



**Media Release**  
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### **Long White extends summer feeling with sunny new flavours**

Temperatures may be dropping but Kiwis across the country can enjoy an extended summer feeling thanks to the release of two new Long White Vodka flavours.

New Zealand's number one selling RTD brand has just released Long White Vodka Orange and Long White Vodka Nectarine & Apple in 10 packs, taking the range to seven and ensuring the summer vibe continues.

Asahi Beverages NZ's Long White brand manager Doug Gilbert says, "We know the Kiwi summer can't be beaten but our triple distilled vodkas and New Zealand sparkling water mixes, with real fruit juice and all-natural flavours, deliver beautifully refreshing summer tastes. We're excited to add Orange and Nectarine & Apple to the Long White Vodka range given how quickly it has become a favourite among mates enjoying great moments."

The new flavours were blended by Asahi's liquid development team in Auckland and created through consumer insights with positive feedback already. Both are available nationwide for \$27.99.

The two new flavours join the existing Long White Vodka Lemon & Lime, Passionfruit, Raspberry, Feijoa, and Apple & Pear range.

**ENDS**

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