

Client: Imperial Brands, Inc./ Sobieski Vodka

Media Outlet: O'Dwyer's PR Online

Circulation: 3,500 Monthly

Date: August 4, 2008



Aug. 4, 2008

HANNA LEE FETES SOBIESKI VODKA

It was a cause for celebration on Thursday when New York advertising and marketing pros threw a party for Polish vodka maker Sobieski. The event commemorated the company's record-breaking one-year anniversary in the U.S. market.

The roof-top event, set at "Penthouse 15" above the trendy Zipper Factory in Midtown, drew more than 400 PR, media and industry pros who were treated to a vodka tasting lesson from "master mixologist" Junior Merino and an appearance by Polish supermodel Joanna Krupa. Downstairs, guests sampled an array of Sobieski-spiked drinks and Polish dishes. A dance party was later hosted by DJs Roxy Cottontail and Stretch Armstrong.



Left: Joanna Krupa mingles with media and industry pros at the "Spread the Truth" roof-top party on Thurs. Right: 'Master mixologist' Junior Merino unveils the ingredients for Sobieski's potent 'Truth Serum' cocktail. Photos: Erica Singleton

Titled "Spread the Truth," the event was an extension of Sobieski's "Truth in Vodka" integrated marketing campaign launched last year by food and beverage PR pros Hanna Lee Communications. The campaign focuses on a "back-to-basics" approach, stressing affordability and quality while mocking the vodka industry's penchant for fancy packaging and inflated prices (a 750 ml bottle of Sobieski retails for only \$10.99). According to company officials, the U.S. launch gathered record-breaking sales for the company, selling more than 200,000 cases in less than one year, and transforming the brand into one of the bestselling and fastest growing vodkas in the world.

“My team and I are proud that we were able to successfully launch Sobieski Vodka and help them break all sales records for reaching their 200,000-case milestone faster than any new spirit,” said Hanna Lee Communications president Hanna Lee.

Sobieski earned a Gold Medal and Best Buy Award after it was ranked best premium vodka by the Beverage Testing Institute in a blind tasting of more than 100 vodkas. It was also ranked first in a blind tasting of 25 major international vodka brands conducted by French wine and spirit publication *La Revue du Vin de France*.

The “Spread the Truth” event was developed by Horizon Media. The product is imported and marketed by Imperial Brands, Inc., a U.S. subsidiary of Belvédère S.A.



Hanna Lee Communications, Inc.
575 Madison Ave, 8th Floor, NY, NY 10022. Phone: (212) 527-9969, Fax: (212) 605-0388
www.hannaleecommunications.com