



REEF DISTILLERS

FOR IMMEDIATE RELEASE

## **Queensland Zucchini Flower Vodka Crowned World's Best Vodka In The World.**

Reef Distillers and Pirrone Brothers take regional Australian produce to the top of the global spirits industry.

A world-first vodka crafted from Queensland zucchini flowers and fruit has been crowned the World's Best Vodka at the World Drinks Awards, announced overnight at the Waldorf Hilton in London.

Created through a collaboration between Southern Great Barrier Reef distillery Reef Distillers and North Queensland growers Pirrone Brothers, the award-winning Zucchini Flower Vodka has transformed a family-run farm crop into one of the most celebrated on the planet. The achievement represents a landmark moment for Australian agriculture, regional manufacturing and craft distilling, proving that innovative local produce can compete against the world's most established vodka brands.

Pirrone Brothers travelled to London to accept the award, celebrating a journey that began in the fertile farming region of Ayr and culminated on one of the drinks industry's biggest international stages.

The vodka was developed as part of Reef Distillers' commitment to a farm-to-still philosophy, working directly with growers to transform exceptional Queensland produce into premium spirits. The result is a distinctive botanical vodka featuring delicate floral notes from hand-picked zucchini blossoms and the fresh character of the fruit itself.

Reef Distillers co-founder Laureth Rumble said the award was a celebration of regional collaboration.

"This is what happens when farmers and makers come together with a shared vision. We wanted to create something that had never been done before while showcasing the incredible produce grown in Queensland."

Josh Pirrone said the award belonged to regional producers across Australia.

"Our family has spent generations farming in North Queensland, so seeing something from our farm celebrated on the world stage is incredibly special. This shows the world what Australian growers are capable of producing when innovation and quality come together."

The Zucchini Flower Vodka has already attracted international attention for being one of the world's first spirits to utilise both zucchini blossoms and fruit, creating a flavour profile unlike any traditional vodka.

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