

**A TRIBUTE
TO BEIRUT'S
ICONIC NIGHTLIFE,
SIGNED SMIRNOFF.**

Launching the New Smirnoff Limited Edition Bottle Packs, Honoring Legendary Nightlife Cities around the world.

Last year, Smirnoff launched The Smirnoff Nightlife Exchange Project – a groundbreaking initiative which saw 14 countries around the world, including Lebanon, swap nightlife on the same night. This year, Smirnoff has searched the globe for the most exciting locations that stood out for having unique, unforgettable and vibrant nightlife: New York, London, Rio de Janeiro, Sydney & Beirut!

These distinct locations were chosen for their urban cityscapes, energy, culture and artistic style with the Limited Edition bottles echoing these themes. “The Limited Edition bottles represent these locations in design and inspiration for the signature drink that accompanies them”, said Simon Burch, Global Brand Director for Smirnoff.

Set to be launched in November, the Smirnoff Limited Edition Beirut bottle will hit the market, along with the 3 other major nightlife city packs. For each pack, Smirnoff commissioned local artistic talents from each country, who embody and reflect their city's vibe & attitude. Hady Beydoun, renowned

tattoo artist and talented painter, is the one who stood out and really captured Beirut in its essence.

Rated “#1 nightlife destination to visit in 2009” by the worldwide community, and reemerging as a city of glitz and glamour, Beirut has and continues to prove that it deserves its place amongst the world's landmark cities. Boasting some of the Middle East's trendiest rooftop nightspots, underground nightclubs, beach parties and funky bars, and attracting renowned international DJs & party-goers from around the world, the Lebanese capital has a lot to offer. And so, it's no wonder that a tribute to this fabulous city was in order, and came in the form of this Limited Edition Bottle Pack that reflects Beirut, its energy, and everything that it entails.

Smirnoff looks to celebrate the most original nightlife and create “Be There” moments around the world through signature drinks, limited edition bottles, events and more. “Be There” moments represent once-in-a-lifetime experiences that people never forget, and it is with great pleasure that Smirnoff has embraced Beirut as an iconic symbol of international Nightlife, a force to be reckoned with.



LIMITED EDITION BEIRUT PACK

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