

MARKET WATCH

new product watch



IDÔL VODKA

IDÔL VODKA launched in April from *Boisset America*. Touted as “vodka for wine lovers,” Idôl is produced from hand-picked Pinot Noir and Chardonnay grapes sourced from Burgundy, France. The 40-percent alcohol-by-volume (abv) spirit is first made into a wine, and then distilled seven times and filtered five times. Currently available in New York, Boston, Miami, Chicago, San Francisco, Los Angeles, San Diego, Dallas and Houston, a frosted 750-ml. bottle decorated with an etched grape design retails for \$40. For more information, contact *Boisset America* at 800-878-1123.

THE GLENLIVET NÀDURRA launches nationally this month from *Pernod Ricard USA*. The 16-year-old 57.2-percent abv single malt is bottled at natural cask strength to give connoisseurs an idea of what it's like to sample Scotch straight from the cask at The Glenlivet Distillery. Nàdurra—at \$60 a 750-ml. bottle—is the 8th expression in The Glenlivet portfolio. For more information, contact *Pernod Ricard USA* at 800-488-7539.



BAUCHANT PEAR XO, POMEGRANATE XO, APPLE XO AND RASPBERRY XO

BAUCHANT PEAR XO, POMEGRANATE XO, APPLE XO and RASPBERRY XO are new flavored Cognac-based liqueurs from *Palm Bay Imports*. The line of versatile fruit spirits began with the brand's orange-flavored liqueur, developed by Georges Roulet in the 1970s. Currently available in nine markets, including California, Texas, Colorado and Illinois, the 24-percent abv spirits come in three bottle sizes: 50-ml., 375-ml. and 750-ml., which retails for \$40. For more information, contact *Palm Bay Imports Inc.* at 800-872-5622.

SNOW QUEEN VODKA, a popular spirit in Britain, has debuted in the United States from *Universal Beverages*. Already available in Washington, D.C., and Chicago the 40-percent abv vodka launches in New York and Miami this month. Snow Queen is produced in Kazakhstan from high-quality raw materials that are distilled five times for a smooth finish. The spirit retails for \$27.99 a 750-ml. bottle and \$34.99 a 1-liter bottle, featuring a label illustration of queen with an icy glare. For more information, contact *Universal Beverages* at 305-597-6264.



DEKUYPER PUCKER BERRY FUSION SCHNAPPS

DEKUYPER PUCKER BERRY FUSION SCHNAPPS is a new liqueur available on- and off-premise this month from *Beam Global Spirits & Wine*. The sweet and sour flavors of strawberry, raspberry and blueberry complement the 15-percent abv schnapps' versatility. Available in 50-ml., 750-ml. and 1-liter sizes, the liqueur retails for \$10.99 a 750-ml. bottle. For more information, contact *Beam Global Spirits & Wine* at 847-948-8888.

OAK CROSS is a new Scotch available this month from *Wyatt Zier*. *Compass Box Whisky Co.* produced this 100-percent malt whisky, from a selection of Highlands whiskies that were aged for at least 10 years. A portion of the whiskies underwent secondary maturation in casks of American oak bodies and French oak heads to create the spirit's balanced character. A 750-ml. bottle of this 43-percent abv medium-weight Scotch retails for \$40. For more information, contact *Wyatt Zier* at 603-471-0184.



XXX REPOSADO TEQUILA

XXX REPOSADO TEQUILA debuted in six markets last month from *Progressive Brands*. The 100-percent blue agave Tequila was aged in white oak barrels for nine months in Jalisco, Mexico. The 40-percent abv spirit retails for \$25 a 750-ml. bottle. For more information, contact *Progressive Brands* at 310-342-7658.

REGALIA VODKA and **REGALIA GOLD VODKA** rolled out in August from *Aiko*. Distilled and bottled in Russia, the 40-percent abv vodkas underwent a five-stage purification process in quartz-sand and birch charcoal filters, followed by a silver filtration process to ensure the products' high quality taste. *Regalia Gold* is aged for an additional six months