

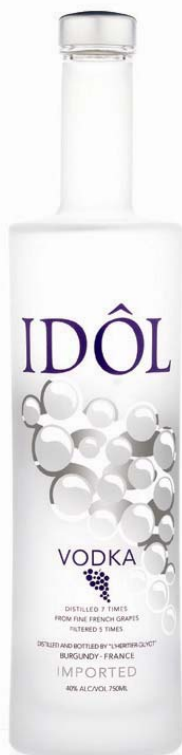


Beverage Dynamics

November 1, 2006

## IDOL; New Products & Packaging

From Boisset comes IDOL, a handcrafted, ultra-premium vodka made from pinot noir and chardonnay grapes hand-picked from Burgundian vines and naturally pure water from the Cote d'Or. The brand is distilled seven times and filtered five times. **IDOL Vodka's** national rollout is currently underway and it is available in 21 markets, including California, Florida, New York and Illinois. Suggested retail is \$30 to \$35 for a 750 ml bottle, depending on the market.



Circulation: 50,015