

Colorado

# BEVERAGE ANALYST



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## ROLLING OUT THE BIG GUNS!

Kenneth Starr and Robert Bork  
Enter the DIRECT SHIPPING BATTLE

Also:  
**Champagne**

A Drink for All Seasons

**Brews**  
from **Abroad**

ough in everyday situations, and helping  
ers let their true personalities emerge  
g the way.

“Research shows that our target con-  
sumers want to return to their real selves  
after a hard day’s work,” said Simon  
Cunningham, Executive Vice President of  
Marketing, Allied Domecq Spirits, North  
America. “This new broadcast advertising  
complements our print and outdoor cam-  
paign by bringing to life the consumer  
proposition of ‘unleashing’ yourself through  
mixing your favorite classic cocktail (such as  
a Kahlúa White Russian or Kahlúa and  
Milk) or enjoying Kahlúa DTG’s.”

Created by Publicis Worldwide, Kahlúa  
Drinks-To-Go television advertising will  
appear in three unique, fifteen-second spots  
entitled “Salon,” “Realtor” and “Doorman.”  
The ads will be seen on national cable sta-  
tions such as Bravo, Oxygen!, Style, TLC,  
USA and WE, reaching over 110 million  
adult consumers. In addition, dedicated  
radio spots will be heard in major markets  
across the country.

## Stick To Your Diet this Holiday with Baja Bob’s Low-Carb Mixes

Millions of people who have joined the  
weight-loss low-carbohydrate revolution



have reason to celebrate with the  
announcement that Baja Bob’s Low-Carb  
Bar Mixes ([www.bajabob.com](http://www.bajabob.com)) are readily  
available for the holiday season. With their  
recent entry into wide distribution,  
Baja Bob’s low-carb bar mixes offer  
realistic options to the weight-con-  
scious consumer during one of the most  
notoriously high weight-gaining seasons.

The mixes are designed to be pleas-  
ing to the appetite. Unlike most diet  
drinks, Baja Bob’s Low-Carb Mixes  
taste even better than typical bar  
mixes, many of which contain over 30  
grams of sugar. Baja Bob’s mixes are  
made with fresh ingredients and  
Splenda (an alternative sweetener  
made from sugar) so there is no chemi-  
cal after-taste. These low-carb, sugar-  
free mixes aid those who are staying

clear of sugar for health reasons or for those  
who are watching their waistline. For  
instance, a typical margarita contains up to  
30 grams (6 teaspoons) of sugar and has up  
to 250 calories as compared to Baja Bob’s  
Original Margarita Mix — only 1 gram of  
sugar and less than 100 calories, even with  
the alcohol!

Baja Bob’s mixes come in several flavors:  
Original Margarita, Wild Strawberry  
Margarita, Desert Key Lime Margarita, Lean  
& Mean Bloody Mary, Crazy Caribe Piña  
Colada and Loco Lemon Sweet & Sour.

“We set out to give consumers who saw  
the benefits of low-carb eating and drinking  
an option that was both healthy and palat-  
able,” said co-founder, Craig Cook. “Until  
now, there was no guilt-free way to socialize  
and partake in mixed cocktails without con-  
suming large quantities of sugar and calories.  
Now dieters have an option; there is no bet-  
ter substitute for sugared drinks than Baja  
Bob’s brand of drink mixes.”

Baja Bob’s has generated a loyal follow-  
ing and is the brand of choice that provides  
both great taste and low-carb choices. The  
makers of Baja Bob’s Mixes are in the  
process of expanding their line of low-carb  
options. For more information, visit their  
web site, [www.bajabob.com](http://www.bajabob.com).

## A “Grande” Gift Idea from La Grande Dame

Wine and design aficionados can celebrate  
with the new La Grande Dame gift set from  
the distinguished Champagne house of  
Veuve Clicquot. Featuring the prestige  
cuvée La Grande Dame 1993, this elegant  
and sophisticated gift set includes two hand-  
blown, crystal Champagne trumpets created  
by Murano glass master Carlo Moretti.

The set’s spectacular stemware displays  
two new vibrant designs at their bases (in  
the familiar Veuve Clicquot colors), which  
complement the designs Moretti first intro-  
duced with the La Grande Dame gift set in  
1996. All La  
Grande Dame  
Murano glasses  
are hand-fin-  
ished and  
signed by the  
artist to ensure  
authenticity.  
Winning  
numerous  
design awards  
in Europe, the  
La Grande  
Dame gift set  
arrives on U.S.  
shores in a lim-  
ited edition.

