



**Friday  
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## Beat the Summer Heat with Sobieski Vodka's

### New "The Livin's Easy Summer Punch"

*The Secret Ingredient of an Instant Party and Stress-Free, Easy Entertaining*

**PALM BEACH GARDENS , Fla. , June 2, 2008** – Sobieski Vodka, Poland's #1 premium vodka, today introduced its new "The Livin's Easy Summer Punch" recipe for stress-free, outdoor entertaining this summer. The punch, created by award-winning mixologist Tad Carducci, uses an entire 750 ml bottle of Sobieski Vodka, with Marie Brizard Crème de Cassis, orange juice, fresh lime juice and ginger ale. It's a festive and refreshing way to melt away the summer heat during barbecues, backyard grilling, at the beach or poolside fun.

"Sobieski's 'The Livin's Easy Summer Punch' unleashes an instant party. It's an easy and delicious way to gather your family and friends outside to relax on any occasion. By mixing a bottle of Sobieski with a couple of easy-to-find ingredients, seasonal fruit, and my unique 'Garden Ice' in a punch bowl, the festivities will start in minutes," said Carducci. "This simple recipe creates enough punch cocktails for up to 20 of your thirstiest guests."

Sobieski Vodka is made from 100 percent Dankowski rye grain, the most traditional and highest quality vodka grain in Poland, and also tastes great served neat, chilled or on the rocks. Available nationwide at a retail price of \$10.99 for a 750 ml bottle, it shatters the myth that consumers have to pay a

king's ransom for a premium vodka.

### **"The Livin's Easy Summer Punch"**

*Servings: Twenty (20) 5 oz. drinks*

1 bottle of Sobieski Vodka (750 ml)

12.75 oz. Marie Brizard Crème de Cassis

16 oz. cold water

17 oz. orange juice

8.5 oz. fresh lime juice

25.4 oz. (3/4 of a 1-liter bottle) ginger ale

*Funnel all ingredients except ginger ale into a large sealable plastic container. Tad recommends an empty, clean gallon milk container. Shake to incorporate all ingredients. Allow to chill in fridge for 30 minutes, or make it up to one day in advance.*

*Pour mixture into large decorative punch bowl, over Garden Ice (recipe below). Top with chilled ginger ale and stir gently. Garnish with sliced lemons, limes and oranges and thinly-sliced ripe strawberries. Add a blueberry or two for anti-oxidation purposes. Serve and enjoy!*

### **For Garden Ice:**

*Fill a one-quart, clean plastic container halfway with water (think take-out wonton soup here). Drop in a handful of fresh mint leaves. Cover and freeze overnight. When ready to use, run the outside of container under warm water. Place ice block flat side down in punch bowl.*

### **About Tad Carducci**

Tad Carducci is an award-winning mixologist who is shaking up the cocktail world with his elegant and original libations. He has won numerous mixology competitions, including the 2007 Rhum Clément Challenge. He also placed third in the 2008 "Shake It Up!" Cocktail Competition at the Las Vegas Nightclub and Bar Show, was a runner up at the 2007 Marie Brizard Cocktail Challenge at the New York Bar Show and received the Best Technical Score at the 2007 United States Bartenders Guild National Cocktail Competition in Chicago. He was one of the top graduates of the inaugural Beverage Alcohol Resource (BAR) spirits and mixology training program, an intensive course

created and taught by beverage giants Dale DeGroff, David Wondrich, Steve Olson, Doug Frost and Paul Pacult. Tad is also certified as a sommelier by the Court of Master Sommeliers and earned the Advanced Certificate with Merit from the Wine and Spirits Education Trust. Tad also owns Tippling Bros., a restaurant and beverage consulting firm, with his partner Paul Tanguay.

### **About Sobieski Vodka**

Sobieski Vodka, the #1 premium vodka in Poland and the world's #7 bestselling and fastest growing international spirits brand, makes no compromises on quality and exemplifies the height of Polish craftsmanship and authenticity. Building on a noble heritage, Sobieski Vodka is produced exclusively from the revered Dankowski rye at a distillery dating back to 1846.

Most recently, Sobieski Vodka earned a Gold Medal and Best Buy award and was rated the #1 premium vodka in a blind-tasting of 108 vodkas, the largest review of vodkas in its history from the Beverage Testing Institute and was ranked #1 in a blind tasting conducted among 25 major vodka brands by one of France's top wine and spirits publication, *La Revue du Vin de France*. Its suggested retail price of \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle dispels the notion that consumers have to spend a king's ransom to get a premium-quality vodka.

In summer 2007, Sobieski Vodka launched a "Truth in Vodka" campaign that asks consumers to look at what's in their vodka bottle. This back-to-basics approach to marketing its vodka, focusing on tradition, heritage, authenticity and taste, is in marked contrast to its competitors who rely on lavish packaging and gimmicky ad campaigns that have resulted in a deluge of overpriced vodkas. For more information, please visit [www.vodkasobieski.com](http://www.vodkasobieski.com).

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