

# KANE'S BEVERAGE NEWS DAILY

Volume 8, No. 76

*The National Beverage Daily*™

Wednesday, April 25, 2012

## **Horizon Beverage Intros Lucky Dog Vodka in New England**

**Lucky Dog Vodka**, a new premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains,” is being introduced to consumers by **Horizon Beverage Group**, a leading New England distributor of spirits, wine and beer in Massachusetts, Rhode Island, New Hampshire, Maine and Vermont.

Lucky Dog Vodka, with suggested price of \$21.99, is a hand-crafted vodka, distilled in Rigby, Idaho from locally grown Idaho winter wheat using the four column distillation process. The resulting 190 proof neutral spirits are soft and smooth with a very silky texture.

The spirits are then mixed with Rocky Mountain meltwater from the Snake River aquifer and further purified through advanced water engineering and charcoal filtration. Lucky Dog Vodka has clarity, crispness and sparkle. LDV's distinctive 750 ml bottle, heavy clear glass with its red dog logo and red and blue graphics, stands out on a shelf of frosted glass vodka bottles.

“We are pleased to distribute Lucky Dog Vodka in its New England birthplace, and are confident of its bright future in our dynamic beverage market,” said **Sam Rubenstein**, Executive Vice President, Horizon Beverage Group.

Lucky Dog Vodka is the official vodka of the American Museum of Natural History and was a featured vodka during this year's Sundance Film Festival in Park City, Utah, at a Bloody Mary Clinic held at a luxury hotel.