

PRESS RELEASE

March 19, 2020 / For Immediate Release

Magtoff Vodka partners with The Phoenix

The Phoenix was selected to develop the Brand and Go-To-Market Strategy for Magtoff Vodka to support the U.S. launch of this exciting new Brand

We raise a toast, as The Phoenix is proud to welcome **Magtoff Vodka** to our client family. With a parent company that has a heritage rooted in Estonia and an extensive international presence in Europe as well as on the continent of Africa, Magtoff is a new premium spirit brand soon to be available in the US market. Our team will assist Magtoff with the creation of its Brand identity and design of the Brand's visual representation and packaging. In addition, The Phoenix will support **Magtoff** with the development of their go-to-market strategy for its impending Stateside launch. Cheers!

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

Learn more about us at PhoenixLMG.com or find us on Social Media Platforms @PhoenixLMG