



## Fresh, elegant fragrances

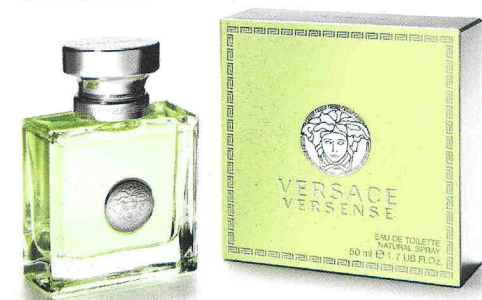
**ESSENCE CORP IS EXHIBITING A RANGE OF** new products, including Versense by Versace which is on-counter in the Americas in May. The floral woody fragrance expresses the fusion of freshness and sensuality. It is inspired by nature's elements and dedicated to confident, vital and sensual women. Duty free price is US\$72.50 for the 100ml and US\$55.50 for the 50ml.

Glamour by Moschino is on-counter in the Americas this month. Described as a magical and enchanting floral and fruity fragrance, it has a duty free price of US\$68 for the 100ml and US\$53 for the 50ml.

The Beat for Men by Burberry is an addictive fresh woody fragrance with a beat of energy. It is said to have a modern masculine attitude fueled with the energy and rhythm of music, and the dynamism of trends and fashion. On-counter in the Americas in May, it has a duty free price of US\$61 for the 100ml and US\$48 for the 50ml.

The Beat for Women EDT by Burberry is a new facet of The Beat Women franchise. A new olfactive interpretation of The Beat Eau de Parfum, it is described as an elegant and fresh Eau de Toilette. It is on-counter in the Americas in April.

**BOOTH 1027**



## Unique blends

**MONARQ GROUP IS A 'ONE-STOP-SHOP' FOR** the distribution and marketing of independent premium image drinks brands in the domestic and duty free markets of Latin America & the Caribbean. At the Duty Free Show of the Americas, it will be showing products including Galliano Ristretto, Galliano Balsamico and 2004 Sparkling Vidal Icewine (Pillitteri).

Galliano Balsamico is inspired by the Italian food culture, a unique blend of Balsamico vinegar with Galliano creates a delicate and full flavoured recipe. Duty free price is US\$30-35 (70cl and 75cl).

Galliano Ristretto: The combination of the aromatic depth and balance of Galliano with Ristretto, the concentrated espresso adored by Italians, creates this unique and complex blend. Duty free price is US\$30-35 (70cl and 75cl).



2004 Sparkling Vidal Icewine is a rare wine with a deep golden color, best enjoyed with the simplest of desserts due to its decadence. Duty free price is US\$55 for 375ml.

**BOOTH 2411**

## Patrón launches 'Fruit Cocktail' program

**PATRÓN TEQUILA IS INTRODUCING A NEW** consumer-focused 'Fruit Cocktail' program to its travel retail partners at the IAADFS Duty Free Show of the Americas. The program promotes the versatility of mixing cocktails with Patrón Silver ultra-premium tequila. "People are often surprised to hear how versatile Patrón is – that most anything they can mix with vodka or other white spirits, they can also mix with an ultra-premium tequila like Patrón," said Chris Spake, global brand manager at The Patrón Spirits Company. "With the new Patrón 'Fruit Cocktail' program, our goal is to educate consumers about the versatility of Patrón Silver tequila, our top-selling ultra-premium luxury white spirit, and demonstrate just how easy it is to make 'Simply Perfect' cocktails at home."

The program includes a 'Portable Cocktail Mixing Kit' gift-with-purchase offer that contains a subtly-branded Patrón carry bag, a shaker and pint glass, a lemon-lime squeezer to extract fresh fruit juices, a jump drive pre-loaded with videos of mixologists demonstrating recipes

and mixing techniques, and a Patrón recipe brochure.

Patrón's master distiller Francisco Alcaraz will also be present to discuss and taste his tequilas with visitors to the Patrón stand. A special cocktail reception to honor Mr Alcaraz is scheduled at the Patrón booth on Tuesday 24 March 24 from 14:00-16:00.

An afternoon tasting of the new Ultimat ultra-premium Polish vodka will also take place on Monday 23 March from 14:00-16:00.

**BOOTH 1636**

