



 Bell

// Vodkas

The Taste Experiences

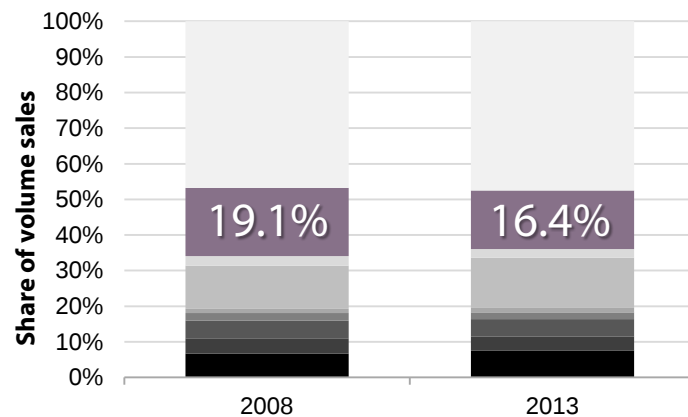
// Vodkas – The Taste Experiences

Market Insight

// Vodkas – The Taste Experiences

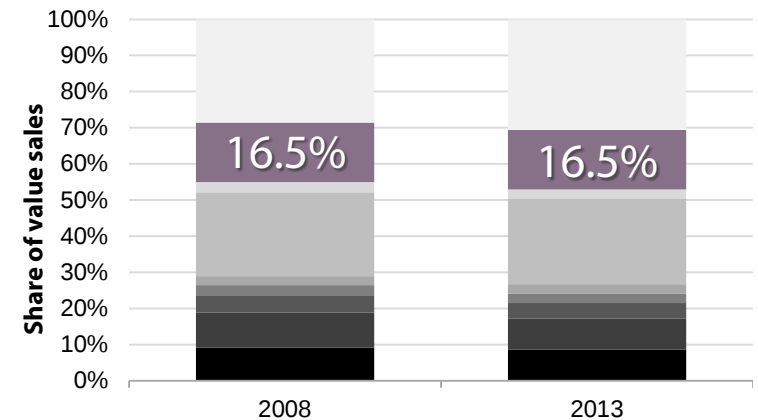
The Global Spirits Market

Global Volume Sales of Spirits by Category 2008/2013



7.56 LPA billion 8.43 LPA billion
litres of pure alcohol (LPA)

Global Value Sales of Spirits by Category 2008/2013



412.4 billion USD 452 billion

// Vodkas – The Taste Experiences

Vodkas – The Global Tops

Top 30 Vodkas

VOLUME: MILLIONS OF 9-LITRE CASES

BRAND	OWNER	2009	2010	2011	2012	2013	% +/-	STATUS
Smirnoff	Diageo	24.4	24.4	24.7	25.8	26.1	1%	Global
Absolut	Pernod Ricard	10.0	10.4	11.0	11.4	11.6	2%	Global
Khlibniy Dar	Bayadera Group	10.2	12.3	9.4	8.0	7.2	-10%	Regional
Pyat Ozer	Alcohol Siberia Group	6.1	6.3	6.6	7.0	6.4	-9%	Regional
Khortytza	Global Spirits	9.3	9.0	7.5	7.7	6.4	-18%	Regional
Green Mark	Russian Standard	11.3	10.9	9.3	6.9	6.0	-13%	Global
Belenkaya	Synergy	-	4.8	6.8	6.9	5.6	-19%	Regional
Medoff	Eastern Beverage Company	-	5.5	5.5	5.4	5.5	2%	Regional
Krupnik	Belvédère	-	1.9	4.5	5.1	5.0	-2%	Regional
Zoladkova Czysa De Luxe	Stock Spirits Group	5.4	6.4	4.5	4.3	4.5	4%	Regional
Zubrówka	Russian Standard	1.0	1.2	3.5	3.9	4.4	13%	Global
Svedka	Constellation Brands	2.9	3.4	3.7	3.9	4.0	2%	Regional
Grey Goose	Bacardi	3.5	3.7	3.8	3.8	3.9	3%	Global
Skyy	Gruppo Campari	3.3	3.4	3.5	3.7	3.8	1%	Global
Finlandia	Brown-Forman	3.0	3.0	3.1	3.2	3.5	7%	Global
Morosha	Global Spirits	-	-	-	1.8	3.3	81%	Regional
Stolichnaya	SPI Group	3.0	3.1	3.3	3.4	3.3	-3%	Global
Russian Standard	Russian Standard	2.2	2.5	2.6	2.9	3.0	3%	Global
Magic Moments	Radico Khaitan	0.9	1.8	2.2	2.5	2.9	15%	Regional
Pinnacle	Beam Suntory	-	-	-	1.9	2.8	-	Global
Talka	Russian Standard	-	-	0.6	2.6	2.8	8%	Regional
Mernaya	Eastern Beverage Company	-	3.2	2.7	2.1	2.4	14%	Regional
Ketel One	Nolet Spirits/Diageo	1.9	2.0	2.2	2.2	2.4	9%	Global
Burnett's	Heaven Hill	1.5	1.5	1.9	2.0	2.4	15%	Regional
