

# LEX by Nemiroff debuts at Paris-Le Bourget Airport



A NEW PERSPECTIVE ON VODKA

**LEX**  
BY  
**NEMIROFF**

LEX by Nemiroff: "Providing a new perspective on the vodka experience"

Nemiroff is celebrating the debut of its ultra-premium vodka offering, LEX by Nemiroff, at Paris-Le Bourget Airport.

Paris-Le Bourget Airport boasts the largest number of Fixed-Base Operators (FBOs) or private jet terminals globally. Renowned for hosting prestigious air shows, including the Paris Air Show, the airport is strategically positioned to cater to an elite audience with refined tastes.

According to Nemiroff, this exclusive partnership aligns with the brand's commitment to delivering unparalleled quality and sophistication to its clientele while the airport's commitment to offering high-end services to business travelers complements the philosophy behind LEX by Nemiroff. "This ultra-premium vodka, crafted with precision and passion, provides a new perspective on the vodka experience, elevating it to the level of an art form," the brand stated.

Yuriy Sorochynskiy, CEO of Nemiroff, said, "After the recent product announcement in Cannes, France, just a few months ago, we are thrilled to introduce LEX by Nemiroff at Paris-Le Bourget Airport, a hub synonymous with luxury and sophistication. This collaboration allows us to share our commitment to excellence with a selective audience that appreciates the finer things in life."

Airport guests can savor the distinctive flavors of LEX by Nemiroff in various forms, including neat on the rocks and in classic cocktails such as the 'Espresso Martini'. Additionally, the Airport

Advanced Lounge will feature exclusive creations such as the 'Ukrainian Mule' and 'Marichka', "infused with the indomitable spirit of Ukraine".

These signature cocktails are said to "not only showcase the versatility of LEX by Nemiroff but also serve as a testament to Nemiroff's role as an ambassador of Ukrainian culture on the global stage".

Founded in 1919, Paris-Le Bourget Airport has a rich history, having been the sole airport serving Paris until 1932. The airport achieved international acclaim as the historic landing site for Charles Lindbergh's solo transatlantic crossing in 1927. This historical resonance mirrors Nemiroff's focus on heritage and partnerships with brands whose reputations have endured through the centuries.