

Beverage Media

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new products & promotions



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1 BUSHMILLS IRISH WHISKEY RELEASES NEW LIMITED-EDITION EXPRESSION

In celebration of the license to distill granted to the region of Bushmills in 1608, Bushmills is releasing a limited edition Irish whiskey called Bushmills 1608. It will be available in the U.S. from February through December 2008, with a suggested retail price of \$75. Contact Gillian Cook at 646.223.2000.

2 SOUTHERN COMFORT UNVEILS NEW LOOK Several key design elements are combined to form the overall new visual identity, which include logo treatment, color palette, typography, background texture, label border, photography, treated photography, and bottle. The new look has begun appearing in advertising, promotions, online efforts and many aspects of merchandising for the brand. This season, SoCo will be offering three holiday gift packs featuring the new



2

3 BOLS LAUNCHES NEW FLAVORS Bols is adding four new flavors to their line of liqueurs. Green Tea and Lychee have already joined the over 30 different varieties of the Bols range and Pumpkin Smash and Candy Cane will be added to the line during the holiday season. Contact Jesse Gerstein at 212.982.8300.

4 AMERICANA VODKA INTRODUCED IN THE U.S. Brothers Frank and Sal D'Acunto are releasing Americana vodka to the tri-state area. The D'Acuntos have enlisted companies from within New Jersey and New York to handle every aspect of the undertaking from producing the vodka to promoting it. Contact Frank V. D'Acunto at 732.841.5646.



3

5 PARTIDA ELEGANTE EXTRA AÑEJO TEQUILA SET TO DEBUT AT ASPEN FOOD & WINE

CLASSIC Partida Tequila Elegante, an extra añejo tequila aged more than 36 months in American oak, will debut at the Aspen Food & Wine Classic's 'Ultimate Agave: Mexico's Ultra Premium Tequilas' seminar led by Steven Olson. The Partida Tequila Elegante will be available on an allocated basis this fall in all states where Partida Tequila is distributed. The suggested retail price is \$350. Contact Lainie Friedman at 646.624.2885.

6 MAURICE COOPER & CIE RELEASES CANTON GINGER LIQUEUR Canton Ginger Liqueur is crafted from an infusion of Cognac with rare baby ginger. Canton will retail for \$29.00 a bottle and will be available this fall in New York and L.A. on a limited basis. National distribution is expected in 2008. Contact Danielle Sama at 646.654.3415.