

new products & promotions



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1 INTRODUCING TABOR ADAMA TERRA ROSA SOIL CABERNET SAUVIGNON Distributed by Lauber Imports in NY and NJ, Tabor Adama Terra Rosa Soil Cabernet Sauvignon is made from 90% Cabernet Sauvignon and 10% Merlot grapes that grow on Terra Rosa soil. The grapes were selectively hand picked and aged in 30% American and 70% French oak barrels for 12 months. Contact Shai Ghermezian at Shai@alliedimporters.com

2 LUXCO INTRODUCES SALVADOR'S 100% DE AGAVE TEQUILA PREMIUM MARGARITA Luxco has extended its Salvador's ready-to-drink portfolio to include Salvador's 100% De Agave Tequila Premium Margarita. The Salvador's line already includes Original, Strawberry, Mango, Blue Melon, Raspberry and Pomegranate Margaritas; and Mojito, Long Island Iced Tea, Bahama Mama, Hurricane and Hard Lemonade Cocktails. The new addition is made using ultra-premium tequila from 100% agave, grown in the Highlands of Mexico, and is available in 750mL and 1.75L glass bottles. The suggested

retail price for the 750mL size is \$11.99 and the 1.75L is \$17.99. Visit www.luxco.com.

3 MONTEVIDEO IMPORTERS RELEASES CORONA DE ARAGON WINES IN THE U.S. Montevideo Importers Inc. has added two new Corona de Aragon wines from Spain to its portfolio, Valle Rojo Crianza 2006 and Valle Rojo Tempranillo 2004, both from D.O. Cariñena. Contact Ted Freitas at ted@montevideoimporters.com

4 INTRODUCING PRIMO AMORE IN TIME FOR VALENTINE'S DAY Casa Vinicola Zonin S.p.a. has launched Primo Amore, a new line of Italian wines bearing easy to read labels, attractive packaging and affordable pricing. Made near Verona, Italy, Primo Amore Romeo (red) and Primo Amore Juliet (white) are lively, effervescent, light and slightly off-dry wines (SRP: \$6.99). Primo Amore Pinot Grigio (from the Veneto) and Sangiovese-Merlot blend (from Sicily) are drier, food-friendly wines (SRP: \$7.99). All

are closed with screwcaps. POS materials include customized display racks, branded shopping bags, and case cards. Contact Zonin USA at 866.434.8102.

5 BUSHMILLS RELEASES 1608 TO CELEBRATE 400TH ANNIVERSARY In 2008, Bushmills is celebrating the 400th anniversary of its license to distill, granted to the region of Bushmills in 1608. In honor of the anniversary, Bushmills is releasing a special, limited edition Irish Whiskey called Bushmills 1608. It is available in the U.S. only from February through December 2008, with a suggested retail price of \$100. Contact Empire Merchants at 800.382.3820.

6 LAIRD AND COMPANY RELEASES CASONI LIMONCELLO Casoni, the all-natural Limoncello Di Sorrento, is made from lemons grown in the Sorrento Peninsula of Italy. No color or flavoring is added. Casoni Limoncello is available in 750 ml bottles. Contact Tom Alberico at talberico@lairdandcompany.com.