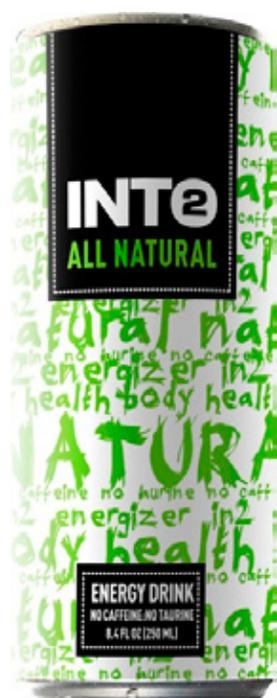


UGH, AUGUST. YOU ARE A HOT, STICKY MONTH. THANK GOODNESS WE'VE GOT A LINEUP OF BEVERAGE PRODUCTS TO CUT THROUGH THE SWEAT AND HELP MAKE THIS A

Rockin' Summer

by Rachel Burkons



Into the Future

When the energy drink category was born, no one could've predicted the slew of bizarre flavors and artificial ingredients that would soon pop up in our glasses. But taking this classically energized category into the future is **INTO Energy Drink**, made from fresh ingredients and purified water sourced from the Austrian Alps and offering a lightly-carbonated quaff that's extra-awesome, thanks to the additions of some top-secret vitamins. With three flavors leading the energy drink category into its next phase, we're putting our money on INTO Cranberry, with a clean, fruity flavor that's just-right sweet and a perfectly energized swap for any classic-cran-cocktail.

www.intoenergy.com

Pretty in Pink

We see lots of lovely bottles make their way into our offices at THE TASTING PANEL, but **Prévu**, a sparkling liqueur, was an instant standout. With a vibrant pinky-red hue and garden-fresh-gorgeous bottle design, Prévu sure is pretty, but the liquid in the bottle is downright dreamy. Organic French vodka and cognac mingle with enticing black currant and lively



blackberry and raspberry, as a seductive kiss of sweet violet flower rounds out this sparkler's sweet charms. Fresh and tasty on the rocks with a twist, we also got into the sparkling spirit by adding half an ounce to our weekend cava, resulting in a spruced up sipper with a touch of unexpected elegance.

www.drinkprevue.com

Made-for-TV Wine

As any TV-watcher who takes their food and drink seriously knows, *Top Chef* is television's favorite battle-at-the-butcher-block competition show, with some of the best rising chefs in the country going knife to knife for their chance at celebrity chefdom. Offering retailers a chance to cash in on this cachet is Terlato International's newest line, the **QuickFire** series, designed to inspire the consumer's inner chef by referencing the TV's show's famously difficult quickfire challenges. But this is more than just marketing mumbo-jumbo: The line includes seven varietal offerings, and we loved the bright citrus-forward notes in the 2009 Sauv Blanc, a perfect summer white for al fresco dining—no competition necessary.

www.quickfirewines.com





Cherry Bombs Away

SoCo continues its line of fun flavor innovations with a rocking new offering, **Southern Comfort Bold Black Cherry**, which banks on the dreamy blend of spicy whiskey, enticing black cherry and rich vanilla notes, resulting in a cherry bomb-like flavor explosion that's sure to keep the brand's loyal SoCo lovers happy. Richly mixable, SoCo Black Cherry offers a flavor profile that's complex enough to appease the professional mixologist and flavorful enough to shine in simple mixes for

the at-home enthusiast. No matter where you SoCo Black Cherry, this cherry bomb is sure to light your fire.

www.southerncomfort.com



B-Word Bubbly

We sort of like the “b-word” around here, and think it's one of those “bad words” that have been reclaimed by a modern, youthful female consuming demographic who know that every now and then, it's good to be a bitch. Tapping into that fun femme category is **Happy Bitch Wine**, a sparkling rosé blend of Hudson Valley Chard and Pinot Noir that comes to the glass with plenty of sparkling personality and just enough of a bite to be a bitch. Fun and vibrant, this is the perfect

retail wine, with an eye-catching label and name that's sure to be an attention grabber on any shelf.

www.happybitchwine.com



A Kahlúa Kick-Up

Coffee and Kahlúa are old friends, but when it's this hot out, the last thing you want to do is sit down for sweltering spiked cuppa joe. Thankfully, the geniuses at Kahlúa have answered our warm-weather prayers with their new line of **Kahlúa Iced Coffees**, the perfectly refreshing coffee with a pick-me-up that's easy for on-the-go fun in a can. Made from 100% Arabica coffee blended with the classic Kahlúa flavor we know and love, the line is offered in rejuvenating Iced Espresso, sweet Iced Mocha and complex Cinnamon Spice flavors. We can see this making retail waves as a grab-and-go product, but it's got legs on-premise too, as a quick and simple ready-to-drink cocktail component.

www.kahula.com

Bold Bloody

We like our Bloody Marys with a bit of a kick, so it was love at first sip when we got our hands on a bottle of **Jimmy Luv's Bloody Mary Mix**, a zangy, tangy mix that's chock-full of diced-up ingredients that make a superflavorful meal out of your drink every time. For the adventurous bloody-lover, the brand also offers a Sneaky Hot mix, which throws in a few habaneros, jalapeños, chipotles and some cilantro, resulting in a mix just begging to be paired with tequila for a Bloody Maria. If you love flavor, you'll love Jimmy—and your customers will too.

www.jimmyluvsbloodymarymix.com



Sin Is In

Red Velvet Cake is an undeniably delicious treat, but for those of us watching out waistlines, indulging in this treat means skipping another—but now, you can have your cake and drink it too with **Sin Spirits Red Velvet Cake Cosmo**, a pre-mix that brings dessert to your glass. Created by The Real Housewives of New Jersey star Kathy Wakile, this vibrant red quaff channels the creamy sweet frosting-meets-indulgent rich cake into the glass in a seamlessly not-so-sinful way.

www.sinspirits.com

