

Liquor

Bénédictine packs a punch with new look

Bénédictine is unveiling its new 2004 pack for end-of-year promotions in European markets. The pack is made from high-quality plastic with embossed areas in pink and purple colours.



The new pack is inspired by the shape of the Bénédictine bottle and the bottom part is transparent, making the bottle visible through the packaging.

Tel: +33 2 3510 2625

Email: acousin@bacardi.com

Absinthe with leaves

L'Elixir aux plantes d'Absinthe is being introduced by French firm Elie-Arnaud De Noix at the TFWA World Exhibition this year (Blue E4). The absinthe is 69% abv and presented in a 50cl bottle. The company will be conducting tastings on its stand. Elie-Arnaud De Noix also produces a range of fruit aperitifs, liqueurs, herbal vodkas and other fruit-infused drinks.

Tel: +33 5 5525 4472

Fax: +33 5 5584 0814

www.elie-arnaud-denoix.com

Underberg to present gift packs

Liquor supplier Underberg will display its 2005 gift tin at the TFWA World Exhibition in Cannes this year. The tin contains 12 bottles of Underberg.

Other new items include a 2005 metal gift tin for brandy Asbach Uralt, featuring an image of the Burg Ehrenfels castle on the Rhine. The company is also launching a special twin-pack for duty-free and travel-retail and Asbach A&A, a blend of Asbach Uralt and Riesling Auslese wine at 19% abv.

The company's other brands will also be on show, including Blanc Foussy and Schlumberger sparkling wines, both in new packaging, KiKi cherry-mix drink, Pitú Lava cocktail, an Amarula twin-pack and metal gift tin, Grasovka vodka in new packaging, Rossbacher Austrian spirit and Unicum Next herbal liqueur.

Tel: +41 1 805 1846

Email: luca.devito@underberg.com

Rémy shows off new look for VSOP

Rémy Martin is unveiling a new look for its VSOP Fine Champagne cognac at the TFWA show in Cannes this year. The company has developed a slimmer bottle, presented in a red and black gift box, with gold touches. The brand will be supported by merchandising of the same design.

Rémy Martin is also proposing a radical departure from the traditional method of serving cognac, by offering it frozen. The company suggests serving the

brand straight from the freezer. More details will be available at the launch during the show.

Tel: +33 5 4535 5137

Tim.banks@remy-cointreau.com

IUI adds flavours

Imagination Unlimited International is adding two new flavoured vodkas to its range this autumn: four-berries and mango vodka. Four berries uses blackberries, raspberries, gooseberries and blueberries. The flavours join the group's nine existing flavours. The vodkas are available in 75cl, 1.75l (popular in the Caribbean, the company claims) and 50ml miniature sizes. It also produces a miniature personalised 50ml glass for cabin minibars aboard cruiseliners.

The 75cl bottle retails in duty-free at \$25 internationally.

Tel: +1 540 552 3355

Email: lars@IUIbrands.com

Blue mood for Alizé

Kobrand International is launching a new blend of its Alizé cognac liqueur at the TFWA show this year (Blue F1). Alizé Bleu blends French vodka and cognac with passion fruit, cherry, ginger and exotic fruit juices. It is bright blue and at 40% abv boasts the highest alcohol content of any drink in the Alizé family.

Tel: +44 1344 871860

ljohnstone@kobrand.com

Porfidio brings in syrup and Pasion

Mexican company Destileria Porfidio is introducing two new items to its range at the TFWA exhibition

in Cannes: Porfidio Cane Sugar Syrup, an ingredient used in rum Mojito cocktails, and Porfidio Plat Single Cane Rum Pasion. The syrup is made from condensed cane juice from organically grown sugar cane, and unbleached, it retains its natural dark colour. It comes in a transparent bottle containing the company's trademark coloured glass tree. On the back of the bottle is a recipe for Porfidio Rum Mojito.

Tel: +50 7 269 0312

Email: ponciano.porfidio@tequilaporfidio.com

Fine Oak from The Macallan

Single malt Scotch whisky distiller The Macallan is rolling out a new range, The Macallan Fine Oak, to international markets. The new brand, aimed at men aged 30-55, is matured in European and American oak casks that have previously held sherry or bourbon. It is offered in a range of ages, from 8yo to 30yo. It shares the same bottle and label set as the company's recently introduced Sherry Oak, but the use of colours, inks and materials differs.

The company also said that the brand is a response to global demand for lighter, more accessible single malts, pointing to the success of its duty-free exclusive, Macallan Elegancia, whose sales have increased by more than 80% since its launch two years ago. The company also said that the launch of The Macallan Fine Oak is the most important in its 180-year history.

Tel: +44 1340 872280

www.themacallan.com

Tobacco products

Fresh flavours filter through from Agio

Agio Cigars is adding Filter Sweet Orient to its Mehari's line of cigars during the TFWA World Exhibition in Cannes this year. The company hopes the vanilla-flavoured cigar will capitalise on the growing demand for flavoured filter cigars.

Mehari's cigarillos are now offered in five varieties—Java,

Ecuador, Sweet Orient, Brasil and Filter Sweet Orient.

Tel: +31 497 582 500

Fax: +31 497 516 406

JTI extends lounge concept

Tobacco company Japan Tobacco International (JTI) is rolling out its Camel and Winston smoking lounges at Zürich airport, following installations at Madrid

Barajas and Athens International airports. The lounges offer an enclosed space with ventilation units, giving smokers a comfortable environment. They are near the retail areas and within easy reach of the departure gates.

The company is also introducing the Winston Smoking Station concept, a smaller designated open area with ventilation units. This was developed at terminals

in partnership with the airport authorities and are movable to offer flexibility. Fifteen smoking stations have already been established at Madrid Barajas and nine at Athens, all indicated by light boxes and branded with the Winston and Camel logos.

Tel: +41 22 703 0408

Fax: +41 22 703 0676

Email: anna.wickstrom@jti.com