

New Liquids

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

PATRÓN TEQUILA MAKES INDIAN DEBUT

Patrón Tequila, one of the fastest-growing luxury spirit brands in the world, will now be available in India under a new partnership between Patrón Spirits International and Mumbai-based Aspri Spirits Pvt. Ltd., a leading distributor of international premium wines, spirits and beer in the country.

Through this distribution agreement with Aspri, the Patrón Tequila range, Ultimat Vodka and Pyrat Rum, will now be accessible to consumers in several major states in India, with particular focus on the top restaurants, bars, clubs, hotels, and premium retail locations in key markets such as Mumbai, Delhi, Bangalore, Gurgaon, Pune, Rajasthan and Chennai. Patrón is also available at duty-free shops in Mumbai and Delhi airports.

Silver Patrón tequila appeals to drinkers looking for the perfect ultra-premium white spirit. Using only the finest Weber Blue Agave, it is handmade in small batches. This makes it smooth, soft and easily mixable. Each bottle is individually crafted by a glass artisan from recycled glass and is hand-numbered. This commitment to excellence—from the liquid within to the outer container—helps makes Patrón Silver

one of the top-selling ultra-premium white spirits in the world. Silver Patrón 375ml is priced in Mumbai at ₹5,215. Patrón Silver is highly versatile, making it the perfect spirit for any number of mixed cocktails.

Patrón's signature coffee liqueur, Patrón XO Café, is an extraordinary blend of ultra-premium tequila and the pure, natural essence of fine coffee. Patrón XO Café uses a rich blend of coffee and tequila, which results in just the right balance of sweetness and dryness for a unique taste. Patrón XO Café is excellent for sipping, as a cocktail ingredient, or as a unique and delicious dessert topping. It's frequently served on its own over ice. Patrón XO Café 750ml is priced in Mumbai at ₹5,400.



ITALY LAUNCHES ARTIC VODKA

From the heart of Italy comes yet another zesty creation of Artic — Natural Green Apple and Natural Orange flavoured vodka. These vodkas add an interestingly stimulating savour to Artic's range, while maintaining a fine balance between the spirit and the fruit.

Bringing a pure and fresh flavour of Natural Green Apple and Natural Orange, Artic draws a pure, flavourful and stylish edge to the taste, thereby enhancing the vodka experience.

Artic Natural Green Apple and Natural Orange Vodka are made with natural flavourings and an





imported secret ingredient from Italy that gives them a distinctive taste. The striking characteristics of Artic flavours are distilled to pair perfectly with Pan-Asian, Indian, Mediterranean, Italian and other cuisines, making it the ideal cocktail for exotic and fusion foods.

Abhishek Modi, CEO, Modi Illva, said, "Artic Pure Italian luxury vodka has elevated the level of the vodka consumers in India with luxury, style and taste. We bring to our consumers two new flavours of Artic Vodka — Natural Green Apple and Orange, thus enhancing the vodka drinking experience in the country. The two new flavours are made with natural flavourings maintaining a fine balance between the spirit and the fruit, and are worthy of savouring either straight-up or with a mixer of your choice."

These vodkas are priced at ₹1316/ and are available across leading alcohol outlets across India.

WHITE ZINFANDEL BY VINSURA VINEYARDS

Vinsura Vineyards launched its White Zinfandel last month. Vinsura White Zinfandel wine has delicate flavours and fruity twists. The wine displays aromas of cherries and strawberries. The palate is soft and light, with a good acidic balance. It is best served at 80°C as an aperitif or with chicken or seafood.

Vinsura White Zinfandel is available at select wine shops across country at an MRP of ₹700/-.



CARLSBERG ELEPHANT, THE SUPER-STRONG BEER

Carlsberg India Pvt Ltd (CIPL), the Indian subsidiary of the world's fourth largest brewer — Carlsberg Group, launched its super-premium strong beer Carlsberg Elephant,

SHOWS/EXHIBITIONS

BARBADOS FOOD & WINE AND RUM FESTIVAL

November 18-21, 2011

Barbados

www.foodwinerum.com

2011 HOLIDAY WINETRAIL

December 2, 4, 9, 11, 16, 18, 2011

Texas, United States of America

www.texaswinetrail.com

NIAGARA ICEWINE FESTIVAL

January 13 -29, 2012

Ontario, Canada

www.niagarawinefestival.com

WINTER OKANAGAN WINE FESTIVAL

January 14 – 22, 2012

British Columbia, Canada

www.thewinefestivals.com

Dates and venues are subject to change. Readers are advised to make sufficient enquiries before finalising travel plans.

in the Indian market. Strong, like its namesake in both strength and character, Carlsberg Elephant is a full-bodied beer, positioned as 'the new royalty of strong beer'.

With the introduction of Carlsberg Elephant, Carlsberg India brings to its consumers a super-premium strong beer variant of its flagship brand Carlsberg, and with this addition the company now boasts of a strong brand portfolio comprising Carlsberg, Tuborg Green, Tuborg Strong and Palone 8.

Performing well across all regions, CIPL registered a significant

growth of 55% (YTD June 2011) compared to the same period last year. The company's all India market share was 7% value share (6% vol share) Jan-June 2011, up from 4.1% during the corresponding period last year.

Soren Lauridsen, Managing Director, Carlsberg India said, "2011 is a significant year for us. We are delighted to introduce Carlsberg Elephant to build upon our strategy of creating a super-premium strong beer category in the market. We made a head start in this direction with the introduction of Tuborg Strong last season and are immensely pleased with the results that reflect consumer endorsement of our thinking. Carlsberg Elephant targets an evolved consumer — a social drinker, affluent, discerning and contemporary, one who appreciates refined things in life and seeks luxury experiences. Our product offers its consumers a choice to trade up in the strong beer category and yet retain the core attributes of one's personality like strength of character, consistency, conviction and sophistication. With Carlsberg Elephant, we are addressing a very potent section of the beer consuming drinkers, who are willing to pay a premium for superior quality



strong beer, which fulfils a latent need for sophistication and new royalty."

Carlsberg Elephant is priced between ₹100-125 for a 650 ml bottle depending on the market present. Carlsberg Elephant is available in three packaging sizes of 330 ml bottle, 500 ml can and 650 ml bottle and is being brewed out of CIPL's breweries.

MILLER HIGH LIFE COMES TO INDIA

SABMiller's Miller High Life was launched in Mumbai. Staying true to the promise of the brand's philosophy of 'work hard, party hard,' this beer was launched on a

Monday night. "People who live the 'work hard, party hard life', never have Monday blues, and this is the spirit that we want to celebrate," said Derek Jones, Director-Marketing, SABMiller India, about the unusual choice of the day for the launch.

Talking about the target consumer group for Miller High Life, Derek added, "Miller High Life is targeted at young professionals above the legal drinking age in metros, who embody the brand's philosophy of 'Work Hard, Party Hard'. We are positive about the success of Miller High Life in India, and hope you enjoy the high life just as we do."

