

# LUCKY DOG VODKA

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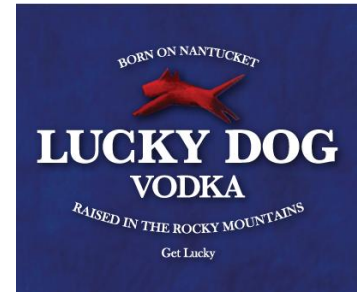
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## **Nantucket's Own Lucky Dog Vodka Launches Island Wide**

*New Hand Crafted Vodka "Born on Nantucket and Raised in the Rocky Mountains"  
Makes Its Mark on the Beverage Scene*

NANTUCKET, MASSACHUSETTS – JULY 1, 2012 – Island residents who have been waiting to taste Lucky Dog Vodka, the new premium hand crafted vodka, "Born on Nantucket and Raised in the Rocky Mountains" need wait no longer. Lucky Dog Vodka is now officially distributed on Nantucket and throughout Massachusetts and Rhode Island through Horizon Beverage Group to spirits retailers and venues including restaurants, lounges, clubs, and bars.



Lucky Dog Vodka Founder and President Greg Nichols, a year-round Nantucket resident, has taken the startup from a his drawing of a leaping red dog on a cocktail napkin in 2008 through its investment phase, distiller partnership and packaging design to achieving international recognition pre-launch as Gold Medal winner of the 2011 New York World Wine & Spirits Competition. "We know we are onto something great, and we look forward to having a lot of fun as we introduce Lucky Dog Vodka this summer," Nichols said.

Nichols has founded several businesses on Nantucket. First with Nichols Design & Construction and now Sankaty Builders, Nichols designs and builds private residences from his own designs and those of groundbreaking architects such as Robert Venturi, recognized as the father of Postmodernism. Nichols is also founder of Nantucket Studios, builder and designer of custom high end sustainable outbuildings. He is a former member of the U.S. National Freestyle Skiing Team – moguls a specialty – and is an accomplished endurance athlete.

Lucky Dog Vodka, with suggested price of \$21.99, is a hand-crafted 80-proof vodka, distilled in Rigby, Idaho from locally grown Idaho winter wheat using the technologically advanced four column method and mixed with Rocky Mountain meltwater from the Snake River aquifer, further purified through advanced water engineering and charcoal filtration. The result is vodka with unusual smoothness, clarity, crispness and sparkle.

Lucky Dog is not only great vodka – it's a good vodka company. For every new Facebook "Like" (up to 5,000) LDV will donate \$1 to Africa Services Committee clinics that combat malnutrition, tuberculosis and AIDS in Ethiopia ([www.facebook.com/LuckyDogVodka](http://www.facebook.com/LuckyDogVodka)). In addition, Lucky Dog vodka will contribute a portion of sales proceeds to African Services. Still a pup, Lucky Dog Vodka is the official vodka of the American Museum of Natural History, introducing its signature "Pomeranian," an out of this world antioxidant cocktail, at the "Beyond Planet Earth" exhibit. Lucky Dog Vodka 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.

Additional information can be accessed via [www.luckydogvodka.com](http://www.luckydogvodka.com).

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