

# Government Institution “SAQ” Confirms Signature Vodka® “Hangover Free”

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MONTREAL, Nov. 15, 2011 /CNW Telbec/ - In their most recent September catalogue release of “The Cellar” issued by the S.A.Q, a Government run agency, reports locally made Ultra-Premium Vodka infused with turmeric can relieve the effects of hangovers.

Due to the article, Signature Vodka came under heavy scrutiny from the US authorities while in the final stages of registering the brand for US distribution with their “enzyme infused” concept. Signature Vodka does not promote product as “hangover free” and confirms permission has been granted to introduce the Signature brand in the USA.

“The SAQ is a fine institution and well respected within the alcohol industry. They’ve always been by our side from the very beginning and quite confident they will continue to support us throughout the years to come.” says Frank SICURELLA - Vice President

Entering the market in 2009 with a unique and innovative product, Signature Vodka® gained immediate attention from global distribution channels. Cemented a quick reputation with Industry Insiders of being one of the world’s best vodkas. Rumors have been circulating of a national publication advertisement negotiated with F/X Marketing in Tampa, but the company refuses to disclose details pertaining to this deal.

With a double-digit growth rate, the company has recorded significant gains as compared with last year. This impressive trend is set to continue for Signature Vodka for the foreseeable future and beyond. The company already predicts a shortage of stock supply with China’s growing demand for Western made products and Brazil’s increasing economic growth, both of which have a keen eye on the Signature Vodka brand.

“One thing is clear, if your package can market itself, it will be a successful springboard. You will realize that any great result is granted by effort”, says Anthony LUCIA, President

“There is no secret to a successful brand. You need to know your market and create the best possible product out there, no compromises, just quality”, says Frank SICURELLA, Vice President

- Ultra Premium Canadian Vodka
- Pure Natural Canadian Source Water
- Four-Column Continuous Distillation
- Four-Stage Micron Filtration
- Gluten, Carbohydrate and Fat Free
- Enzyme Infused

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