

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

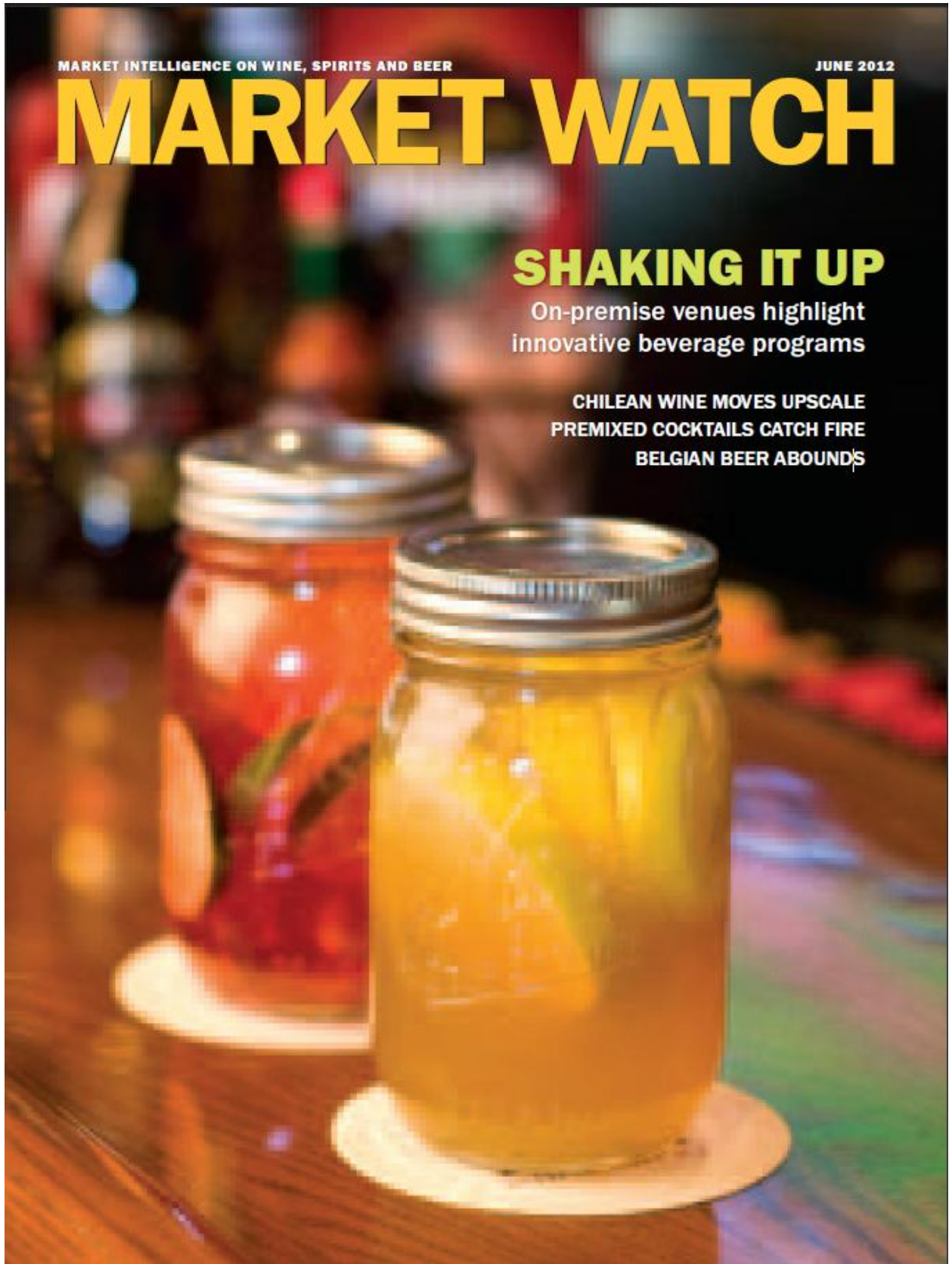
JUNE 2012

MARKET WATCH

SHAKING IT UP

On-premise venues highlight
innovative beverage programs

CHILEAN WINE MOVES UPSCALE
PREMIXED COCKTAILS CATCH FIRE
BELGIAN BEER ABOUND





NEW PRODUCT WATCH

Lucky Dog Vodka

Nantucket, Massachusetts-based *Lucky Dog Vodka Inc.* launched its flagship brand in April. The 40-percent abv spirit (\$21.99 a 750-ml. bottle) is distilled in Rigby, Idaho, using locally-grown winter wheat and Rocky Mountain water. Lucky Dog vodka is available in Massachusetts and Rhode Island and will expand to Maine, New Hampshire and Vermont within the first six months. For more information, visit Luckydogvodka.com or call the company at 508-560-5774.