

Product & Supplier News

Wine & Spirits

Mount Gay Rum introduces flavors

For the first time in its 300-year history, Barbados' Mount Gay rum is entering the booming flavored-rum market with the debut of Mount Gay Mango Rum and Mount Gay Vanilla Rum.

Using Mount Gay's renowned Eclipse rum for its base, the Mount Gay Mango Rum combines the fine liquor with sweet, luscious mango from Mexico, while the Mount Gay Vanilla Rum also uses Eclipse as its base, adding a delicious infusion of natural vanilla from Madagascar.



◀ Mount Gay's flavored rums' unique packaging is designed to attract the 24-39 year-old premium rum drinker

"The flavored rum segment has enjoyed burgeoning sales but lacked a premium brand until now," said Nicolas Guillant, brand manager for Mount Gay Rum. "Mount Gay Mango Rum and Mount Gay Vanilla Rum will fill that void, appealing directly to the discerning 24-39 year-old flavored-rum drinker who's looking for new taste sensations from a brand known for authenticity and quality."

Duty Free Distributors of America will launch both products to the duty free market at the IAADFS Duty Free Show of the Americas.

Noble taste from Lanson

With aromas of citrus and white flowers ending on notes of candied mandarin, the Noble Cuvée de Lanson is the perfect Champagne for special times. Nobel Cuvée Vintage Brut is the ultimate expression of Lanson style with its blend of rigorously selected grapes from the top 100 percent rated Grands Crus vineyards.

Destileria Porfidio adds trio of rums

▶ Porfidio follows up the release of its Triple-Distilled Single Cane Rum with three more premium rums

Mexico's Destileria Porfidio is following up last year's release of its first premium rum, Porfidio Triple-Distilled Single Cane Plata, with a limited edition, top quality trio at this year's IAADFS Duty Free Show of the Americas.

The new Porfidio Barrique Anejo Rum is a pure cane rum distilled to 40 percent ABV and aged in virgin French Limousin barrels, filling the spirit with a light oakiness that enhances, rather than masks, the fresh cane flavor. The second offering is Porfidio Single Barrel Anejo Rum, aged to perfection in virgin American white oak barrels to enhance the distinctive pure cane flavor and finish the rum with a golden glow. And finally, Porfidio Single Cane Distillation-Strength Plata Rum — distilled at 70 percent ABV — is an "overproof" single cane rum with a very smooth taste.

In Porfidio tradition, the products will be presented in fine, handcrafted bottles with the trademark colored glass palm tree at the base, numbered and labeled manually. With a strictly limited supply, these super premium rums will command top prices. The Porfidio Barrique Anejo will retail for US\$150 for a 750ml bottle while the Porfidio Single Barrel Anejo is priced at US\$100 for the same sized bottle.



▲ HPNOTIQ now comes in six different sized bottles

Full line of bottle sizes for HPNOTIQ

Kentucky's Heaven Hill Distilleries has introduced a full line of bottle sizes for its Cognac, vodka and fruit juice blended liqueur, HPNOTIQ.

The distinctive blue bottle is now available in 1.75L, 1L, 200ml and 50ml sizes, along with the currently available 375ml and 750ml bottles. The new sizes mirror the stylish 750ml frosted glass bottle. Each bottle will also feature the shrink-wrapped HPNOTIQ logo's capsule seal, cork closure and unique applied labeling.

"The availability of HPNOTIQ across a range of size offerings will provide the brand with more facings and broad price appeal at retail," said HPNOTIQ's brand manager, Justin Ames. "As everyone in the industry knows, the 750ml and 375ml sizes have performed exceptionally well at retail and on-premise. The new full line is a reflection of that remarkable success and will further establish HPNOTIQ as a category of one."

Tobacco

Henri Wintermans celebrates 100 years

To commemorate Henri Wintermans 100th anniversary as a cigar maker, the company has renamed its well known range of cigars to Henri Wintermans Founder's Blend.

In addition to the name change, the current Henri Wintermans logo has been redesigned with a more modern lion. The traditional red packaging has also been updated to give it a more contemporary look while keeping the heritage in mind.

But while the packaging and logo have changed, the cigar itself has not, maintaining its smooth, full-bodied taste.



▲ Henri Wintermans new logo updates the red packaging with a redesigned lion

Electronics

Braun launches new travel accessories

Braun will be using the stage at the Duty Free Show of the Americas to launch two new mid-price electric shavers, a new Silk-épil epilator range and a new top-of-the-line Braun Oral B travel tooth-

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