

BOISSET AMERICA UNVEILS IDÔL VODKA

Idôl Vodka, made from Pinot Noir and Chardonnay grapes from Burgundy, France, is distilled seven times and filtered five times. "The most noble, unique and rare grapes in the world are not just for making fine wines anymore," states Jean-Charles Boisset, president of Boisset America. "Idôl Vodka is a way to bridge the gap between wine and vodka drinkers." The water for Idôl Vodka comes directly from a spring in the Côte d'Or and is immediately filtered using reverse osmosis. Idôl Vodka possesses a delicate, floral nose with no alcohol smell, a delicate texture and long-lasting, soft finish. The suggested retail price is \$40. Idôl Vodka can be enjoyed in martinis, mixed drinks, or chilled with ice. For more information, contact Patrick Egan at 800-878-1123.



Fetzer to Close Valley Oaks Hospitality Center

Brown-Forman Wines president David Dearie announced the closing of Fetzer's Valley Oaks Hospitality site in Hopland, where a tasting room, marketplace, and inn have been operating. Marketing dollars previously used to operate Valley Oaks will be redirected to regional marketing activities, including sales support and advertising. Brown-Forman will continue to farm grapes on approximately 105 acres of vineyards at Valley Oaks, but the ranch will no longer be open to the public. For more information, contact James Caudill at 415-444-7410.

Vintage Point Signs Hundred Acre to Portfolio



Vintage Point, a new wine service company, recently signed Hundred Acre to its portfolio. This producer's newest brand, "Gold", is seeking national distribution. Vintage Point was created by David Biggar, Tom Peterson & Teresa Sullivan, veterans of the luxury wine business. The company will work closely with distributors, restaurateurs and retailers to connect to the world's unique wineries with America's fine wine consumers. Their luxury brands will be supported with a national sales network of 20 experienced sales managers. For more information, contact David Biggar at 707-939-6766.

'Views From the America Whiskey Trail' Exhibit Opens at National Press Club

"Views from the American Whiskey Trail," a collection of paintings by Scottish artist Ian Gray showcasing the culture and heritage of America's distilled spirits, opened March 21st for the first time in the United States at the National Press Club in Washington, D.C. Gray's collection of paintings captures scenes from America's most celebrated and significant whiskey distilleries, many of which are National Historic Landmarks, including Maker's Mark, Jim Beam, Woodford Reserve, Wild Turkey and Jack Daniel's. To take an online tour of Gray's "Views from the American Whiskey Trail," visit <http://www.discus.org/trail>.

Ybor City Hosts International Cane Spirits Festival and Tasting Competition

The world's first and only International Cane Spirits Festival and Tasting Competition successfully took over Ybor City for three days in March. The event marked the inaugural competition and also featured expert international judges, an Ybor City exploration, a cocktail mix-off and music from the Millie Puenta Band. Twenty-eight prominent judges were in attendance to sample 58 products over two days of testing. The "top-rated premium rum" was the 23 year-old Ron Zacapa Centenario from Guatemala. In total, 28 products were honored with gold medals, 18 won silver and 12 received bronze. For more information, visit www.polishepalate.com.



Stolichnaya Announces Stoli Bluberi Cocktail Challenge

Stolichnaya Vodka is challenging anyone 25 years and older to create cocktail recipes for the newest flavor to join the Stoli family – Stoli

Blueberi. The contest officially kicked off on April 1, 2006 and runs through July 15, 2006. Those who are eligible and interested can view contest rules and find the official form for entry online at www.stoli.com. All recipes submitted will be evaluated by a panel of three judges. Three winners will be selected based on originality and taste. The first place winner and winning recipe will be featured in a press release that will be submitted to industry publications. All three winners' recipes will be featured in an upcoming cocktail recipe booklet and will appear on the promotion's webpage for 90 days.