time again! Martini In The Morning is having their resident bartenders from Daddy-O's Martini in studio on Friday to introduce their latest vintage cocktail discoveries and new creations live on the air. Daddy-O's Martinis founder and master mixologist John Apodaca and Mark Barkley will be serving host Brad 'Martini' Chambers some cocktail classics as well as a few new creations.

The show on Friday September 3rd will have a farewell to summer Labor Day theme. Many call Labor Day the unofficial end to summer. It will feature Patio Daddy-O end of summer and retro 50s backyard barbecues & vintage cocktails from that era. "We show how to use fresh fruits, herbs, top shelf spirits and proper balance and flavors rather than high fructose syrups and cheap liquor" said Apodaca.

The show will be live at 9:00am Pacific Time September 3 (Noon Eastern). Point your browser to www.MartiniInTheMorning.com, click on the 'Listen Live' icon, and then scroll click on the 'Martini-Vision' icon that looks like a retro television. You'll be able to watch John Apodaca, Mark Barclay and host Brad 'Martini' Chambers on the webcam as well as hear them on the internet radio station. They always have a lot of fun when Daddy O's visits.

John Apodaca and Mark Barclay's last show on Martini in The Morning was dedicated to the cocktails of the expertly acted, beautifully photographed and exquisitely designed Emmy award winning AMC television series Mad Men. They spent the morning showing how to prepare Don Draper's signature Old Fashioned, Betty Draper's favorite Vodka Gimlet, Roger Sterling's classic Martini and the quintessential boardroom staple the Bloody Mary.

Martini In The Morning's core product, The Lounge Sound On-Line and On-Air is a fun, up-beat, and hip combination of celebrity interviews and music from today's contemporary artists to music legends. It is home to the classic yet contemporary coolness of The Great American Songbook. Setting it apart from the Adult Standard presentations of the past, The Standard is not about nostalgia. It is about re-energizing The Great American Songbook, combining Frank, Dean, Sammy, Ella, with today's standard bearers, Rod Stewart, Diana Krall, Steve Tyrell, Michael Buble, and Renee Olstead. Martin in the Morning is mostly about what goes on between the songs and off the air to enhance the lives of our listeners and the communities we serve. Martin in the Morning creates a united community with a sense of belonging and inclusiveness. What they have in common is a love for the genre as a whole. It's a community, but not one defined by a city or county line, rather one expanded by today's global technology.

Standard Media Group is headed by former Clear Channel radio programming executive Brad Chambers. The Standard's programming is based on the music often referred to as The Great American Songbook. The Standard is NOT just another radio format. The Standard is a multi-platform, multimedia Lifestyle Company that aggregates and delivers Adult Standard content in an Adult Contemporary package to affluent adults over a variety of distribution platforms. For further information contact us at (818) 766 7664.

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