

Bacardi USA is taking another step into flavored spirits with Bacardi O, an orange-flavored rum. The 70-proof product is made from all-natural extracts and Bacardi rum. The company says Mandarin oranges from Sicily are used for the base notes, Valencia oranges from Florida are used for the sweet top notes, and Dancy Tangerines from Brazil, Israel and South Florida



Bacardi O
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contribute to the top notes and round off the flavor profile.

Packaging will feature the phrase, "The Original Orange Rum."

Marketing for the product will target male and female consumers who are already premium/super-premium vodka drinkers. Bacardi O will be available in 50-ml., 200-ml., 375-ml., 750-ml. and 1.5-liter sizes, and will retail for \$12 to \$14 per 750-ml. bottle.

IN Brief

Pepsi-Cola Co. is testing the concept of a Mountain Dew branded energy drink called Amp. The product contains ginseng, taurine and B vitamins, and carries the Mountain Dew logo on the can. So far, the company also plans to keep the SoBe Adrenaline Rush energy drink it acquired with its **South Beach Beverage Co.** acquisition. Adrenaline Rush has rolled out in new amber glass bottles. Pepsi is also getting set to introduce Diet Sierra Mist lemon-lime soft drink... Also on the energy front, **Wet Planet Beverages**, Rochester, N.Y., is introducing what it is calling the "world's strongest beverage," a coffee/cola blend called Jolt Espresso. Also under the Jolt brand will be RedEye and Electric Blue soft drinks. The products are said to be packaged in multi-layer PET to help retain carbonation... **Kendall-Jackson**, Santa Rosa, Calif., has added new Cabernet Sauvignon-Merlot to its line of Collage blended varietal wines. The wine is 65 percent cabernet sauvignon and 35 percent merlot. The Collage line retails for approximately \$8 to \$10 per 750-ml. bottle... **North Shore Bottling Co.**, Brooklyn, N.Y., has introduced new Dulce de Leche caramel and milk beverage under its Squeeze'r brand. The creamy, fat-free beverage is packaged in 11-ounce single-serve containers... **Great Divide Brewing Co.**, Denver, has released its Hibernation Ale, an English-style strong ale brewed with twice the malted barley and hops as the company's other ales. The product is mahogany in color and 8.1 percent alcohol by volume. It will be available in six-packs of 12-ounce bottles, as well as the company's Winter Edition Brewer's Pick mixed 12-pack... **Campbell Soup Co.** has expanded its popular V8 Splash carrot-based juice line to include Peach Lemonade and Raspberry Lemonade fla-

vors. The flavors, which will initially be packaged in 16-ounce glass, will be available around the beginning of the year. V8 Splash will also roll out in new Orange Pineapple flavor... **Jones Soda Co.**, Seattle, launched a new energy drink at the recent National Association of Convenience Stores convention in Las Vegas. Jones Energy will join the company's current energy drink offering, Whoopass, potentially letting Whoopass pave the way for non-Jones branded products or non-beverage products within the company... **Baron Philippe de Rothschild SA**, has added two new varieties to its series of varietal wines from the Languedoc-Roussillon region. Syrah, Pinot Noir and Viognier have joined the line-up, and according to the law for Languedoc-Roussillon, will contain 100 percent varietal grapes... **Summit Brewing Co.**, St. Paul, Minn., has introduced Summit Grand, its first pilsener style beer. The company says the product is a "well-hopped" beer with a crisp finish and a light color... **Cadbury Schweppes'** candy company **Jaret International Inc.** has introduced a new Hawaiian Punch Soft & Chewy Candy. The candy replicates the flavor of the Hawaiian Punch juice drink brand, which the company says has 98 percent brand awareness across all distribution channels. The candy will hit the shelves in January, and will use cross-promotions with **Motts Inc.**, Stamford, Conn., which handles Hawaiian Punch beverages... **Sky Spirits** has launched the Cutty Sark Holiday Flask Pack for the holiday season. Available in 5- and 6-ounce sizes, the gunmetal gray flasks are etched with the Cutty Clipper logo. The flask will be included in a gift pack that will retail for \$18 per 750-ml. bottle and \$30 per 1.75-liter bottle... **Pyramid Breweries**, Seattle, is cele-



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