

**PORFIDIO RUM**

**Owner/Agent** Destileria Porfidio  
**Product** Super-premium rum  
**Launching** March 22, 2004, Orlando  
**Available** Travel retail worldwide, Americas, Caribbean  
**Price** \$40-\$150 per 750ml  
**Telephone** +50 72 69 03 12  
**Fax** +56 22 71 01 80  
**E-mail** [porfidio@tequilaporfidio.com](mailto:porfidio@tequilaporfidio.com)  
**Website** [www.porfidio.com](http://www.porfidio.com)

A range of three 100% pure...  
 • Porfidio Antique Anejo Rum (40% ABV) aged in French Limousin oak which enhances the delicate fresh cane...  
 • Porfidio Single Barrel Anejo Rum (40% ABV) aged in American white oak which burnishes it with a golden glow  
 • Porfidio Single Cane Distillation- Strength Plata Rum (70% ABV) with a smooth taste that packs a punch



**COOL BLONDE LAGER**

**Owner/Agent** Vintage Roots Ltd, and brewed by Hepworth Brewery, Sussex (contact: Andy Hepworth 01403 269696)  
**Launching** Now  
**Available** Vintage Roots Ltd  
**Target Customers** Quality beer drinkers – restaurant trade and women drinkers  
**Price** £2.29 retail  
**Telephone** 0118 976 1999  
**Fax** 0118 976 1998  
**E-mail** [neil@vintageroots.co.uk](mailto:neil@vintageroots.co.uk)  
**Website** [www.vintageroots.co.uk](http://www.vintageroots.co.uk)

Vintage Roots' new Cool Blonde Organic Lager will soon be turning heads in stores across the country. Brewed by Andy Hepworth, formerly of the renowned King & Barnes brewery – its bottle shape, large 660ml size and label design look great both on shelf or restaurant table. Its firm body, luxuriant head and all round purity of flavour ensures this powerful brew slips down a treat.



**SCORPION TEQUILAS**

**Owner** Hayman Limited  
**Product** Tequila  
**Launched** July 2004  
**Available** Selected on-trade  
**Target Customers** Male and female 18-30-year-old A/B/Cs  
**Price** £15.95 per 70cl; £10.99 per 50cl  
**Marketing Spend** c. £200k.  
**Telephone** 01376 517517  
**Email** [richard.begley@hayman.co.uk](mailto:richard.begley@hayman.co.uk)  
**Website** [www.hayman-distillers.co.uk](http://www.hayman-distillers.co.uk)

Scorpion Tequila comes in three flavours: Cinnamon, Strawberry and Citrus. A challenging flavour, with prominent Tequila impact followed by a surprisingly fruity aftertaste. The Scorpion graphics complete the adventurous image.



**XXX TEQUILA**

**Owner** 123 Spirits  
**Product** Ultra-premium Tequila  
**Telephone** +1 310 345 3455  
**Fax** +1 323 963 0163  
**E-mail** [david@123spirits.com](mailto:david@123spirits.com)  
**Website** [www.xxotequila.com](http://www.xxotequila.com)

XXX Siglo Treinta is the newest line of ultra premium pouring Tequila developed and distributed by Los Angeles-based 123 Spirits. It evokes all of the romance and passion of its birthplace - the appellation of Tequila in Jalisco, Mexico. The luxurious quality of our ultra-premium Tequila make it ideal for sipping or mixing into "top shelf" cocktails," says David Ravandi, founder of 123 Spirits.



**BLASON DE BOURGOGNE CRÉMANT DE BOURGOGNE NV**

**Owner** HwCg  
**Launching** April 2004  
**Available** UK retail listing with Tesco  
**Target Customers** All free thinking individuals who appreciate great fizz  
**Price** £8.99 RRP  
**Telephone** 01279 873 500  
**Fax** 01279 873 501  
**Email** [wine@hwcg.co.uk](mailto:wine@hwcg.co.uk)  
**Website** [www.hwcg.co.uk](http://www.hwcg.co.uk)

The Blason de Bourgogne range has been designed to make Burgundy understandable for today's wine consumer. Blason de Bourgogne Crémant is made at Cave de Bailly in the far north of the Burgundy region and is a blend of 90% Pinot Noir and 10% Gamay. It is the seventh wine in the Blason de Bourgogne range to secure a major multiple listing.



**WOODBIDGE REPACKAGING OF THE RANGE**

**Product** Range of varietal wines  
**Launching** Now  
**Available** RM Wines (London) Ltd  
**Target Customers** Male/female 25 years+  
**Price** £5.99-£7.99 retail  
**Telephone** 0870 350 3520  
**Fax** 0870 350 3521  
**Email** [l@wineportfolio.co.uk](mailto:l@wineportfolio.co.uk)  
**Website** [www.woodbridgewines.com](http://www.woodbridgewines.com)

Woodbridge by Robert Mondavi celebrates its 25th anniversary this year with new packaging. A more sophisticated bottle and label design reflects Woodbridge's commitment to quality from vineyard to bottle for this popular-premium varietal range from California. Created using small winery techniques such as native yeast and barrel fermentation, extended maceration and 'small lot' winemaking.



TO PROMOTE YOUR NEW PRODUCTS HERE, PLEASE CALL +44 207 549 2563

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**Available** Travel retail worldwide, Americas, Caribbean

**Price** \$40-\$150 per 750ml

**Telephone** +50 72 69 03 12

**Fax** +56 72 71 01 80

**E-mail** ponciano.porfidio@tequilaporfidio.com

**Website** www.ronporfidio.com

A limited edition range of three 100% pure cane rums:

- Porfidio Barrique Anejo Rum (40% ABV) aged in French Limousin oak which enhances the delicate fresh cane flavour

- Porfidio Single Barrel Anejo Rum (40% ABV) aged in American white oak which burnishes it with

a golden glow

- Porfidio Single Cane Distillation-Strength Plata Rum (70% ABV) with a smooth taste that packs a punch

