

The third highest selling vodka in the world 'KHORTYTSA launches at Aura, The Claridges

Located in the iconic Lutyens area of Delhi, The Claridges' New Delhi has an age-old reputation for seamlessly integrating traditional elegance with contemporary luxury and topping it off with exceptional service. The Claridges hosts Aura, one of the most premium vodka bars in the city, which has garnered rave reviews and acclaim over the years. Aura emanates the same plush vibe that the hotel is known for, with classy minimalistic interiors and ambient lighting. It boasts of over a whopping 56 brands of the finest and rarest vodkas from across the globe, alongside other spirits.

Aura, in association with **QualeMagni** launched '**KHORTYTSA**', the third highest selling vodka in the world. The Ukrainian brand, '**KHORTYTSA ICE**' has interesting characteristics of the bottle that changes its colour when chilled. It is the right blend of aromatic mint, lime and menthol varieties of ethanol, '**KHORTYTSA ICE**' has an extremely subtle floral flavour and the feeling of coolness. A perfect balance of the finest experience, KHORTYTSA is produced using a traditional recipe with the best modern technology at their distilleries.

Ranked number three in sales worldwide, every KHORTYTSA bottle is truly known for its unique bottling that changes colours when cooled; a never seen before experience..

Mr. Yangdupa Lama, renowned mixologist of Cocktails and Dreams and owner of Thirsty Three Hospitality served his signature vodka based cocktails at the launch, showcasing the versatility and depth of KHORTYTSA vodka.

Speaking at the event Mr. Surya Phadke (MD, QualeMagni) said "Our philosophy of representing high quality brands has been the engine that drives us forward. The moment we tasted KHORTYTSA we knew it holds true to its tagline ULTIMATE PERFECTION. We believe that we sell a lifestyle and making our consumers happy is at the core of that belief. We know that every sip of KHORTYTSA will bring a smile to each and every of our consumers, just like it did to ours.

"Being Delhi's only exclusive vodka bar, we are elated to launch KHORTYTSA here at Aura and add it to our portfolio. The vodka of exceptional taste and quality will be a great fit in the premium liquor sector." said Mr. Atul Lall, VP Hospitality and General Manager, The Claridges, New Delhi.

About The Claridges, New Delhi:

The flagship property of the Group - The Claridges, New Delhi was built in 1952 and is located at the heart of the eminent New Delhi Lutyens area. With a seamless blend of old-world charm and a modern elegant approach to guest care and hospitality, the property consists of 132 rooms, which include 14 exquisite suites along with five signature options for food and beverages.

