

MARKET WATCH

NEW PRODUCT WATCH

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Jade Absinthes

Lucid absinthe importer *Viridian Spirits* has unveiled Jade, a portfolio of three limited-production European absinthes. The lineup includes the 65-percent abv Jade C.F. Berger, a Swiss-style absinthe with a bold fragrant scent and distinct herbal flavors; the 72-percent abv Jade Esprit Edouard, a Belle Époque absinthe with an aromatic finish; and the 68-percent abv Jade 1901, a classic absinthe reminiscent of one of the most well-known varieties before the absinthe ban. Launched this summer, the spirits (each \$110 a 750-ml. bottle) are available in upscale restaurants and retail stores nationwide. For more information, visit Viridianspirits.com or call the company at 646-442-3952.

Banks Rum

In August, *Winebow Inc.* unveiled Banks 5-Island rum, a 43-percent abv spirit (\$27.99 a 750-ml. bottle) made with a blend of more than 20 rums from five locales: Trinidad, Jamaica, Guyana, Barbados and Indonesia. Named for 18th century botanist and explorer Sir Joseph Banks, the rum has a nose of green melon, banana, peppercorn, coconut and peach, and a palate of tropical fruit, green tea, basil and green apple. Following its debut in New York City and Washington, D.C., Banks rum will become available in Chicago this month and in Boston in November. For more information, visit Banksrum.com or call Winebow Inc. at 201-506-9186.

Campo de Encanto Pisco

Created by San Francisco bartender and bar owner Duggan McDonnell, Peruvian distiller Carlos Romero and sommelier Walter Moore, Campo de Encanto Pisco made its debut in June in the Bay Area. The 42.5-percent abv Peruvian brandy (\$32.99 a 750-ml. bottle), imported by *Haas Brothers*, is made with Quebranta, Italia and Torontel grapes in small batches and has a musky floral aroma, with hints of jasmine, coriander and citrus rind. Campo de Encanto Pisco is available in California, New York and Oregon, and additional markets will be added soon. For more information, visit Encantopisco.com or call Haas Brothers at 415-545-8417.

Fair Coffee Liqueur

The Fair Trade Spirits Co. added to its roster of products in September with the release of Fair Trade Coffee liqueur. Imported by *MHW Ltd.*, the 22-percent abv spirit (\$20 a 375-ml. bottle) is made in Cognac, France, with organic coffee beans from the volcanic mountains of Huatusco in Mexico and cane sugar from Malawi. The liqueur, which is crafted using a slow-roasting process and double filtration, tastes like fresh roasted coffee, with hints of almonds and hazelnut. Joining Fair Trade vodka and Goji liqueur, the new entrant is available in New York City, Chicago and San Francisco. For more information, visit Fairtradespirits.com or call MHW Ltd. at 516-869-9170.

Cadet d'Oc

French wine brand Mouton Cadet launched a line of affordably priced, single varietal wines in August. Cadet d'Oc, imported by *Constellation Wines U.S.*, debuted with a 2009 Chardonnay and Cabernet Sauvignon (each \$9.99 a 750-ml. bottle). The Chardonnay has aromas of peach, white blossoms and toasted brioche, while the Cabernet Sauvignon boasts a nose of black currant and spice. The wines are available nationwide. For more information, visit Moutoncadet.com or call Constellation Wines U.S. at 585-678-7100.

Korbel Riesling

Previously only available at the Korbel Champagne Cellars tasting room, Korbel Riesling began nationwide distribution this summer. Marketed by *Brown-Forman Corp.*, the 2008 vintage (\$15.99 a 750-ml. bottle) is made with grapes that were harvested riper than is typical for sparkling wine production, and the Riesling is cold-fermented to maintain residual sugar. The result is an aromatic sparkler with hints of lilac and orange blossom on the nose and lemon and clove honey on the palate. For more information, visit Korbel.com or call Brown-Forman at 502-585-1100.

Jargon Chardonnay

Trincheiro Family Estates' Jargon Wine Co. branched out in August with the release of a 2009 Chardonnay. Previously, the company produced only Pinot Noir. Sourced from Monterey and Lodi, California, the

