

Liquor

Underberg revamp marks centenary

German company Underberg is celebrating the 100th birthday of its founder Emil Underberg with a special gift tin edition, new packaging and a new logo for the herbal digestive liqueur. The product's jubilee edition is highlighted on the tin and features a portrait of the founder.

Tel: +41 1 805 1819
Fax: +41 1 805 1800

Destileria Porfidio offers rum punch



Mexican producer Destileria Porfidio is launching three rums in international markets this year following the success of its first premium rum. Porfidio's single year aged rum, aged in French oak barrels. Porfidio Single Barrel Añejo rum is aged in American white oak barrels to enhance the flavour and give the

40% abv rum a golden hue. At 70% abv, Porfidio Single Cane Distillation-Strength Plata rum is an over-proof product.

All the products are presented in handcrafted bottles with a trademark coloured glass palm tree at the base. Each is numbered and labelled by hand. Prices will range from \$100 for the Porfidio Single Barrel Añejo and \$150 for a 75cl bottle for the Porfidio Barrique Añejo.

Tel: +50 7 269 0312
E-mail: ponciano.porfidio@tequilaporfidio.com

Tequila times two for Chase International

Chase International is to introduce a new 1800 Reposado tequila and a new 1800 Silver tequila—both made from 100% agave—at the Duty Free Show of the Americas in Orlando. The 75cl bottles will retail at \$24.

The company will also display the Whyte & Mackay Discovery Highland Malt Scotch Whisky and Isle of Jura Single Malt Scotch Whisky as well as a new one-litre bottle of its Hpnotiq liqueur brand, which retails at \$28.

Confectionery items also available include Hawaiian Host Honey

Coated Whole Macadamias in milk chocolate (\$12), new exclusive duty-free items in the Hershey Chocolates range (\$10-15) and new packaging and truffle flavours of Uiy O'Briens Finest Irish Hand-made Chocolates (\$10).

Tel: +1 502 297 9846
Fax: +1 502 267 4734

Fior de Caña matures with age

Compañia Liconera de Nicaragua has introduced a new 18yo rum to its Fior de Caña range. Centenario Gold is matured using a slow-aged method and joins a family of rums that also includes 4yo, 5yo, 7yo, 12yo and 15yo variants. The company also offers a 4yo Limón (lemon-flavoured) rum.

Tel: +1 305 671 6267
E-mail: rcollins@fiordecana.com

Appleton steps up focus on duty-free

Appleton Jamaica Rum will showcase its new packaging for Appleton Special and Appleton White Jamaica rums at the IAADFS show this year. The new packs follow the launch of Appleton Estate Reserve Jamaica rum, part of the

company's new "rum ladder" strategy aimed at driving sales in duty-free. New packaging includes contemporary foil labels and embossed scroll drawing topped off with a signature cap.

Tel: +873 923 6141

Grolsch strengthens Caribbean approach

Grolsch International is to introduce three premium beer products with different strengths at the Duty Free Show of the Americas this year.

Amsterdam Explorer (6.8% abv), Amsterdam Navigator (8.4% abv) and Amsterdam Maximator (11.6% abv) are all offered in 500ml cans with new packaging. The company is primarily targeting the Caribbean and claims the brands are already successful in Surinam and Colombia.

Tel: +31 53 4833 158
Fax: +31 53 4833 104



Confectionery

Nestlé brings new Cailler to Orlando

Nestlé International Travel Retail (NITR) will show its recently launched travel-retail packs at the Duty Free Show of the Americas in Orlando in March.

The company has added seven new travel-retail pack formats to its Cailler range this year. The Cailler 200g Gift pack features an assortment of 21 pralines. Cailler 200g Heart is a velvet heart-shaped box filled with 200g of Swiss pralines. The company is also offering a 400g Premium Gift Box and a 400g Gift Wrapped Box, a 500g Napolitains pack with seven varieties of assorted chocolates, a 1kg Napolitains pack and a 200g Milk Squares pack. Cailler 175g Pearls offers Swiss milk chocolate filled with a soft hazelnut mousse.

Also available are Nestlé

Choc 'n' Go individually wrapped chocolate sticks in a 100g carton containing eight sticks. The company is adding a 143g Hanging Bag containing about 16 sweets to its Quality Street range to encourage trials of the brand, as well as a 580g tub and an 840g jar.

Tel: +41 21 948 2985
Fax: +41 21 938 2960

Kraft plays to the gifting market

Kraft Foods Switzerland is introducing special gift packaging for its Toblerone and Milka brands for spring and Easter.

The company has added a special Funny Bunnies sleeve to its 400g Toblerone Gold bar, featuring playful rabbits across the Toblerone logo. The company has also packaged little Milka chocolate praline hearts in a

300g heart-shaped gift box with floral or love designs.

Tel: +41 1 387 8372
E-mail: vnawret@krafteurope.com

Godiva offers a premium spread

Chocolater Godiva is launching a premium gourmet assortment of coffee, tea, cocoa, biscuits, jams and chocolate spread at the Duty Free Show of the Americas. The products will be available from April.

Items include a premium-blend coffee and praline coffee, both made with 100% Arabica beans and available in 250g packs; Earl Grey and Orange Blossom tea, each in a 125g pack; Cocoa with 72% cocoa chocolate flakes in a 250g pack; Apple Cinnamon, Three Citrus and Red Fruits jams, each in

225g packs; a 200g hazelnut or dark chocolate spread; and Godiva Signature, Hazelnut Biscuits, Raspberry Chocolate biscuits in 100g sizes plus a 380g Collection Tin of biscuits.

Tel: +32 2 422 1790
Fax: +32 2 422 1715
E-mail: gerard.murray@godivachoc.com

Tiki taster at Orlando

Confectionery company Hawaiian Host is launching its Tiki Honey Wholes at the Duty Free Show of the Americas this year. The product features dry roasted macadamias covered in Hawaiian honey and encased in milk chocolate. They are offered in a gold 238g box containing 21 pieces and will retail in travel-retail outlets from \$12 to \$15.

Tel: +1 310 532 0543
Fax: +1 310 532 0667

Destileria Porfidio offers rum punch



Mexican producer Destileria Porfidio is launching three rums in international markets this year following the success of its first premium rum Porfidio Triple Distilled Single Cane Plata last year. Porfidio Barrique Añejo rum is a pure cane rum, distilled to 40% abv and aged in French oak barrels. Porfidio Single Barrel Añejo rum is aged in American white oak barrels to enhance the flavour and give the

40% abv rum a golden hue. At 70% abv, Porfidio Single Cane Distillation-Strength Plata rum is an over-proof product.

All the products are presented in handcrafted bottles with a trademark coloured glass palm tree at the base. Each is numbered and labelled by hand. Prices will range from \$100 for the Porfidio Single Barrel Añejo and \$150 for a 75cl bottle for the Porfidio Barrique Añejo.

Tel: +50 7 269 0312

E-mail: ponciano.porfidio@tequilaporfidio.com