

September 2006

Parties front Idôl's challenge



Since introducing its grape vodka, Idôl, in April, Boisset America reports strong sales and “great feedback” especially about the bottle design, which with its shape, grape motif and royal purple colour emphasizes its grape-based origins.

In the second half of the year, Boisset's Idôl Vodka will complete its national rollout and the company is planning a number of initiatives, both regionally and nationally, to raise awareness of grape-based vodka among vodka lovers and wine aficionados.

These include a series of upscale events like the Idôl hosted launch party at Rumor in Boston, with ice sculptures, fashion models, and signature cocktails, and the New York Idôl Vodka party, which was staged at the Arte Café.

Circulation: 52,000