

# New Liquids

Stay in touch with what's hot and new on the circuit.

## RED AND ROSE FROM FOUR SEASONS WINE

Four Seasons wine have launched the Four Seasons Cabernet Sauvignon, which is a red wine and Four Seasons Blush, which is a rose wine.

The Cabernet Sauvignon has lots of structure and a good concentration of soft but very firm tannins. It is a very impressive full-bodied wine

with a lingering taste. The Blush is a salmon pink coloured wine with a bouquet of violets, roses, strawberries and sweet spices. Its crisp acidity with a fruity and refreshing taste makes it an easy-to-drink, youthful wine. The Four Seasons Cabernet Sauvignon is priced at ₹550/- for 750ml and the Four Seasons Blush Wine is available for ₹425/- for 750ml in Maharashtra.

## UNITED BREWERIES LAUNCHES HEINEKEN

United Breweries announced the launch of locally brewed and bottled Heineken beer from their brewery in Talaja, near Mumbai. Heineken is positioned as a super-premium lager beer that will target the discerning beer drinker in India.

Launched in bespoke world class packaging, with imported green embossed bottles in 650 ml and 330 ml sizes, and clear plastic labels, a first for any beer brand in India, Heineken is doing things differently. The new bottles feature a unique curved embossment on the neck and back, with a distinctive embossed logo mark which acts as a stamp of quality and authenticity. The visual identity includes iconic brand elements like the racetrack label, the Heineken type face with the smiling 'e's and the red star—the world's most recognised beer symbol.

The taste and quality of Heineken brewed and bottled out

of India is true to the original time-honoured recipe handed down over generations. Just four ingredients go into the making of this lager—high quality malted barley and hops imported from Europe, the all-important Heineken

A-yeast, and water treated to Heineken specifications. These are all combined to ensure the same taste and quality that the world-renowned premium lager is famous for. The whole process is the result of close co-ordination between the Heineken Global Supply Chain and the UBL team.

Commenting on the launch, Kalyan Ganguly, President & Managing Director, United Breweries Limited said, "Heineken, the world's favourite super premium beer brand will appeal to affluent, sophisticated and discerning consumers in India. We will leverage our deep understanding of the Indian beer market, and complement that with robust marketing programmes and the strength of our nationwide



distribution network, to bring to Indian consumers this truly iconic global beer brand. This is a significant and exciting consumer experience that United Breweries has brought to India.”

In India, Heineken will initially focus on activating the brand at premium pubs, bars, lounges, restaurants and retail outlets to drive awareness and trial, and will leverage the brand's global proposition, “Open Your World” across all marketing executions. Digital activation and social media will be used extensively to ignite conversations and connect with its consumers.

Initially launched in Bombay and Pune, the brand will be rolled out to the rest of the country over the next few months. We invite India to “Open Your World” to Heineken!

### JAPANESE WHISKEY COMES TO INDIA

Radico Khaitan Ltd., one of India's largest liquor companies announced its exclusive marketing and distribution tie-up with Suntory

Liquors Ltd., one of the oldest and internationally renowned Japanese distillers. Radico Khaitan will launch Yamazaki 12 YO and Hibiki 17 YO—Suntory's two super-premium whisky brands, in India.

Abhishek Khaitan, MD, Radico Khaitan Ltd, said, “Radico Khaitan started its premiumisation journey by launching its own brands in the last few years, and now we are moving further by introducing global iconic brands in India. In this endeavour, we are now bringing two Japanese premium whisky brands, Yamazaki and Hibiki. With these brands, Radico will be entering a niche segment in the Indian market; Suntory therefore is a logical and strategic move.”

Yamazaki single malt whisky is handcrafted at Japan's oldest distillery, built by Suntory founder Shinjiro Torii in 1923. The Yamazaki 12-Year shows a superb balance of three oak barrel types (American, Spanish and Japanese) that is only realised in Japan. Its round and mellow flavour has a pleasant woodiness with notes of cherry, vanilla cream, and prune. With a pleasant wood, warm, lingering and dry finish this brand has spicy oriental incense.

Hibiki, a blended Japanese whisky brand, which means harmony, is a master blend of carefully selected full-bodied malt and grain whiskies. The Hibiki 17-Year is a multi-award winning blend that creates a profound aroma with an elegant and mellow woody richness, accompanied by sweet long-lasting citrus flavour. Its slightly sweet, light and smooth flavour has a pleasant feel to it that lingers long after one has experienced it. With an elegant fruity aroma and a pleasant

### SHOWS/EXHIBITIONS

#### WINE FOR ASIA

October 27-28, 2011

Suntec Singapore, Singapore

[www.wineforasia.com](http://www.wineforasia.com)

#### AUTUMN SPEYSIDE WHISKY FESTIVAL

September 29 – October 3, 2011

Speyside, Scotland

[www.spiritofspeyside.com](http://www.spiritofspeyside.com)

#### HARVEST IN THE HAMPTONS

September 3, 10, 16 and 17, 2011

Long Island, New York

[www.harvesteastend.com](http://www.harvesteastend.com)

#### HAWAII FOOD & WINE FESTIVAL

September 29 – October 2, 2011

Honolulu, Hawaii

[www.hawaiifoodandwinefestival.com](http://www.hawaiifoodandwinefestival.com)

[www.hawaiifoodandwinefestival.com](http://www.hawaiifoodandwinefestival.com)

Dates and venues are subject to change. Readers are advised to make sufficient enquiries

aftertaste this brand has a scent of tropical fruits.

Norio Mase, MD, COO, International Liquor Division, Suntory Liquors Ltd. said, “We strongly believe that with our brand-building credentials, superior understanding of the premium liquor segment and the strong distribution network of Radico Khaitan, we will be able to offer an elegant taste of our award winning whisky brands to whisky lovers in India.”

Yamazaki 12 YO single malt whisky and Hibiki 17 YO blended whisky will soon be available at exclusive retail outlets starting at ₹6500 onwards.

