

Harpers Wine & Spirit, May 2006



The former global vice-president of Allied Domecq, Stephen Sparrow, is launching a new vodka that aims to help save one of the world's most beautiful and endangered species: the snow leopard. Around 15% of profits from Snow Leopard Vodka – produced by Polish distillery Polmos Lublin – will go to the Snow Leopard Trust.

Claridges, Cuckoo Club, Hush, Light Bar at St Martin's Lane Hotel, Lonsdale, The Lobby Bar, Oxo Tower and Sketch have listed the product, which is also available in Harvey Nichols stores, priced at £36.

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