

# Tito's Ugly Hoodie is a match for this holiday party season



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Tito's Handmade Vodka, America's original craft vodka, is introducing a twist on its festive gift pack this season. Following two successful Ugly Sweater promotions, the Tito's Ugly Hoodie will make its debut in travel retail markets around the world. From Thanksgiving and throughout December, this fashion forward accessory will be displayed on bottles on-shelf across the globe.

The knitted hoodie design is adorned with festive snowflakes and fir trees and incorporates bottles, mule mugs and of course dogs, in a nod to Tito's *Vodka for Dog People* program.

Tito's quirky and eye-catching hoodies are available through operators including Dubai Duty Free, Beirut Duty Free, Delhi Duty Free, Lagardère in Australia and Hong Kong, Tappoo Group at Nadi Airport in Fiji, as well as airports across the USA, with operators such as DFASS Group, Duty Free Americas and International Shoppes.

John McDonnell, Managing Director International, Tito's, explains: "We've had huge success with Tito's Ugly Sweaters. This season's distinctive Ugly Hoodie gift pack will not only create great displays in store, but also be in high demand for holiday party gifting around the world."

Tito's Handmade Vodka has an ABV of 40%. It is made from corn, which makes it naturally gluten free and gives it a unique, smooth and rounder finish.