

Nemiroff relaunches premium De Luxe RESERVE at TFWA WE



Nemiroff De Luxe RESERVE, being relaunched in Cannes, has won several awards in limited markets, including Gold medals at the 2020 Bartender Spirits Awards in the US and The DBSB Autumn Tasting in the UK In 2021; it earned a Gold award at The Vodka Masters competition

Nemiroff is relaunching its premium vodka, Nemiroff De Luxe RESERVE, at TFWA WE in Cannes. This relaunch aims to better highlight the vodka's unique qualities to consumers. The product will be available at their booth E30 in the Yellow village.

Nemiroff De Luxe RESERVE is made using a method that involves contact with selected oak wood, giving it subtle aging notes and a smooth taste. The vodka has fruity aromas with hints of walnut, dark berries, and elderberry, resulting in a velvety texture and smooth finish.

Yuriy Sorochynskiy, CEO of Nemiroff, said: "Nemiroff De Luxe RESERVE elevates any drinking experience to a new level of sophistication and elegance. We asked ourselves, what if we mature vodka in barrels while keeping it a classic white vodka? What if one sip could distinguish it from all others? The result is a product that is unforgettable. One sip is worth a thousand words — Nemiroff De Luxe RESERVE has a remarkably smooth taste."

The production process uses a technology that combines oak wood contact while maintaining the characteristics of classic white vodka. An 11-step filtration system keeps the vodka clear, and it's distilled in copper stills following a special recipe. The infusion uses high-quality natural ingredients to enhance the flavor and aroma.

This premium vodka showcases Nemiroff's expertise and innovation, offering a high-end experience for those who enjoy quality spirits. With its distinctive taste and character, Nemiroff De Luxe

RESERVE is positioned to appeal to vodka enthusiasts worldwide.