

ICE ICE BABY

What's the difference between sorbet and sherbet? Both are made with fruit, water and sugar, but sherbet contains dairy. These frozen treats are inspiring new spring and summer fragranced and flavored product launches. The fresh ingredients and pastel colors make for a good marketing story and marketers are capitalizing on it.

I'll Drink To That... Flavored vodkas inspired by confections continue to be on trend. Icy sweet treats are the latest inspirations. **Svedka Orange Cream Pop** and **Strawberry Colada** join Svedka's line. **Pinnacle** recently released **Rainbow Sherbet**, which "combines the zesty, citrus taste of orange and sweet lime with a creamy raspberry." The company announced new products in the 2013 pipe line including **Strawberry Shortcake**. For the weight conscious, Smirnoff introduced **Smirnoff Sorbet Light** vodkas in three flavors – **Lemon**, **Mango Passion Fruit** and **Raspberry Pomegranate**. Lemon is described as having a sweet lemon flavor with candy lemon notes while Mango Passion Fruit is subtly sweet with juicy mango notes, perfumed passion fruit, and ripe orange and Raspberry Pomegranate contains strong berry notes; all have a cool, refreshing finish.

In the House... Sorbet is appearing in personal care and air care introductions. Victoria's Secret introduced a new limited-edition **VS Fantasies Fresh Sorbets** collection "inspired by the tempting flavors of Italian sorbets" in four skus. **Chilled Lychee and Pink Honeysuckle**, **Frozen Apple and Sparkling Cassis** and **Iced Peach and Violet** are the three scents. **WoodWick Candle** adds **Berry Sorbet** to its line and **Bath and Body Works** brings the frozen dessert concept to life with its **Italian Piazza Home Fragrance** collection. The **Gelato** candle is "a creamy, sweet blend of raspberry and strawberry with an effervescent sugar-spun finish" and **Limoncello** has "notes of Sorrento lemons, cane sugar and a hint of lemon zest." Fine fragrances join the bandwagon. **Jimmy Choo's** new **Exotic** limited-edition summer scent features a blackcurrant sorbet note; **Vera Wang Pink Princess** uses a raspberry sorbet accord and **Armani Diamonds Summer for Women** limited-edition has a crisp green apple sorbet accord.

Color Me Happy... Sorbet is even inspiring color. Benjamin Moore named **Lemon Sorbet** the color for 2013 and describes it as "whispery, gentle tint is a soft, light yellow." According to Benjamin Moore, there will be more use of pastels and lighter and brighter colors in interiors including paint, furniture, bedding, accessories, throw pillows and throws. In cosmetics, Revlon adds four spring shades to its **Colorburst Lip Butter Pacific Coast** collection and one is aptly named **Sorbet**. **Blossom Sorbet** is LCN's new 2013 spring nail color collection in four shades. In kitchen appliances, for the spring, **Cuisinart** launched four new colors and **Watermelon Sorbet** was one. It's early in the season; expect to see more product launches inspired from these cool, crisp and refreshing frozen treats.

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