

MORE PIXS. Small and powerful is the claim made for the new Minox DC6311 digital camera from Wetzlar. This new camera measures just 94 mm x 35mm x 63mm. Features include 6.36 million pixels, 3x optical zoom with autofocus, four flash functions and a large 2" colour monitor in an elegant stainless steel body. The option to select the manual mode - for night-time, sports or portrait photography, for example - offers additional flexibility.

Also new from Wetzlar is the Minox DD200 with 4.0 million pixels, 4x zoom and an ultra-slim modern stainless steel look. While measuring just 94 mm x 56 mm x 26 mm, the DD200 sports a



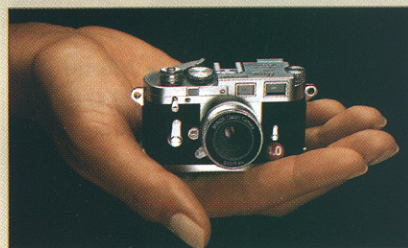
1.5" TFT colour monitor which enables immediate image assessment both during and after the shot.

The camera also offers an optional video recording feature.

The third new Minox is described as a "digital milestone". The classic Leica M3 now comes with 4.0 megapixels providing the users with sharper recorded images and more detail as well as classic design.

Finally the company introduces a new innovation in night-vision devices which it hails as one of the smallest of its kind. The new Minox NV mini measures just 33mm x 41mm

x 107 mm and weighs only 180g and is said to let you observe things silently and with utmost discretion, even in advanced twilight. This device amplifies light frequencies from the brightness of stars or horizon radiation that are not perceived by the human eye. The optical system provides 2x magnification and features an ergonomic shaped body that is partially coated with rubber armouring permitting noiseless and reliable handling.



RUM PASSION. The first flavoured rum from luxury liquor supplier Destileria Porfidio will be launched at Cannes this month.

Porfidio Plata Single Cane Rum 'Pasion' is a pure sugar cane rum which is naturally infused with fresh passion fruit during the distillation process.

It comes from a small privately-owned distillery based in Puerta Vallarta, Mexico, known for its Porfidio



Plata Rum.

Ponciano Porfidio, founder of Destileria Porfidio said: "We have been amazed by the success of our Porfidio Plata Rum which, because of its unusual purity and intense flavour, we had originally envisaged would be enjoyed straight or on the rocks.

"However on the club scene it has proved to be a very versatile cocktail base, particularly mixed

with fresh fruit juices, and we have therefore taken the bold step of designing our first fruit rum mix."

The company will also be introducing a pure and natural sugar cane syrup as the perfect ingredient for rum Mojito cocktails. Destileria Porfidio has been running a special trial promotion at duty free outlets in the Americas and with some European duty free retailers. For every bottle of Porfidio Anejo Rum purchased, the passenger gets a free bottle of the new syrup.

BRAND ACTIVITY. Pernod Ricard reports an 11% increase in global volume for its brands in travel retail for 2003 and says the trend continues in 2004 with half-year results showing double digit growth. Key brand developments include the repositioning of Chivas Regal with new packaging for Chivas Regal 12yo and now for the super premium Chivas Regal 18yo, which will be unveiled at Cannes.

New travel retail exclusives include Havana Club's super-premium Cuban Barrel Proof and Bushmills Malt Select Cask - the 12yo Irish malt is enriched with spicy sweet rum notes from ageing in Caribbean rum casks. Meanwhile, Bushmills Irish Cream

which is already popular on the US domestic market, will roll out into travel retail at the end of 2004, representing Pernod Ricard's first major step into the liqueur market. In wine, the company plans a new travel retail exclusive range for Jacob's Creek in the new year, while early 2005 will also see the new range of three travel retail exclusive references for The Glenlivet. Also in 2005 a new top-end product for Royal Salute is promised together with the launch of the super-premium Wyborowa Single Estate.

Pernod Ricard brands can be viewed onboard the Fair Lady, an original 1920s yacht, moored in the Harbour Village next to the Palais des Festivals.

