

Haleybrooke International represents Broken Shed Vodka in duty free and travel retail

By **Jas Ryat** on June, 3 2020 | Spirits & Tobacco



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Broken Shed Vodka, a super-premium vodka made in New Zealand, is excited to announce its collaboration with Haleybrooke International (HI), who will be now representing its vodka in the duty free and travel retail industry.

"We are excited to be working with Haleybrooke International, as we move to having our vodka available within the duty free and travel retail industry. With Haleybrooke International's impressive track record at helping spirits brands move products to traveling consumers among these markets, we see great opportunity for Broken Shed Vodka," says Steve Bellini, President of Broken Shed Vodka.

Broken Shed Vodka is distilled three times from New Zealand whey, an environmentally friendly and sustainable use of the natural protein and milk sugar rich liquid that results from dairy production.

This natural protein is an excellent source for distillation of pure spirit. The company takes pride in returning to mother nature what she provides us with and using the many gifts nature has to offer.

The vodka is free of additives and blends two distinct water sources from New Zealand. The first, a natural mineral water from a 15,000-year-old aquifer in the Southern Alps of New Zealand; the second, fresh spring water from the North Island. After testing ten different water sources from all over New Zealand, the team at Broken Shed has found the water sources with the perfect character to blend with the whey spirit for a clean, crisp-tasting vodka.

"We believe there is a great opportunity for Broken Shed Vodka among consumers within the duty free and travel retail markets that are looking for a great tasting and all natural vodka," says Patrick Nilson, President of Haleybrooke International.

According to Roger Thompson, Vice President of HI, the public response among customers has been positive and the team recognizes this collaboration as an ongoing success.

Broken Shed Vodka will be sold in the duty free and travel retail channel at US\$30.00 for the 1-L size. The company has been awarded a score of 91 by Wine Enthusiast and gold medal awards in the Los Angeles International Spirits Competition in 2017, the San Diego Spirits Festival in 2019 and Tastings in 2019 – to name a few.