

SOUTHERN BEVERAGE JOURNAL

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FLAVORED VODKA ON THE RISE



The Real Deal
with Beer
2006 Industry Report

California's
Central Coast

Profit from the
Energy Drink Craze

Periodicals Postage Paid

plus:

From Apple to Vanilla

See our 3-page
Flavored Vodka Chart inside!

R & B
CELLARS

<http://www.rbcellars.com>

from the vineyard

R & B CELLARS 2005 RELEASE

Just in time for summer, Alameda, California-based R & B Cellars releases "Serenade in Blanc," R & B's new 2005 Sauvignon Blanc.



The R & B brand is unique in that the wines are musical, "Rhythm & Blues".

Labels include, the Saxy Syrah, Swingsville Zinfandel and the newly release Serenade in Blanc Sauvignon Blanc.

The Syrah and the Sauvignon Blanc retail for \$12, the Zin for only \$10. The Zin was one of the Top 10 picks at last year's ZAP Festival (Zinfandel Advocates & Producers).

The R & B Cabernet is more upscale, with a suggested retail price beginning at \$56.