



*Tonino Lamborghini*

VODKA

PURE ITALIAN SPIRIT



## BRAND

In 1981, Tonino Lamborghini, heir to the Lamborghini family, founded the homonymous company, which today is synonymous for Italian spirit around the world through a lifestyle experience brand that includes luxury accessories, hospitality projects and a selection of iconic beverages produced in Italy.

Resourcefulness and energy are the key features of the brand's DNA that inspire the premium beverages of the Tonino Lamborghini Luxury Beverages line. Characterized by elegant packaging inspired by the Bull's brand identity, they are dedicated to an international consumer, a lifestyle and high-quality Italian products lover.

## PURE ITALIAN SPIRIT

*"Pure Italian Talent", the historical claim of the Tonino Lamborghini brand, is adapted to the new line of spirits and, with a play on words, becomes "Pure Italian Spirit". The new payoff accompanies all the communication and events of the high-alcoholic premium beverages produced rigorously in Italy and dedicated to an international customer who loves the resourceful and uncompromising character of the Bull's brand.*



## TONINO LAMBORGHINI VODKA

Tonino Lamborghini Vodka is obtained by selecting the best cereals among those of superior quality coming from the cultivations of Eastern Europe. The addition of high purity water, which flows directly from the uncontaminated springs at the foot of the "Alpi Retiche", in the Italian Alps, gives the Vodka a perfect and extraordinary balance.

The result is a unique Vodka, strong and captivating, yet clean, soft and velvety: a reflection of the brand's Pure Italian Spirit.

Tonino Lamborghini Vodka is enclosed in an elegant bottle capable of evoking the sensation of a unique pleasure and the idea of an unmistakable style.



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[www.lamborghini-beverages.com](http://www.lamborghini-beverages.com)