

# Product & Supplier News

## TFWA WE 2004: New products

The TFWA WE is renowned for showcasing new products, in every duty free category imaginable. Aside from the product launch news found throughout this issue, below we offer you a glimpse at some other great new products available.

### Wine & Spirits

#### Alizé debuts fruit liqueurs

Kobrand International, producers of Cognac Alizé, will be at the TFWA World Exhibition in Cannes for the first time, promoting their versatile line of Alizé Cognacs and natural fruit liqueurs.

Three natural fruit liqueurs — blends of French Cognac and fresh fruit juices — will be exhibited this year: Alizé Wild Passion, with passion fruit, mango and pink grapefruit juices; Alizé Red Passion, a blend of cranberry juice and passion fruit; and Alizé Gold Passion, a gold-medal winner at the International Cocktail Competition in 2002 and 2003.

Also on display will be the original Alizé Cognac VS and VSOP, smooth Cognacs from the Lafrayette house. The Lafrayette collection, which includes Les Crus du Cognac, is an attractive presentation box comprising five 200ml bottles of Cognac, each with a distinctive flavor.



▲ Gold medal winners: Alizé's unique blends of fruit juices and Cognac

#### Single cane rum in spotlight

Distileria Porfidio is releasing a premium

single cane rum to the global travel retail market at Cannes, targeting passengers seeking a high quality alternative to traditional rums.

Porfidio Triple-Distilled Single Cane Rum is presented in a clear, hand-blown bottle, with a distinctive glass palm tree at its base. The undiluted pure premium rum is distilled from sugar cane juice using traditional production methods and aged in ceramic flacons for five years. Traditional rum is made from molasses, a less expensive by-product of sugar production.

▶ Porfidio's single cane rum is a new, smooth premium rum.



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#### California vineyards add new products

California's Fetzer Vineyards is adding a Pacific Bay 2002 Chardonnay Pinot Grigio and 2002 Bay Merlot to its long line of products.

The affordable wines are aimed at broadening Fetzer's consumer appeal and providing a more accessible, good quality stepping stone to the rest of the range. The Pacific Bay Chardonnay Pinot Grigio white wine is a light easy drinking wine with aromas of apple, pear and citrus fruits.

The Pacific Bay 2002 Pacific Bay Merlot is a medium bodied, fruity red wine with cherry and plum undertones. The grapes blended for this wine have soft tannins, making it approachable and easy to drink.

#### Blue Nun launches new products

German-based Langguth Wein & Spirituosen will be showing off a number of summer launches for its flagship Blue Nun wine.

Early this summer the company

announced the launch of Blue Nun Slinky, a crisp, light, sparkling white wine cooler that combines Blue Nun's quintessential white wine fruity flavors with a vivid hint of citrus. In certain markets, Slinky will be marketed under the name Blue Nun Vinnocence.

The company also launched a Spanish rosé wine, as well as an Australian Shiraz. For the travel retail market, it released its Blue Nun Merlot bag-in-box with an integrated tap, as well as the Blue Nun cluster pack, which includes four individual servings of the traditional white wine in 187.5ml bottles.

The launches have taken place to maintain the excitement surrounding the Blue Nun name, which in the last five years has seen sales double worldwide.



▲ Blue Nun's new cluster pack, containing four individual servings of the white wine

#### Good things in small packages

Porfidio Añejo Single Barrel 100 percent agave tequila will be launched in its trademark cactus bottles in a new 50ml size.

The product, produced by Destileria Porfidio, was only available in a 750ml bottle up till now. The new miniatures cost

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► Porfidio's single cane rum is a newcomer to the premium rum market

