

Wine & Spirits

10 Most Influential Spirits Brands of the Past 25 Years



Alizé Gold Passion

It was a while before it took off, but when it hit it big in the mid-1990s, this low-proof mixture of cognac and exotic fruit juices showed that a company with prestigious, high-quality product could generate massive sales by mixing it with juice, vodka or cream-and giving it a snappy name.

—David Wondrich Fall 2007