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Lucky Dog Vodka Launches in New England at Horizon Beverage Group
*New Hand Crafted Vodka “Born on Nantucket and Raised in the Rocky Mountains”
Makes Its Mark on the Beverage Scene*

NANTUCKET AND AVON, MASSACHUSETTS, APRIL 19, 2012 – Lucky Dog Vodka, a new premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains” will officially be introduced to its distributors today at a gathering of 150 sales representatives of Horizon Beverage Group, a leading New England distributor of spirits, wine and beer in Massachusetts, Rhode Island, New Hampshire, Maine and Vermont. Nantucket-based Lucky Dog Vodka achieved international recognition pre-launch as Gold Medal winner of the 2011 New York World Wine & Spirits Competition.

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.

“We are lucky dogs indeed to have Horizon Beverage Company on our team,” said Greg Nichols, Lucky Dog Vodka founder and president. “We look forward to working with Horizon Beverage Group – and having a lot of fun – as we introduce Lucky Dog Vodka this summer.” Nichols is a year round resident of Nantucket and has founded several businesses there. He is a former member of the U.S. National Freestyle Skiing Team – moguls a specialty – and is an accomplished endurance athlete.

Still a pup, 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.

Additional information can be accessed via www.luckydogvodka.com.

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