

WE FIXED YOU THE PERFECT MARTINI.

Cheers.

INTRODUCING VITANI a line of award winning premium martinis that taste like they were made by a professional bartender.
Just chill, shake and enjoy.®



GIVE THE BARTENDER THE NIGHT OFF™

The making of a martini has and will always be ceremonial. Fixing a great martini requires a certain technique, and just the right balance of ingredients. Today bartenders, or mixologists, are celebrated in restaurants and bars for mastering this iconic cocktail. And because of this, martinis have become a destination cocktail. With VITANI you get a restaurant quality premium martini that's ready to drink... at home, at parties, or anywhere the celebration takes you.

FEATURES AND BENEFITS

VITANI is a premium bar-quality martini

Made with premium vodka, not malt or wine

36-39 proof
Higher proof than other RTD options on the market

Cucumber a Silver medalist and Elderpear a Bronze medalist at the San Francisco International Spirits Competition

Attractive aluminum bottles
Chill Faster, Stay Cold Longer

Broad Usage: Home, Concerts, Backyard, Party Destinations, Tailgating



BRAND SPECS



Tasting notes

Color: Cosmo-light cranberry color
Aroma: Orange and sweet cranberry aroma

Classic Series

Cosmo Martini

Premium Vodka infused with Natural Cranberry, Orange and Triple Sec.

18% alc. by vol.

200 ml

upc 854196005017

scc 10854196005014

750 ml

upc 854196005000

scc 10854196005007



Tasting notes

Color: Classic dirty martini color
Aroma: Olive brine and sweet corn vodka notes

Dirty Martini

Premium Vodka infused with Real Olive Brine.

19.5% alc. by vol.

200 ml

upc 854196005031

scc 10854196005038

750 ml

upc 854196005024

scc 10854196005021



Tasting notes

Color: Citrus Ginger-frosted citrus
Aroma: Delicate, sweet citrus flavors

Innovation Series

Citrus-Ginger Martini

Premium Vodka infused with Natural Ginger, Lemon and Lime.

18% alc. by vol.

200 ml

upc 854196005093

scc 10854196005090

750 ml

upc 854196005086

scc 10854196005083



Tasting notes

Color: Cucumber-clear
Aroma: Clean cucumber aroma

Cucumber Martini

Premium Vodka infused with Natural Cucumber.

18% alc. by vol.

200 ml

upc 854196005055

scc 10854196005052

750 ml

upc 854196005048

scc 10854196005045



Tasting notes

Color: Elderpear-clear
Aroma: Pear, honey, floral aroma

Elderpear Martini

Premium Vodka infused with Natural Pear, Honey and Elderflower.

18% alc. by vol.

200 ml

upc 854196005079

scc 10854196005076

750 ml

upc 854196005062

scc 10854196005069

Drink Strategy

- Anyone that enjoys a real cocktail wherever and whenever they choose
 - Easy as opening up a bottle of wine
 - The same perfect drink every time
 - An alternative to the same thing that has always been there (i.e. bottle of wine, beer)
 - Very current-specialty cocktail list in every restaurant
- Now you can have them anywhere, anytime

Trial

Tastings, local event sponsorship

POS support

Door suction shelves, POS displays

Channel priorities

Retail, outdoor concert venues, stadiums, convenience stores, gas stations, hotel mini bars and in-room dining, perfect for BYOB restaurants, airlines, airports, pools, golf courses

www.DrinkVitani.com

