

# DISTRIBUTOR NEWS

Laird & Company, Scobeyville, NJ 07724



Spring brings new life and new products to the Laird & Company portfolio.

Several new products were introduced and were well received at the Laird suite at the WSWA Convention in Orlando, FL last month.

Good Selling

Tom Alberico

## NEW PRODUCTS INTRODUCED AT WSWA

J. W. Marriot Hotel at Grand Lakes in Orlando was the scene of the Wine & Spirits Wholesalers of America's annual convention. Laird & Company and their staff along with Paolo Lazzaroni spoke with many of our distributors. Several new products were introduced at the show including: Ch. Mazeris Bellevue, SpritzOne, and the Lazzaroni limited edition tin celebrating "Italy's 150th Anniversary of Italian Unification".



This limited edition tin will be available for the Holiday selling season with limited quantities in the early fall.

The photo shows Tom Alberico holding the limited edition Lazzaroni tin along with Paolo Lazzaroni.

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## CHATEAU MAZERIS BELLEVUE Canon Fronsac



Chateau Mazeris Bellevue has been with the same family since 1848 and is presently owned by Diane Bussier. It is situated on the slopes of St. Michel de Fronsac and enjoys the best location in the region. The grapes are hand picked from 35 year old vines and the wine is made using traditional winemaking skills.

This wine has a deep black color with fruity aromas of cassis, blackberry and cherry. A perfect balance of strength, fruitiness and smooth tannins.

# SpritzOne

## NEW, YOUNG AND AUTHENTIC



187 ML



1 Liter

SpritzOne is a ready to serve low alcohol (only 7% Alc. By Vol.) totally Italian aperitif created by Giovanni Stival from the Moletto winery. Open, pour and enjoy SpritzOne. New and innovative, SpritzOne is made from an original recipe, using only the highest quality ingredients. Bathe in its sunny, orange color, luxuriate in its tropical fruit aromas and enjoy its taste, graceful balance of bittersweet flavors. The base of SpritzOne is Prosecco wine.

This aperitif has a warm, fun color and can be served in different ways. Pour into an ice filled tumbler and garnish with an orange slice.

The SpritzOne launch is planned for July in several select markets. We will have the 187 ML and the 1 Liter available.

If you want more information on this new and exciting produce, please contact us at [sales@lairdandcompany.com](mailto:sales@lairdandcompany.com).



## INTRODUCING NEW WINE FROM ST. VERNY



### LE PINOT NOIR

Cotes de Auvergne  
St Verry Vignobles

This wine is made from grapes from the best vineyards of the Auvergne in central France. Le Pinot Noir will delight you with its beautiful deep color and notes of ripe red fruits—black cherries and blackberries. It has beautiful soft and full-bodied persistence in the mouth.

Laird & Company

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