

This Girl Walks Into a Bar Wins Walmart Golden Ticket at Annual Open Call

Los Angeles sisters awarded national retail opportunity for their clean, junk-free cocktail mixers

BENTONVILLE, AR, UNITED STATES, October 10, 2025 /EINPresswire.com/ -- Co-founders and sisters Jordan Catapano and Jocelyn Dunn were awarded a coveted Golden Ticket at Walmart's annual Open Call for their clean, junk-free, non-alcoholic mixer line, [This Girl Walks Into a Bar](#).



Jocelyn Dunn and Jordan Catapano Hold Golden Ticket

The Los Angeles-based entrepreneurs began crafting homemade cocktail mixers for their bartending company's clients in 2016. As word spread about their fresh, flavorful recipes, demand quickly grew. In 2021, the pair officially launched This Girl Walks Into a Bar mixers to disrupt the long-stagnant cocktail mixer category with clean, organic ingredients and a focus on real flavor.

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Jordan Catapano

“The cocktail mixer category has been neglected for years,” said Catapano. “Consumers are tired of the same old watery, high-sugar, dye-filled products that have been on the shelves for decades. They’re looking for transparency, quality, and taste.”

Now, just a few years later, their premium mixers are headed to the world's largest retailer.

“We’re so excited about this opportunity,” added Dunn. “We’ve lived by the mantra ‘grow where you’re planted,’ and now it’s time to spread our wings. Cocktail and mocktail fans across the country deserve better options for home entertaining.”

Catapano and Dunn first participated in Walmart's Open Call last April in Los Angeles with the support of the [LA Strong Comms Coalition](#) (LASCC) — a collective of Southern California PR firms providing pro bono communications support to businesses affected by the Palisades and Eaton

Fires. The sisters lost their bartending company during the wildfires, and Catapano lost her home. After a strong first-round pitch in downtown Los Angeles, they were awarded a Fast Pass to Bentonville to attend the national Open Call.

“We were definitely nervous to pitch to the largest and most iconic retailer in the world,” said Catapano. “But everyone at Walmart was so supportive and welcoming—it was an incredible experience.”

This Girl Walks Into a Bar currently produces three organic mixers — Margarita Mix, Bloody Mary Mix, and Pineapple Mint Mojito Mix — made with real ingredients and no artificial dyes or preservatives. Their products are also sold at Total Wine & More, Erewhon Market, Amazon, and independent grocers nationwide.

Jordan Catapano

This Girl Walks Into a Bar

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