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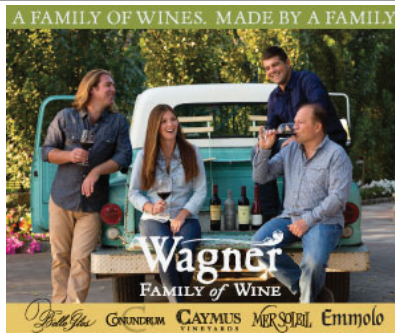
Friday, June 5, 2015

Taco Bell To Add Alcohol In New Chicago Unit

A soon-to-open Taco Bell restaurant in Chicago's Wicker Park neighborhood will offer a full beverage alcohol menu, the first location of the popular Mexican chain to do so in the United States. The new Taco Bell prototype, which is slated to open this summer, will serve beer, wine and spirits-enhanced slushy cocktails in a sleek urban space that highlights local artists.

Along with beer and wine, the fast food outlet will offer "mixed alcohol freezes." The drinks will incorporate spirits into frozen drinks already featured on Taco Bell's menu, like the Mountain Dew Baja Blast and Sangria Blast and the Starburst Strawberry. All drinks containing alcohol will be served in specially designed cups so that employees can easily distinguish them from soda and water, and employees will reportedly be trained using National Restaurant Association alcohol service guidelines.

Taco Bell operates roughly 6,000 units worldwide, most of which are located in the United States, and is a division of Yum Brands. Taco Bell's new Chicago unit boasts an upscale design with an open kitchen similar to locations in Tokyo, London and Seoul.



California's Top Vintners Gather For Wine Spectator's "Bring Your Own Magnum" Party

Where can you find some of California's biggest movers and shakers and a world-class selection of magnums all under the same roof? For one star-studded evening on June 3 they were both at Wine Spectator's Bring Your Own Magnum party. The annual event, held in Napa, provides a food-and wine-fueled kickoff for Auction Napa Valley and its weekend of festivities. [Wine Spectator has the full story.](#)

Renowned Beverage Alcohol Attorney Vince O'Brien Dies At 78

Edward Vincent "Vince" O'Brien passed away suddenly on Wednesday, June 3, 2015, after attending and speaking at an industry conference held to help start-up beer, wine, and spirits brands. He was 78. O'Brien had extensive experience in beverage alcohol law, a category to which he had dedicated his entire career, and for which he made many lasting international strides. He joined the law firm of White & Case out of law school, and was assigned to its Joseph E. Seagram & Sons, Inc., account on his very first day. Five years later, he became general counsel at Seagram, and was later elevated to executive vice president while maintaining his roles as general counsel and director. O'Brien later joined forces with Abe Buchman in creating the beverage alcohol boutique firm of Buchman & O'Brien. In 2004, following the retirement of Mr. Buchman, O'Brien joined the New York office of international law firm Nixon Peabody, where he established the firm's Beverage Alcohol Group.

O'Brien was a frequent lecturer and speaker on beverage alcohol issues at international symposia and conferences, and his engagements included four published presentations at World Intellectual Property Organization (WIPO) global symposia concerning appellations of origin. He was the senior member of the U.S. delegation to the International Federation of Wines & Spirits and an advisor to the Laws & Regulations Working Group of the International Wine Office. He was a founding member of the

International Wine Law Association and author of a chapter on Beverage Alcohol Law Practice for West's Guide to New York Practice. O'Brien is survived by his wife of over 50 years, Linda, his sister Adrienne, his children Ned, Beth, and David, as well as his son-in-law Steve Schiller, and grandchildren Christopher and Samantha.

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Pernod Collaborates With Bordeaux's Léoville Barton On New Green Spot Whiskey

Pernod Ricard's Irish Distillers has partnered with Bordeaux winemaker Léoville Barton to create Green Spot Château Léoville Barton whiskey. Initially aged in a combination of ex-Oloroso sherry, new Bourbon and ex-Bourbon barrels, the liquid is then transferred to ex-Bordeaux wine casks from Léoville Barton and aged for 12 to 24 months.

The 46%-abv offering is rolling out into key global markets—including the U.S., U.K., Ireland and France—this month and retails at around \$65 a 750-ml. Along with Green Spot, Irish Distillers' single pot still whiskey portfolio includes the Yellow Spot, Redbreast, Powers and Midleton brands.

Illva Saronno USA Debuts Whisky-Infused Disaronno Riserva, Eyes Brand Additions

[Illva Saronno](#) is extending its flagship Disaronno amaretto brand for the first time with the launch of Disaronno Riserva, a new limited edition release. Made with a base of Disaronno and blended Scotch whisky, Disaronno Riserva is aged in Marsala wine barrels and retails at \$349 a 750-ml. bottle. Around 1,500 bottles of the 80-proof expression will begin shipping to the U.S. this fall ahead of the holiday gifting season, targeting the high-end retail and on-premise channels.

Previously imported into the U.S. by Bacardi USA, Disaronno—which sells more than 400,000 cases stateside—was brought in-house by Illva Saronno at the start of 2014. According to Illva Saronno CEO Augusto Reina, the company plans to bring additional labels from its portfolio under its Illva Saronno USA importing arm later this year. Besides Disaronno, the Italian company's brands include Tia Maria liqueur and Corvo, Duca di Salaparuta and Florio wines. The group also holds a 50% stake in Ireland's Walsh Whiskey, which is developing a \$40 million, 400,000-case distillery expected to open next year.

News Briefs:

- Luxco's Pearl vodka brand has unveiled a refreshed look, as well as three new flavored offerings, ahead of the summer season. Pearl's updated package features a more contemporary bottle design, with a beveled glass inset and embossed metal closure, as well as revamped labeling emphasizing each expression's flavor. Concurrently, Pearl has debuted new Lime Basil, Strawberry Basil and Vanilla Bean flavors. According to brand manager Ashley Ulkus, the basil-infused launches are in response to consumer demand for more herbaceous flavors for their cocktails. The three new flavors will be available as part of Pearl's Party Pack sampler, which offers a 12-pack of the brand's most popular flavors and unflavored Pearl Black label.

- Canada's Unibroue has launched a new seasonal flavored brew, Ephémère Pear, in the U.S. market. Described as a Belgian-style white ale brewed with fruit, Ephémère Pear is available in the U.S. on draft and in 750-ml. cork and cage bottles. Unibroue, based in Quebec, recommends that Ephémère Pear be served on its own or in cocktails. The company's other brands include La Fin du Monde, Blanche de Chambly and Trois Pistoles.