

ISSN0277-927

JUNE 2009

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

MARKET WATCH



Hennessy Black

In April, Moët Hennessy USA debuted Hennessy Black, the Cognac brand's first significant new launch since the release of Hennessy V.S. in 1961. The 43-percent alcohol-by-volume (abv) spirit (\$45 a 1-liter bottle) combines 35 to 45 unique eaux-de-vie and is aged for a minimum of five years in French oak that previously held Hennessy. The blended Cognac has aromas of jasmine and orange flowers with hints of citrus, honey and grapes. Initially launched on-premise in 10 major markets, Hennessy Black will be available off-premise in September. For more information, contact Moët Hennessy USA at 212-251-8200.

Belvedere Black Raspberry

Moët Hennessy USA unveiled Belvedere Black Raspberry in May. The 40-percent abv spirit (\$34.99 a 750-ml. bottle) is made by macerating a blend of raspberries, blackcurrants and rose water into Belvedere's original vodka for a minimum of one month. Black Raspberry is available on- and off-premise nationwide. For more information, contact Moët Hennessy USA at 212-251-8200.

Dewar's Founders Reserve 18-Year-Old

Bacardi USA Inc. introduced the Dewar's Founders Reserve 18-year-old blended Scotch in April. The 40-percent abv spirit (\$80 a 750-ml. bottle) mixes whiskies from different regions in Scotland,

then the blend is further aged in reserved vintage oak casks. The limited-edition Scotch is available on- and off-premise nationwide. For more information, contact Bacardi USA Inc. at 305-573-8600.

Bacardi Dragon Berry

Bacardi USA Inc. added Bacardi Dragon Berry to its range of flavored rums in May. The 35-percent abv spirit (\$13.99 a 750-ml. bottle) combines the taste of tropical dragon fruit with strawberry flavor. Dragon Berry is available on- and off-premise nationwide. For more information, contact Bacardi USA Inc. at 305-573-8600.

Laphroaig 25-Year-Old and Ardmore 30-Year-Old

In April, Beam Global Spirits & Wine Inc. introduced two limited-edition single malt Scotches. The Laphroaig 25-year-old (\$499.99 a 750-ml. bottle) is a 51.2-percent abv spirit aged in Oloroso Sherry and American oak casks. Sold only in the United States, the Ardmore 30-year-old (\$449.99) is a 57-percent abv spirit aged in Bourbon barrels and handmade quarter casks. Both whiskies are available nationwide. For more information, contact Beam Global Spirits & Wine Inc. at 847-948-8888.

Malibu Island Melon

In May, Pernod Ricard USA added Malibu Island Melon to its portfolio, which includes Tropical Banana, Pineapple,

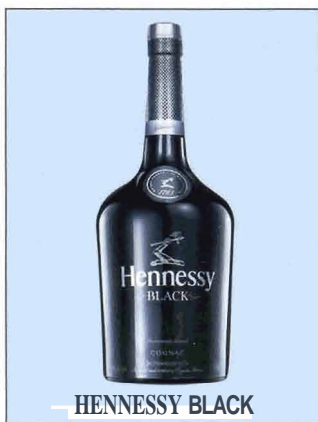
Mango and Passion Fruit expressions, along with the original coconut flavor. The 21-percent abv spirit (\$12.99 a 750-ml. bottle) combines the flagship rum with the taste of ripe melon. Island Melon is available on- and off-premise nationwide. For more information, contact Pernod Ricard USA at 800-488-7539.

Mount Gay 1703 Old Cask Selection

In May, Remy Cointreau USA Inc. launched Mount Gay Rum 1703 Old Cask Selection as a symbol of the Barbados distillery's inception in 1703. The 43-percent abv spirit (\$99.99 a 750-ml. bottle) is a blend of rums aged 10 to 30 years and has oak, toffee and leather aromas with notes of ripe banana and spices. The rum is available on- and off-premise nationwide. For more information, contact Rémy Cointreau USA Inc. at 212-424-2244.

Russian Standard Platinum

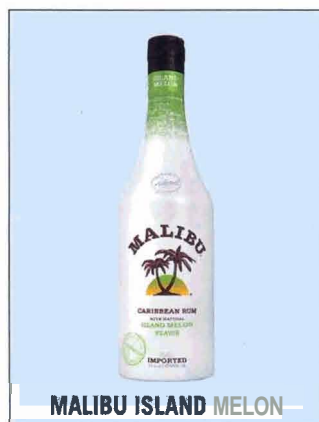
Russian Standard Vodka has introduced Platinum, its first brand extension in the United States. The 40-percent abv spirit (\$25.99 a 750-ml. bottle) is made using the distillery's silver filtration system to create a clean, smooth vodka. Initially introduced in January, Platinum is now available on- and off-premise in major markets, including Los Angeles, Chicago, Miami and New York City. For more information, contact Russian Standard Vodka at 212-679-1894.



HENNESSY BLACK



BACARDI DRAGON BERRY



MALIBU ISLAND MELON



MOUNT GAY 1703 OLD CASK SELECTION