



# LUCKY DOG VODKA

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## **Lucky Dog Vodka Launches on Long Island Through Clare Rose Distributors**

*Premium Hand Crafted Vodka "Born on Nantucket, Raised in the Rocky Mountains"*

YAPHANK N.Y. AND NANTUCKET, APRIL 15, 2013 – Lucky Dog Vodka, a premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains” was launched today on Long Island through distributor Clare Rose Inc. of Yaphank, New York. Lucky Dog Vodka is now available at restaurants (including Duffy’s Wing House and Somo Bar and Grille in Lindenhurst); bars (including Bar Social in Uniondale, McHebes in Hempstead and The Loyal Dog Ale House); and scores of liquor stores (including, Rockville Centre Wines & Spirits, Huntington Wines & Liquors, Ace Wines & Spirits and Merrick Wines & Spirits in Merrick, Brother’s Wines & Liquors in Lindenhurst, Europa Wines & Liquors in West Babylon, Crazy Billy’s in Deer Park, Sunrise Wines & Liquors and Bright Shore Wines & Liquors in Bay Shore, South Shore Wine & Spirits in Patchogue, Shirley Wines and Liquors, and Show Case Wines & Liquors in Lake Ronkonkoma).

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](http://www.luckydogvodka.com)

“We are thrilled to partner with Clare Rose. They have a great team and reputation, and we are seeing a great fit between Lucky Dog and Long Islanders,” said Nichols. “Long Island and the island of Nantucket share an independent spirit. We are in this for the long haul and so is Clare Rose. We think it is going to be a great ride.”

“Our Long Island customers will love that Lucky Dog Vodka’s message is dynamic, active and most of all, fun. Lucky Dog is an All American premium vodka at a great price point, and we expect it to do very well in our markets of both year-round and summer residents,” said Danny Infante, Wine & Spirits Director at Clare Rose Inc. Clare Rose Inc., founded in 1936 and still owned and operated by the Rose family, distributes spirits, wine and beer and is the leading distributor of Anheuser Busch brands on Long Island.

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 donates an ongoing portion of sales proceeds to Harlem-based nonprofit African Services Committee and donates an additional dollar to African Services for every new Facebook follower  
[www.facebook.com/LuckyDogVodka](http://www.facebook.com/LuckyDogVodka).

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