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BEVERAGE JOURNAL

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RESTOCKING
A NEW YEAR

What's Your Inventory Plan?

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THE RETURN OF BORDEAUX

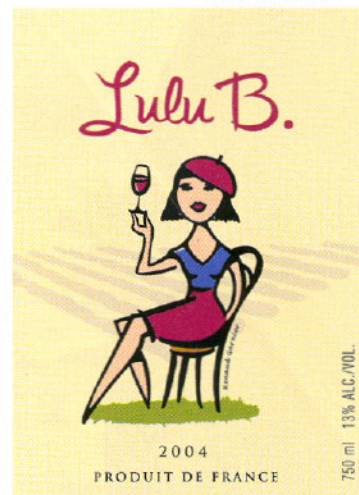
THE NEW DIGESTIF DRINKER

Periodicals Postage Paid



Boisset America Launches Lulu B.

Lulu B. has been unveiled in the U.S. market. The wine features a screw cap and the names of the varietals – Syrah, Chardonnay, and Pinot Noir – printed clearly in bold colors on the front label. Above the varietal label appears an image of Lulu B., the inspirational winemaker. Lulu B. retails nationwide for under \$10 and is the youngest addition from the Louis Bernard family, famed Côtes du Rhône winemakers. Lulu B. celebrates her U.S. arrival with the “Get to know Lulu B.!” sweepstakes. Featured through in-store displays and online at www.lulubwine.com, consumers can enter to win various prizes. The grand prize includes a catered soirée for 50 featuring an appearance by Lulu B. **For more information, contact Yulia Florinskaya at: 212-386-7416.**



McCormick Distilling Releases New Packaging for Irish Cream Liqueur

As of November 2005, **McCormick Irish Cream Liqueur** is available in new packaging. The dark, glossy bottle features a timeless design, including images of the Irish countryside and classic colors. The new bottle is available in a variety of sizes, including 750ml, 1L, and 1.75L. **For more information, contact Scott Houston at: 310-854-8196.**

QUARTERLY REVIEW OF WINES TOUTS RUTHERFORD VINTNERS

In their Winter 2005 issue, *Quarterly Review of Wines* recommended two wines from **Rutherford Vintners**, the '03 Napa Valley Cabernet Sauvignon and '02 Napa Valley Merlot. The article, entitled 'California Must Buys,' said of the Cabernet, "a touch of cherry and nice oak notes. Finish is soft and fairly long. Delicious. Buy lots;" and of the Merlot, "plum, hint of cinnamon spice, oak, with deep, dark berry flavors. Lovely little wine." Rutherford Vintners, Napa, CA. 707-265-4060.



The Glenlivet Cellar Collection 1972 Unveiled as Newest Addition to Exclusive Collection

The Glenlivet Single Malt Scotch Whisky announced the 2006 Collection Release, The Glenlivet Cellar Collection 1972. The Cellar Collection is a series of rare, limited-edition releases; a new single malt is added each year. This year's selection is a vatting of just ten casks, a definitive Speyside single malt whisky and has a rich fruitiness brought about by a lengthy period of rest. 800 bottles of The Glenlivet Collection 1972 will be available in the U.S. in Spring 2006 for approximately \$700. Each bottle is individually numbered and presented in an exquisite wooden box. **For more information, contact Amy Felmeister at: 212-229-2294.**



Gekkeikan Introduces Nigori Saké

Gekkeikan Saké unveiled a different type of saké, **Nigori**, which is traditionally brewed but only lightly filtered, giving the saké a cloudy look. (The name nigori means "cloud" in Japanese.) Nigori has a full body and a rich, sweet taste with hints of fruit. Nigori is best served chilled and is available in a 300ml size bottle. **For more information, contact Deirdre Maher at: 914-637-5752.**