

## Pinky Vodka presents Valentine's Day

10 Feb, 2010

**Bangalore/Mumbai, February 10, 2010** : For ages men have ventured into the unknown to seek an answer, a magic potent which would help them win the heart of the woman they love!!! Rhyming love letters, roses, are passé. This Valentine's, there seems only one way to rekindle the flame of love .... With the world's most beautiful experience!

Pinky, the world's most beautiful and uniquely hued vodka brought to town the premier of Valentine's Day, a multi-starrer starring like Julia Roberts, Anne Hathaway, Ashton Kutcher and more, on intertwining couples and singles in Los Angeles – a story on their make-ups and break-ups on the pressures and expectations of Valentine's Day.

A cozy ambience, perfect story-line, an ensemble cast and the world's most beautiful vodka brought alive the best of Bangalore /(Mumbai) to create the most beautiful experience for the season of love! Pinky Vodka played host to several prominent personalities from both the cities at this special screening, while lending its unique flavour to exotic cocktails like Naked Pinky and Cosmopolitan, leaving the A-listers asking for more!

### **About Pinky Vodka:**

It's pink. It's redolent of flowers and fruit. And in its chic perfume style bottle, it could live on a vanity table. Created in Sweden by champion wine tasters, Pinky owes its elegance and distinctive " pink" taste to a bouquet of violets, rose petals, wild strawberries and other botanicals, hand blended into the vodka after distillation for maximum flavor.

Pinky comes in an oversize perfume like bottle, with the brand name printed in metallic silver on a black label and a mono carton accentuating its sensual appeal. The brand's unusual typeface adorned with rose thorns suggests its beauty while alluding to its ingredients