

Mouton Cadet signs with Fonbelle Americas

By Joe Bates

Fonbelle Americas has signed an agreement with Baron Philippe de Rothschild to distribute selected products in the north American duty-free market.

The deal covers one of France's most famous wines, Mouton Cadet (white, red and reserve). Varietal wines from the Rothschild Chile estate—the Escudo Rojo, Reserve Cabernet Sauvignon, Reserve Chardonnay and Reserve Carmenere—are also included in the agreement.

Fonbelle Americas general manager Rodolphe Grosset said: "Adding Mouton Cadet to Fonbelle Americas' portfolio will give the company a competitive edge for years to come. We are very satisfied with this agreement and will do our best to extend the current

distribution of Mouton Cadet.

"Mouton Cadet is the number one brand among French wines worldwide and has tremendous duty-free potential. We will work closely with Baron Philippe de Rothschild in order to meet the specific requests of our duty-free clients. We have already listed this range with DFS Group's north American division and are negotiating with other big US accounts."

The Baron Philippe de Rothschild range will be on display at Fonbelle Americas' stand at the Duty Free Show of the Americas later this month. Fonbelle Americas is a Miami-based division of French company François de Fonbelle, which specialises in gift wine packs. In 2001 the French firm took over the liquor and wine business of troubled US travel-retail distributor BrandsElite.

Destileria Porfidio rolls out super-premium rums

Destileria Porfidio will unveil three new super-premium rums at Orlando later this month.

Encouraged by the successful launch of its first rum, Porfidio Triple-Distilled Single Cane Plata, last year, the Mexican spirit producer is set to launch Porfidio Barrique Añejo, a 100% pure cane rum distilled at 40% abv and aged in French Limousin oak barrels.

The second new product is Porfidio Single Barrel Añejo Rum, which has a strength of 40% abv and is aged in virgin American white oak barrels.

The third addition to the range—and a big step up in terms of alcoholic strength—is Porfidio Single Cane Distillation Strength Plata Rum, which has a powerful abv level of 70%.

Destileria Porfidio ceo Punciano Porfidio said: "We are talking about a

thoroughbred among rums derived from the purest ingredients and the most effective processes. Most rum is made from molasses,

a waste product from sugar processing. Porfidio rum is made from 100% pure cane molasses. The distillation process is based on traditional methods. The rums are produced in hand-crafted bottles containing the company's trademark coloured glass palm tree at the base.

A 75cl bottle of Porfidio Barrique Añejo will retail in duty-free at \$150, the Porfidio Single Barrel Añejo at \$100, and the Single Cane Distillation Strength Plata Rum at \$40.

Porfidio is a relative newcomer to the rum sector, having established itself as a supplier of premium tequilas.



Choya Umeshu targets Europe

Japanese plum liqueur supplier Choya Umeshu plans to expand its duty-free business from its Asia/Pacific stronghold into Europe this year.

The company has only gained one European listing at Istanbul Duty Free, but Hiroshi Nishioka, managing director of Choya Umeshu's German division, is confident more will follow.

"We are struggling to pick up listings, but we are prepared to move slowly," he told DFJ. "We are in talks with operators in the Czech Republic and will be exhibiting at Cannes as well as at domestic trade fairs in the UK and Germany."

"Duty-free may be only a mini-business for us, but its role as an image builder is very important. As we have 100% brand recognition at home, we are becoming more

interested in targeting other nationalities as well as Japanese travellers."

Established in 1914, Choya Umeshu has been active in Asia/Pacific duty-free since the 1980s. Its most important travel retail location is Singapore Changi airport.

The company has a wide product portfolio, but concentrates on duty-free on its premium Densu 12yo Ume plum liqueur range which can be drunk either neat or mixed. Available in a range of sizes, the standard 70cl bottle of Densu has a recommended travel-retail price of about €15 (\$19).

Ume plum liqueur has been familiar beverage in Japanese households for centuries. It is believed to aid digestion, relieve stress and boost energy levels.

Diageo fights the counterfeiters

Diageo Scotland has unveiled the first portable Scotch whisky testing kit—the authenticator.

Developed for an investment of £100,000 (\$185,900), the device uses ultraviolet technology to reveal the authenticity of the company's Scotch whisky brands in less than a minute. The company also plans

to make the technology available to trading standards authorities at other Scotch whisky suppliers.

Although counterfeiting is not a big problem in duty-free and travel retail, the International Federation of Spirit Companies estimates that the practice leads to global losses of \$500-700m a year.

Stolichnaya's top drop on show

Elite, Stolichnaya's eagerly awaited entry into the growing super-premium vodka category, will have pride of place at Cyprus-based distributor SPI Spirits' Orlando showcase later this month.

The brand had a successful debut in European domestic markets last year. Elite will primarily be launched in

selected duty-free/travel-retail markets, including the US, UK, Scandinavia, Greece, Cyprus and Brazil. It will be available in 10cl and 75cl sizes at a recommended travel-retail price of about \$5. SPI will also be sponsoring a bar at the Club Americas, a popular nightclub at the Orlando show.

Bottega launches spray-on grappa

Distilleria Bottega is to unveil a vapourised grappa at this month's IAADEFS show. Alexander Spray, a bottle containing 10cl of Moscato grappa, can enhance the flavour of espresso coffee, cakes, sweets and even cigars. It has a recommended travel-retail price of €15 (\$19).

Distilleria Bottega is also adding two Italian airport shops to its first airport outlet at Bologna.



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Most rum is made from molasses, a waste product from sugar production, whereas Porfidio Single Cane rum is made from freshly pressed cane juice.”

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