

IDÔL
 VODKA

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Wine voddies move to prominence

Attracted by the potential of the wine-based vodka, a new brand has joined Diageo's Ciroc in the sector.

Imported by Boisset America, Idôl is distilled from Burgundy-grown Pinot Noir and Chardonnay grapes. "The grapes are not just for making fine wines anymore. Idôl is a way to bridge the gap between wine and vodka drinkers," said president Jean-Charles Boisset.

Boisset America entered the realm of super premium spirits when it purchased Marie Brizard Wines & Spirits USA in the autumn of 2003. Its intention now is to expand its presence in the high-quality, super-premium spirits market. "We believe there is a strong correlation between high-end distilled spirits and wines, and our intimate knowledge of Burgundy, its terroir, and the noble raw ingredients used in Idôl Vodka – Pinot Noir and Chardonnay grapes – gives us great expertise in developing Idôl," Boisset told Drinks International.

With its seven distillations and five filtrations Idôl is clearly not a volume line, and the French producer is clearly aiming to underline the super premium vodka's quality through consumer education.

"There is not a limitless supply of our raw materials – Pinot Noir and Chardonnay from Burgundy – so we cannot strive solely for volume," said Boisset. "Our promotion of Idôl will focus on unique drink recipes that unite wine and vodka, such as the Kirtini (see box). We'll reach out to sommeliers and bartenders at high-end bars with lifestyle promotions." Currently Idôl is available in 50ml, 750ml, and 1-litre bottle sizes. The 750ml costs US\$40.

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Ciroc Blue Ocean Martini
 (Created by Eben Freeman of New York's WD-50)
 1 oz Ciroc Vodka
 ½ oz Blue Curacao
 ¼ oz grapefruit juice
 splash of simple sugar
Shake with crushed ice. Strain into cocktail glass. Garnish with a white orchid

The Kirtini
 1 oz Idôl Vodka
 3 oz Champagne
 ½ oz Marie Brizard Raspberry Liqueur
Combine ingredients in Champagne flute; garnish with a cherry


