



Media Contacts:

Helen Gregory
HG Marketing
(718) 403-0097
helen.gregory@mindspring.com

Jeffrey Pogash
Moët Hennessy USA
(212) 251-8337
Jeffrey.pogash@mhusa.com

“Naked or Stuffed?” – Chopin Luxury Vodka Identifies Stuffed Olives as Top Martini Trend

NEW YORK (May 2006)—If the makers of Chopin luxury potato vodka have their way “Naked or Stuffed?” will soon replace “Shaken or Stirred?” as the most popular phrase at the bar. This year’s growing Martini trend – stuffed olives – is a perfect match for the creamy, full-bodied taste of Chopin potato vodka from Poland. Bartenders around the country have always relied on olives to garnish the perfect Martini: the olive is the garnish of choice, and it’s been updated in new and creative ways to enhance the world’s most sophisticated drink.

From steak houses to cocktail lounges consumers are finding there’s more to the olive in their Martini than meets the eye. According to Master Mixologist and Fine Living Network personality Tony Abou-Ganim the stuffed olives trend is a way to layer flavor into classic Martinis: “Consumers are finding there’s a world of flavor in their Martinis. Naked or stuffed has become one of the most popular trends at the bar; inspired bartenders are experimenting with a host of stuffings like blue cheese, almonds, sun dried tomatoes and herbs, roasted yellow peppers, garlic bread crumb, smoked salmon and anchovies.”

Chopin luxury vodka has embraced the stuffed olives trend with special force – just in time for Father’s Day Chopin has introduced a new drink promotion, the CEO Martini, which stands for “Chopin Extra Olives” and a nationwide campaign to pair

Chopin with jumbo stuffed olives both in the CEO Martini and on the side. Bartenders like Dushan Zaric of Employees Only in New York City find that the unique texture of Chopin works particularly well with olives: "Chopin is luxury potato vodka, handcrafted in Poland with a full-bodied flavor profile; its rich, creamy texture stands up beautifully to stuffed olives, which can overwhelm less premium vodkas made from grains or raw spirit."

"Stuffed olives have real staying power with the Chopin consumer," reports Melissa Frank, Brand Director, Vodkas with Moët Hennessy USA. "The Chopin drinker is a connoisseur and an independent spirit, who chooses a more luxury vodka that has great flavor and texture. The CEO Martini is the perfect vehicle to remain true to Chopin's luxury character, yet infuse our promotions with creativity and fun in keeping with today's cocktail culture."

The CEO (Chopin Extra Olives) Martini

To prepare the CEO Martini, simply shake 2 oz. of Chopin Potato Vodka with ice and strain into a chilled martini glass. Garnish with 3 large stuffed olives of your choice.

The suggested national retail price for Chopin is \$33.00 per 750-ml bottle. For further inquiries and to request a sample please contact Helen Gregory, HG Marketing at (718) 403-0097 or e-mail helen.gregory@mindspring.com.

###