

Punzoné Introduces New, Fresh, and Easy Vodka Cocktail Menu

Written by Australian Business



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®, the first line of Italian ultra-premium imported organic vodka spirits in the U.S., is turning one-year old this month and its growth continues across the Tri-state area and now in Florida. In conjunction with its anniversary and the start of a new, substantial production in Italy, the brand is also introducing a menu of simple and natural artisanal cocktail creations.

Punzoné continues to grow and exceed sales expectations. Hundreds of establishments are now carrying Punzoné in New York and New Jersey. This summer, the brand has popped up at hotspots across the City, the Hamptons and the Jersey Shore. Popular restaurants and retailers, including all Total Wine locations in New Jersey and The Plaza Food Hall by Todd English are some of the newest outlets to stock Punzoné products in addition to establishments such as Whole Foods, Stew Leonard's, Nello and Valbella. Most recently, the brand has signed with Allied Beverage Group, New Jersey's largest distributor, to increase its presence in the state and has expanded into Florida, securing deals in Miami, at trendy destinations such as Nikki Beach, and in Ft. Lauderdale.

In 2013, Punzoné also received several coveted awards including being the first organic vodka recipient of the 5-Star Diamond Award by the Academy of Hospitality Sciences; a Gold Medal by the Beverage Testing Institute and a Snooty People's Voice Award in the Spirits Edition.

"We have experienced immense success in the last year. The reception from consumers, retailers and restaurateurs has been phenomenal. As we continue to grow, we are finding new ways to introduce people to our products and our Italian heritage," said Frank Guerrera, Founder and CEO of Punzoné.

"Punzoné has just raised production levels to meet the increased demand. Not only have we secured a number of key accounts in the last year, but the amount of re-orders surpasses industry norms," said Steven Klauber, Managing Director at Punzoné and a spirits industry veteran.

To complement the brand's expansion, Punzoné felt it was fitting to create a new cocktail menu with a focus on easy-to-craft recipes using only seasonal farm fresh ingredients (preferably organic). The combinations are so easy to make and require no simple syrups, sugary sour mixes or complex ingredients. Consumers can whip them together at home in a matter of minutes and they are ideal to serve at a party or anytime.

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"My vision was to demonstrate the endless possibilities for fresh cocktails using just Punzoné products mixed with fruit and herbs. With these simple, natural ingredients, you can really taste the freshness and the integrity of our products. It doesn't take a lot to make a delicious drink when you have the right ingredients and, if while sipping it you feel like you're on the Amalfi or Sicilian Coast, it's a real added bonus!" concluded Guerrero.

The following are some of Punzoné's new cocktail creations:

Punzoné Tropicale Punzoné Vodka and Punzoné Originale, cubed pineapple, kiwi and muddled strawberries

Punzoné Sicilian Sunrise Punzoné Lemoncino and Punzoné Vodka, pineapple juice, fresh squeezed orange, and a floater of Punzoné Originale

Punzoné Garden Fresca

Punzoné Lemoncino and Punzoné Vodka, cucumber slices muddled and basil leaves

Punzoné Colada

Punzoné Lemoncino mixed with Punzoné Vodka, Goya coconut water, pineapple juice

Punzoné Watermelon Crush

Punzoné Originale, Punzoné Vodka and Punzoné Lemoncino mixed with muddled watermelon

Punzoné Lemoncino Mojito

Punzoné Lemoncino and Punzoné Vodka with muddled mint leaves, fresh squeezed lemon and club soda mint leaves muddled

Punzoné Berry Smash

Punzoné Originale and Punzoné Vodka with muddled strawberries, blueberries, raspberries and blackberries

Punzoné Vineyard

Punzoné Vodka, Punzoné Originale and Punzoné Lemoncino with muddled green and red grapes Additional and complete recipes are available on

<http://punzone.com/cocktailtype/punzone-cocktails/>.

The artisanal summer cocktail menu was created by New York City's Aurora Bartending School and mixologist Johan Benavides.

Punzoné, which means 'punch' in Italian, was single handedly brought to market by Frank Guerrero, a New York based Italian-American entrepreneur whose vision to create an all organic and pure line of Italian vodka was brought to life by his intense passion.

Punzoné, is comprised of three organic beverages:

Punzoné Vodka - distilled from organic Italian-grown wheat and precisely balanced with pristine Italian Alps waters to ensure that no unnatural additives taint its organic, ultra- premium, 80-proof smooth consistency.

Punzoné Originale - an exquisite fusion of ultra-premium vodka enlivened with organic Sangiovese-grape sangria and natural blood orange essence, sourced from the finest organic groves in Southern Italy. Punzoné Originale is a family recipe that has been perfected and handcrafted for decades. It is ready to pour and

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serve straight from the bottle.

Punzoné Lemoncino

- a delicate blend of its ultra-premium vodka refreshed with white sangria from organic Chardonnay grapes grown in the Abruzzo region and a natural Sicilian lemon essence. It is also ready to pour and serve straight from the bottle. Punzoné is imported directly from Piemonte, Italy's preeminent food and wine geography and all products are USDA Organic and EU Organic certified.

About Punzoné, Inc. Based in New York City, Punzoné, Inc. owns, produces and markets a line of products under the name Punzoné which launched in July 2012. More information can be found at www.punzone.com . Punzone can also be followed on Twitter

[@punzone](https://twitter.com/punzone)

and Facebook at

facebook.com/punzonevodka