

BELVEDERE

VODKA



BELVEDERE VODKA INTRODUCES PINK GRAPEFRUIT, A REFRESHING NEW MACERATION FEATURING A HINT OF GINGER

May 13, 2010 (NEW YORK, NY): Belvedere Vodka is excited to introduce **Belvedere Pink Grapefruit**, the latest innovation in its popular line of maceration vodkas including Citrus, Orange and Black Raspberry.

The most naturally expressive, authentic, fresh grapefruit essence available in the flavored super premium vodka category, Belvedere Pink Grapefruit is distilled from whole pink grapefruits – another first for Belvedere Vodka. The Argentinean grapefruits are beautifully combined with fresh ginger and Spanish spring lemons to produce a delicious citrusy finish, making it the most versatile Maceration flavor to date. An aromatic and refreshing vodka base, Belvedere Pink Grapefruit is designed to be enjoyed chilled, or combined with complementary mixers such as cranberry juice, tonic water and even carbonated colas. In addition, Pink Grapefruit is distilled to pair perfectly with Pan-Asian and Mediterranean cuisines, making it the ideal cocktail for exotic and fusion foods.

Belvedere Pink Grapefruit is 40 percent alcohol by volume (ABV) and exhibits a medium bodied mouth-feel that contains notes of ripe grapefruit, ginger and refreshing lemon. There are no artificial additives in Belvedere Pink Grapefruit, making it an all-natural and delicious drinking experience.

“We are excited to introduce Pink Grapefruit to our hugely popular range of Belvedere Vodka Macerations,” says Charles Gibb, president of Millennium. “Pink Grapefruit is an interesting and innovative combination of sweet citrus and spicy ginger, making it the perfect summer cocktail complement.”

“Belvedere Pink Grapefruit represents a first for Belvedere; maceration of the whole fruit has delivered an impressive hit of succulent, ripe grapefruits,” says Claire Smith, Head of Spirit Creation for Belvedere Vodka. “This combined with exotic ginger and sweet and uplifting spring lemons creates a truly refreshing vodka that is the perfect base for a variety of cocktails and yet just as a delicious served chilled, neat or over ice.”

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BELVEDERE PINK GRAPEFRUIT

Maceration is the artisanal process Belvedere uses to create the world’s best super premium flavored vodka. The process uses only natural ingredients, delicately drawing out the vibrant flavors from fruit peels, flesh and flowers, combined with the finest super premium vodka and technical expertise.

It's this time-intensive process of using only real citrus fruit, flowers and berries that creates the Belvedere macerations – vodkas with luscious mouth-feel, authentic tastes and gorgeous aromas, ensuring Belvedere Pink Grapefruit follows suit in the maceration family as the most expressive, delicious and exciting flavored vodkas made to date.

Unlike artificially flavored vodkas, sugar, glycerine and other hidden enhancements are not added to Belvedere's macerations, ensuring a fresh and naturally distinctive drinking experience.

The tasting notes for Belvedere Pink Grapefruit include...

- **Nose:** A rush of bright and refreshing sweet citrus lift, with notes of ripe grapefruit flesh, spicy ginger, and a hint of vanilla.
- **Palate:** Soft, sweet and rich with a velvety texture and vivid pink grapefruit tartness tempered by hints of warming ginger and lemon peel. Medium-bodied with a good balance of acidity and spice.
- **Finish:** Sustained notes of fresh citrus with a persistent sweet spice and warmth; soft cream and vanilla back palate.

MATTHEW WILLIAMSON FOR BELVEDERE PINK GRAPEFRUIT

To celebrate the launch of Pink Grapefruit, Belvedere Vodka is collaborating with internationally renowned fashion designer, Matthew Williamson, to create a limited edition kaftan inspired by the newest maceration. Available exclusively at Matthew Williamson boutiques and Netaporter.com, the kaftan will be modeled by muse and MisShapes band member, Leigh Lezark. Leigh is set to appear in the campaign and co-host the Belvedere Pink Grapefruit launch party in New York City in May 2010.

BACKGROUND ON THE BRAND

First introduced to North America in 1996, Belvedere Vodka was the first to create a new standard for excellence in the vodka category and is credited with creating the luxury vodka segment. Today, Belvedere's distinctive character and uncompromising integrity are recognized internationally by discriminating vodka enthusiasts, who appreciate its all-natural, additive-free character. Made entirely from Dankowskie Gold Rye and blended with water from its own pristine source, Belvedere's taste profile is distinctively soft with a subtle sweetness and smooth, clean finish.

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With each new product and campaign Belvedere Vodka continues to reassert the brand's key message: 'Luxury Reborn'. Consistently working with figures of cultural significance including graffiti artist Andre and avant-garde photographer Terry Richardson, Belvedere maintains a spirit of true authentic artistry and unique creativity.

Belvedere is available in top nightclubs and restaurants around the world and at all fine wine and spirits retailers.

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