




NEW PRODUCTS & PROMOTIONS

EL JIMADOR INJECTS FLAVOR INTO TEQUILA CATEGORY

With its first two flavor extensions, Mango Mango and Mexican Lime, Brown-Forman's El Jimador is pushing tequila into a brave new world. The two expressions are inspired by the fruit trees on the grounds of the Casa Herradura distillery. Enjoy neat or in cocktails. Limited distribution (CA, FL, GA, IL, MD, OR, TN, TX, WA) began July 24th (National Tequila Day). 70 proof





 facebook.com/eljimador
 eljimador.com
 SRP: \$19.99/750ml

VERDI SPARKLETINI ADDS STRAWBERRY EXPRESSION

With bubbly rebounding, Carriage House Imports has extended their popular Verdi Sparkletini line, adding Strawberry. The light, refreshing spumante with natural fruit flavor makes an exceptional value as well as a great impulse item to stock in the cold box. And at 5% ABV, it appeals to consumers looking for lower alcohol. Strawberry joins the original Verdi Sparkletini, as well as flavors Peach, Green Apple, Raspberry and Açai.






 verdispumante.com
 SRP \$5.99

PEAT LOVER'S SCOTCH BOTTLEINGS ARRIVE STATESIDE

The Scottish Knockdhu Distillery, known for the fertile turf on which it was built, is embracing its peaty identity; anCnoc (pronounced a-NOCK), a single malt produced by the distillery, is releasing a Limited Edition Peaty Collection. The first two expressions—Rutter and Flaughter, named after traditional peat-cutting tools—are both dark, bold and smoky and feature their peat phenolic levels on the bottle.



 facebook.com/ancnocsinglemalt
 ancnoc.com
 SRP: \$85

UV EVOKES AUTUMN WITH SALTY CARAMEL APPLE

Phillips Distilling Company's UV brand is breaking new ground again in the flavored vodka category with UV Salty Caramel Apple, made with all-natural flavors. Perfect for fall, it joins the brand's portfolio of 20+ fun expressions, but this is the first limited-time seasonal offering—once it's gone, it's gone. Enjoy mixed or on the rocks. 60 proof






 facebook.com/UVVodka
 uvvodka.com
 SRP: \$11.99/750ml \$12.99/1L

MICHAEL MONDAVI FAMILY ESTATE LAUNCHES 'ANIMO'

Rob Mondavi Jr., along with his father, Michael Mondavi and sister, Dina Mondavi, have released "Animo." From a rugged Atlas Peak vineyard named by Dina for the site's *animo*—the Italian word for spirit—the 2010 is 83% Cabernet Sauvignon and 17% Petit Verdot, aged 20 months in 87% new French oak. The result is luscious and fruit-driven with hints of vanilla and spice.



 facebook.com/MichaelMondaviFamilyEstate
 michaelmondavifamilyestate.com
 SRP: \$85

NEW MONTEREY CHARDONNAY FROM GARNET VINEYARDS

Garnet Vineyards produces wines that thrive in cooler coastal California regions. The latest, Garnet Vineyards 2013 Monterey Chardonnay, is made from premier vineyards, carefully nurtured from vine to bottle by winemaker Alison Crowe to be a true reflection of its cool-climate origin. Garnet Vineyards is marketed nationally by Bronco Wine company, which is celebrating its 40th anniversary this year.



 brncowine.com