

For Immediate Release

INTRODUCING VODKA FLAVORS
a new, natural way to create delicious infused vodkas

New York – October 1, 2006. Vodkaflavors.com, a new way to flavor vodka at home, in just a few minutes was launched today. **Using their Flavor Packs™, fully infused vodka is ready in 24-48 hours.** Vodka lovers who want their favorite brand with a new, exciting flavor are now able to do so, inexpensively and in their own home.

Major vodka brands such as *Absolut*, *Smirnoff*, *Stolichnaya*, *Grey Goose*, *van Gogh*, and others have introduced flavored vodkas, and vodka lovers have responded. Unfortunately, not every flavor is available from every manufacturer, and new flavors are slow to appear in liquor stores and supermarkets as new product introductions are expensive and manufacturers have to fight for shelf space.

Now, vodka lovers can use a simple five-minute process to flavor their favorite brand of vodka with the taste they love, or a new taste that they have never tried. **Vodkaflavors.com provides infusion kits, which use Flavor Packs™.** The process is simple and easy to do in any kitchen, and Flavor Packs contain dried fruit, herbs and vegetables that are in most cases organic.



"We never use artificial flavorings, essences or flavor boosters, just natural ingredients" said David Andrews, Chief Infusionist, Taster and CEO of Vodka Flavors. "The Flavor Packs are immersed in unflavored vodka inside our infusion jars. Each Flavor Pack is good for 3.5 liters of vodka, or more. "Vodka lovers can now offer each guest his or her own choice of flavored vodkas, without having to buy a bottle of each", said Andrews.

"The flavored vodkas sold by Absolut are great, but I wanted to try a flavor they offer, but with Smirnoff vodka. Now I can", said Ron Reeser a Vodka Flavors customer, and official "tester" in New York City.

"I love it. I had a martini party the other night and offered 8 flavors. I bought a nice big bottle of Absolut and used Vodka Flavors. It was a major hit", said Jill Bressler, A Vodka Flavors customer in Brooklyn.

Vodka Flavors sell for \$14.95 for a one-flavor kit, and \$9.95 for a sample kit which includes five different flavors. Refills are \$8.95.

Vodka Flavors is available online at: www.vodkaflavors.com.

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FACT SHEET

Resource links:

Web site: <http://www.vodkaflavors.com>

About Vodka Flavors: <http://www.vodkaflavors.com/about.htm>

PDF version of this press release: <http://www.vodkaflavors.com/release1.pdf>

Microsoft Word version of this press release: <http://www.vodkaflavors.com/release1.doc>

Sample packages are available by emailing: samples@vodkaflavors.com.

To contact us by email: press@vodkaflavors.com

For immediate contact, call 917.842.6074.

Industry Facts:

-Vodka is the most popular distilled spirit sold in the US, and accounts for 26.6% of the market. (Source: Adams Market Research, <http://www.beveragenet.net/>).

-In 2005, 396 million liters of vodka were consumed in the US. (Source: Adams Market Research, <http://www.beveragenet.net/>).

-The US vodka market seems to be growing at the rate of 6% per year and is expected to continue at this rate for several years. (Source: Adams Market Research, <http://www.beveragenet.net/>).

Vodka Flavors Facts:

-Flavor Packs are infusion bags, not unlike large tea bags. They contain dried ingredients (e.g. apple, apricot, horseradish root, mint, etc). No flavorings whether artificial or not, are included.

-The infusion jars are square to allow them to take up the least amount of space, and to be stacked on their side if space in a freezer cabinet is limited. The jars have wide mouths to allow easy pouring.

-The infusion process varies between different flavors, but in general, 24 hours is sufficient for vodka to gain a reasonable amount of flavor. For the maximum flavor infusion, we recommend 48 hours.

-Vodka Flavors offers customers the opportunity to become "Testers". Testers are provided discounts on purchases, and are sent new, pre-introduced flavors on a regular basis to gain their opinion.

-Currently, Vodka Flavors offers the following flavors:

Fruit flavors: apple, apricot, banana, cherry, cranberry, lemon, lime, mango, orange, juniper,

Herbal flavors: lavender, lemongrass, mint, peppermint, bay leaf,

Spice flavors: ginger, chili, cinnamon, mustard seed, peppercorn, star anise,

Vegetable flavors: celeriac, fennel, garlic, horseradish, sun-dried tomato,

Miscellaneous flavors: espresso.

Sampler packs are also available and contain 5 mini Flavor Packs.