

BIN

BEVERAGE INDUSTRY NEWS
SERVING CALIFORNIA'S BEER / WINE / SPIRITS INDUSTRY SINCE 1934

"The new label increases the focus on the Rémy Martin centaur, which symbolizes the high quality and spirit of the brand."

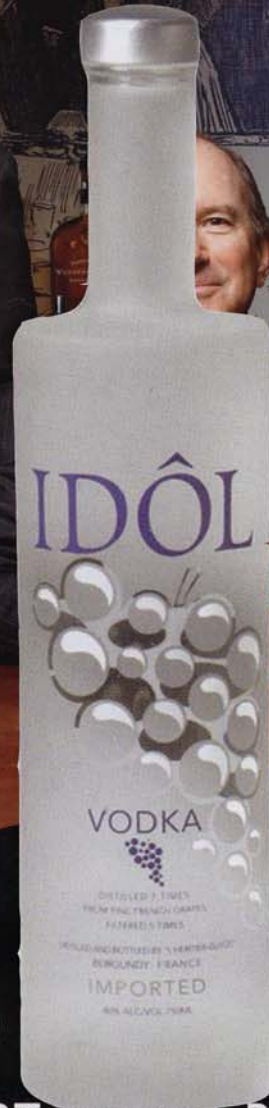
FIRST ULTRA-PREMIUM VODKA CRAFTED FOR WINE LOVERS

The result of Jean-Charles Boisset's vision, IDÔL Vodka is the first ultra-premium vodka crafted by a wine connoisseur for wine lovers and others with discerning taste.

Released in the spring of 2006, IDÔL Vodka is the purest and most elegant new ultra-premium vodka. Slowly and carefully hand-crafted from vine to bottle, IDÔL Vodka possesses no measurable impurities and is produced by Boisset, one of Europe's most respected wine and spirits families. IDÔL Vodka is created from the world's finest ingredients: hand-picked Pinot Noir and Chardonnay grapes from the vineyards of Burgundy, and pure water from the Côte d'Or.

IDÔL Vodka is the perfect balance between elegance and purity, offering unparalleled smoothness, a unique bouquet and delicate texture with a long, soft finish. Distilled seven times and filtered five times, IDÔL Vodka is exceptionally pure, yet retains the character of fine wine grapes from Burgundy's terroir.

For more information on IDÔL Vodka, please visit our web site www.IDOLvodka.com.



BROWN-FORMAN STRATEGY TO SUPPORT BRAND BUILDING

BROWN-FORMAN executives (from left) Mark McCallum, Paul Varga and Jim Bareuther at corporate headquarters in Louisville, KY