



## **CARDINAL SPIRITS DEBUTS FIRST CANNED COCKTAIL VARIETY PACK FEATURING NEW DOUBLE VODKA SODA**

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*Bloomington, Ind.* – [Cardinal Spirits](#), the craft distillery in Bloomington, Ind., announces the release of its first-ever Canned Cocktail Variety Pack, which brings together two of its best-selling canned cocktails with a brand new canned cocktail: Double Vodka Soda with a splash of cranberry and squeeze of lime.

The Cardinal Spirits Canned Cocktail Variety Pack features 8 canned cocktails: 3 cans of Maui Mule, 3 cans of Bramble Mule, and 2 cans of our new Double Vodka Soda with a splash of cranberry and squeeze of lime. The new Double Vodka Soda will also be sold in a 4-pack.

This box is coming to shelves in 12 states and Washington D.C., and the timing couldn't be better: consumers' thirst for canned cocktails is at an all-time high.

Premixed cocktails were the fastest-growing spirits category in 2021, according to the Distilled Spirits Council of the U.S., stealing share from beer and hard seltzer. Sales of premixed cocktails surged 42.3% to \$1.6 billion compared with a year earlier. ([SOURCE](#))

Cardinal Spirits is a USA Today 10Best winner for Best Canned Cocktails, and adding a variety pack makes it easy for fans and first-timers to sample more of the delicious line-up. The variety pack features:

- Double Vodka Soda with a splash of cranberry and squeeze of lime: A beloved classic, a best bet, and one of the most popular call drinks of all time. In Cardinal's can, it's made just right and it's ready when you are. Familiar, bright, and bubbly, with a satisfying zip from real cranberry and lime juice.
- Maui Mule: A juicy, tiki twist on a classic Moscow Mule, made with vodka, plus real passion fruit juice, and ginger. It's got that spicy kick you know and love in a mule.
- Bramble Mule: A lush, fruity riff on a classic Moscow Mule, made with vodka, plus real raspberry juice, hibiscus, and ginger. It's got that spicy kick you crave in a mule.

"When we polled our fans on social media about what kind of vodka canned cocktail they'd like to see from us next, cranberry and lime was the clear winner," said Jeff Wuslich, co-founder of

Cardinal Spirits. “Our fans have great taste, and we love a chance to give them exactly what they want.”

Double Vodka Soda is the 5th canned cocktail made by Cardinal Spirits, all produced with top-notch spirits and real ingredients — no high fructose corn syrup or synthetic flavorings.

### **ABOUT CARDINAL SPIRITS**

[Cardinal Spirits](#) is the craft distillery in Bloomington, Ind., that makes delicious, award-winning spirits and refreshing canned cocktails. Our products are available in 12 states and Washington, D.C. Men’s Journal named our Bloomington tasting room one of the 19 Best Undiscovered Cocktail Bars in America, and our products have been covered by The New York Times, Bloomberg, Forbes, Bon Appetit, The Wall Street Journal, and more.