



LUCKY DOG VODKA

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Lucky Dog Vodka Launches in California through Bock Wines & Spirits *Premium Hand Crafted Vodka "Born on Nantucket, Raised in the Rocky Mountains"*

SAN FRANCISCO AND NANTUCKET, MARCH 15, 2013 – Lucky Dog Vodka, a premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains” was officially launched in the state of California through distributor Bock Wine & Spirits of San Francisco. Lucky Dog Vodka is now available at restaurants, bars and liquor stores throughout California via the Bock network. Lucky Dog Vodka is taking California by storm, from the perennially top ranked resort in America, the Post Ranch Inn in Big Sur at its award winning Sierra Mar restaurant where it is now the well vodka, to wine country hot spots The Forest Club in Ukiah and Graziano’s Vodka Lounge in Petaluma, and at popular liquor stores K&L Wine Merchants in San Francisco, Redwood City, Hollywood and online, Piedmont Grocery in Oakland, Bottle Barn in Santa Rosa and Deer Park Wine & Spirits in Aptos.

Founder and President Greg Nichols, a former U.S. Ski Team mogul specialist, launched Lucky Dog Vodka in May, 2012 from the island of Nantucket in Massachusetts, where he lives year round. Lucky Dog Vodka is distilled in Rigby, Idaho from locally grown Idaho winter wheat mixed with Rocky Mountain meltwater from the Snake River aquifer. Lucky Dog Vodka’s clarity, crispness and sparkle earned it a Gold Medal prelaunch at the 2011 New York World Wine & Spirits Competition. Lucky Dog Vodka has a suggested retail price of \$21.99/750 ml. www.luckydogvodka.com

“We are really excited to be partnering up with Bock Wines & Spirits. They have a great team and reputation, and we are seeing a great fit between Lucky Dog and California,” said Lucky Dog’s Nichols. “Californians are known for being unpretentious and fun, and that is really what we are all about. We are in this for the long haul and so is Bock, and we think that it is going to be a great ride.”

“We are indeed fortunate to have Lucky Dog follow us home one day – as a matter of fact you could say he jumped right into my pickup, a natural buddy and someone to come with me wherever,” said Lou Bock, President of Bock Wines & Spirits. “Lucky Dog is a hands-down favorite and folks are quickly excited after tasting, though they love it at first sight. When they find out the price, they are sold. We have a new winner with us.... Lucky Dog indeed, that’s me!” Bock Wines & Spirits, founded in 1984 and based on The Embarcadero, is a distributor, broker and importer of boutique spirits of exceptional quality and wines from California and around the world. www.bock-ws.com

The official vodka of the American Museum of Natural History, Lucky Dog Vodka is a featured vodka during the Sundance Film Festival in Park City, Utah at Bloody Mary clinics held at a five star luxury hotel. Lucky Dog Vodka’s red, blue and white label and distinctive bottle make it easy to spot.

Lucky Dog is not only a great vodka, it is a great vodka company. Lucky Dog Vodka has pledged an ongoing portion of sales proceeds to Harlem-based nonprofit African Services Committee and donates a dollar to African Services for every new Facebook follower www.facebook.com/LuckyDogVodka.

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