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1. HEINEKEN 'COOLERPACK'

Heineken is launching the "CoolerPack," an engineered 18-pack cardboard innovation that allows consumers to chill their Heineken by simply removing the top to their case and adding ice. The CoolerPack is the newest addition to the Heineken range of packaging configurations, bringing convenience and occasion-based purchase choice to beer drinkers everywhere. Designed to pop open the top—just fill the pack with ice.

 heinenusa.com

4. GRAVEL BAR 2015 COLUMBIA VALLEY PINOT GRIS

Propelled by hot days and cool nights, the 2015 harvest in Washington State's Columbia Valley harvest may have been the earliest ever. The Pinot Gris was fermented cold in stainless steel and aged "sur lie," developing a creamy texture on top of the crisp acidity. Flavors of juicy pear and melon are accompanied by light floral and herbal notes. Ideal with grilled vegetables, sea bass and spaghetti carbonara. Marketed by Bronco Wine Co.

 SRP: \$17.99
 bruncowine.com

2. RAYMOND VINEYARDS 40TH ANNIV. RESERVE CABERNET

Marking 40 harvests, Raymond Vineyards 2014 Napa Valley Reserve Selection Cabernet Sauvignon is opulent inside and out. The wine honors the Raymond family legacy in Napa, but it also reflects the innovation and passion Jean-Charles Boisset has infused since he purchased the winery in 2009; and the label echoes the velvet-ensconced Raymond Red Room, a Napa destination. The wine (RP 93 pts) is sourced from Raymond's certified organic and Biodynamic estate vineyards in Rutherford and St. Helena.

 SRP: \$40
 raymondvineyards.com

5. ADMIRAL NELSON'S PINEAPPLE RUM

Heaven Hill Brands is expanding their Admiral Nelson's Rum franchise with the release of a Pineapple expression. Bottled at 70 proof, the natural fruit flavor is blended with light Caribbean rum, creating a flavorful base for cocktails. The new expression, highlighted in the packaging with yellow and brown accents, will be supported by retail POS items with the "Admirably Smooth. Perfectly Pineapple." brand message. Available in 50ml, 750ml, 1L and 1.75L.

 SRP: \$10.99/750ml
 admiralnelsonsrum.com | heavenhill.com

3. NOVO FOGO CAIPIRINHA IN A CAN

Novo Fogo, producer of organic cachaças from fresh sugarcane, is introducing the first-ever canned version of the popular Caipirinha cocktail. Fresh, natural, flavorful and carbonated, it is based on Novo Fogo, an award-winning Brazilian cachaça distilled just meters from the Atlantic Rainforest. The Novo Fogo Sparkling Caipirinha can be served straight from the chilled 200ml can, over ice in a glass, and with or without a slice of lime. 11.1% ABV.

 SRP: \$3.99/can
 novofogo.com

6. CUPCAKE VINEYARDS ROSÉS

Considering that Cupcake Vineyards is a global brand, it should surprise no one that both a still and sparkling rosé are joining the portfolio. The 2016 California Rosé (SRP \$12.99) is a blend of California Grenache, Pinot Noir, Syrah and Merlot, dry in the Provençal style, with notes of strawberry and watermelon. Cupcake Vineyards Sparkling Rosé (\$15.99), made from Chardonnay and Pinot Nero grapes in Italy, will only be available through September.

 SRP: \$12.99 Still | \$15.99 Sparkling
 cupcakevineyards.com

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7. DOPFF & IRION ALSACE WINES

Château de Riquewihr Dopff & Irion has added three terroir-driven wines from their premium range—2011 Grand Cru Schoenenbourg Riesling (SRP \$28), Grand Cru Vorbourg Pinot Gris (\$30) and Crémant d'Alsace Elegance Cuvée Prestige (\$25)—through the brand's importer, Dreyfus, Ashby & Co. All three wines have won international awards, with the Grand Cru Schoenenbourg Riesling named Best Riesling in the World (Jancis Robinson Riesling Trophy) by the IWSC last November.

\$ SRP \$25-\$30
dreyfusashby.com

8. BRINLEY'S SHIPWRECK WHITE RESERVE RUM

Brinley's Shipwreck White Reserve Rum, joining the brand's lineup of flavored Caribbean rums, is 80 proof, made from blackstrap molasses, five times distilled, gluten-free and aged for one year in American oak. Its textured, silvery-white label is printed on real American birch and designed with navigational coordinates to mark historic shipwrecks around the globe. A portion of every Shipwreck sale will be donated to the St. Kitts Sea Turtle Monitoring Network.

\$ SRP: \$23.99
brinleygoldshipwreck.com | opici.com

9. 7 MOONS RED BLEND

New from Constellation this spring, 7 Moons Red Blend celebrates the seven phases of the moon by combining seven grape varieties sourced from California's Central Coast and Lodi regions. Smooth, fruity, and easy to drink, the 2015 blends Syrah, Merlot, Petite Sirah, Zinfandel, Cabernet Sauvignon, Malbec and Grenache. Aromas of chocolate-covered cherries, baking spices and vanilla lead into palate notes of strawberry preserves, cherry cola and milk chocolate.

\$ SRP: \$12.99
7moonswines.com | cbrands.com

10. STOLI CRUSHED

Stoli, the first vodka brand to introduce flavors in 1962, continues to innovate, entering the fast growing "real fruit juice" spirits segment with Stoli Crushed, in Pineapple and Ruby Red Grapefruit. Made from naturally gluten-free ingredients (including corn and buckwheat) and blended with real fruit juice, Stoli Crushed expands on Stoli Gluten Free, which was successfully introduced in April 2016. 60 proof.

\$ SRP: \$16.99
stoli.com

11. BALLETO 2016 RUSSIAN RIVER SAUVIGNON BLANC

Balletto makes all of its wine from sustainably farmed estate vineyards in the cool Russian River Valley. This inaugural vintage of Balletto Sauvignon Blanc opens with lemon/lime, honey and anise aromas, but the real personality of this wine lies in its mouthfeel and balanced weight. It's chock full of texture, tang and flavors that all hit the palate at the same instant, making for lush, delicious wine. Marketed by Bronco Wine Co.

\$ SRP \$27.99
broncowine.com

12. TWISTED SHOTZ

Keeping the RTD category fresh, Twisted Shotz has just released a second winner from their "You Call the Shot" contest: PussyCat, a watermelon and piña colada flavored cocktail. As with all the 40-proof Twisted Shotz flavors, PussyCat is delivered in a double-chambered, reusable shot glass. The contest was successful in reaching 650,000+ unique fans. PussyCat will be available as a four-pack and as part of the Getaway Pack of 15.

\$ SRP: \$5.99/four-pack
twistedshotz.com