

## Fenom's strategic growth continues

Launched in the south Florida market in May 2010, Fenom is the first absinthe created for consumption in an undiluted form. Unlike traditional absinthes, Fenom has a fresh, smooth consistency that is lightly aromatic with subtle herbal undertones. Its lower alcohol content (80 proof/40 percent) and clear color is making it the spirit of choice for bottle service, chilled shots and specialty cocktails. Fenom is handcrafted and distilled in Fougères, France, using all natural ingredients including wormwood, fennel, anise, gentian and mugwort blended together with natural spring water. It is packaged in a mirror dipped bottle with the signature letter "F" denoting the brand name.



## Wines from Don Quixote's Spain to be distributed in the U.S.

Wines from Don Quixote's Spain are now available in Florida, Texas, and California. The signing of the agreement took place during the Miami International Wine Fair, at the Miami Beach Convention Center. Present at the signing were José Luis Martínez Guijarro, President of Fundación Tierra de Viñedos and Regional Minister of Agriculture and Rural Development for Spain's Castilla-La Mancha. The Fundación Tierra de Viñedos of wineries operates in Castilla-La Mancha, Spain. It is the region with the world's largest extension of vineyards, producing nearly 2,000 million liters of wine annually. Currently the area of vineyards in

Castilla-La Mancha totals represents over 50% of the entire wine producing acreage of Spain.

## Premier Beverage welcomes Tanteo Tequila

Tanteo Tequila is an ultra-premium collection of flavor-infused 100% blue webber agave blanco tequilas. It was first launched in the metro New York area. Distribution in Florida through Premier Beverage began November 1st with their sales team rolling out the brand on-premise, while simultaneously facilitating tastings and distribution in key off-premise venues. Based on initial interest, Tanteo Tequila will be available in such destinations as STK, Sunset Lounge at The Mondrian Hotel and The Florida Room at the Delano.

## Reminder: online label registration available

Online instant processing of Florida's label registration has been up and running since July 15, 2010. Suppliers who are licensed to sell alcohol in Florida must first register to use the system. The fee for registration remains \$30 for malt and spirits labels and \$15 for wine labels, all of which should be renewed annually by June 30. Once registration fees are paid (via electronic check or credit card), the label is registered and the product can be shipped to Florida. Products sold to distributors must be registered before shipping into the state, however, direct wine shipments remain exempt from registration requirements. The paper registration form can still be filed as a substitute to online filing, but can take up to 90 days to be approved.

## Italian Wine Masters 2011 coming to Miami

The Italian Wine Masters, a multi-year global collaboration, made of Consorzi

Brunello di Montalcino, Chianti Classico, Vino Nobile di Montepulciano and Conegliano Valdobbiadene Prosecco Superiore will continue their multi-year collaboration with new trade events in Miami. The program will kick off on Thursday, February 3. Events will be held at the newly-opened JW Marriott Marquis from 1 p.m. to 6 p.m. Alongside the grand tastings, intensive master classes will be offered by wine educator and author, Kevin Zraly. Current releases will be tasted and discussed alongside selected older vintages. For information and reservations, visit [www.italianwinemasters.com](http://www.italianwinemasters.com).

## White truffle menu paired with Batasiolo Wines

B E N I D I  
**BATASIOLO**

In celebration of Italy's truffle season, white truffles from Alba were overnighed for the annual White Truffle dinner held at The Ritz Carlton, Key Biscayne, compliments of Fiorenzo Dogliani, president of Batasiolo S.P.A., makers of Batasiolo Wines. The white truffles were harvested from the woodlands that surround Batasiolo's vineyards. Along with offering the prized fungi, wines from the Batasiolo portfolio were paired with several truffle and wine inspired dishes. The evening began with the 2008 Vigneto Morino Chardonnay DOC from the Langhe district. Other wines poured included 2006 Barbaresco DOCG, a very special offering of the 1993 Barolo DOCG (a combination of nine different vineyards) decanted and paired with Risotto al Tartufo. The evening ended with Bosc d'la Rei, Moscato D'Asti DOCG. Delivering a mild sweetness, this particular Moscato is destined to grow in popularity as more consumers are discovering that a good moscato is trendy to finish a meal.