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# Sean "Diddy" Combs And The Makers Of CÎROC Ultra Premium Extend Entrepreneur Movement With New CÎROC MANGO English ▾

## DJ KHALED, THE FACE OF THE FLAVOR, JOINS COMBS AND SHARES HIS STORY IN "LET'S GET IT" PART II

NEWS PROVIDED BY  
**CÎROC Ultra Premium Vodka**  
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NEW YORK, Oct. 17, 2016 /PRNewswire/ -- Sean "Diddy" Combs and the Makers of CÎROC Ultra Premium Vodka introduce CÎROC MANGO. CÎROC MANGO is made with vodka infused with mango and other natural flavors. The liquid, which boasts undertones of tangy citrus, can be enjoyed on the rocks or mixed with a variety of fresh fruit juices to complement its distinctive taste. CÎROC MANGO is launching on the heels of the highly successful CÎROC APPLE which was named the #1 Vodka Innovation of 2016. This launch follows the brand's continued success in the flavored vodka category which has continually driven trends.



DJ KHALED, THE FACE OF THE NEW CÎROC MANGO, JOINS COMBS AND SHARES HIS STORY TO THE TOP OF THE CHARTS IN "LET'S GET IT" PART II



"I am excited to introduce CÎROC Mango as our newest flavor, and continue our streak of successful innovations," said Sean "Diddy" Combs. "CÎROC is always pursuing new ideas and opportunities and we have been a dominant force in the market. Every new flavor innovation we have launched - including the recent, CÎROC APPLE - has been #1, and CÎROC MANGO is already on track to be one of the most successful."

CÎROC also releases the second installment of the "Let's Get It" short film series designed to empower the next generation of creators to pursue their passions and dreams. The film transitions the spotlight from Combs to music and social media entrepreneur DJ Khaled, who represents CÎROC MANGO in the campaign extension. "Let's Get It: Khaled's Odyssey," examines DJ Khaled's 25 year journey of blood, sweat and tears to reach the top of the charts. Directed by Emmy Award winner Zach Heinzerling, the video, created in partnership with 72andSunny New York, premiered today on People.com and the supporting spot is running on top broadcast networks.

"I feel blessed that Sean and CÎROC have picked me to represent CÎROC MANGO and share my story," said DJ Khaled. "It wasn't easy to get here but I never gave up. I am proof the struggle is worth it. A major key is to recognize wins, both big and small. Celebrate them all, but do so responsibly."

Combs and DJ Khaled celebrated the new flavor launch in Miami this past weekend during the Annual Revolt Music Conference. Combs, alongside Mayor Philip Levine

of Miami Beach, presented the keys to the city to DJ Khaled. The ceremony reinforced the "Let's Get It" movement and Combs' commitment to helping DJ Khaled and others realize their dreams. After the presentation, VIP guests attended an intimate preview screening of "Let's Get It: Khaled's Odyssey" with an introduction by the film's star. Throughout the remainder of the RMC weekend, millennials, influencers and moguls in themaking enjoyed the CÎROC MANGO Loco and other specialty CÎROC MANGO cocktails at top industry events including the kickoff of CÎROC Hustle Hours hosted by DJ Khaled.

CÎROC MANGO is now available at your local liquor store and top hotspots or can be ordered online at [Reservebar.com/ciroc-mango](https://Reservebar.com/ciroc-mango)

### CÎROC MANGO Signature Cocktails inspired by DJ Khaled

CÎROC MANGO Loco

1.5 oz. CÎROC MANGO

3 oz. Lemonade

CÎROC MANGO Daiquiri

1.5 oz. CÎROC MANGO

0.75 oz. Fresh Lime Juice

0.75 oz. Simple Syrup

5-6 pieces of Mint

Mint Sprig for Garnish

CÎROC MANGO Mimosa

0.75 oz. CÎROC MANGO

0.75 oz. Champagne

0.75 oz. Fresh Orange Juice

Orange Wedge for Garnish

Link to :60 YT "Let's Get It: Khaled's Odyssey"

<https://youtu.be/Abcf3EPf4ZE?list=PLsceZLsuaGCJZUnwdtPczn1lp3H6WjVvx>

Link to embedded :60 Short Film: "Let'sGet It: Khaled's Odyssey" <iframe width="560" height="315" src="https://www.youtube.com/embed/Abcf3EPf4ZE?list=PLsceZLsuaGCJZUnwdtPczn1lp3H6WjVvx" frameborder="0" allowfullscreen></iframe>

#### ABOUT CÎROC ULTRA PREMIUM:

CÎROC Ultra Premium is made from Fine French grapes, which are distilled fivetimes, providing a crisp, clean taste and citrus nose. CÎROC Ultra Premium launched nationwide in January 2003. In October 2007, DIAGEO - the world's largest spirits and beer company - made spirits history by entering into a strategic alliance with entertainment entrepreneur Sean "Diddy" Combs, in which Mr. Combs and Combs Enterprises assumed the lead on all brand management activities for CÎROC. The infused Vodka flavors in the portfolio to date include CÎROC RED BERRY, CÎROC COCONUT, CÎROC PEACH, CÎROC PINEAPPLE, CÎROC APPLE, and CÎROC MANGO in addition to CÎROC TEN Vodka. The brand received a 2013 Beverage Industry News Award of Excellence, was named 2011 Spirits Brand of the Year by Market Watch, and earned a double gold medal from the San Francisco World Spirits Competition in 2010.

#### Media Contact:

Alisa Jacobs

Diageo

646-223-2229

[Alisa.Jacobs@diageo.com](mailto:Alisa.Jacobs@diageo.com)

Ryan Stender

Blue Flame Agency

917-449-2447

[Rstender@blueflame.us.com](mailto:Rstender@blueflame.us.com)

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