



LUCKY DOG VODKA

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Lucky Dog Vodka Launches in Westchester via D. Bertoline & Sons *Premium Hand Crafted Vodka “Born on Nantucket, Raised in the Rocky Mountains”*

PEEKSKILL, N.Y. AND NANTUCKET, MARCH 11, 2013 – Lucky Dog Vodka, a premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains” was officially launched in New York State through distributor D. Bertoline & Sons Inc. of Peekskill. Lucky Dog Vodka is now available at restaurants, bars and liquor stores throughout Westchester and Putnam County through the D. Bertoline network, including Keenan House in Ossining; La Herradura, The Cove, Harbor on Charles Point and Ruben’s Café in Peekskill, Anthony’s Bar and Grille in Harrison, Rye Roadhouse in Rye, Emma’s Ale House in White Plains, and retailers Chappaqua Wine & Spirits in Chappaqua, Grape Exchange in New Rochelle, Cortlandt Wines and Spirits in Croton-on-Hudson, Manor Wines & Spirits in Briarcliff Manor and Patterson Wine and Liquors in Patterson.

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 thrilled to be working with Bertoline as we introduce Lucky Dog Vodka to the lower Hudson Valley,” said Lucky Dog’s Nichols. “Lucky Dog Vodka is All-American, farm to bottle, with exceptional clarity and smoothness. Now it can be enjoyed throughout Westchester and Putnam County from Pelham to Port Chester, Yonkers to Poughkeepsie, and everywhere in between.”

“Lucky Dog is a great tasting vodka at a great price point,” said Rona Vesce, Wine & Spirits Manager at D. Bertoline & Sons. “Lucky Dog Vodka’s message is dynamic, vibrant, and all about having fun. It lends itself to excellent cocktails like the Bloodhound and the Fire Hydrant, or a straight up martini, perfect for our market.” D. Bertoline & Sons, established in 1933, is a fourth-generation family owned wholesale distributor of spirits, beer and wine.

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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