

# The Inked Collection by Nemiroff Vodka hits duty free and global markets



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Nemiroff Vodka, one of the top five-selling vodka brands in the world, is announcing three bold flavor variants in the duty free and global markets. Launching under The Inked Collection, the new line-up is based on an original 16<sup>th</sup> century recipe & the result of several years of painstaking development. The collection presented at TFWA World Exhibition & Conference in Cannes in September.

Yuriy Sorochynskiy, CEO, Nemiroff Vodka, says: "Our approach is always authentic and always from the soul. These new flavors are true to the Nemiroff brand - bold, unique, noble and most of all authentic."

The new flavor introductions are 40% abv. The bottle is familiar because it is the same handsome design used for the Nemiroff Original and Honey Pepper expressions. The liquid inside is packed with flavor.

Inspired by the creative force and energy behind tattoos (also known as ink) - one of the ways individuals personalize and identify themselves among family and friends - The Inked Collection is centered on Nemiroff premium vodka, made with natural ingredients.

"We like to think that Ink represents a rite of passage or a way for individuals to create their own destiny. We support and celebrate that," he adds.

The Inked Collection is made up of the following flavors:

**Bold Orange:** bright and pure; aged in oak barrels to produce a bright and clean flavor of explosion with sophisticated hints of citrus and spice

**Wild Cranberry:** sweet and sour; with a hint of cognac – it's refreshing and perfect on its own or with a squeeze of fresh lime and sparkling water

**Burning Pear:** rich and velvety; with a mellow quality – it's smooth, but finishes with a touch of rich heat