

Liviko launches multi-functional “Travel Safe” bio vodka



Mainly designed with the needs and expectations of duty free and travel retail stores in mind, “Travel Safe” also serves as an easy to use (while on the move) natural disinfectant

“Travel Safe” bio vodka has been carefully designed by Liviko for duty free and travel retail. The company’s newest vodka is made from 100% organic grain and is 60% vol. This makes it a handy product for travelers, who can also use it as a natural disinfectant for hands, surfaces and fruit.

With a built-in pourer to control dosage, “Travel Safe” is easy to use while on the move. The product comes in a travel-sized bottle (100-ml).

“It’s designed for people who love to travel. It’s the perfect size for traveling and staying safe, as it can be used as a disinfectant for hands, surfaces, fruit and vegetables,” comments Jörgen Herman, Export Director, Liviko.

Mixing drinks with 60% vol., “Travel Safe” means that a cocktail will need less spirits to achieve the desired effect. The vodka can be added to any mixer of choice. This proportion of alcohol is optimal for disinfecting, yet does not harm the hands. This effective product evaporates slowly and ensures the cleanliness of surfaces.

The bio vodka was mainly designed with the needs and expectations of duty free and travel retail stores in mind. “Duty free and travel retail are among the sectors that have suffered the most during the worldwide coronavirus crisis, but at the same time they’re influential sectors in setting new trends, as business and leisure travelers are always open to new and innovative products,” adds Herman.

It’s because of this mindset that the team is willing to dedicated its time, skills and knowledge to designing new functionalities for the industry.