

## Ambitious Stoli Group heads to Orlando in holiday spirit

By **Jas Ryat** on March, 11 2019 | Spirits & Tobacco



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Stoli Group will reveal a line-up of new products from Cenote Tequila, Bayou Rum and Kentucky Owl Bourbon at the upcoming Summit of the Americas exhibition (Booth number: 1121).

The newest introduction to the Cenote Tequila line is Cenote Cristalino, described as a softer, aged tequila with the complex aromas of the matured Añejo.

A proprietary, signature filtration process removes the amber hue imparted by the American oak casks that have previously aged the Cenote Añejo spirit, while preserving the delicate Añejo notes.

Stoli will also showcase Bayou Rum Single Barrel and Bayou XO. Both Bayou offerings are super-premium sipping rums that reflect the brand's craft distilling, ageing and blending capabilities.

Bayou Single Barrel 001 is a limited-edition release of hand-selected, single-batch, rye barrel-aged rum, while Bayou XO celebrates the brand's Louisiana roots.

Bayou XO is presented in a glass decanter, then sealed with a wooden closure and decorated with a colorful top that pays homage to the Mardi Gras holiday. It contains the oldest and heaviest rum stocks and will appeal to the rum connoisseur interested in experiencing an American rum with a drier finish.

The latest releases from Stoli's newest venture, Kentucky Owl, are the Batch #8 bourbon and Rye #2.

Each small batch of Kentucky Owl is an ultra-premium, one-of-a-kind blend that Master Blender, Dixon Dedman (great-great-grandson of Kentucky Owl founder, C.M. Dedman), has made his own.

Batch #8 is the most robust and complex Kentucky Owl release to date, and the 11yo Kentucky Straight Rye is described as rich. Each release continues Kentucky Owl's 100-year history.

Speaking on Stoli Group's business in the Americas, Lizette Garcia, Stoli Group's Regional Director Duty Free, North & Central America, Caribbean, said: "Our expanding portfolio allows us to extend our focus and leverage new opportunities. One area we are focusing on is the cruise channel, where we are making great efforts to increase growth for our brands.

"Products such as Cenote Tequila and Stoli Cucumber have performed well in the US domestic markets, and we anticipate success in this channel, given US cruise passenger trends.

"Additionally, we are poised to enter brown spirits markets and capitalize on continued trends in premiumization with our growing portfolio into categories, including tequila, rum, Cognac and bourbon."