

# CLIQUE

## VODKA®

M E D I A   K I T



# THE BRAND

Every so often a brand will emerge that revolutionizes an industry. The spirits industry has reached a tipping point given growing technology and product evolution, and there is now an opportunity for a brand to emerge and change the way this industry speaks to its consumers. Now is the time for an innovative, intelligent vodka to change the game while maintaining the traditional production quality of a truly superior product. Our group of young, forward thinking visionaries speak to an informed demographic and raise the bar for the future of vodka and the way we do business. Clique Vodka is growing and will become a timeless staple in the vodka industry. We would now like to introduce you to how Clique Vodka was born, and why it is changing the vodka industry with such a distinctive flavor profile and astonishing smoothness.

2 TIME AWARD  
WINNING BRAND

SUGGESTED RETAIL PRICE  
**\$15.99-\$22.99** FOR 750 ML

THE TASTE  
SMOOTH, PREMIUM GRAIN



**CLIQUE**  
VODKA

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# THE COMPANY

Premier Innovations Group is a spirits importing and distribution company that functions as a brand assembly line. We develop wholly owned, private label liquor brands that quickly penetrate market niches from in-house fusion of viral event driven entertainment, art and design. We import, own, distribute and market two quickly growing brands, Clique Vodka® and Don Pantaleon Tequila.

We combine in-house, department-focused brand development experts creating cutting edge liquor brands. We boast great value and strategic sales partnerships to grow our brands worldwide.

Our approach is to create the market for our brands by selling to the service industry through a combination of our own sales representatives, other strong brokers and distributors around the country. We then support the service industry accounts and brand coordinators with our infrastructure by driving marketing and social media campaigns and coordinating events to push the consumer sales.

Premier Innovations Group is in a position to take advantage of a unique shift in the liquor industry. In June of 2011, Diageo opened a window for us by terminating their relationships with distributors and moving all brands to Southern Wine and Spirits in the closed US states. There was already a void in the market for a mid-shelf vodka that needed to be filled, reaching the 21-35 age group and the merger created an even more profound opportunity for Clique Vodka. Diageo-owned Smirnoff was pulled from distributors and left these distributors looking for an aggressive mid shelf brand to fight back. Clique Vodka has that edge and is socially interactive with a great quality and value.



**PREMIER  
INNOVATIONS  
GROUP**

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# WHAT MAKES CLIQUE VODKA DIFFERENT?

Crafting vodka is an intricate art form that has been refined and perfected dating all the way back to the 8th century. Creating an award winning vodka does not come by accident nor luck. The road less traveled is traveled less as it presents unforeseen difficulties including very restrictive barriers of entry. United States domestic vodka crafting presents a much easier route than that of what has been less traveled, but, what lies at the end of that less traveled road makes it worth the journey. That is what lead us to the little known land of Latvia...

You wouldn't travel to Colorado to acquire a premium-grade tequila and the same goes for many other spirits. Certain regions of the world present the ideal conditions needed for crafting the best product. Latvia sits in the heart of what is known as the Vodka Belt. The Vodka Belt is a group of countries that have very rich independent cultures dedicated to the traditional methods of distilling. Also included within are the Nordic states of Finland, Norway, Iceland, Sweden, and Greenland, the Baltic states of Estonia and Lithuania, as well as Poland, Belarus, Ukraine, and of course, the vodka motherland of Russia. The Latvian landscape provides the rich forestry and fertile land necessary for producing the vital ingredients needed to create this internationally renowned and award winning spirit. The facade means nothing if not matched with a superior product.

Coupled with the Russian standards of production perfected in Latvia over the course of 200+ years, matching the quality of this one-of-a-kind vodka is almost inconceivable. After tasting this triple column distilled vodka, it is difficult not to fall in love with the body, texture, and astounding smoothness of this exceptional combination.

The misconception when tasting vodka is that it should be flavorless. First, take a tiny sip and let it roll around your mouth. Take note of the creamy texture, and exhale through your nose to enhance the crisp mineral qualities. Swallow, take the rest of the shot straight down, and experience the smooth after taste that defines Clique Vodka like no other.

Contrary to what some may consider popular belief, not all vodkas are created equally. Vodka is Vodka has become a common phrase uttered by those with a less experienced palate, the ones who desire only what the media tells them to imbibe. We are living in the age of information, where ignorance is no longer bliss, the changing of times where the enlightened will prevail.

## DECIDE FOR YOURSELF

Still not convinced? Put it to the test and try it for yourself. Most form their opinion of a vodka based off of friendly recommendations or whoever currently dictates their behavior via pop culture. Make the decision for yourself, put Clique Vodka to a blind taste test against your favorite brand.

