

SVEDKA GRAPE

Spirits Marque One LLC, New York
Telephone: 877/766-2033
Internet: svedka.com
Distribution: National

VODKA VARIETY

Svedka Vodka added a grape variety to its line of flavored vodkas. The sixth variety in the Swedish vodka's portfolio, Svedka Grape features West Coast concord grapes and Svedka's five-times distilled vodka that is made from winter wheat. The vodka is imported from Sweden by Spirits Marque One LLC and available nationwide for \$16 for a 1-liter bottle.

VIRGIL'S PREMIUM SODA DR. BETTER

Reed's Inc., Los Angeles
Telephone: 800/997-3337
Internet: reedsinc.com
Distribution: Select markets
Ingredients: Virgil's Dr. Better: Purified carbonated water, evaporated cane juice, natural cane juice, natural caramel, natural flavors, phosphoric acid and a touch of prune juice.

NATURALLY FLAVORED

Reed's Inc. launched a Dr. Better flavor under its Virgil's Premium Soda Label. The caffeine-free flavor is created with all-natural ingredients and sweetened with raw cane sugar, the company says. In addition, the company plans to release a no-calorie, no-sugar Virgil's Zero Dr. Better variety that is sweetened with stevia. Dr. Better is made with vanilla, birch, nutmeg, natural cherry juice and a hint of prune juice, the company says. The variety is available in four-packs for \$4.99.



TRADITIONAL RELEASES

Nestlé USA introduced three "aguas frescas"-style drinks in select markets across the United States. Based on traditional Hispanic beverages, Nestlé Aguas Frescas are 100 percent natural and are available in three flavors: Jamaica, made with hibiscus flowers; Tamarindo, which is made from tamarind puree; and Horchata, which is made from rice and cinnamon. Nestlé Aguas Frescas Tamarindo is made with tamarind puree, which is an excellent source of vitamin C, the company says. The company's Horchata variety is available in a 14-ounce bottle and is an excellent source of calcium, it says. Nestlé Aguas Frescas Jamaica and Tamarindo are packaged in 20-ounce bottles and, along with the Horchata variety, are sold for \$1.79 to \$1.99. The line is available in California in Los Angeles, San Francisco/San Jose, Fresno, Sacramento and San Diego; in Texas in Dallas, Houston, McAllen and San Antonio; as well as Chicago and Phoenix.

STONE IMPERIAL RUSSIAN STOUT

Stone Brewing Co., Escondido, Calif.
Telephone: 760/471-4999
Internet: stonebrew.com
Distribution: Select markets

NATURAL ENERGY

The Campbell Soup Co. expanded its V8 franchise with V8 V-Fusion + Energy drinks and V8 Energy Shots. Each beverage provides one combined serving of vegetables and fruit as well as a natural energy boost from green tea extract, the company says. V8 V-Fusion + Energy drinks are made with a blend of vegetable and fruit juices as well as green tea. Each single-serving 8-ounce slim can contains 80-mg. of caffeine and 50 calories. Available in Pomegranate-Blueberry and Peach-Mango, the energy drinks are sold for \$3.98 for each six-pack. V8 Energy Shots contain 100 percent vegetable and fruit juices with green tea extract, which provides natural caffeine comparable to an 8-ounce cup of coffee, the company says. The 2.5-ounce shots are made with a blend of nine vegetable and fruit juices as well as vitamins A, C, E and B vitamins. The energy shots are available at convenience stores, supermarkets and drug stores in Colorado, Florida and Minnesota for \$2.99 for each 2.5-ounce shot or \$4.99 for a two-pack of shots.

'ODD' BEER

Stone Brewing Co. announced the 2011 vintage of its Stone Imperial Russian Stout is available and that it also created Stone Belgo Anise Imperial Russian Stout. This is the 11th release of Stone Imperial Russian Stout, which is described as full-bodied with a malt-heavy taste that has coffee and dark-roasted malt flavors in the forefront, subtle yeastiness mid-palate and hops on the back end, the company says. The Stone Belgo Anise Imperial Russian Stout is part of the brewery's "Odd Beers for Odd Years" program, which introduces "odd" versions of classic beers every other year, the company says. This release begins as the rich, dark and intensely aromatic Stone Imperial Russian Stout, but is fermented with a Belgian yeast strain and tweaked with star anise and oak chips that add a blend of vanilla and licorice notes to the palate, it says. Both beers are available in 22-ounce bottles and on draft.

