

Trump Vodka

Trump Vodka was an American brand of vodka produced at first in the Netherlands, then later in Germany by Drinks Americas under license from the Trump Organization.^[1] The brand was launched in the United States in 2005, but ceased production under the Trump name in 2011 when it failed to meet the required threshold for distribution. However, it is still sold in Israel, especially around the Jewish holiday of Passover.^[2]

Contents
 History
 Lawsuits
 Israel
 See also
 References

History

In 2005, Drinks Americas signed with Donald Trump to promote a new brand of vodka which became known as Trump Vodka.^[3] The brand was launched with the slogan "Success Distilled", with Trump predicting it would outsell Grey Goose vodka.^[4] He also said that when mixed with tonic, which he referred to as a "Trump & Tonic" (T&T), it would become the most drunk cocktail in the United States.^[4] In 2007, Drinks Americas signed a deal to export 50,000 cases of Trump Vodka annually to Russia.^[5]

The Trump Vodka brand was discontinued in the United States in 2011 due to sales failing to meet the company threshold requirements.^{[2][6]} Several reasons were attributed for this. One was because Trump himself is a non-drinker and never drank Trump Vodka, as he blamed alcohol for the death of his brother Fred Trump, Jr.^[7] Drinks Americas also had problems producing it because the glass used in the bottles and the gold leaf labels were expensive and the company could not afford to produce them in large numbers.^[7] In 2015, during his campaign for president, Trump did not include Trump Vodka amongst assets submitted to the Federal Election Committee.^[8]

Lawsuits

Drinks Americas was subject to several lawsuits surrounding Trump Vodka. Bruni Glass sued over unpaid bills and, as a result, melted in a furnace 500,000 Trump Vodka mini-bottles ready for shipment.^[7] Donald Trump also sued Drinks Americas for unpaid royalties, but the case was dismissed for lack of subject matter jurisdiction.^[9]

Israel

Trump Vodka started being sold unofficially in Israel by H. Pixel International based on a signed deal with Drinks Americas, but Trump brought a lawsuit against the company for copyright infringement, as they did not have his agreement to use his image in advertising or the brand.^{[10][11]} However, Trump later dropped the lawsuit and signed a deal with H. Pixel International to allow them to sell Trump Vodka in Israel.^[12]

Despite the failures in the United States, Trump Vodka found a level of popularity in Israel. This was because it was a popular choice around Passover for both secular and Orthodox Jews, as the vodka was made from potatoes and not grain, thus satisfying kosher for Passover dietary laws.^[2] However, some Trump Vodka produced in 2013 was found to contain leavened ingredients, making it unsuitable for consumption during Passover.^[13]

See also

- Business projects of Donald Trump in Russia
- List of things named after Donald Trump

References

- Timm, Jane C. (2018-07-23). "Trump event touted 'made in America' goods. A lot of his merchandise couldn't be featured" (https://www.nbcnews.com/politics/donald-trump/trump-event-touted-made-america-goods-lot-his-merchandise-couldn-n893656). *NBC News*. Retrieved 2019-08-08.
- Weinglass, Simona (18 March 2016). "Unloved elsewhere, how Trump Vodka immigrated to Israel" (http://www.timesofisrael.com/unloved-elsewhere-heres-how-trump-vodka-immigrated-to-israel-and-lives-on/). *The Times of Israel*. Retrieved 2016-07-31.
- Whitehead, Chris (2 December 2005). "This sure is a swell party, say most of us" (https://web.archive.org/web/20160911111424/https://www.highbeam.com/doc/1P2-1602466.html). *Chicago Sun-Times*. Archived from the original (https://www.highbeam.com/doc/1P2-1602466.html) on 11 September 2016. Retrieved 2016-07-31 – via HighBeam Research.
- Webley, Kayla (2011-04-29). "Trump Vodka" (http://content.time.com/time/specials/packages/article/0,28804,2068227_2068229_2068224,00.html). *TIME*. Retrieved 2016-07-31.
- "Drinks Americas Expands Trump Super Premium Vodka to Russia 50,000 Case Annual Minimum Contract With Major Distributor, 10,000 Case Initial Trump Vodka Order for \$1.5 Million for Shipment in Early 2008" (https://web.archive.org/web/20160911111049/https://www.highbeam.com/doc/1P2-13779392.html). CNN. Archived from the original (https://www.highbeam.com/doc/1P2-13779392.html) on 2016-09-11. Retrieved 2016-07-31 – via HighBeam Research.
- Johnston, Garth (2011-04-19). "Donald Trump Upset Over Illicit Israeli Trump Vodka" (https://web.archive.org/web/20160720204139/http://gothamist.com/2011/04/19/donald_trump_upset_over_israelis_dr.php). Gothamist. Archived from the original (http://gothamist.com/2011/04/19/donald_trump_upset_over_israelis_dr.php) on 2016-07-20. Retrieved 2016-07-31.
- Abelson, Max (2016-04-20). "On the Rocks: The Story of Trump Vodka" (https://www.bloomberg.com/features/2016-trump-vodka/). Bloomberg. Retrieved 2016-07-31.
- Haddon, Heather (2016-03-03). "What Ever Happened to Trump Shuttle, Trump Steaks, Trump Vodka?" (https://blogs.wsj.com/washwire/2016/03/03/what-ever-happened-to-trump-shuttle-trump-steaks-trump-vodka/). *Wall Street Journal*. Retrieved 2016-07-31.
- "Trump Marks LLC v. D.T. Drinks, LLC et al" (http://www.plainsite.org/dockets/2xw0qbwbf/new-york-southern-district-court/trump-marks-llc-v-dt-drinks-llc-et-al/). *PlainSite*. Retrieved 8 August 2016.
- Elis, Niv (7 April 2016). "Exclusive: Some Trump Vodka, popular as kosher for Passover spirit, may not be kosher" (http://www.jpost.com/Not-Just-News/Podcast/Exclusive-Some-Tru-mp-Vodka-popular-as-kosher-for-Passover-spirit-may-not-be-kosher-450568). *The Jerusalem Post*. Retrieved 2016-07-31.
- "Donald Trump sues Israeli co selling "Trump Vodka" " (http://www.globes.co.il/en/article-1000638998). Globes English. 2011-04-14. Retrieved 2016-07-31.
- "''Kosher'' Trump Vodka lands in hot water" (http://www.cbsnews.com/news/kosher-trump-vodka-lands-in-hot-water/). CBS News. 2016-04-08. Retrieved 2016-07-31.
- Alemany, Jaqueline (2016-04-08). "''Kosher'' Trump Vodka lands in hot water" (https://www.cbsnews.com/news/kosher-trump-vodka-lands-in-hot-water/). *CBS News*. Retrieved 2016-07-31.

Trump Vodka	
 <div>Promotional image</div>	
Type	Vodka
Manufacturer	Drinks Americas
Introduced	2005
Discontinued	2011 (in the United States)
Related products	<u>List of vodkas</u>

^[1] Retrieved from "https://en.wikipedia.org/w/index.php?title=Trump_Vodka&oldid=1104372147"

This page was last edited on 14 August 2022, at 14:37 (UTC).

Text is available under the Creative Commons Attribution-ShareAlike License 3.0; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.