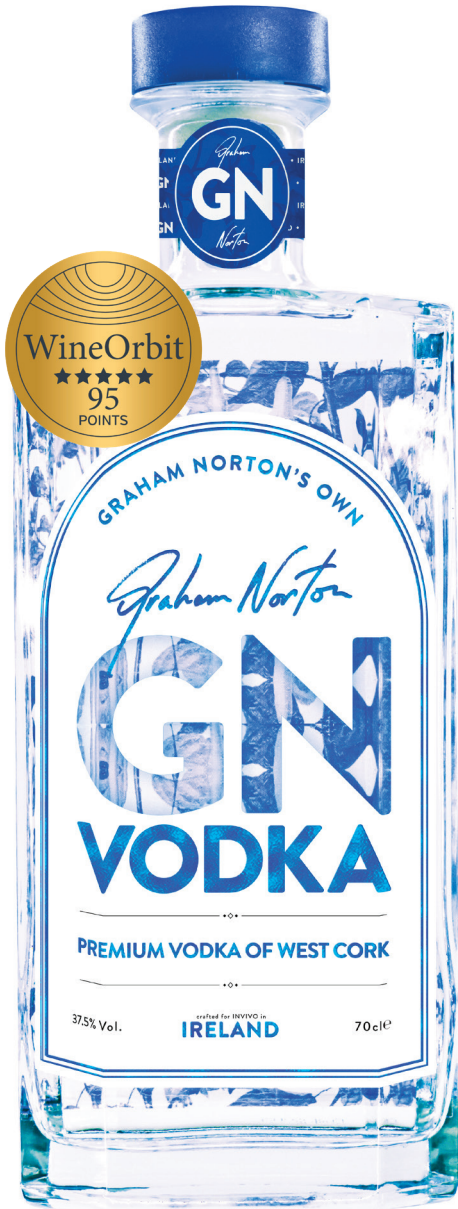


GRAHAM NORTON'S OWN IRISH VODKA



ABV/VOL 37.5%

ACCOLADES

Sam Kim, Wine Orbit - "Exquisite and finely scented, the bouquet shows lemon pith and white floral nuances with hints of nougat and oatmeal. It's pristine and beautifully rounded in the mouth displaying seamless flow and excellent mid-palate weight, leading to a persistent warm-glowing finish. This is a fabulous sipping vodka, but sure to be awesome in refreshing cocktails."

OVERVIEW

Could Graham Norton's Own Irish Vodka be the best thing to happen to cocktails since the olive? Select your favourite happy hour soundtrack, dust off that shaker and see for yourself!

Craft distilled the traditional way from Irish potatoes, this Vodka is made with pure Mullaghmesha Mountain water, filtered through 300-million-year-old West Cork red sandstone.

THE STORY

Following the success of Graham Norton's Own Irish and Own Pink GiNs and the impending launch of Graham Norton's Marmalade Gin, Graham wanted to produce a new premium Irish potato vodka to add to his collection. Developed in collaboration with a local Irish potato farmer and gin producer in Graham's hometown of Cork, Ireland, the new addition to Graham Norton's Own Wine and Spirits range is ready to revolutionise the vodka category.

CATEGORY INSIGHTS

Vodka is currently growing at a rate of +10.9% (\$5,779,843) within the NZ market.

FUN FACTS

- 153 glasses of Graham Norton wine and spirits are enjoyed every minute around the world.
- Just under a quarter of a million (221,250 glasses) of Graham Norton wine and spirits are sold every day around the world.

PRODUCT	BARCODE
Graham Norton Vodka 700ml	09421905673297
Graham Norton Vodka 6 x 700ml	09421905673303



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ANYONE WHO TELLS
YOU THAT VODKA IS
FLAVOURLESS HAS
CLEARLY BEEN WASTING
TIME DRINKING THE
WRONG SORT OF VODKA.
MY NEW IRISH VODKA IS
A SPIRIT TO BE ENJOYED,
NOT IGNORED.

GRAHAM NORTON

TASTING NOTE

The humble potato is widely acclaimed for creating high quality well-balanced vodka. Graham Norton's Own Irish Vodka is a great showcase of this with its creamy but earthy mouthfeel and hints of vanilla coming through. With a clean long refreshing finish you will be wondering what you have been missing.

SERVING SUGGESTION

Serve straight up with your favourite premium mixer and a wedge of citrus!