



## Lucid Vodka: A Vibrant Addition to the Indian Spirits Scene



In the ever-evolving landscape of the Indian spirits market, a new star has emerged to captivate the palates of discerning consumers. Lucid Vodka, introduced by Gradient Beverages, embodies the fusion of top-notch quality and approachability. This homegrown brand, established by Mirat in late 2021, is a testament to India's vibrant colors, diverse cultures and rich flavors.

Mirat's deep love for outstanding vodka and a passion for creating unique spirits inspired the establishment of Gradient Beverages. The philosophy is simple yet profound: life is better when shared. With this in mind, Gradient Beverages strives to introduce high-quality, accessible, and fun spirits to the Indian market. Lucid Vodka, the newest addition to their portfolio, is poised to redefine the drinking experience in India.

Lucid Vodka is not just a beverage; it's a statement. Crafted meticulously from premium raw ingredients and subjected to a platinum filtration process meeting global standards, Lucid stands as a beacon of quality in the spirits world. The packaging, as distinctive as the brand itself, ensures that Lucid not only captures attention but also adds a unique touch to any shelf. Currently available in Goa, priced at one thousand two hundred rupees, and shall soon be available in stores in Mumbai retailing for one thousand eight hundred and eighteen rupees.



Radiating vibrancy with a hint of playfulness, Lucid has become the star of every celebration. Beyond its delightful flavor and lively spirit, Lucid encourages self-acceptance and creativity. Holding a bottle of Lucid Vodka is an invitation to embrace individuality, explore the adventurous side, and savor the unique moments that life offers.

Lucid Vodka is more than just a beverage; it's a catalyst for unforgettable experiences and a canvas for self-expression. Every sip narrates a tale of quality, approachability, and limitless creativity. With Lucid in hand, one is inspired to create memories, celebrate uniqueness, and embark on a journey of self-discovery.

Lucid guarantees an unparalleled clarity experience, delivering a smooth, invigorating flavor suitable for any occasion. Crafted using the finest locally sourced ingredients and a meticulous distillation and platinum filtration process, Lucid Vodka boasts a pure, refreshing taste that tantalizes the senses. Whether enjoyed straight, over ice, or in a cocktail, Lucid is the ideal choice for those seeking a high-quality, unflavored vodka.

For those in search of a vodka that stands out, Lucid beckons. It's not just a drink; it's an invitation to experience a level of clarity never felt before. Perfect for enthusiasts who appreciate a great drink, Lucid Vodka promises to deliver versatility that leaves you feeling refreshed and elated.

In the dynamic world of Indian spirits, Lucid Vodka shines as a symbol of innovation, quality, and a commitment to creating memorable experiences. With each sip, Lucid invites you to embrace the clarity of the moment and celebrate life's vibrant tapestry.



Mirat Rajguru, MD, Gradient Beverages

*"Lucid embodies a synthesis of my upbringing, educational background, and professional experience in the food and beverage industry. As a graduate in hotel management from Switzerland, I gained valuable exposure working in esteemed hotels in India and Australia, notably in bar operations. The birth of Gradient beverages has been a product of my entrepreneurial acumen which was cultivated through early influences. With the launch of Lucid we take pride in presenting our products as accessible luxury, inviting individuals to experience the clarity we offer."*



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