Ciroc	Diageo	0.4	0.9	1.5	2.1	2.2	5%	Regional
Sobieski	Belvédère	3.0	3.1	2.8	2.3	2.2	-4%	Global
Soplica	Russian Standard	1.4	1.3	1.1	1.4	2.0	43%	Regional
Eristoff	Bacardi	1.9	2.2	2.3	2.2	2.0	-9%	Global
UV	Phillips Distilling	0.9	1.1	1.4	1.6	1.8	10%	Regional
Wyborowa	Pernod Ricard	-	2.0	1.7	1.6	1.7	6%	Global

Fastest Growing Vodkas

VOLUME: MILLIONS OF 9-LITRE CASES

BRAND	OWNER	2009	2010	2011	2012	2013	% +/-	STATUS
Morosha	Global Spirits	-	-	-	1.8	3.3	81%	Regional
Soplica	Russian Standard	1.4	1.3	1.1	1.4	2.0	43%	Regional
Stock Prestige	Stock Spirits Group	0.2	1.0	0.8	0.9	1.1	26%	Regional
Gosudarev Zakaz	SY Group	1.3	1.2	1.1	1.3	1.6	23%	Regional
Burnett's	Heaven Hill	1.5	1.5	1.9	2.0	2.4	15%	Regional
Magic Moments Vodka	Radico Khaitan	0.9	1.8	2.2	2.5	2.9	15%	Regional
Mernaya	Eastern Beverage Company	-	3.2	2.7	2.1	2.4	14%	Regional
Zoladkova Gorzka	Stock Spirits Group	1.8	1.7	1.3	1.3	1.5	14%	Regional
Zubrówka	Russian Standard	1.0	1.2	3.5	3.9	4.4	13%	Global
UV	Phillips Distilling	0.9	1.1	1.4	1.6	1.8	10%	Regional
Ketel One	Nolet Spirits/Diageo	1.9	2.0	2.2	2.2	2.4	9%	Global
Talka	Russian Standard	-	-	0.6	2.6	2.8	8%	Regional
Finlandia	Brown-Forman	3.0	3.0	3.1	3.2	3.5	7%	Global
Wyborowa	Pernod Ricard	-	2.0	1.7	1.6	1.7	6%	Global
1906	Stock Spirits Group	1.4	1.7	1.6	1.5	1.6	6%	Regional
Ciroc	Diageo	0.4	0.9	1.5	2.1	2.2	5%	Regional
Zoladkova Czysa De Luxe	Stock Spirits Group	5.4	6.4	4.5	4.3	4.5	4%	Regional
Russian Standard	Russian Standard	2.2	2.5	2.6	2.9	3.0	3%	Global
Haoma	JSC Kokshetauminvody	-	1.5	1.7	1.7	1.7	3%	Regional
Aristocrat	Heaven Hill	1.0	1.0	1.1	1.1	1.1	3%	Regional
Skyy	Gruppo Campari	3.3	3.4	3.5	3.7	3.8	3%	Global
Grey Goose	Bacardi	3.5	3.7	3.8	3.8	3.9	3%	Global
Svedka	Constellation Brands	2.9	3.4	3.7	3.9	4.0	2%	Regional
Medoff	Eastern Beverage Company	-	5.5	5.5	5.4	5.5	2%	Regional
Absolut	Pernod Ricard	10.0	10.4	11.0	11.4	11.6	2%	Global
Smirnoff	Diageo	24.4	24.4	24.7	25.8	26.1	1%	Global

