

PRODUCT UPDATE

Hot stuff from Saint Brendan's

An Irish coffee that can be heated in a microwave oven without the cream top mixing with the coffee has been launched by Saint Brendan's Irish Cream Liqueur Co.

Shannon's Irish Coffee is being launched in the UK and Ireland. At 11% abv, the coffee contains a measure and a half of 6-year-old Irish whisky.

The drink comes ready made in a glass with a handle. Before it is microwaved, the coffee and the Irish cream are jellified. The company recommends 45 seconds of microwaving, then leaving it for a minute for the handle to cool. The glass is sealed with specially developed foil which can be used in a microwave.

The recommended retail price is £4.99 for a pack of two 12cl glasses. The packs have a window so the glass can be seen. The product has a 12-week shelf life. Saint Brendan's managing director Ciaran Mulgrew said that a longer shelf life had been



considered, but it had been decided to use fresh cream.

He said that Shannon's had been five years in the planning, and that the foil had been made in conjunction with a German company and the glass developed with a French company. The attaching of the foil to the narrow lip of the glass was among other problems which had to be overcome.

The jellified version was a result of tests to avoid a skin forming after microwaving.

Mulgrew said that the marketing of Shannon's would concentrate on tastings, and a special smaller-sized version has been developed for tasting in-store. A consumer public relations campaign is concentrating on women's glossy magazines, although Mulgrew felt that the male:female split among consumers would be even, or slightly favouring males.

The brand already has listings in several UK supermarkets, and is looking for more soon. It is hoping that the gifting possibilities will mean cross-merchandising in stores.

Saint Brendan's brands are doing well in Scandinavia and the US, and Mulgrew said that introducing Shannon's to Scandinavia might be possible if the shelf life were to be increased slightly, but he felt the only way it would be viable for the US is if it were made there. Other flavours, for example Calypso coffee, are a possibility, he added.

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Baileys glides in with lighter version

Building on the success of Baileys Original Irish Cream and Baileys Minis, Diageo has added Baileys Glide to its range. Baileys Glide is a longer and lighter version of the original brand and is aimed at further de-seasonalising a drink that traditionally relies heavily on the Christmas period.

Baileys Glide will be supported by a £6 million launch marketing campaign in addition to the £30 million Baileys

marketing plan for 2003/2004. As part of the launch campaign, a heavyweight TV and press campaign for Baileys Glide was introduced in September.

Chris Stagg, senior innovation manager of Baileys Glide commented: "Over the last few years, sales of Baileys Original Irish Cream have increased strongly as consumption of the brand is moving away from Christmas and special occasions. The successful launch of Baileys Minis has demonstrated how innovation can

further drive that move into more everyday occasions.

"Consumer research has identified that there is an opportunity to extend Baileys Original Irish Cream further into social occasions by developing a longer, lighter alternative. To maximise this opportunity, we have developed Baileys Glide. The product is in a 200ml bottle and has an abv of 4%. It will be available from September and priced £1.59 for singles & £5.99 for a four-pack.

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Destileria Porfidio heads to South Africa

Destileria Porfidio will release the first premium spirit in South Africa. The blue agave and distilled.

The company, that faced with intense political pressure to quit production in Mexico, on the grounds that a company founded by a European was succeeding at the expense of local industry, it was obliged to find a new home. South Africa was chosen, as it

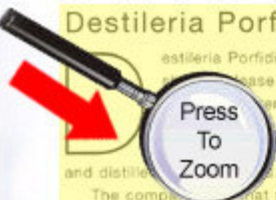
has a climate that is conducive to growing agave plants and a government sympathetic to tequila production. Martin Grassi established the joint venture with James Domileo, the owner of 1,000 ha of agave plantations in Huluhuwe, between Durban and Johannesburg.

Porfidio Tour du Monde will be marketed as a pure blue agave spirit in those countries where the word tequila is registered as a trademark of Mexico and under the tequila name in those

where it is not.

Initially, Porfidio Tour du Monde will launch an unwooded Triple Distilled Plata 100% Agave tequila that will retail in Europe in the New Year at around US\$30. After five years it expects to release Porfidio Single Barrel Anejo, an aged agave tequila.

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Destileria Porfidio heads to South Africa

Destileria Porfidio will shortly release the first bottle of a premium spirit produced from South African-grown blue agave and distilled in Switzerland.

The company said that faced with intense political pressure to quit production in Mexico, on the grounds that a company founded by a European was succeeding at the expense of local industry, it was obliged to find a new home. South Africa was chosen, as it

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