

Duty-free news
Orlando

New rum line on the horizon for Destileria Porfidio

Destileria Porfidio has introduced a new extension to its line of premium tequilas. The distinctive product features a miniature glass cactus plant in the bottle. The new red cactus small batch tequila is aged six to 10 months in the barrel and retails at \$80 a bottle.

Export director duty-free markets Teresa Zermeño revealed that new 50ml miniature bottles were also being well received in duty-free, as they make an ideal gift in a conveniently small pack.

The company has announced plans to introduce rum to its portfolio in April. The new drink will be packaged in a blue bottle, which will feature a palm tree instead of a cactus.

Zermeño said that Asia and Europe were the company's best-performing markets in 2002, but that she was hoping for greater



sales in the Americas following a distribution deal with Weinsauer, which is seeing the tequila being sold in Mexico and the Caribbean as well as in the US.

"People come and visit us here because they know us and know we have a quality product," she said, adding that the low turnout had not stopped the company from doing good business at the show.

Booth 722



Hebrard details châteaux focus

For wine company D Hebrard the main focus at the show this year has been on its selection of Bordeaux petits châteaux retailing between \$15 and \$30. "This is the bulk of our business," said export director Philippe Biais. "We keep offering an exclusive selection to travel-retail—products that do not sell on the domestic markets and are only available in travel-retail or in embassies."

On these products, he said, the production per vintage is only between 4,000 and 30,000 bottles. The company concentrates on well-known French wine regions such as Margaux. Latin America and Canadian border shops provide the main business for Hebrard at present.

Booth 1122

Inch of Gold cruises along

Cat's eye jewellery and crystal jewellery are the latest lines of chains on the Inch of Gold stand. The company is well established onboard cruiseships and, Inch of Gold's William Kretschmar told DFN, business is getting bigger onboard. "They are selling more per ship each year," he said. "I've seen a variety of customers at this show, and am pleased with the results."

Booth 1022



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YEKIPÉ JOAQUÍN CORTÉS



TWO NEW FRAGRANCES BY JOAQUÍN CORTÉS

2002 FiFi Awards Spain Nominations
Mass Fragrance Category
Best Men's Fragrance
Best Packaging
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IAADFS Suite 21761
Contact: Mercedes Marsol
e-mail:mercedes.marsol.idea@fnaf92.es



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