

through' started in 1989 with the start of a unique media campaign in print and cinema in Germany. "Sierra - a wonderful drop - sombrero on top" was the claim and the execution has won innumerable awards for its creativity and efficiency."

Jens Matthieson sees considerable scope for the development of the category, particularly with Sierra Gold and he believes that this growth will not be confined to Germany. "Apart from the German market I see a very big and



Variations on a theme from Borco

increasing importance for Sierra in a lot of other markets."

Borco's catchy *legend* has benefitted from television advertising from 1992 with accompanying promotional support in the on and off-trade. The discotheque business in particular has proved particularly fruitful for Borco because of tequila's reputation as a good mixer and the advent of the frozen margarita machine in 1994. Brand promotion takes the form of incentives and promotional material, but Borco tailors this side of its brand operation to suit the environment in which it is served.

On May Day, Borco entered the alcoholic carbonate market with two new creations: Sierra Margarita, a lemon, lime and tequila mix available in 0.35ml cans at 5% abv and Sierra Slammer, a citrus, tropical flavour with Sierra Tequila as its base, this too will be available in 0.35ml cans but at the slightly lower abv of 4%.

To kick-start the new products, Borco has developed some new and "crazy" television commercials, displays and decorative garlands; other support will draw on various advertising media.

Porfidio is targeting Europe with its premium range of 100% Blue Agave tequilas: Plata (triple distilled), Silver, Añejo 2YO and Añejo (Single Barrel) all at 40%abv.

Aside from existing distribution in Belgium, Germany and Italy, it is interested in expanding into France, Spain, Greece and Portugal subject to finding suitable distributors.

Martin Grassl, sales manager, believes that, "Belgium and the Netherlands have a better perception of tequila" and therefore constitute markets in which consumers will not balk at the idea of paying more than cognac prices for its ultra-premium tequila aged in new American oak barrels. Selling an ultra-premium tequila when the category's image is firmly based on the "slammer culture", is, as Martin Grassl, sales manager with Porfidio concedes, "... a difficult problem when that tequila can cost between US\$100 and \$150."

Martin Grassl buoyed by the success of the product in the US, where, "Porfidio is the only tequila in history to have scored 98 points out of 100 in tests by the US Beverage Testing Institute," sees Europe as offering similar opportunities.

Tequila

Joseph Cartron
"L'empreinte d'une saveur authentique"

La Crème de Pêche de Vigne de Bourgogne

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