



Pravda Vodka House
44 Wellington Street East
Toronto, Ontario M5E 1C7
www.pravdavodkabar.com
416-366-0303

NEWS RELEASE:

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MEDIA CONTACT

Kertney Russell
Media Relations Coordinator
647-638-6281
killercommunications@gmail.com

NEW DECADE INSPIRES THE LATEST APPROACH TO RUSSIAN FARE

Revamped Vodka House Offers A Modern Twist to Soviet History

TORONTO: Red Army, Perestroika and Red Square are just some historical terms to turn mainstream since Pravda Vodka House first opened its doors to its comrades six years ago. Pravda's window into Soviet history has opened to include key aspects of Russian culture like entertainment.

"We are delighted to reveal the latest sights, sounds and tastes of Pravda," said Robin Singh, owner, Pravda Vodka House. "A lot of time and creative effort was spent to ensure that our food, martinis, decor and entertainment would reflect a more complete yet unconventional Russian experience."

"Our corporate and a la carte menu's have never looked and tasted so good," said Renato Ciani, newly appointed executive chef, Pravda Vodka House. "Our chef inspired martini menu uses only the freshest ingredients and incorporates the use of traditional Russian spices like ginger, rosemary and cinnamon."

The famed Moscow Circus has played an important part in influencing Pravda's entertainment schedule which in the past has included live animals, trapeze artists and Russian dancers. Pravda plans to showcase its latest products and services at a vodka tasting/food pairing evening being held on Tuesday, March 16, 2010. The event is open to event and meeting planners, hotels and convention centres throughout the GTA as Pravda's unique theme and experience makes it a popular events venue.

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Pravda Vodka House is a Russian themed vodka bar located in the heart of old town Toronto. Open since 2003, it is the only vodka house in Toronto to carry over 70 brands of vodka, including a dozen which are exclusive to Pravda. Pravda is home to Toronto's original vodka cellar which creates a great setting for vodka tasting lessons. Pravda's unmatched products and services position it as a leader in unique, themed experiences.