

GOOD BOY

VODKA®

GOOD BOY VODKA *A Mission-Driven Success Story*



Good Boy Vodka is a mission-driven, high-energy lifestyle brand that lives by its inspiring tagline, "Every Pour Helps a Pup." Through The Good Boy Foundation, the company has made an impact by supporting military veterans, K9 military dogs, and pet shelters nationwide. With the launch of their new Lemonade Pack, Good Boy Vodka is extending its mission even further by contributing to breast cancer research. Combining quality products with a heartfelt purpose, the brand continues to prove that every sip and every pour can make a difference.

In 2024, Good Boy Vodka experienced remarkable growth, with a nearly 750% increase in dollar sales and close to 550% growth in unit sales compared to the previous year (based on iRI data). This excludes independent account sales, which make up over 70% of the business. The brand expanded from 8 to 38 states and quadrupled its team size to manage the surge in demand.

Staying innovative, the brand will launch a new Lemonade Pack in April 2025, featuring Pink Lemonade, Strawberry Lemonade, Tropical Lemonade, and Huckleberry Lemonade flavors. These lower calorie, gluten-free, non-carbonated drinks are designed for beach days, poolside relaxation, and casual outings.

The Lemonade Pack will be available in select locations starting April 2025. Fans can follow Good Boy Vodka on social media for updates or request the pack at their local liquor stores and bars.



COMING APRIL 2025

Every Pour Helps a Pup®



THEGOODBOYFOUNDATION.COM

GOODBOYVODKA.COM