// Vodkas – The Taste Experiences

Vodkas – The Global Tops

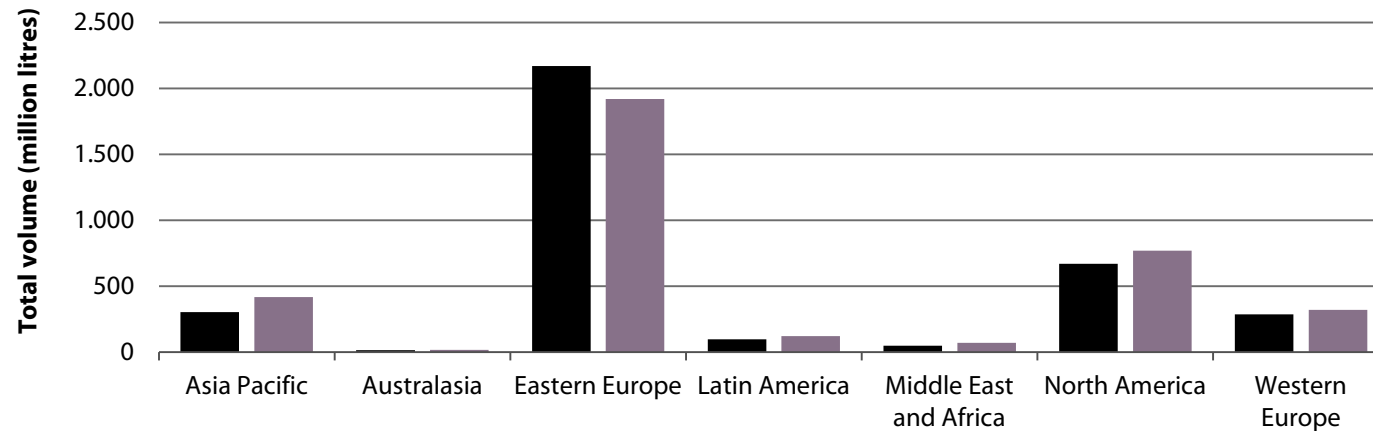
Global Vodkas		VOLUME: MILLIONS OF 9-LITRE CASES					
BRAND	OWNER	2009	2010	2011	2012	2013	%+/-
Smirnoff	Diageo	24.4	24.4	24.7	25.8	26.1	1%
Absolut	Pernod Ricard	10.0	10.4	11.0	11.4	11.6	2%
Green Mark	Russian Standard	11.3	10.9	9.3	6.9	6.0	-13%
Zubrowka	Russian Standard	1.0	1.2	3.5	3.9	4.4	13%
Grey Goose	Bacardi	3.5	3.7	3.8	3.8	3.9	3%
Skyy	Gruppo Campari	3.3	3.4	3.5	3.7	3.8	3%
Finlandia	Brown-Forman	3.0	3.0	3.1	3.2	3.5	7%
Stolichnaya	SPI Group	3.0	3.1	3.3	3.4	3.3	-3%
Russian Standard	Russian Standard	2.2	2.5	2.6	2.9	3.0	3%
Pinnacle	Beam Suntory	-	-	-	1.9	2.8	-
Ketel One	Nolet Spirits/Diageo	1.9	2.0	2.2	2.2	2.4	9%
Sobieski	Belvédère	3.0	3.1	2.8	2.3	2.2	-4%
Eristoff	Bacardi	1.9	2.2	2.3	2.2	2.0	-9%
Wyborowa	Pernod Ricard	-	2.0	1.7	1.6	1.7	6%
Bulbash	Bulbash Zavod	0.7	1.1	1.4	1.7	1.5	-13%
Poliakov	La Martiniquaise	0.7	0.9	1.0	1.2	1.2	0%
Bols	Russian Standard	1.9	1.6	1.1	1.0	1.0	0%

