

The six flavored vodkas will initially be introduced in six markets: Boston, Chicago, Los Angeles, Miami, New York and San Francisco. They will go national after the first of the year.

Michel Roux, president/ceo at Carillon made a bold forecast to *The New York Times*. He said that the six new flavors, plus the four current ones, will sell "a million cases in 24 months." He added that if these are successful, "we'll be looking at other flavors in a range from nutmeg to pear. Like an ice cream man, you are not going to make it in vanilla only."

Incidentally, after the trademark dispute over the Stolichnaya Cristall name, Carillon will reintroduce Stoli Cristall as **Stolichnaya Gold**.

NEW BRANDS, PACKAGING, ADVERTISING & PROMO: **Monsieur Henri Wine** is promoting the "Black Spritzer, a 750ml of **Black Tower German Riesling** with a free 50ml of **Pimms**, the popular gin-based drink from England. The retail price will be approximately \$5.99, the same price as Black Tower alone. . . . **A. Hardy USA** is now importing **Perfection Cognac**. Presented in a genuine Daum French crystal decanter, the limited edition comes with certification indicating it is an unblended, pre-phylloxera Columbard dating back to the mid 1800s. Only 300 units are available at a cost of \$5,000 per unit.

Todhunter Imports is now importing **Plata**, a triple-distilled, 100% Blue Agave tequila, the latest creation of **Martin Grassl**, owner of **Destileria Porfidio** of Guadalajara. The Porfidio line consists of "Cactus" an ultra-premium single barrel-aged anejo packaged in a hand-blown clear bottle inside of which can be seen a green glass cactus which retails for \$79.95; a medium-bodied "Anejo" for \$39.95; a double-distilled "Silver" for \$29.95. The new Plata will retail for \$39.95. All are on allocation.

Adweek reports that Seagram is running radio commercials for a new product — **Lime Twisted Gin** — on at least 50 radio stations in 8 large markets. Ads were placed by the Ogilvy & Mather NY unit of WPP Group and cost about \$1 million.

In its first high tech promotion for **Cointreau Liqueur**, Remy Amerique will offer an on-pack CD-ROM "Virtual Cocktail Machine" with the 750mls in January 1997 in NY, IL, FL, NJ, MA, TX, DC. "The 'Virtual Cocktail Machine' truly represents the cutting edge in wine and spirit promotion," says Remy Amerique marketing director **David Hirschler**. Developed by the Remy-Cointreau parent company in France, this CD-ROM minidisc features 48 interactive cocktail recipes, including The Original Margarita (developed in 1948 with Cointreau), The Side Car, The White Lady, and The Golden Dream. In addition, the CD-ROM contains a unique virtual tour of the famed Cointreau distillery in Angers France. This feature, in contrast to the static, postcard-like snapshots in many CD-ROMs, utilizes state-of-the-art technology to allow the viewer to "move" throughout the distillery and zoom into areas of interest. Users also have the option of conducting their tour to the music of famed classical Latin guitarist Raphael Fays.

Sapporo USA will offer two of their popular products in Japan to the U.S. market: **Sapporo Black Stout Draft** and **Sapporo Yebisu Super Premium**. Black Stout Draft is 4.3% alcohol and the Yebisu is 4.1%. Black Stout will be available in 22 oz. cans on the East and West Coasts as well as AZ, CO, HI, IL, IN, KS, LA, MI, MO, NE, NV, NM, OH, VT, UT. Yebisu will be