



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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Joseph W. Mollica, Chairman | Mark M. Bodi, Commissioner | Earl M. Sweeney, Commissioner

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NEW HAMPSHIRE LIQUOR COMMISSION NAMES PINNACLE WHIPPED VODKA 2010 NEW PRODUCT OF THE YEAR AWARD WINNER

**New flavor developed in Maine has consumers flocking to New Hampshire Liquor and Wine
Outlets creating a national product sensation**

CONCORD, NH – Vibrant aromas of coconut cream pie a la mode describes Pinnacle Whipped Vodka, a new spirit that has taken the New Hampshire Liquor and Wine Outlets by storm. The New Hampshire Liquor Commission has named it New Product of the Year, a new award given annually to a spirit that shows leadership in innovation.



Pinnacle Whipped Vodka was first introduced to select New Hampshire Liquor and Wine Outlets in April 2010. Within four months, it sold over 950 cases with sales of \$114,902. The product is now available in 1.75 L and 750 mL sizes at all New Hampshire Liquor and Wine Outlets and is on sale throughout the month of February.

“Flavor development is very important to satisfy consumer demand and generate sales,” stated New Hampshire Liquor Commissioners Joseph Mollica and Mark Bodi. “We are proud that Pinnacle Whipped Vodka was first introduced in New Hampshire and is now available all over the country.”

Handcrafted in small batches and quadruple distilled with spring water from the southwest region of France, Pinnacle Whipped Vodka has a smooth, balanced finish. This unique spirit is commonly used as a substitute for cream in cocktail recipes such as Whipped Cream Soda and Cream Saver-tini.

Pinnacle Whipped Vodka is produced by White Rock Distilleries, a leading manufacturer and importer of fine spirits and liqueurs. The company operates a state-of-the-art facility in Lewiston, Maine.



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About the New Hampshire Liquor Commission

The NHLC operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit www.LiquorandWineOutlets.com to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.

More than \$2 billion in net profits has been raised since the first store opened in 1934. NHLC is expecting to net an additional \$2 billion for the state in the next ten years.

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