



Drink Sprizzi Announces Debut of Limonata Vodka Spritzer at 17 NSLC Locations

HALIFAX, NS – May 8, 2023 – Celebrated restaurateur Jennie Dobbs has joined forces with her award-winning winemaker partner Simon Rafuse to create Drink Sprizzi Limonata, a new ready-to-drink lower sugar, artisanal vodka spritzer that will launch today at 17 NSLC locations.

Inspired by Italian al fresco dining and the relaxed, social aspect of good food, good friends and good cocktails, Dobbs' vision was to bring a fresh, natural, spritzer where the consumer knows its origins and appreciates high quality ingredients. The product was created for people who appreciate good food and want versatility in a ready-to-drink cocktail, by either adding Limonata to other recipes or simply enjoying it straight up from the can. With newer consumer habits in mind, it's for the customer who wants to drink less but better or the person who wants to discover something new, natural and delicious. Driven by a winemaker's process and expertise, Drink Sprizzi Limonata is carefully balanced between acidity and freshness.

Dobbs comments, "The demand for an elevated ready-to-drink product with natural ingredients is on the rise. What we have created with Drink Sprizzi Limonata is a local, versatile, well-crafted vodka spritzer to be enjoyed and interpreted uniquely for everyone. Our loyal community of Morris East customers love to eat and drink well, and what we are delivering is something that will meet the expectations of those who appreciate real ingredients in a small-batch vodka spritzer made locally."



The flavour profile for Limonata can be described as:

A super-refreshing, elegant, vodka spritz expertly made with real lemonade and premium vodka. It's got lively aromas of real lemonade and a palate that drinks with clean, refreshing flavours of lemon and citrus zest. Mouthfeel is light with a gentle sparkle, that gives a sense of elegance. Not too tart, not too sweet – this premium drink is very well balanced with tantalizing real lemon juice.

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The 17 NSLC locations that will carry Drink Sprizzi Limonata include:

- ✓ Larry Uteck
- ✓ Downsview Plaza
- ✓ Fall River
- ✓ East New Glasgow
- ✓ Bayers Lake Park
- ✓ Mill Cove
- ✓ Portland Street
- ✓ Sydney River
- ✓ Joseph Howe Drive
- ✓ Wyse Rd
- ✓ Forest Hills
- ✓ New Minas
- ✓ Nova Center
- ✓ Tacoma
- ✓ Antigonish
- ✓ Quinpool Road
- ✓ Elmsdale

B Also available at Bishop's Cellar

Drink Sprizzi Limonata will be sold in four-packs for \$18 as well as single 355 ml cans for \$4.50. Drink Sprizzi Cider products are also available at [Bishop's Cellar](#), [Rockhead](#), at the Halifax Brewery Market each Saturday and through the Drink Sprizzi [website](#).



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