

NEWS

Rock Hard

JIMI HENDRIX Electric Vodka Available

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Hendrix Electric Vodka is now available, inspired by the innovative spirit of legendary musician JIMI HENDRIX. In a mere 5-year period, his innovative spirit, unrestrained artistic vision and many electrifying experiences catapulted Jimi Hendrix from the status of studio session guitarist to that of rock legend. Inspired by the same sense of innovation and artistic vision, Hendrix Electric Vodka is a super-premium spirit offering the smooth flavor and purity of true vodka. The 100% grain, carbon and crystal filtered vodka is presented in original colored glass bottles that are nothing short of fine art.

Hendrix Electric Vodka is hand crafted by Master Distiller Bill Scott of Idaho's Distilled Resources, Inc. The 100% grain vodka marries the finest selection of corn and rye from Idaho and Utah, with natural Rocky Mountain spring water. Distilled through four pristine stainless steel columns, Hendrix Electric Vodka is filtered through carbon and crystal, resulting in true vodka of unparalleled flavor and purity. Available now in 750 ML/375 ML/50 ML. Coming Fall 2006: Hendrix Electric Vodka Pomegranate and Hendrix Electric Vodka Habanero. For more info visit: www.HouseofHendrix.com.

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