



Sweet 'n Sour

Sometimes, life is all about the extremes. Hot and cold, dark and light, trendy and classic: Each of these opposites has a place in the world of mixology. This month, Marketplace is examining another set of polar opposites—sweet and sour! With a variety of new cherry products firmly holding down the “sweet” camp, we decided to also explore the sour side of things, from kimchi to pickles and vinegars Get ready to pucker up!

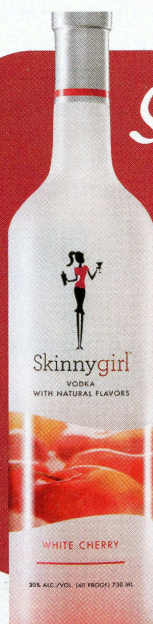
by Rachel Burkons

Sweet and Natural

Maraschino cherries have long been a cocktail staple, and as the industry has moved increasingly away from artificial, unnaturally-hued products, the cherry game has changed a bit. Now, the country's largest Maraschino cherry producer is throwing its hat in the all-natural mix with **CherryMan Farm to Market Maraschinos**. When big brands get in the niche game, there's sometimes a lot of smoke and mirrors involved, but not so with CherryMan: All cherries used in these products are grown in the USA and each bottle has a QR code that will lead you to specific information about each cherry farmer. Even better? They taste great, with a bright, tart flavor that kicks the cloying syrupy sweetness to the curb.



Sweet and Skinny



Having become a household name with its original Skinnygirl Margarita, the Skinnygirl brand has exploded, with consumers clamoring for more of the low-cal sipper in a variety of new flavors. We're partial to the **Skinnygirl White Cherry Rum**, which offers a nice balance of fresh tart cherry and a kiss of sweet vanilla, all under 80 calories per serving. As the skinny cocktail trend continues, offering the consumer additional flavor options is ever-important, and Skinnygirl proves its low-cal mettle once again.

Sweet and Sultry

Unsurprisingly for a product named after a burlesque dancer known for draping her body with cherries during performances, **Lola Belle** has sex appeal in spades. From its alluring packaging to the smooth, sweet taste of Caribbean rum infused with dark Maraschino cherries, this newly released product is as eye-and-palate-pleasing as they come. We love Lola on the rocks, and can't wait to put this pretty sipper in a variety of summery cocktails. Versatile as she is pretty, we think this is one rum you'll want on your backbar, because after all—whatever Lola wants, Lola gets.

