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Party Food & Fun: Vodka Blends Arctic Cool With Tropical Lime

By News Canada

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by: News Canada

(NC)–Take a look at the vodka labeling next time you shop.

The familiar "red dot" vodka in that ice-sculptured bottle has a new, and almost identical mate. This time, however, the same icy-white vodka has added a touch of lime – on both the outside, and inside the bottle.

Finlandia, the vodka that uses a vivid red dot to signify the midnight sun, has added a refreshing new product this year. Since lime and its flavour is one of the most popular and appropriate enhancements to any vodka cocktail, it is now being made available as a perfect, proportionate blend. With Finlandia Vodka Lime, you get the same 80 proof premium vodka, but now with a hint of natural lime.

The Finns are known to celebrate the arrival of their brief summers with irrepressible pleasure. They revel in the warmth and the summer sunlight, which – in the northern parts of the country – shines literally 24 hours a day. Since 1970, the midnight sun dot has appeared on Finlandia Vodka behind three white nordic reindeer. The vodka tradition of this distiller however goes back to 16th century.

Why is one vodka smoother than another?

"The goal when distilling vodka is to produce a totally pure spirit, one without the slightest trace of anything else," says Corey Ball, group brand manager for Finlandia. "Ours follows a set of rigorous steps, but here are some of the essentials:

The purest spring water: Very few vodka distillers have access to glacial spring waters they way Finlandia does. The springs used are naturally filtered through glacial moraine rock. The water is so pure in fact, any artificial filtering would actually diminish its purity.

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Premium barley: The best distillers grain is six-row barley. It offers the highest quality starch and the lowest quantity of natural fatty oils, the type that are responsible for the off-tastes and the off-odours in other brands. It is no coincidence that six-row barley is the grain used for producing the most distinguished single malt scotches and premium beers.

Continuous distillation: To achieve a totally pure spirit the liquid grains must be distilled continuously, at precisely the right temperatures. If a vodka has to be 'sent back' two or three times you will never achieve it.

"For Finlandia," says Ball, "producing the highest quality vodka available is a 400-year-old tradition. So when our new Finlandia Vodka Lime takes its rightful place on your bar this season, you can be assured of serving your guests only the very best."

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A Cocktail Is Not A Cocktail Without Lime

By News Canada

(NC)–Citrus is the fruit of good health and well-being – and indeed, for many of us there is nothing more rejuvenating than the taste and aroma of freshly squeezed lime. It makes for great cocktails too.

Vodka cocktails are very popular at any time of the year and the makers of Finlandia, who have been producing vodka for more than 400 years, tell us that the next time you plan to mix your Limosa – or your Lime Mary, your Limedriver, Limetini, or Key Lime Smoothie, and others – they now have the perfect shortcut to the right taste every time.

New on the shelves this year is Finlandia Vodka Lime. You will recognize it by the familiar red dot on the ice-crafted bottle, except this new brand of icy-white vodka features a touch of lime, on both the

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outside, and inside the bottle. Mix it with soda, tonic, cranberry, grapefruit juice, or use it in any number of vodka cocktails. The lime flavour required is already evenly blended into a vodka that is hailed for its premium quality, promising quick, less fuss, bartender-style results.

It would appear that making a premium vodka is far from easy work however.

"The goal when distilling vodka is to produce a totally pure spirit, one without the slightest trace of anything else," says Corey Ball, group brand manager for Finlandia. "Ours follows a set of rigorous steps, of which the most important include: using the purest, glacial spring water; using six row barley, the most expensive distillers grain; using home-grown yeast to ensure freshness and consistency; and applying a continuous, uninterrupted distillation process.

"And when you go looking for our newest family member, Finlandia Vodka Lime," says Ball, "not only will you have little trouble recognizing the bottle, but as it stands right now, it is the only vodka on the shelves to offer this popular blend of lime. It is the only one, we say, to give you a taste of the arctic but with a hint of the tropics too."

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