

MARKET WATCH

HOT BEER BRANDS

Light Beer
At The Crossroads

Beer Wholesaler
Of The Year

Marnier-Lapostolle's
Grand Design

Bourbon Seeks
A Bounce

Derenoncourt California

French winemaker *Stéphane Derenoncourt* has ventured into the world of California winemaking with the launch of an eponymous label. Made in partnership with Montesquieu Wines, the inaugural offerings are from the 2006 vintage and include a Lake County Cabernet Sauvignon (\$40 a 750-ml. bottle) from Red Hills Vineyard, a Napa Valley Syrah (\$60) from Hudson Vineyard, a Napa Valley Merlot (\$140) from Stagecoach Vineyard, and a Napa Valley Cabernet Franc (\$140) and Cabernet Sauvignon (\$220) from Caldwell Vineyard, all sold at Derenoncourtcalifornia.com. For information, visit the website or call Derenoncourt California at 707-363-7990.

The Grande Dalles

This summer, first-time winemakers and husband and wife Scott Elder and Stephanie MaMonica unveiled *The Grande Dalles*. Made in Oregon's Columbia Valley, the label debuted with three offerings: the 2009 Leroy's Finest (\$30 a 750-ml. bottle), a dry Riesling; the 2008 Gampo (\$60), a blend of 80-percent Sangiovese, 17-percent Cabernet Sauvignon and 3-percent Cabernet Franc; and the 2008 Home Place (\$60), comprising 70-percent Tempranillo, 28-percent Cabernet Sauvignon and 2-percent Cabernet Franc. The wines are initially available for purchase online at Thegrandedalles.com, with further distribution planned. For more information, visit the website or call the winery at 503-805-3612.

Real Sangria White

Shaw-Ross International Importers introduced Real Sangria White in June. The pre-mixed Sangria (\$6.99 to \$8.99 a 750-ml. bottle) blends natural citrus flavors with Spanish white wine, and is light-bodied and fruity. Joining Real Sangria Red, the White expression has between 7- and 10-percent abv and launched in eight states, with further expansion planned. For more information, visit Real-sangria.com or call Shaw-Ross at 954-430-5020.

Victoria

Crown Imports added to its Mexican beer portfolio in June with the release of Victoria, a Vienna-style lager. The 4-percent abv beer (\$8.99 a six-pack) is Mexico's oldest and most traditional brand, boasting a copper color and a smooth, crisp finish. Crown debuted Victoria on- and off-premise in Chicago and plans to add more markets soon. To support the introduction, the company launched a multi-faceted marketing and advertising campaign. For more information, visit Findvictoria.com or call Crown Imports at 312-873-9279.

Bitches Brew

To commemorate the 40th anniversary of Miles Davis' album "Bitches Brew," *Dogfish Head Brewery* released a beer of the same name in August. The 9-percent abv offering (\$7.99 to \$8.99 a 750-ml. bottle, depending on the market) is made by combining tej, an African mead consisting of honey and gesho root, with imperial

stout brewed with African brown sugar. Boasting a malty character and earthy, roasted notes, Bitches Brew is available in 31 states through the fall. For more information, visit Dogfish.com or call the brewery at 888-836-4347.

Malibu Cocktails

Pemod Ricard USA debuted a line of Malibu rum-branded ready-to-drink cocktails in July. The portfolio includes Rum Punch, a blend of Malibu Coconut and pineapple, banana, passion fruit and mango; Caribbean Cosmo, made with Malibu Coconut, lime, orange and cranberry; and Tropical Mojito, a mix of Malibu Coconut, mango, mint and kaffir lime. Packaged in environmentally friendly pouches (\$19.99 a 1.75-liter pouch), the 15-percent abv drinks are available nationwide. For more information, visit Malibu-rum.com or call Pemod Ricard USA at 800-488-7539.

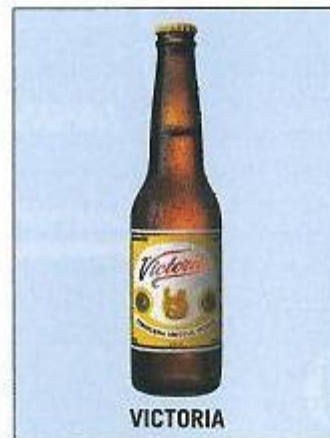
Rose's Cocktail Infusions Light

Rose's Cocktail Infusions, which is owned by *Dr Pepper Snapple Group*, launched a set of light non-alcoholic mixers in June. Boasting 23 calories per ounce, which is roughly 30 percent fewer calories than other leading mixers, the portfolio debuted with Cosmopolitan Light and Tropical Fruit Twist Light, a blend of orange, pineapple and fruit punch. The mixers (\$4.59 a 20-ounce bottle) are available nationwide. For more information, visit Rosesmix.com or call the company at 877-467-6778. **mw**

Laura Pelner



REAL SANGRIA WHITE



VICTORIA



BITCHES BREW



MALIBU RUM PUNCH