**Liquid to lips**

**Tito's Handmade Vodka** is buoyant about the future prospects for ‘America’s original craft vodka’.

**Tito's Handmade Vodka was born.** It was a smart move considering it's best to ‘fish where the fish are’ according to McDonnell. "Fish in America accounting for 35% of total distilled spirits so one out of every three bottles sold is vodka." A quarter of a century later, the brand is now stocked in over 140 markets internationally and has plano to celebrate during its 25th anniversary.

*Not least of which is the opportunity for further growth perceived by the Irish market. When the numbers are crunched, the growth of premium vodka is impressive. Europeans have been on a gin binge, increasing the market by 10% in the United States, and I see that trend continuing.*

**Tito’s Original Craft Vodka**

Indeed, an important USP for Tito’s is that it is made in America. "Tito’s Handmade Vodka is known for its premium spirit that is produced in small batches using only the finest ingredients. Our vodka is made using high-quality grain and distilled to perfection in a small, old-fashioned still. It is then aged in oak barrels for a rich and smooth finish. The result is a vodka that is unmatched in quality and taste.**

**Tito’s brand ambassador works with managers to spread awareness of the brand.**

**Tito’s Handmade Vodka is known as ‘The vodka for dog people’ with initiatives such as “Happy Hours” instead of “Happy Hours” to raise funds for pet welfare organizations.**

**Interview**

*ShelfLife September 2022 | www.shelflife.net  www.shelflife.net | ShelfLife September 2022*