

Market Watch

New York, NY
September 2007
Circulation: 303,026

colangelo
& partners
cpr
public relations

CORRECTIONS

❖ In the July/August 2007 issue of MARKET WATCH the name of Partida Tequila's founder and CEO was misspelled in the Tequila story. The correct spelling is Gary Shansby.

new product watch

ABSOLUT NEW ORLEANS

The Absolut Spirits Co. Inc. has launched Absolut New Orleans (\$19 a 750-ml. bottle), a new limited-edition mango and black pepper-flavored vodka. The spirit was introduced in July at the annual Tales of the Cocktail event in New Orleans and it rolled out nationwide in August. Just 35,000 cases of this 40-percent alcohol-by-volume (abv) spirit were produced, and the company expects the product to sell out in three months. The Absolut Spirits Co. will donate 100 percent of the profits from Absolut New Orleans to non-profit organizations dedicated to rebuilding the Gulf Coast region. Inspired by the Big Easy's celebrated cocktail culture, the vodka is being promoted with recipe twists on such New Orleans classics as the Absolut Jazz Collins, prepared with sour mix and a splash of club soda, and in new drinks like the Absolut Rebuilder, made with pineapple and orange juice. For more information, contact The Absolut Spirits Co. Inc. at 212-641-8700.

UV LEMONADE

This bright pink-colored spirit was introduced nationwide from Phillips Distilling Co. in June. UV Lemonade (\$10 a 750-ml. bottle) is marketing a signature drink, the UV Pink Flamingo, made with two parts UV Lemonade, one part cranberry juice and a splash of triple sec, to celebrate the 50th birthday of the pink flamingo lawn

ornament. The 30-percent abv spirit is the ninth flavor in the company's portfolio, which includes UV Vodka, UV Grape, UV Blue, UV Cherry, UV Apple, UV Orange, UV Vanilla and UV Citruv. For more information, contact Phillips Distilling Co. at 612-362-7500.

PARTIDA ELEGANTE EXTRA AÑEJO

Partida Elegante Extra Añejo (\$350 a 750-ml. bottle) debuted from Partida Tequila at the Aspen Food & Wine Classic in June, and at press time was expected to roll out on an allocated basis in late September in all of the company's 15 markets, including California, Florida, Illinois, New York and Texas. The 100-percent blue agave Tequila was aged over 36 months in American oak barrels and was bottled at 40-percent abv. A sterling silver Partida Tequila Mexican spirit bird hangs from a black leather strap around the neck of each numbered bottle, which is packaged in a gift box with an accompanying crystal top. For more information, contact Partida Tequila at 949-707-5556.

DON DIEGO SANTA TEQUILA

Cannon Wines Ltd. has unveiled Don Diego Santa Tequila. The line of three 40-percent abv spirits, which includes a Blanco (\$38.99 a 750-ml. bottle), Reposado (\$45.99) and Añejo (\$56.99), are made with 100-percent estate-grown blue agave Weber from the high plateau of Los Altos de Jalisco in

Mexico, and undergo a small batch multiple distillation process. For more information, contact Cannon Wines Ltd. at 415-394-6454.

CASTRIES PEANUT RUM CRÈME

Castries Peanut Rum Crème (\$29.99 a 750-ml. bottle) from Team Spirits Imports Co. is the first peanut-based spirits product to premiere in the United States. The ultra-premium 16-percent abv liqueur is a blend of roasted peanuts, Madagascar vanilla, premium cream, spices and a special blend of St. Lucian rums. Castries is currently available in New York, Delaware, Maryland, Georgia, Virginia and Washington, D.C. For more information, contact Team Spirits Import Co. at 917-842-2250.

360 VODKA

McCormick Distilling Co. Inc. has committed to producing, packaging and marketing 360 Vodka (\$29.99 a 750-ml. bottle) in an ecologically friendly manner through its new division, Earth Friendly Distilling Co. 360 Vodka, which debuted in May, is now available in 40 states and is expected to roll out nationwide by the end of the year. The 40-percent abv spirit is made with an energy efficient distillation process and comes in biodegradable packaging and an 85-percent recycled glass bottle. McCormick will donate \$1 for every bottle closure that is returned through the "360 Close the Loop" program to support non-profit environmental



ABSOLUT NEW ORLEANS



UV LEMONADE



PARTIDA ELEGANTE
EXTRA AÑEJO



CASTRIES PEANUT
RUM CRÈME