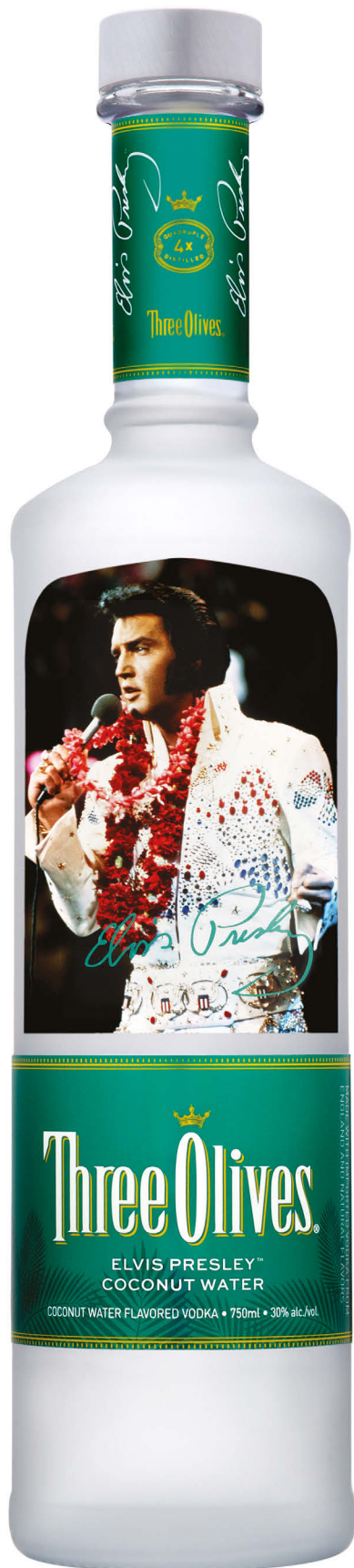


FROM MARILYN TO ELVIS... THREE OLIVES® VODKA LAUNCHES THEIR SECOND CELEBRITY VODKA

Written by Allison Levine



When Three Olives® Marilyn Monroe™ launched in March 2013, the strawberry flavored vodka was a hit with consumers. The iconic personality was a perfect fit for Three Olives and her fans responded to the vodka. Based on that success, Three Olives has now developed another new product, the Three Olives® Elvis Presley™ Coconut Water Flavored Vodka. One of the most significant cultural icons of the 20th century, "the King of Rock and Roll" is one of the most recognized faces in the world. In partnership with the Estate of Elvis Presley™, the new vodka is reminiscent of his Hawaiian years and also plays with the current popularity of coconut water.

Three Olives Vodka, named after the traditional garnish for the vodka martini, is made from wheat harvested in England and bottled here in the US. The regular unflavored vodka was first launched in 1998 and in 2001, Three Olives launched the first Cherry and first Grape flavored vodkas. With the two flavored vodkas, Three Olives became a household name and today offers over 20 different flavored vodkas.

With flavors like Bubble, Loopy, Tartz, Purple and more, Three Olives offers fresh, innovative flavors. They like to have fun with vodka and offer something different to consumers. "It's more than the flavor. It's an idea or concept. We play with the packaging, the flavor, the name," explained a spokesperson for Proximo Spirits, the importer of Three Olives.

Three Olives Elvis Presley™ Coconut Water Flavored Vodka will appeal to the legions of Elvis fans, harkening back to his Hawaii days. Made with all natural coconut water, the vodka is slightly lower in alcohol at 30% (60 proof) allowing the refreshing, aromatic coconut flavor to come through.

And, Three Olives Elvis Presley™ Coconut Water Flavored Vodka is perfect for consumers to make easy, fun cocktails with a minimal amount of mixers. Three Olives has developed some simple cocktail ideas that play on the Elvis theme, such as:



THE ELVIS

2 parts Three Olives® Elvis Presley™
Coconut Water Vodka
2 parts pineapple juice
Splash of club soda

JAILHOUSE ON THE ROCKS

2 parts Three Olives® Elvis Presley™
Coconut Water Vodka
2 parts coconut water

SUSPICIOUS LIMES

2 parts Three Olives® Elvis Presley™
Coconut Water Vodka
2 parts coconut water
Splash of lemon lime soda

VIVA LA COCONUT

1 part Three Olives® Elvis Presley™
Coconut Water Vodka
2 parts coconut water
1 part crème de cocoa
1 oz chocolate syrup
Splash of lemon lime soda

BLUE HAWAIIAN

1 part Three Olives® Elvis Presley™
Coconut Water Vodka
1 part blue curacao
2 parts lemon lime soda

Three Olives® Elvis Presley™ Coconut Water Flavored Vodka will be available beginning in March 2014.

www.threeolives.com