



Jimmy Goldstein is launching a new flavored whiskey, William Wolf Pecan Bourbon. Retailing at \$25-\$30 a 750-ml., William Wolf is made with American whiskey which is then infused with pecan distillate in Holland. Goldstein is focusing first on the New York market with the 60-proof brand, which is targeted at the 21-35-year-old demographic and suggested to be consumed neat, on the rocks or mixed in cocktails with ingredients like cola and lime.