

## SIA Scotch Whisky

SIA Scotch Whisky (43% ABV) distilled in Scotland and aged, blended and bottled by Douglas Laing & Co., is new in the U.S. The brand was created by Scotch



enthusiast, bartender and former creative director Carin Luna-Ostaseski and funded by Kickstarter. SIA is a blend of Speyside, Highlands and Islay malts and is touted as a whisky “specifically created to appeal to a contemporary palate.” Luna-Ostaseski said she was “looking to challenge the Scotch stereotype” with a whisky that’s “approachable, refined and refreshingly modern. This is the brand for consumers who don’t even know they like Scotch yet.”

SIA is initially available in San Francisco and is imported by Spirit Imports. A 750-ml bottle sells for about \$44.99.

## Pearl Party Pack

Luxco’s Pearl Vodka recently released a new Pearl Party Pack — a 12-bottle sampler of 12 flavored Pearl Vodkas in 50-ml bottles. The pack sells for about



\$10.99. Brian Labuda, Luxco’s Executive Marketing Manager and Brands Director, said he expects Pearl Vodka to sell over 500,000 cases this year. There are 18 flavors in the line, and packaging design changes are planned this year.

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Imported by Caballeros Inc., Oakton, VA alc/vol 40%

## Ivanabitch Dutch Apple and Cherry Vodkas

International Spirits has extended the Ivanabitch Vodka line with Dutch Apple and Cherry (both 35% ABV). A 750-ml bottle of each sells for about \$12.99 (375-ml and 1.75-liter bottles are also available).



International Spirits also sells Ivanabitch Gin and Brandy plus Ivana B Skinny low calorie, RTD cocktails. Ivanabitch is imported from the Netherlands, distilled five times and filtered over active charcoal. Other flavors include Peach, Red Berry, Coconut, Blackberry, Whipped Cream, Lemmon, Orange and Vanilla.

## O’Mara’s Irish Cream Liqueur

O’Mara’s Irish Country Cream (13.9% ABV) from Heaven Hill Distilleries has undergone a package redesign with an enhanced bottle style and label design. The logo is more prominently featured in a Gaelic type style and the packaging features a picturesque landscape. The

new bottle is more polished and features a shamrock cartouche on the shoulder.



A 750-ml bottle sells for about \$13.99 (1.75-ml bottles are also available).

## Tamdhu 10 Year Old

One of Speyside’s founding distilleries, Tamdhu, re-launched on May 3 with a new 10-year-old Speyside Single Malt



(40% ABV). Tamdhu, established in 1897, was acquired in June 2011 by Ian Macleod Distillers. The new whisky was aged in oak sherry barrels. At the moment, it’s only available in the U.K. and sells for about £34.99 for a 700-ml bottle.