



La Vie

Eternal Vodka

LaVie means "The spirit, or essence, of life". Only the finest natural ingredients are used to ensure a level of unparalleled purity and balance is achieved in every bottle. LaVie uses only the highest quality French wheat available. Uses mineral water sourced directly from the mountains of the Pyrenees in the south of France. This water is known for having smooth, mild taste and for being low in negative minerals such as iron, salt and nitrates. Distilled seven times, before it is micro-oxygenated in order to remove any impurities. Charcoal filtered.

Abv%

40.00%

Consumer Price Positioning

Parity with Belvedere

Size

750 ml, 700 ml

Availability

All year round

LaVie has a delicate, floral nose and the faint aroma of fresh cut hay.
 The palate is silky smooth with subtle notes of lavender, pine, and a hint of black pepper.
 The finish leaves a crisp and refreshing citrus finale to complete an experience both uplifting and pure.

Perfect Serve:

Because of its clarity, LaVie is the perfect base for a cocktail.
 To experience and savor LaVie's character to the full try it chilled, on the rocks.

Signature Drink:

Rosemary Martini:

- 2 oz LaVie Vodka
- Dash of dry vermouth
- 2 springs of fresh rosemary
- 1 olive

Add LaVie Vodka to an ice filled cocktail shaker and shake.
 Pour the vodka into a chilled martini glass, add a dash of vermouth.
 Rub one sprig of the rosemary around the rim of the glass and use the second to skewer the olive for the finishing garnish.



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PRODUCTS

Article number:	DTLV.ET40.12.075.01
Packaging:	
Abv%:	40.00%
Country of origin:	LAN_COUNTRY_FRANCE
EAN-Code:	898093002434
HS-code:	22086011

CASE INFO

Barcode case:	
Bottle/case:	12
Case width:	mm
Case height:	mm
Case length:	mm
Case weight gross (KG):	KG
Case weight netto (KG):	KG

BOTTLE INFO

Volume:	750 ml
Bottle width:	mm
Bottle height:	mm
Bottle length:	mm
Bottleneck height:	mm
Bottle weight gross (KG):	KG
Barcode bottle:	898093002434

PALLET INFO

Pallet type:	
Weight in KG:	KG
Cases per layer:	
Layers per pallet:	
Cases per pallet:	42