



MEDIA RELEASE

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**New Vodka O's Passion for Purity...**

New Australian spirit contender Vodka O is set to impress even the most discerning drinkers with higher levels of purity than many of the world's finest vodkas, without the hefty imported price tag.

Vodka O derives its name from the organic spirit from which it is made, and through a unique distilling and continuous charcoal filtration method delivers a clean, smooth flavour, free from chemical impurities.

"We set out to create the purest Vodka, and instead of using traditional methods we approached the task by utilizing modern technology: we consulted chemical engineers, scientists and taste experts, and combined this with a year's research to develop the product we have today", says Ben Anderson, creator of Vodka O.

"By definition the best vodka must have the following characteristics: be tasteless, odourless, colourless and should increase in viscosity when exposed to cold temperatures. Vodka O is negative in many of the chemicals present in most brands on the market. Most importantly, the body of the Vodka should be appreciated by the middle of the palette with little burn effect on the front or back.

Our overall objective was to create a smooth drinking Vodka that people could enjoy over ice with just a twist of fresh lime juice and I believe Vodka O has achieved that goal." said Anderson.

As a result Vodka O is also exceptional to drink neat, chilled or as a mixer for cocktails.

Vodka O is now available for export via Optima Trade Pty Ltd at an EX WORKS export price of \$50.00 per case(12 x 700 ml bottles).

Some of our current on premise clients include Will and Toby's Bar, Gas Nightclub, The Grand Pacific Blue Room, Aqua Luna Bar and Restaurant and The Dolphin Hotel.

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