



Friday, March 8, 2013

News Briefs:

•Lucky Dog vodka has launched in California through San Francisco-based Bock Wine & Spirits. It is available now at restaurants, bars and stores throughout the state for a suggested retail price of \$21.99 a 750-ml. Founder and president Greg Nichols, a former U.S. National Freestyle Ski Team member, launched the brand last May in Nantucket, Massachusetts. In addition to California, Lucky Dog is also currently available in the New York metro market and throughout Massachusetts. The brand is now in the process of expanding into Georgia, Maine, New Hampshire, Vermont, Rhode Island and Virginia.