

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

JUNE 2012

MARKET WATCH

SHAKING IT UP

On-premise venues highlight innovative beverage programs

CHILEAN WINE MOVES UPSCALE
PREMIXED COCKTAILS CATCH FIRE
BELGIAN BEER ABOUNDS



lingering vanilla notes. Sutter Home Bubbly Pink Moscato is available nationwide. For more information, visit Sutterhome.com or call Trinchero Family Estates at 800-967-4663.

Shatter Wine

Trinchero Family Estates has also launched the new luxury wine brand Shatter, a collaboration with winemakers Joel Gott of Joel Gott Wines and Dave Phinney of Orin Swift Wines. The inaugural release, a 2010 Grenache (\$29.99 a 750-ml. bottle), exhibits a deep garnet hue, succulent dark fruit and ripe cherry aromas, flavors of soft French oak, mature tannins and a long finish. Named for the region's extreme viticultural conditions, Shatter wines are sourced from France's Maury appellation, which is known for producing sweet red wines. Shatter is available nationwide. For more information, visit Shatterwine.com or call Trinchero Family Estates at 800-967-4663.

If You See Kay Wine

This summer, *Vintage Point Cellars* is debuting If You See Kay, a new Cabernet Sauvignon blend created by Jayson Woodbridge of Hundred Acre and Layer Cake. Using grapes sourced from Lazio, Italy, the wine (\$19.99 a 750-ml. bottle) targets Millennial drinkers with its bold style and eye-catching label featuring a tattooed woman riding a roadster. For more information, visit Vintagepointcellars.com or call the company at 707-939-6766.

Scoops Wine

Springfield, New Jersey's *Carriage House Imports*—known for its Verdi, Sparkletini and Bosca Spumante sparkling wine brands—launched Scoops, its first still wine label, in May. Created in partnership with California winemaker Steven Mirassou, Scoops (\$8.99 a 750-ml. bottle) features a red blend and a white blend, both sourced from the California coast. The brand will initially roll out to 14 U.S. markets and eventually expand nationwide. For more information, visit Scoopswine.com or call Carriage House Imports at 973-467-9646.

FishEye Sweet Red

The Wine Group's *Underdog Wine & Spirits* unit introduced a sweet red wine from the Australian label FishEye in May. The red blend (\$7 a 750-ml. bottle) comprises Shiraz, Moscato and other varietals, resulting in a juicy wine with flavors of blackberries and strawberry jam, floral aromas and a slight oakiness. For more information, visit Fisheyewines.com or call Underdog Wine & Spirits at 925-583-1500.

Bocelli Prosecco and Sangiovese

Famed Italian tenor Andrea Bocelli and his brother, Alberto, introduced Bocelli Prosecco and Bocelli Sangiovese in May. Imported by *August Wine Group*, Bocelli Prosecco and Sangiovese (both \$19.99 a 750-ml. bottle) are available

in New York, Texas, Illinois, Washington and Oregon and will roll out nationwide by September. For more information, visit Bocellifamilywines.com or call August Wine Group at 206-933-6767.

Frenchie Wines

Napa Valley's *Raymond Vineyards* unveiled the new wine label Frenchie in May. Named for the French bulldog owned by Raymond proprietor Jean-Charles Boisset, the brand includes the 2009 Frenchie Louis XIV Cabernet Sauvignon and 2009 Frenchie Napoleon Red Blend. Both are available at the winery or online and retail for \$30 a 750-ml. bottle. Raymond also plans to release a Frenchie white blend dubbed Marie Antoinette. For more information, visit Frenchiewinery.com or call the winery at 707-963-6948.

Ecco Domani Moscato

Ecco Domani USA added a Moscato to its portfolio in May. Sourced from Tre Venezie in Italy, the wine (\$14 a 750-ml. bottle) is smooth and refreshing, with aromas of orange blossom and tropical fruit. Ecco Domani Moscato is available nationwide and joins the brand's Pinot Grigio, Pinot Noir and Merlot offerings. For more information, visit Eccodomani.com or call the company at 866-326-3662.

Lillet Rosé

Maison Lillet debuted its first new product in 50 years with the launch of Lillet Rosé in April. The French aperitif (\$19.99 a



IF YOU SEE KAY WINE



SCOOPS WHITE WINE BLEND



FRENCHIE NAPOLEON RED BLEND



LILLET ROSÉ