

## PEARL POMEGRANATE VODKA

### PRODUCT FACT SHEET

- **First Super-Premium Vodka:**
  - Pearl Pomegranate is the very first super-premium pomegranate flavored vodka.
  - Pear Pomegranate provides versatility for those in pursuit of the ultimate vodka drinking experience by combining the balance, purity and smoothness of original Pearl Vodka with the refreshing taste of pomegranate.
  - Pearl Pomegranate has a unique, refreshing taste that can be enjoyed chilled, mixed with juice or soda or as an exotic addition to a favorite martini.
- **Bottling:**
  - Bottled at 70 proof, Pearl Pomegranate is available in four sizes: 50mL, 750mL, 1LT and 1.75 LT. The 750 mL size is priced competitively within the super-premium segment of the vodka category at approximately \$20 per bottle. The 1.75 LT is priced around \$40 per bottle.
- **Accolades:**
  - Pearl Pomegranate Vodka
    - Aspen Cocktail of 2005
      - *Annual Aspen Cocktail Classic*
  - Pearl Original Vodka
    - Best Vodka, Double Gold
      - *World Spirits Competition* Gold Medal
    - 94 Points (Exceptional)
      - *Beverage Testing Institute*
    - Classic – Highest Recommendation, 95 – 100
      - *The Wine Enthusiast*
    - Rising Star, Growth Brand Award
      - *Adams Beverage Group*
- **Production:**
  - Pearl Pomegranate is produced from soft winter wheat and pure Canadian Rocky Mountain water.
  - It undergoes a unique five-time distillation and six-time filtration process.
  - Pearl Pomegranate is distributed and marketed by David Sherman Corporation (DSC). Headquartered in St. Louis, DSC is a leading producer, importer, bottler and marketer of quality wines and spirits.
  - The Pearl Vodka portfolio also includes Original Pearl Vodka and Pearl Lo Coco, a coconut-flavored vodka.

**For more information, please contact Niky Roberts at 314-552-6721**

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