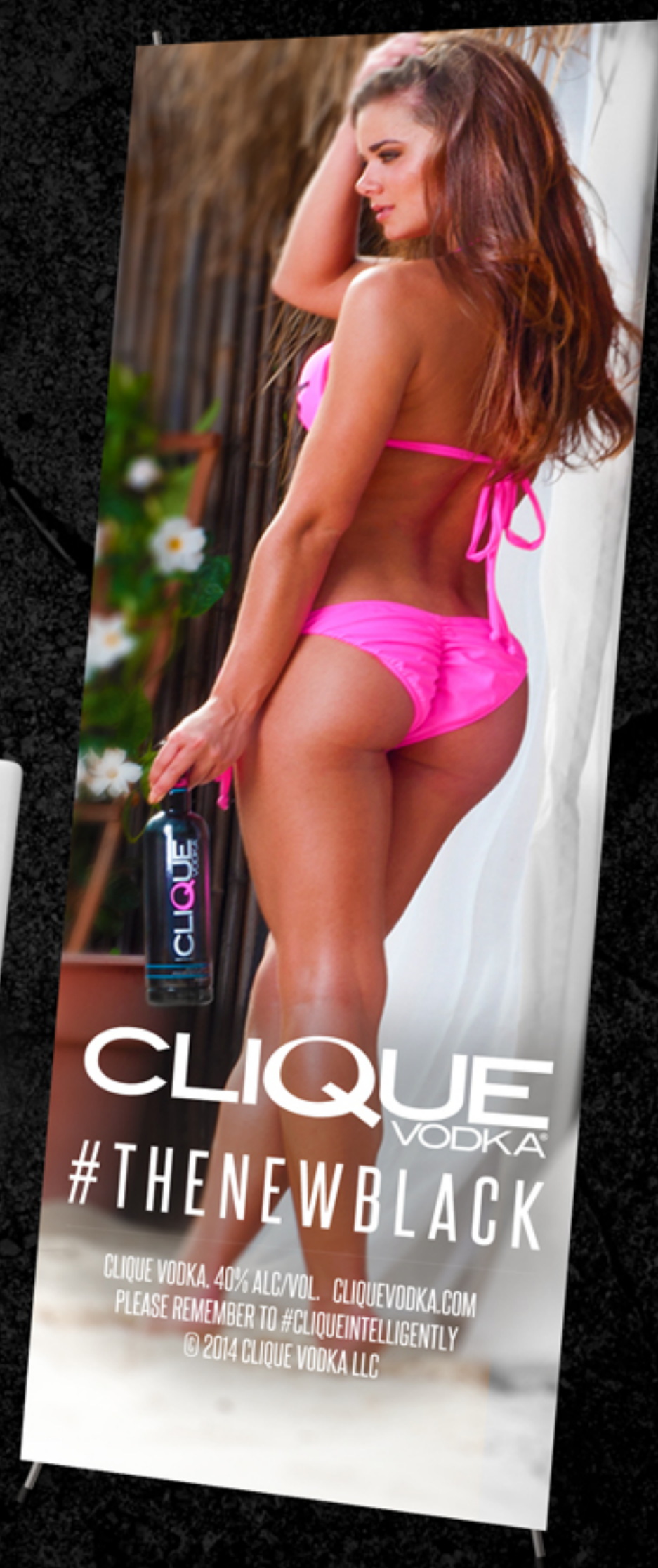
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# POINT OF SALE PROMO MATERIALS



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# SOCIAL STATISTICS

Clique Vodka  
Wine/Spirits

Watch Video ▾

Liked ▾

Timeline

About

Photos

Likes

More ▾

Status

Photo / Video

Offer, Event +

## CLIQUEVODKA.COM

**New Visitors:** 79.45%

**Average Time Spent:** 04.27

**Monthly Hits:** 60,000+

CliqueVodka.com is the main source for the general public to get access to all information surrounding the brand, Clique Vodka. The website is complete with a MixBook showing viewers unique custom crafted cocktails and martinis with how-to instructions and more. Viewers can find information on where to buy Clique Vodka, online purchasing capabilities, photo sharing networks, the latest news and much more.

## f /CLIQUEVODKA

**Total Likes:** 17,200+

\*The number of unique people who liked the page.

**Friends Of Fans:** 4,855,782

\*The number of unique people who are friends with the fans of the page

**Weekly Total Reach:** 32,500+

\*The number of unique people who seen content associated with the page on any given week.

### DEMOGRAPHIC

**Female:** 54%

**Male:** 46%

**AGE 21-24**

**Female:** 13%

**Male:** 9%

**AGE 25-34**

**Female:** 29%

**Male:** 25%

## t @CLIQUEVODKA

**Followers:** 35,400+

\*Total amount of unique Twitter accounts following @CliqueVodka

## ig @CLIQUEVODKAUS

**Followers:** 4,300+

\*Total amount of unique Instagram accounts following @CliqueVodkaUS

## ig #CLIQUESHOTS

**Submissions:** 6,600+

The #CliqueShots promotion uses a unique system through Instagram. Users worldwide are able to upload pictures to Instagram with the #CliqueShots hashtag. They are entered into a Feed of pictures featured on [cliquevodka.com/cliquesthots](http://cliquevodka.com/cliquesthots). Users are automatically entered to win prizes.

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# OWN THE NIGHT



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