

Client: Imperial Brands, Inc. / Sobieski Vodka

Media Outlet: Cosmo SIRIUS Radio

Circulation: 30 Million Listeners

Date: January 21, 2009



Sobieski Vodka cocktails were featured on SIRIUS Radio’s “Get in Bed With Cosmo Radio” featuring Master Mixologist Tad Carducci. The show highlighted Sobieski Vodka’s “Truth in Vodka” messages, while debunking the myths and hyped-up marketing ploys of overpriced vodka brands. Tad showcased several Sobieski Vodka cocktails that incorporated aphrodisiac ingredients.



Hanna Lee Communications, Inc.
575 Madison Ave, 8th Floor, NY, NY 10022. Phone: (212) 605-0320, Fax: (212) 605-0388
www.hannaleecommunications.com