

MAKE IT RAIN



2025 PLAYBOOK



GREAT QUALITY GREAT PACKAGE REFRESHING CHOICE

Premium vodka known for its smooth taste and high-quality ingredients. Crafted using pristine water sources and carefully selected grains, Rain Vodka offers a clean and refreshing drinking experience.





RAIN VODKA. REFRESHING CHOICES.

In a saturated market where differentiation is key, the strategic integration of flavored vodka within our core portfolio unlocks a myriad of opportunities. Our choiceful innovations enhance our shelf presence and appeal to consumers seeking diversity and sophistication.

MAKE YOUR SPLASH

REFRESHING SELECTION

TWO UNIQUE FLAVORS
TO MAKE A SPLASH

Tapping into consumers visual and sensory experiences with the combination of innovative packaging and clean, vibrant flavors creates a memorable connection.



94 Pt Rating from Wine Enthusiast
Best Flavored Vodka at SFWSC
Great update to any Bloody Mary
Cucumber fits a broader trend
towards healthier, natural and
botanical flavors



Mango experiencing steady
trend increase with consumers
seeking unique and tropical
flavor profiles
Mango appeals to a wide
demographic, including
younger consumers drawn to
it's fruity and vibrant profile.



KEY SELLING POINTS

Overall, Rain Vodka combines purity, craftsmanship, versatility, and sustainability to deliver a premium vodka experience that appeals to discerning consumers looking for quality and sophistication.

PURITY

Rain Vodka is distilled seven times to ensure exceptional purity, resulting in a smooth and crisp finish. The use of pristine water sources adds to its clean taste, making it a favorite among vodka enthusiasts.

CRAFTSMANSHIP

Each batch of Rain Vodka is meticulously crafted by expert distillers, using traditional methods combined with modern techniques. This attention to detail guarantees consistency and excellence in every bottle.

VERSATILITY

Whether enjoyed neat, on the rocks, or in cocktails, Rain Vodka's versatility makes it a perfect choice for any occasion. Its smooth flavor profile allows it to blend seamlessly with a variety of mixers, enhancing the drinking experience.

PREMIUM PACKAGING

Rain Vodka is presented in sleek and stylish packaging, reflecting its premium quality and sophistication. The eye-catching design makes it an attractive choice for both personal enjoyment and gifting.

AWARD-WINNING

Rain Vodka has garnered accolades and awards for its exceptional quality and taste, solidifying its reputation as a top-tier vodka brand.



GLUTEN FREE

Increased awareness of gluten intolerance, celiac disease, and overall health consciousness. As a result, there's a growing demand for gluten-free options across various industries, including the beverage sector.

INCLUSIVITY

Offering gluten-free cocktails ensures inclusivity and accessibility for a wider range of consumers.

HEALTH CONSCIOUSNESS

Many consumers are proactively choosing gluten-free options as part of their healthier lifestyle choices. Whether they have a medical condition like celiac disease or simply prefer to avoid gluten for general health reasons, offering gluten-free cocktails aligns with the health-conscious mindset of modern consumers.

EXPANDING MARKET OPPORTUNITY

Embracing the gluten-free cocktail trend presents an opportunity for businesses to tap into a rapidly expanding market segment. By catering to gluten-free consumers, establishments can attract new patrons, enhance customer loyalty, and differentiate themselves from competitors.

BRAND LOYALTY AND REPUTATION

Offering gluten-free cocktails can enhance a brand's reputation and perception among consumers. It showcases a commitment to quality, inclusivity, and customer satisfaction, which can foster positive brand associations and drive brand loyalty over time.