

Haleybrooke expands portfolio with Ayala Champagnes

Ex-Seagram executive Patrick Nilson has made impressive strides since launching his own distribution agency, Haleybrooke International, after the demise of his former company.

Haleybrooke currently represents 16 spirits brands, from the exotic "black vodka" Blavod to seven flavors of Mickey Finn's Spiked Schnapps, which



it distributes in various markets in travel retail and in the Americas.

Other brands in the portfolio include J&G Greenall Gin and its super premium Q Gin, TJ's Limas creamy Tequila liquors, Calvet wines and Cognac Louis Royer, Compass Box Scotch Whiskies and Michter's Single Barrel Bourbon, and French luxury accessories brand S.T. Dupont, among others.

Haleybrooke's first brand, Poland's Ultimat Vodka, which is packaged in a hand blown, cobalt blue, Polish crystal decanter, continues to show strong growth. Nilson told *Insider* that Ultimat now has airport listings at Dubai, Abu

Dhabi, Bahrain, Hong Kong, Bangkok, Aruba, Mexico City, Cancun, Nicaragua, Newark, Houston, Trinidad, San Salvador, Costa Rica, Guatemala, Panama, Bogota, Caracas and Bermuda.

One of the newest brands to join the portfolio is Champagne Ayala which was founded by the son of the Colombian Ambassador to France in 1860.

"Ayala has over 200 acres of vineyard in the A9 region. The impeccable quality of their wine allows Ayala to export nearly half of its production to Europe, the Americas, and Asia Pacific," said Nilson.

Haleybrooke has also added distribution for Champagne Ayala's Moulin de La Lagune, which is the second wine of highly acclaimed Chateau La Lagune.

Nilson will be in Cannes, where four of his brands will be exhibiting: G&J Greenall, located at Booth Riviera Village RE1/Contact: Pip Fitzherbert & Stephan Ferris; Cognac Louis Royer, located at Suntory booth Marine Village R6/Contact: Philippe Pichetto & Jean-Pierre Dematteo; S.T. Dupont, located at Booth Blue Village G7/Contact: Geoffroy Ebrard; and Calvet, located at booth Yellow Village D36/Contact: Thibaut Delrieu, Stéphane Quien & Jean-Marc Coffignal.



Destileria Porfidio debuts new mini

Mexican spirits company Destileria Porfidio will be introducing its Porfidio Anejo Single Barrel 100% agave tequila in its trademark cactus bottles in a new miniature 50ml size. The super-premium tequila, which is the most popular item in Porfidio's agave tequila portfolio, was previously only available in a 750ml/700ml size.

Porfidio Single Barrel 100% agave tequila miniatures are boxed individually in a transparent case and a dozen individual boxes are packed as a unit in a secondary transparent container for duty free retail, which allows a clear view of the contents. These miniatures will be displayed on stand D3 in Blue Village at

Inniskillin Ice Wine hits #2 mark in duty free category



Canada's Inniskillin Icewine continues to rack up prestigious awards worldwide, including the Grand Prix d'Honneur at Vinexpo France, the highest recognition bestowed on any wine.

In the past 5 years, the Icewine has enjoyed a meteoric rise in Duty Free and today ranks as the #2 distributed wine Brand & Line in the global "Champagne, Sparkling, Wine and Dessert Wines" category, and features among the Top 50 Spirit & Wine Brands in global travel retail as reported by Best'n Most 2003.

"With the continuing shift taking place in the liquor category from spirits to wines, Inniskillin Icewine represents one of the few products offering double digit growth prospect in Travel Retail," says Lars G. Johansson, president of IUI-Imagination Unlimited International, who represents Inniskillin in travel retail. Inniskillin's super premium pricing— it averages \$65 per bottle— offers retailers a margin and return associated only with premium spirits brands, he adds. The distribution of Inniskillin Icewine in Travel Retail is managed very carefully and the product is found in airport shops, duty free shops, cruise lines, diplomatic shops and on board major airlines, said Johansson, who is in the midst of launching a new DFS exclusive line for the brand. Inniskillin will be on exhibit in Cannes at RED VILLAGE, Stand # K-1.

the Palais des Festivals, Cannes alongside Destileria Porfidio's new Single Cane Rum, which will also be launched at the show. www.tequilaporfidio.com

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