

**For Immediate Release**

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***LAIRD & COMPANY TO INTRODUCE  
ITALY'S LEADING LIMONCELLO DI SORRENTO PRODUCER***

Las Vegas – July 26, 2007 -- Laird & Company, America's oldest licensed distiller and importer of distinctive wines and spirits from around the world, is proud to announce the latest addition to its portfolio – Casoni Limoncello from Sorrento.

Casoni is one of Italy's oldest spirit companies. Founded in 1814 by Giuseppe Casoni, it continues today to be managed by the Casoni family (6<sup>th</sup> generation). The company has steadily grown over the last few decades both in the domestic and export markets and is today one of the largest Italian spirit manufacturers.

Tom Alberico, Senior Vice President of Sales & Marketing, at Laird said, "We've been active in the Limoncello category in the US market since the beginning. Casoni Limoncello outsells all other brands in the premium Limoncello di Sorrento category by far with a 51% market share in Italy. To find this gem at this stage in the game is a real coup."

Casoni Limoncello is produced following traditional methods using only the peels of the best lemons from the Sorrento peninsula. This completely natural formulation gives Casoni Limoncello an aromatic bouquet, and a soft harmonious citrus flavor.

Casoni Limoncello received the coveted IGP designation (Protected Geographical Indication). This designation assures only certified Sorrento lemons are used in the Casoni Limoncello production.

Laird & Company will roll out this product in most major US markets this fall. It will be available in the standard 750 ML frosted bottle, in both 375 ML and 750 ML gift sets and the 50 ML mini trial size. Consumed neat and ice cold after dinner in Italy, Casoni Limoncello can also be used as an ingredient in mixed drinks, food and dessert recipes.

Laird & Company established its import division in 1995 and currently imports an impressive range of wines and spirits from around the world.

Among the many quality products represented in its portfolio are Moletto Pinot Grigio, Santa Sofia Amarone, Castello Vicchiomaggio Chianti, Pietrafitta Vernaccia, Valdivieso Chilean wines, and Mazzetti Grappa.

For more information about the wines and spirits of Laird & Company's Import Division or the company's other fine products, contact 1-877-GET-LAIRD or visit our web site at [www.lairdandcompany.com](http://www.lairdandcompany.com).



**Casoni Limoncello Gift Set**  
Available in 375 ML and 750 ML



**Casoni Limoncello**  
750 ML



**Casoni Limoncello**  
50 ML



The above picture was taken at a recent meeting in New Jersey. Pictured- (left to right) Tom Alberico, John E. Laird III, Mario Casoni, Larrie W. Laird, Lisa Laird Dunn, John McGarry and Marco Pellacani.