

Smirnoff celebrates spring with the launch of two new flavours

Smirnoff trialled two new flavours at the [Spring Fiesta](#) held at the Wild Waters Complex in Ekurhuleni over the weekend. "Spring is all about new beginnings, so what better time than Ekurhuleni Spring Fiesta to introduce South Africa to two new innovations that are bound to be firm favourites of Smirnoff fans," said Mark Gounden, Brand Manager: Smirnoff FABs at Brandhouse.



Following the successful launch of Smirnoff Double Black Ice Guarana, a new member is being added to the Double Black Ice platform - a blend of Smirnoff vodka mixed with green coffee and soda.



Smirnoff Double Black Ice Green Coffee was launched in a 250ml can.

The other new flavour joins the Smirnoff Storm stable. Smirnoff Storm Ginger & Lemon is a blend of Pure Smirnoff Vodka with ginger and a cut of lemon, launched in a 440ml can format.

Smirnoff Double Black Ice Green Coffee and Smirnoff Storm Ginger & Lemon will be available for sale at the end of October.