



DrinksTV.com is the largest multimedia platform and in store television network for the alcohol beverage industry. We are the definitive source for alcohol beverage information and entertainment. Drinks TV is the #1 multimedia website for alcohol beverage consumers and has access to thousands of drinking establishments including nightclubs, bars, lounges, restaurants and stores. Interactive tools utilizing email, print, SMS and wireless features while using the latest streaming technologies.



### **Web feature at the Las Vegas Bar Show**

<http://www.drinkstv.com/NewProduct/Showcase/?id=80001020&r=y>

**Company:** Boisset America

**Brand:** IDOL Vodka

**Interviewee:** Jean Charles Boisset, President

**Description:** IDOL Vodka is the vodka for wine lovers. This unique vodka made with grapes from Burgundy, France takes 17 months to create.