

Drinks INTERNATIONAL

US: Lucky Dog emerges from Rocky Mountains

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Lucky Dog Vodka, a 'premium', 'handcrafted' vodka from the Rocky Mountains, has launched in the US.

The 40% abv vodka, which retails at \$19.95 for 75cl, has been first released to Nantucket Island - a summer holiday destination in Massachusetts - but according to the brand, launches to east coast markets will follow.

Greg Nichols, president and founder of Lucky Dog Vodka, said: "Lucky Dog Vodka is a premium vodka distilled from Idaho winter wheat and blended with water from a Rocky Mountains aquifer."

According to Nichols, Lucky Dog Vodka is targeted at the market which ranges from 'college graduate' to the '30-year old plus', who are "youthful and celebratory spirits drinkers".

Lucky Dog enlisted the Philadelphia-headquartered spirits and wine packaging specialists, Saxco International, to design the bottle.

Jimmy Owens, product representative for Saxco, said: "Our role was to help create a distinctive new package which featured a totally engaging eye appeal with a bold shelf presence."