

Noteworthy New Brands: Edible Hibiscus Flowers, Vodka from Coconuts, PB (no J) Liqueur and more...

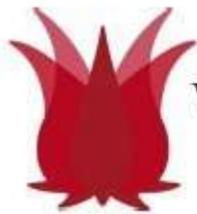
The 2010 (67th annual) Wine & Spirits Wholesalers of America (WSWA) convention took place on April 5-9 at Ceasar's Palace in Las Vegas and drew record attendance from across the Beverage Alcohol spectrum.

This year signified several firsts for the WSWA. There were new speakers and programming. There was standing room only for former Alaskan Governor and Keynote Speaker Sarah Palin. And, as usual, several new brands made their appearance.

We sipped our way through the exhibition hall and countless suites to gather a list of some of those most notable newcomers, among them an edible wild hibiscus, vodka from coconuts, bacon in your vodka (hold the pig), PB (no J) Liqueur, rice cream liqueur and a crazy patzo loco peppery agave spirit are just a few.

LIQUEURS

WILD HIBISCUS FLOWER COMPANY



WILD HIBISCUS
FLOWER CO.



wildhibiscus.com

Named one of the best new foods by Time Magazine, wild hibiscus is farmed on 5 acre lots in the Australian Outback. They are hand-picked & deseeded then hand-packed with only 3 ingredients: Wild Hibiscus Flowers, cane syrup and water. It "makes the most striking Champagne cocktail", Wine Spectator says.

www.wildhibiscus.com

SOLERNO BLOOD ORANGE LIQUEUR



grantusa.com

Made from an infusion of macerated whole Sicilian blood orange fruit and an aromatic lemon distillate, Solerno, happily, is not overly sweet or cloying. This is one of the most distinctive & delicious liqueurs we have tasted.

NUT LIQUOR



nutliquor.me

Tastes just like our favorite food, Peanut Butter and Jelly (hold the Jelly).

RUM CHATA



rumchata.com

One of our favorite new products, Rum Chata is made using Caribbean Rum and horchata, made with real dairy cream. Horchata is a non-alcoholic drink (made in the Western Hemisphere) using rice, cinnamon, sugar, vanilla and water or dairy. Rum Chata is truly a singularly delicious product.

TRES LECHES CRÈME LIQUEUR



drinktresleches.com

A favorite dessert, Tres Leches Cake, is made using three types of milk: evaporated, condensed and heavy cream. We don't know how they managed to create this crème liqueur but it truly 'takes the cake'! It also took Best Crème Liqueur at the WSWA Tasting Competition

CASA 1921 TEQUILA



tequila1921.com

This Tequila is not new, but, their Anejo is. And, we just love that Tequila 1921 Cream Liqueur. In photo, Yira Vallejo of Casa 1921 holding the much coveted bottle!

VODKA AND GIN

VUQO VODKA



vuqo.com

Pronounced Voo Ko, this Philippine Vodka uses hand-picked coconut flowers from Coconut trees that grow in the nutrient rich volcanic soil in these tropical climes. Handmade in small batches, the finest coconut nectar is selected and fermented, then distilled multiple times in copper pot stills.

BAKON VODKA



bakonvodka.com

Great for Bloodies and Bar-B-Q. This potato-based vodka really has that savory bacon flavor without the fat!

MAYFAIR ENGLISH VODKA AND MAYFAIR LONDON DRY GIN



mayfairbrands.com

Both Mayfair London Dry Gin and Mayfair English Vodka are produced in the only remaining independent Distillery in London. The Vodka is distilled six times from UK grown grain with a portion redistilled in pot stills which softens the spirit providing a smooth small batch distilled Vodka. Mayfair Gin contains hand-picked botanicals including Juniper Berries, Coriander Seed, Angelica Root, Rubbed Savoury, Orris Powder and other ingredients and produces a full rounded taste with a pleasant sweetness. Mayfair is the quintessential London Dry Gin

FLAVORED WHISKEY

BIRD DOG BLACKBERRY WHISKEY



WHITETAIL WHISKEY



birddogwhiskey.com whitetailwhiskey.com

Fans of flavored whiskey, give a taste to these two newcomers. Bird Dog Whiskey is blackberry flavored; White Tail is caramel. Both are from Western Spirits
westernspirits.com

