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Pearl Vodka Introduces New Coconut Flavor

Pearl Vodka today officially introduced Lo Coco, a refreshing ultra-premium coconut-flavored vodka combining the balance, quality and smoothness of original Pearl vodka with the fresh and exotic taste of the islands.

One of nature's true botanical mysteries lies with the existence of the rare and priceless "coconut pearl," that forms inside a coconut, similar to that of an oyster. Rumored to be found in less than one in a million coconuts; the coconut pearl is the rarest botanical gem in the world. Pearl Vodka proudly introduces Lo Coco, another perfect and unique coconut pearl.

"Lo Coco is truly one of the industry's finest ultra-premium, flavored vodkas. It has a rich and unique taste - perfect for enhancing the versatility of today's cocktails," said Analisa Blakley, Pearl Brand Director. "We're proud to announce the availability of Lo Coco, because it's a refreshing departure from the current flavored vodkas on the market and we've accomplished this without compromising quality over innovation."

Within every bottle of Pearl vodka is an intensely rich sensory experience, hand-crafted in micro-batches using the highest grade of ingredients and production methods. With each sip comes the assurance that Pearl is the perfect marriage of fresh, pure mountain water from the Canadian Rockies coupled with the world's highest-quality soft winter wheat. Expertly balanced by Master Distiller, Ron Stothers, Pearl's award-winning taste is without equal. Lo Coco is completely all natural and offers the subtlety and mild sophistication of coconut, without any of the unnatural syrupy-sweetness found in many other flavored vodkas.

Lo Coco is available nationwide in three sizes: 50 ml, 750 ml and 1 liter. The 750 ml size is priced competitively within the ultra-premium category, at approximately \$24.00 per bottle.

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