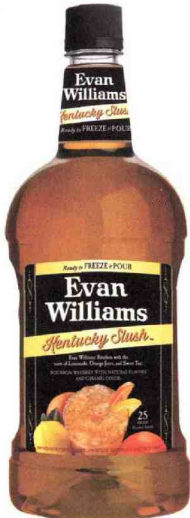


# New Products



**EVAN WILLIAMS KENTUCKY SLUSH**  
 Heaven Hill Distilleries Inc., Bardstow, Ky.  
 Telephone: 502/348-3921  
 Internet: heavenhill.com  
 Distribution: Select markets

## SUMMER SLUSH

Heaven Hill Distilleries Inc. launched Evan Williams Kentucky Slush bourbon-based pre-mixed cocktails in select test markets for the summer months. The beverage is made with Evan Williams bourbon and natural flavors of lemonade, orange juice and sweet tea. It can be consumed frozen, blended with ice, or served on the rocks, the company says. Packaged in 1.75-liter PET bottles with 12.5 percent alcohol by volume, Evan Williams Kentucky Slush is available through August in the following test markets: Colorado, Georgia, Indiana, Kansas, Kentucky, Michigan, North Carolina, Ohio, South Carolina, Tennessee, Texas and Virginia. A bottle has a suggested retail price of \$14.99.

**SUNNYD X**  
 Sunny Delight Beverages Co., Cincinnati  
 Telephone: 800/395-5849  
 Internet: sunnydx.com  
 Distribution: Select markets  
 Ingredients: Orange: Carbonated water, sucrose, isomaltulose, glucose syrup, concentrated juices, citric acid, ascorbic acid, thiamin mononitrate, riboflavin, niacinamide, calcium D-pantothenate, pyridoxine hydrochloride, biotin, cyanocobalamin, natural flavors, sodium hexametaphosphate, potassium sorbate, Yellow No. 5, Yellow No. 6 and disodium EDTA.



## ENERGY DRINK ALTERNATIVE

Sunny Delight Beverages Co. test-launched SunnyD X, a carbonated juice drink designed as an alternative to energy drinks. Available in Orange, Lemon Lime and Fruit Punch flavors, the beverage lineup offers energy from B vitamins and carbohydrates instead of caffeine. The beverages currently are available in independent convenience stores and select grocery chains in Boston, Philadelphia and Washington, D.C. A 16-ounce can has a suggested retail price of \$1.89.

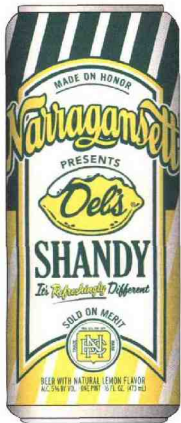
**KENDALL-JACKSON AVANT**  
 Kendall-Jackson, Santa Rosa, Calif.  
 Telephone: 800/769-3649  
 Internet: kj.com/avant  
 Distribution: National



## CALIFORNIA COLLECTION

Kendall-Jackson expanded its Avant wine collection to include a 2013 Sauvignon Blanc and a 2012 Red Blend. These new varietals join an existing 2013 Chardonnay to complete the collection. The Sauvignon Blanc is cold-fermented in stainless steel to preserve the fruit-forward aromas of the grapes and flavors of lime, tangerine and passion fruit, the company says. The Red Blend is aged in neutral oak barrels and features fruit flavors complemented with hints of spice and dark chocolate, it adds. A 750-ml bottle of the Sauvignon Blanc retails for approximately \$14, and a bottle of the Red Blend has a suggested retail price of \$17.

**NARRAGANSETT DEL'S SHANDY**  
 Narragansett Brewing Co., Providence, R.I.  
 Telephone: 401/437-8970  
 Internet: narragansettbeer.com  
 Distribution: Select markets



## CRAFT BEER MASH-UP

Narragansett Brewing Co. introduced the second release in its "Hi Neighbor Mash-Up" series: Narragansett Del's Shandy. The shandy mixes Narragansett's lager and Del's tart lemon concentrate, creating a 5 percent alcohol by volume brew for the warm summer months. Narragansett Del's Shandy currently is available throughout Rhode Island, Massachusetts, Connecticut and New York and is expected to remain at retail into August. A six-pack of 16-ounce cans has a suggested retail price of \$8.99.

**TUM-E YUMMIES KIDS WATER ENHANCERS**  
 BYB Brands Inc., Charlotte, N.C.  
 Telephone: 704/319-0390  
 Internet: tumeyummies.com  
 Distribution: Select markets  
 Ingredients: Very Berry Blue: Water, citric acid, natural flavors, ascorbic acid, sucralose, FD&C Red No. 40, Reb A, pyridoxine hydrochloride, potassium sorbate, potassium benzoate, gum acacia, EDTA, glycerol ester of wood rosin, cyanocobalamin and FD&C Blue No. 1.



## DRINK MIXES FOR KIDS

BYB Brands Inc., a wholly owned subsidiary of Coca-Cola Bottling Co. Consolidated, will launch Tum-E Yummies Kids Water Enhancers later this month. Available in Very Berry Blue and Fruitabulous Punch flavors, the liquid concentrates are fortified with 100 percent of the recommended daily value of vitamins C, B6 and B12. They also are free of calories, sugar, caffeine and sodium. Packaged in 1.62-ounce containers, the products will be available at most supermarkets and mass merchandisers in the Southeast with a suggested retail price of \$2.99.

TO SUBMIT A NEW PRODUCT FOR CONSIDERATION, VISIT [BEVINDUSTRY.COM/NEWBEVERAGEPRODUCTSUBMISSION](http://BEVINDUSTRY.COM/NEWBEVERAGEPRODUCTSUBMISSION)