



# INTRODUCING SVEDKA BLUE RASPBERRY

- **Packaging:**

- SVEDKA's signature two-tone package visually communicates the unique flavor blend inside as vibrant, fuchsia raspberry transitions to a lively electric blue hue.

- **Tasting Notes:**

- Nose: Sweet raspberry followed by bright citrus notes
- Palate: Entry of rich raspberry notes. Mid-palate build to full, bright berry character, intensifying to end with an energetic hard lemon twist.
- Color: Liquid color will be consistent with other Flavors which are clear.