AGAVE SPIRITS

AGAVE LOCO



agaveloco.com

One of our favorite new products, Agave Loco, is crazy loco! This Reposado Tequila is 'pepper cured for flavor, not for the heat'. So we were anxious to give it a taste

as the juice carries a blend of 6 varieties of pepper. As soon as the bottle was opened, the aroma permeated the room—wafting pepper—and what a mélange! Was it hot? OK, a little. Immensely flavorful, it's great in a Margarita and in a Mango mix, as we tasted

BLUE HEAD TEQUILA



Blueheadtequila.com

Blue Head Tequila, a relative newcomer, already has a slew of Gold Medals in their coffers. All Blue Head Tequila bottles are blown artesian glass, signed & numbered with an etched label--all by hand. We like blancos that carry fresh earthy agave notes and this one delivers. Both the reposado & anejo distinctively taste of caramel-butterscotch-spices and, again, carry that pure agave flavor forward.

ARTA TEQUILA



Artatequila.com

Artá introduced its new line of small batch ultra premium Tequila. This 100% single-estate Tequila is crafted by a third-generation master distiller using traditional methods. Artá, recognizing that distilling is an art form, embodies the Art of Tequila. Artá believes in corporate philanthropy via its 1% Promise program, which donates materials and resources to deserving charities in the places where Artá does business and where its employees, customers and business partners live

TRES RIOS TEQUILA



Tresriosbev.com

Harvesting of the agaves used to create Tres Rios Tequila is deferred for two years, which fully ripens the fruit sugars, offering a richer honey. The pinas are then slow-roasted in brick ovens. Tres Rios reposado is aged in oak barrels for four months, giving light hints of vanilla and a touch of smoke. Aged 18 months in charred oak barrels, the resulting anejo is complex and well-balanced. It's the preferred Tequila of Motley Crue's Vince Neil (photo'd above)

HERENCIA HISTORICO



gespirits.com

The Ultra Premium Tequila is simply exceptional.

"An absolutely remarkable and often internationally acclaimed tequila. Herencia Histórico is an ultra-premium Tequila, extra aged. The "International Quality and Taste Institute" awarded Herencia Histórico the " Superior Taste Award 2007". In 2006 Tequila Herencia Historico was among the Best 8 Tequilas, in 2007 among the 10 Best Tequilas, according to "Academia Mexicana del Tequila" and "Academia Mexicana de Catadores de tequila."

Tequila Herencia Historico commemorates the date of May 27th, 1997, when the European Union signed an agreement, officially recognizing the "Denomination of Origin, Tequila". Apparently on this very date **Tequilas del Señor** had the foresight to fill 100, 500 litre sherry casks imported from Jerez de la Frontera, Spain with their select tequila. Herencia Historico was then aged 5 years using a special technique known as a Solera process. The result is an extraordinary spirit with a rich golden color. Herencia Historico is extremely smooth with delicate hints of raisin aromas and flavor while quite amazingly keeping a nice agave character.

The smell is reminiscent of exotic fruits, almonds and apricot seeds, rich woods, intense and powerful. **From Tequilaland.com because we couldn't have said it better ourselves.**

1519 TEQUILA



agaveconquista.com

This special Tequila was designed as a salute to the first Andalusian steeds brought to Mexico in 1519. These horses became the seed stock for the famed Azteca Stallions lineage, now part of Mexico's pride and history. Famed industry tasting and aroma expert, Ana Maria Romero, is the Tequila Maestro for Tequila 1519, and is responsible for the profile development of this brand.

BONUS

For one of the most well-designed, entertaining and information-packed Tequila brand websites we have ever surfed, be sure to visit this one. It takes a while to load but it's well worth the wait. This is a company that takes its Tequila seriously but knows how to have fun (1519 Tequila añejo is "a spirit of wild and serious character gained by years of dozing lazily in oak barrels"). Enjoy the experience.

TEQUILA TAMER



Tequilatamer.com

First a hint of sweet, then the tangy citrus and finally the warmth (peppers) makes this Sangrita version the perfect accompaniment as a chaser and a mixer to Tequila. It's made in Southern California from the freshest tomatoes, Peruvian limes, grenadine and red peppers. It's nutritious too, with that boost of lycopene and Vitamin C.

ALL

HIGH LIQUORS



highliquors.com

High Liquors offers High Rum, a 2 year aged rum from Trinidad, High Tequila (silver), High Whiskey and High Vodka. After having tasted through several liqueurs, Tequilas, Vodkas and other products in one morning, our palate was compromised. The line of High Liquors Ultra Premium products, however, shined through. The only one we did not taste was the High Vodka. This young company promises 'carefully selected spirits from independent distilleries around the world'. They are right on target

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