

RESOLUTION: Drink Thin!

Voli at Tonic, New York City

New York's Times Square is *the* reference point for New Year's Eve. This year, as the big ball dropped, Voli was the exclusive vodka being served at one of the famed intersection's busiest nightlife venues, Tonic, just as international recording artist, Pitbull, an owner of Voli, was performing in Times Square before millions. An upscale sports bar with a difference, Tonic's Times Square location has a restaurant setting on the second floor and a lounge on the third. Voli is in demand at every bar in the place, according to Randolph Hernandez, Director of Marketing and Events for the busy establishment.

"It's not often I come across a spirit that I can market because of its unique qualities," says Hernandez. "Voli is produced in Cognac; it's high in electrolytes and low-calorie—it appeals all around to our female clientele, especially." The Voli "Resolutionary" billboard that faces



PHOTO: DOUG YOUNG

Randolph Hernandez, Director of Marketing and Events at Tonic.

the restaurant from across the street doesn't hurt sales either, Hernandez notes.

Tonic features seven Voli signature cocktails, including newly-minted concoction The Resolution, and Voli is the featured vodka for the bar's popular Happy Hour as well. "I've become more attached to Voli than to many of the other brands I've worked with," Hernandez is quick to say. "It's helped our Happy Hour tremendously."

THE RESOLUTION

(just 74 calories)

- 1½ oz. Voli Lyte
- Splash club soda
- juice from 2 lime wedges
- Build over ice in a rocks glass.
Garnish with lime.

The Resolution cocktail at Tonic features Voli Vodka.



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