Regional Vodkas		VOLUME: MILLIONS OF 9-LITRE CASES					
BRAND	OWNER	2009	2010	2011	2012	2013	%+/-
Khlibnyi Dar	Bayadera Group	10.2	12.3	9.4	8.0	7.2	-10%
Pyat Ozer	Alcohol Siberia Group	6.1	6.3	6.6	7.0	6.4	-9%
Khortytza	Global Spirits	9.3	9.0	7.5	7.7	6.4	-18%
Belenkaya	Synergy	-	4.8	6.8	6.9	5.6	-19%
Medoff	Eastern Beverage Company	-	5.5	5.5	5.4	5.5	2%
Krupnik	Belvédère	-	1.9	4.5	5.1	5.0	-2%
Zoladkova Czysa De Luxe	Stock Spirits Group	5.4	6.4	4.5	4.3	4.5	4%
Svedka	Constellation Brands	2.9	3.4	3.7	3.9	4.0	2%
Morosha	Global Spirits Group	-	-	-	1.8	3.3	81%
Magic Moments	Radico Khaitan	0.9	1.8	2.2	2.5	2.9	15%
Talka	Russian Standard	-	-	0.6	2.6	2.8	8%
Mernaya	Eastern Beverage Company	-	3.2	2.7	2.1	2.4	14%
Burnett's	Heaven Hill	1.5	1.5	1.9	2.0	2.4	15%
Ciroc	Diageo	0.4	0.9	1.5	2.1	2.2	5%
Soplica	Russian Standard	1.4	1.3	1.1	1.4	2.0	43%
UV	Phillips Distilling	0.9	1.1	1.4	1.6	1.8	10%
Haoma	JSC Kokshetauminvody	-	1.5	1.7	1.7	1.7	3%
Gosudarev Zakaz	SY Group	1.3	1.2	1.1	1.3	1.6	23%
1906	Stock Spirits Group	1.4	1.7	1.6	1.5	1.6	6%
Zoladkova Gorzka	Stock Spirits Group	1.8	1.7	1.3	1.3	1.5	14%
Romanov	United Spirits/Diageo	1.3	1.6	1.6	1.5	1.4	-4%
Staraya Marka	Russian Spirits Group	-	-	-	2.3	1.4	-41%
White Mischief Vodka	United Spirits/Diageo	1.9	1.9	1.7	1.5	1.3	-13%
Istynna	Olimp	0.5	1.6	2.2	1.9	1.3	-32%
Gorbatschow	Henkell & Söhnlein	1.3	1.4	1.3	1.2	1.2	0%
Na Berezyovkh Brunkakh	Eastern Beverage Company	-	2.0	1.6	1.3	1.2	-8%
Myagkov	SY Group	1.4	1.6	1.6	1.5	1.2	-18%
Parliament	Russian Standard	2.5	2.4	2.0	1.5	1.2	-20%
Stock Prestige	Stock Spirits Group	0.2	1.0	0.8	0.9	1.1	26%
Aristocrat	Heaven Hill	1.0	1.0	1.1	1.1	1.1	3%
Naliboki	Minsk Grape Wines Factory	-	-	1.1	1.6	1.1	-31%
Absolwent	Russian Standard	3.7	2.8	2.2	1.1	1.0	-9%
Prime	Olimp	-	1.0	1.9	1.1	1.0	-12%
Zhuravli	Russian Standard	2.4	2.2	2.0	1.2	1.0	-17%
Sloboda	Russian Spirits Group	-	-	-	1.7	1.0	-39%

