



Pernod Ricard, Fortune Brands end Absolut distribution deal

Pernod Ricard, Paris, and Fortune Brands, Deerfield, Ill., have agreed to an early termination of the distribution of Absolut vodka and other Vin & Spirit (V&S) brands by Fortune's Future Brands division in the United States, effective Oct. 1. The initial distribution agreement was scheduled to end in February 2012.

As part of the early termination, V&S also will stop being a shareholder in Future Brands. [More...](#)



NEW PRODUCTS

JavaFit lattes



Javalution Coffee Co., Fort Lauderdale, Fla., and Insight Beverages, Lake Zurich, Ill., introduced JavaFit Lattes in four varieties: JavaFit Extreme Latte, fortified with green tea extract; JavaFit Diet Latte, which contains Advantra Z, a weight-loss supplement; JavaFit Focus Latte, with Alpha GPC, a phospholipid metabolite thought to improve mental focus, and multivitamins; and JavaFit Immune Latte, which has echinacea and multivitamins. [Find out more about JavaFit Lattes.](#)

Dekuyper shots

Beam Global Wine and Spirits Inc., Deerfield, Ill., launched DeKuyper Burst Bar Shots. The pre-mixed shots are available in Red Headed Burst, Kamikaze Burst and Washington Apple Burst flavors. DeKuyper Burst Bar Shots are 40-proof and will be sold in 50-ml., 375-ml., 750-ml., 1-liter sizes. [Read more on DeKuyper Burst Bar Shots.](#)



O.N.E. Coffee Berry Juice



O.N.E. World Enterprises, Los Angeles, added O.N.E. Coffee Berry Juice to its lineup. O.N.E. Coffee Berry Juice contains a similar amount of caffeine as a cup of green tea, the company says. The juice is a blend of strawberry puree, acerola, whole coffee berry, natural flavors and organic evaporated cane juice. It is packaged in an 11-ounce Tetra Pak packages. [See more on O.N.E. Coffee Berry Juice.](#)