

BEVERAGEMEDIA



METRO NEW YORK

October 2004

Search & Order Online with
www.BevNetwork.com

BIG CHAIN STORES = BIG CHALLENGE

How Neighborhood
Retailers Can Compete

plus:

The New, Younger
SCOTCH Drinker

Compelling Reasons
To Start Stocking
SOUTH AFRICAN
WINES

Periodicals Postage Paid

LOOK
INSIDE



MARK YOUR MUST BUYS
ALLIED DOMEQ

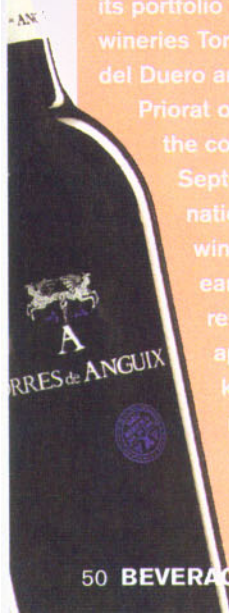


It's Not Halloween Without Orange!

Dynamic Beverages invites you to make your Halloween a little more orange this year. Use Orange V in your favorite cocktails or just drink it neat on the ice and taste the intense orange flavor that only Orange V offers. Orange V's exceptional smoothness and flavor comes from a combination of using 100% organic grains distilled four times for smoothness and then blending in a proprietary mix of Florida oranges. Orange V is great on the rocks, with club soda, tonic or cranberry, also makes a fantastic orange cosmo.

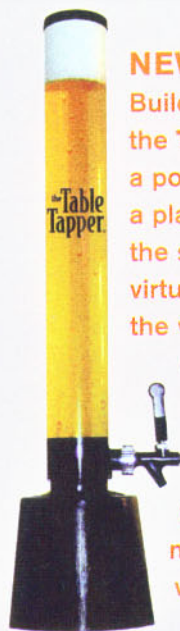
Quality Wines of Spain Adds to its Portfolio

Quality Wines of Spain announced the incorporation of two new wineries to its portfolio of imported wines. The wineries Torres de Anguix from Ribera del Duero and Celler Bordanas from Priorat officially incorporated into the company's portfolio in September. The company, a national importer of Spanish wines, unveiled its portfolio of earlier this year and is currently in the process of appointing distributors in key markets. For more information, visit: www.qualitywinesofspain.com



Washington Winery Introduces Exclusive Tier of Wines

Covey Run Winery is introducing a limited-production Chardonnay and Merlot this month as part of the new "Covey Run Reserve" tier of luxury wines, which are handcrafted from the very best grapes and vineyard lots within their vineyard. "I'm able to pick and choose the best grapes, best lots and finest oak with an eye toward producing rich, elegant wines with great intensity of flavor," said winemaker Kerry Norton. According to Norton, "the Merlot is set apart from the other Covey Run wines by its fruit concentration and power; the Chardonnay by its delicacy and clarity of fruit." Also included is the 2002 Covey Run Reserve Semillon Ice Wine. These offerings will be available nationally in restaurants and select fine wine stores. For more information, visit: www.coveyrun.com.

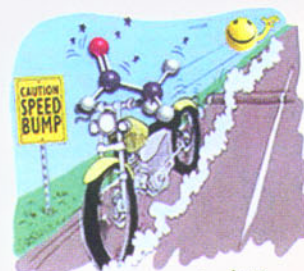


NEW DEVICE BRINGS A KEG TO THE TABLE

Building on a whole new area in the beverage industry, the **Table Tapper** is a new device that sits on a table as a portable, self-serve beverage dispenser. The product is a plastic tube, constructed of a polycarbonate mixture, the same material used in bulletproof shields, making it virtually indestructible. Standing almost three feet tall, the vessel holds 116 ounces, or roughly six pint-size servings, yielding more than one pitcher, but less than two and essentially allows servers to bring the bar to their customers table, also allowing consumers to handle their own tap and have more fun with their beer drinking experience. For more information call: 847-810-7610 or visit www.tabletappers.com.

Hangover Cure Helps Drinkers Rebound

There is a new dietary supplement on the market that aims to significantly moderate the adverse effects of alcohol to help drinkers recover more quickly, essentially avoiding the pain of the dreaded hangover. The suggested administration of the 24 pack of pills is to take two purple pills per alcoholic beverage, either before or during drinking. It claims to regulate the build-up of acetaldehyde, the most toxic metabolite of alcohol, enabling the liver to function more efficiently. Suggested retail: \$6.79 For more information visit www.reboundhangover.com.



REBOUND helps to slow down toxic acetaldehyde so your liver has more time to clean it up.