

Purity Distillery launches Purity Citron organic vodka

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Purity Distillery adds Purity Citron to its portfolio of award-winning organic vodkas. Drawing inspiration from the lemons of Italy's Amalfi Coast, Purity Citron maintains the integrity of its award-winning base spirit infused with a unique blend of organic lemon juice, zest, and rind, resulting in a bright spirit best described as endless summer in a bottle.

"Our Citron vodka blends the Swedish art of vodka distillation with the lively flavours of Italy. It captures the essence of the sun-kissed lemons from the Amalfi Coast," says Mathias Tonnesson, Master Blender at Purity Distillery. "When you taste Purity Citron, you can taste the craftsmanship and quality. It's crafted using only natural and real ingredients, including fresh-squeezed lemon juice."

Purity Citron opens with a radiant nose of bright lemon and a mélange of tangy, fresh-squeezed citrus. With each sip, the unique blends of tart lemon and dry floral sweetness unveil themselves. The unique blend pays homage to the coastal charm of Italy's Amalfi Coast, offering a blend of citrus fruits and herbaceous essences that make it perfect for sipping slowly or mixing into cocktails.