

DOLCE TOUCH

BY DOLCE TOUCH

Seattle-Based Dolce Touch LLC Introduces the World's First Hybrid Luxury Vodka

SEATTLE, WA--(March 9, 2010) - Dolce Touch, LLC is leaving its own mark on the world of luxury spirits with the release of the first hybrid luxury vodka that could ever claim to be "sexy in every drop."

"Whether sipped neat, on the rocks or mixed to create your favorite cocktail recipes, Dolce Touch By Dolce Touch - or Dolce Touch for short -- is perfect for that new and luxurious experience," says Matthew A. Leang, Dolce Touch, LLC. "We're really excited for everyone to try it. We designed this luxury spirit to have a silky smooth taste and a pleasant aroma. This hybrid luxury vodka is not a plain vodka or a flavored vodka. It's essentially a mixture of their best qualities. This gives you a distilled spirits specialty product that is slightly sweet, soft, delicate and smooth."

Dolce Touch Hybrid Luxury Vodka is currently available in the state of Washington through special order (brand code #973902). Produced exclusively in limited quantities, Washington State customers who are interested in trying this new luxurious spirit would simply go to their local liquor store and place an order. The company plans to expand its distribution and sales into other select U.S. markets within the next couple of months.

"People have become more sophisticated in their drinking and know the difference between cheap and high quality spirits," says Leang. "In a way, they want to feel special. Boutique, local and handcrafted products are becoming a new form of luxury. Primarily it comes down to the look, smell and taste of luxury alcoholic beverages. Luxury spirits must perform well in all of these three categories."

Dolce Touch Hybrid Luxury Vodka does all of the above -- and to prove it, the company is encouraging consumers to enjoy their new handcrafted luxury spirit at room temperature.

Why? Because most companies encourage you to store distilled spirits in the freezer, especially vodka, where the cold temperature can mask the harshness and burn of a poorly produced liquor.

"If you absolutely must chill the spirit, we suggest treating it as if it were a fine champagne, wine or cognac. You can do this by simply placing Dolce Touch in the refrigerator, instead of the freezer, for no more than thirty minutes," says Leang. "It's important to understand that this new hybrid luxury vodka was made to be sipped and savored neat at room temperature so that you can experience the spirit's authentic character, body and natural flavors."

About Dolce Touch, LLC

Dolce Touch, LLC is a developer, producer and marketer of luxury distilled spirits in the super and ultra-premium sector. This boutique spirits company was founded and is headquartered in Seattle, Washington. Its signature product, Dolce Touch By Dolce Touch -- or Dolce Touch for short -- is a handcrafted distilled spirits specialty that combines the best qualities of both ultra-premium and flavored vodkas. This hybrid luxury vodka contains no added sugar, syrup or carbohydrates. Produced exclusively in limited quantities, Dolce Touch Hybrid Luxury Vodka excels in the categories of look, smell and taste. Sip luxury responsibly.

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