

Betty Booze® introduces vodka iced teas

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Betty Booze is putting tea time on ice. The award-winning canned cocktail brand, created by Blake Lively, is serving up its first-ever vodka-based drinks, just in time for summer sipping.

With the launch of Vodka Iced Tea + Meyer Lemonade and Vodka Iced Tea + Passion Fruit, Betty Booze is bringing its signature real-ingredient ethos to a new category: non-carbonated, ready-to-drink cocktails. Each flavour is made with naturally gluten-free corn vodka, real black tea, real fruit juice and a touch of agave, no bubbles, nothing artificial and no aftertaste. Just bright, juicy, sippable refreshments.

"Our new Vodka Iced Teas are summer in a can, real tea, real fruit juice, clean spirits, and zero artificial anything – just like all our other Betty Booze drinks. We're thrilled to introduce our first Vodka offering with this launch. Expanding our "bar" from Tequila and Bourbon. Part of what makes Betty Booze unique is we're an RTD line that recreates the experience of going to your favourite bar or restaurant with all different spirit offerings vs one, with recipes crafted by hand, with cleanliness and care," says Blake Lively, founder of Betty Booze. "With a taste that's crisp, easy, comforting and clean - and with beautiful cans to match - our new Vodka lineup is Meyer Lemonade Iced Tea and Passionfruit Iced Tea. Whether you're at a BBQ, a beach hang, or just spending time at home, our new Vodka Teas are made from recipes created in my home, by hand, built to share and enjoy."