



INTRODUCING GREY GOOSE® ALTIUS, A NEW VODKA CAPTURING THE WONDER AND RARE NATURAL LUXURIES OF THE FRENCH ALPS

The ultra-premium expression, crafted with Alpine water, uses innovative techniques to deliver a glacially smooth taste.

HAMILTON, BERMUDA — [GREY GOOSE Vodka](#) has announced the launch of its newest innovation, GREY GOOSE Altius. Drawing inspiration from the French Alps, this distinctive expression from the quintessential French vodka captures the natural wonder of the awe-inspiring mountains in every bottle. Each sip of GREY GOOSE Altius is a rare journey into splendor and an experience reserved for the truly discerning.

GREY GOOSE Altius was created with processes inspired by the extraordinary, natural effects of high-altitude crystallization that happen at blistering glacial temperatures to yield a remarkably smooth vodka using Alpine spring water and winter wheat from Picardie. This expression of GREY GOOSE, produced in a limited quantity, is distilled from French winter wheat, and for the first time, blended with spring water sourced from the majestic French Alps.

The alpine water in [GREY GOOSE Altius](#) begins its journey in the clouds atop Europe's peaks before winding through crystalline rocks to a pristine, pure alkaline aquifer. After being blended, GREY GOOSE Altius is filtered at -24 degrees Celsius, resulting in a glacially smooth taste and velvety mouthfeel. On the palate, GREY GOOSE Altius is best described as complex with delicate alpine minerality, soft green apple notes and a unique earthy undertone. Hand-bottled, individually numbered and with design elements at the punt of the bottle that mirror the windswept peaks of the great mountain range, the GREY GOOSE Altius bottle, and the liquid within, is a testament to unmatched craftsmanship and the unfaltering power of nature.

"As the quintessential French vodka, it was an obvious choice for us to draw inspiration for our next great innovation from one of the most admired earthly wonders in the country," said GREY GOOSE Master Distiller, Francois Thibault. "For Altius, we worked to develop a liquid with processes reminiscent of the rare phenomena that naturally occurs at the high-altitude temperatures in the Alps to bottle the glacial smoothness that the mountains are admired for."

[GREY GOOSE Altius](#) will be available exclusively in the world's best bars, nightclubs and restaurants in 700ml and 1.75l with pricing at the discretion of the venue. It is available in Europe's Summer hotspots including Mykonos, Saint Tropez and Porto Cervo now ahead of



debuting in London, Paris and the USA this Autumn. GREY GOOSE Altius is designed to sip in a sophisticated style neat, deeply chilled, or over ice.

DOWNLOAD [**HIGH-RES IMAGERY HERE**](#)

For more information about GREY GOOSE Altius, please contact Jessica.Empson@ogilvy.com.

About GREY GOOSE® Vodka

GREY GOOSE is made with the highest-quality ingredients and has a 100% traceable production process, from crop to cork. Every aspect of the creation of GREY GOOSE® is focused on crafting vodka of unmatched quality. Each bottle of GREY GOOSE is distilled and bottled in France, with a recipe and process that remains unchanged since inception, using just two ingredients – single-origin Picardie wheat and spring water from our natural limestone well in Gensac-la-Pallue. A one-distillation process brings out the true essence of these ingredients. The expertise of the GREY GOOSE Cellar Master, François Thibault, ensures unparalleled smoothness and exceptional taste. The GREY GOOSE portfolio is comprised of GREY GOOSE Vodka, GREY GOOSE La Poire, GREY GOOSE L'Orange, and GREY GOOSE Le Citron Flavored Vodkas; and now GREY GOOSE Altius.

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The GREY GOOSE vodka brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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