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Belvedere Vodka Introduces Dirty Brew, a Coffee-Flavored Spirit for Summer Sipping

The new organic release blends rye vodka with roasted robusta beans and is bottled at 30% alcohol by volume

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Belvedere Vodka has introduced Belvedere Dirty Brew, a new coffee-flavored vodka made with organic rye vodka and roasted organic robusta coffee beans, as the brand expands its portfolio with a product aimed at summer drinking and after-dinner serves.

The new release combines Belvedere’s organic vodka base with robusta coffee to create a spirit designed to be served chilled, neat or over ice. The company said the product is also intended for use in simple dessert pairings, including affogato, where the coffee profile can add depth to the classic preparation.

Belvedere described the spirit as a darker expression of its vodka style, with notes of toffee, roasted coffee, espresso and dark chocolate, along with a smooth finish. The company said the texture is silky and the flavor profile is built around a strong coffee character rather than a conventional flavored-vodka approach.

The name Dirty Brew refers both to the production concept behind the spirit and to “dirty coffee,” a preparation in which a shot of espresso is added to another liquid. In this case, the company is using that reference to position the product between luxury spirits and coffee culture, two categories that have increasingly overlapped in recent years through cocktails, ready-to-drink products and premium café collaborations.

François-Xavier Desplancke, president and chief executive of Belvedere Vodka, said the launch reflects the brand’s focus on innovation tied to craftsmanship. He said Belvedere Dirty Brew was conceived as a sophisticated spirit that brings together luxury distilling and coffee-making traditions while creating a category of its own.

Belvedere said the bottle design is meant to reinforce that message. The packaging uses a matte black bottle with gold details, a visual identity intended to evoke both the dark tones of coffee and the golden color associated with rye. The company is presenting the design as part of the product’s premium positioning.

The launch also fits within Belvedere’s broader commitment to certified organic spirits. According to the company, every ingredient used in Belvedere Dirty Brew is organically sourced and selected under the same standards applied across its organic vodka range.

Belvedere Dirty Brew is bottled at 30% alcohol by volume, lower than standard vodka strength, which places it closer to other flavored or specialty spirits intended for sipping or dessert service. The company said that profile was chosen to make the product smooth enough to drink on its own while preserving an intense coffee taste.

Coffee-led spirits have become an active segment for producers looking to reach consumers interested in crossover products that move easily from aperitif to digestif and from bar service to home entertaining. Belvedere’s new release enters that space with an emphasis on organic ingredients, premium packaging and direct serving suggestions rather than cocktail complexity.

With Dirty Brew, Belvedere is betting that drinkers looking for cold serves in warm weather will respond to a spirit that combines vodka structure with espresso-like flavor. The company is positioning it not only as a standalone pour but also as an option for consumers who want a richer finish at the table, especially in dessert moments where coffee remains one of the most familiar flavors.