

MOTÖRHEAD Vödka

MOTÖRHEAD CRANKS UP THE VOLUME WITH ITS OWN VÖDKA

Hard rock legend Motörhead is extending its drinks offering with the launch of a Vodka – or ‘Vödka’ as they call it. Hot on the heels of the successful launch of its red wine, the Motörhead Shiraz, the band is now diving into the spirits market with Motörhead Vödka.

Taking inspiration from the band’s hard, uncompromising music and iconic style, the edgy black bottle is set to rock parties wherever it appears. Motörhead Vödka is ‘made in Sweden’ – a nation famed for first-class vodka.

After sampling and comparing several premium vodkas, the world’s most legendary rock band chose its vodka from Malmköpings Nya Spritbolag, in Sweden.

Motörhead Vödka is a premium vodka that is produced by Beverages Per Minute together with the wine and spirits distributor Grapes Svenska AB. Malmköpings Nya Spritbolag is responsible for the distilling and bottling.

“This is the true spirit of Rock & Roll, pour yourself a glass of Motörhead Vodka and turn up the volume”, in the words of Motörhead’s joint statement.

“Selecting a make of vodka was easy for Lemmy and the band. The tasting session took place in a hotel room in Berlin during their tour, and the bands requirements were simply that the vodka should be of very high quality and bear their legendary name. This is exactly what we have achieved - in a seriously cool bottle”, says Gunnar Schöldberg at Beverages Per Minute.

“The red wine has been a resounding success and we’re hoping that the Motörhead Vödka will go down just as well”, says Gunnar Schöldberg.