

Volume 7 Issue 7

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DISTRIBUTOR NEWS



Laird & Company, Scobeyville, NJ 07724



I am very happy to expand our portfolio to include two new items.

Our Casani Limoncello 375 ml provides new retail opportunities and Lazzaroni Maraschino is a must for the serious cocktail bar.

Good Selling,

Tom Alberico



LAZZARONI MARASCHINO JOINS AMARETTO AND SAMBUCA



Lazzaroni Maraschino

Liqueur

This is a clear, relatively dry liqueur made from Marasca cherries, including the crushed pits which give the liqueur a subtle bitter almond flavor.

The Lazzaroni Maraschino can be used in cocktails as well as in fruit salads and pastries.

Lazzaroni Maraschino joins the highly rated Lazzaroni Amaretto and Sambuca in the Laird imported spirits portfolio. The Maraschino will be available for shipment in early December.

For additional information regarding any of the Lazzaroni products contact us at:

sales@lairdandcompany.com.

VIRGINIA DEPT. OF ABC VISITS DISTILLERY



On November 4 Lisa Laird and Lester Clements hosted the Virginia Dept. of ABC at our North Garden facility. Lester Clements, Master Distiller, and Dan Swanson, General Manager, led the tour and described the process of taking the apples thru the distilling process to produce our Laird Apple products.

At the conclusion of the tour a luncheon was held in Charlottesville at *Hamiltons at First & Main*.

Pictured (left to right): Wayne Ozmore, Commissioner; Sandra Canada, Commissioner; Lester Clements, Master Distiller; Lisa Laird Dunn, VP and Neal Insley, Chairman.

Laird & Company

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CASONI LIMONCELLO INTRODUCES NEW 375



375 ML/6

The new Casoni Limoncello 375 ML will join the 750 ML, along with the 375ML and 750 ML glass gift sets in the Casoni line. The new 375 ML will be available for shipment in early December.

If you have any questions or require additional information, please contact us at:

sales@lairdandcompany.com

Casoni Limoncello is made from lemons grown in the Sorrento Peninsula of Italy, according to a recipe that goes back generations. No added color or artificial flavoring is ever used.

Casoni Limoncello is made from the cold infusion of lemon peels in pure alcohol with the addition of sugar and purified water.

**WINE ENTHUSIAST RATED
SUPERB 90—95 • Best Buy
HIGHLY RECOMMENDED**

CANTINE LUNAE WINERY

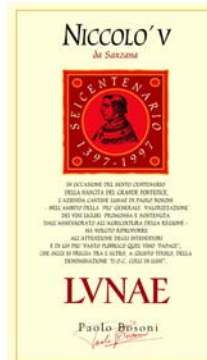
The Cantine Lunae winery is renowned in the region and continues to win awards for their fine wines.



Vermentino—Colli di Luni

This wine is fresh and harmonious with hints of wild flowers and fresh fruit. It is considered by critics and consumers as one of the best expressions of Ligurian Vermentino.

**Wine & Spirits—90 Points
Decanter—Regional Trophy Winner**



Niccolo V—Coli di Luni

A gorgeous yet elegant red wine in honor of Niccolo V, the Pope that was born in the town of Sarzana. It is ruby red in color with purple hues, intense at the nose with hints of blackcurrant and cherry. Warm and harmonious in the mouth.



Vermentino—Colli di Luni

This wine is pale yellow with golden tones. It has an intense and elegant bouquet with evident hints of wild flowers; harmonious taste of acacia honey and golden apples.

**Tre Bicchieri
Gambero Rosso**



AUXO—Colli di Luni

Auxo in Greek means “to grow”, “to develop”: the verb that moves nature and our passion. It shows a deep ruby red color, with an intense yet persistent bouquet, of cherry and red berries. Dry, sapid, harmonious at the taste with great structure.