// Vodkas – The Taste Experiences

Vodkas – Regional Differences

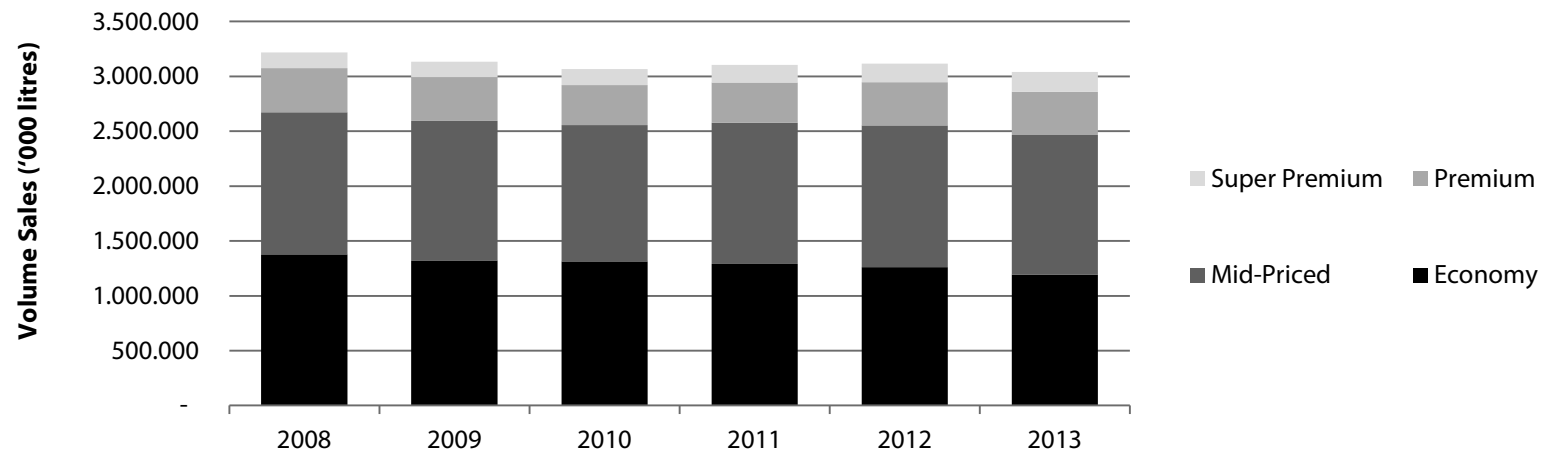
Vodka: Regional Prospects 2013/2017



// Vodkas – The Taste Experiences

Vodkas – The Premium Factor

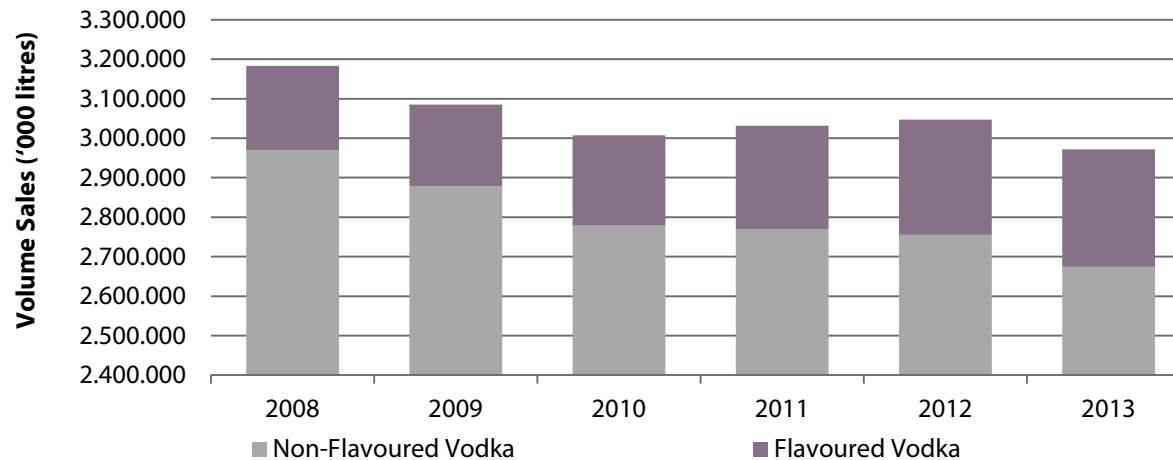
Total Volume Sales for Vodka by Price Point 2008-2013 in 54 Markets



// Vodkas – The Taste Experiences

Vodkas – Unflavoured vs. Flavoured

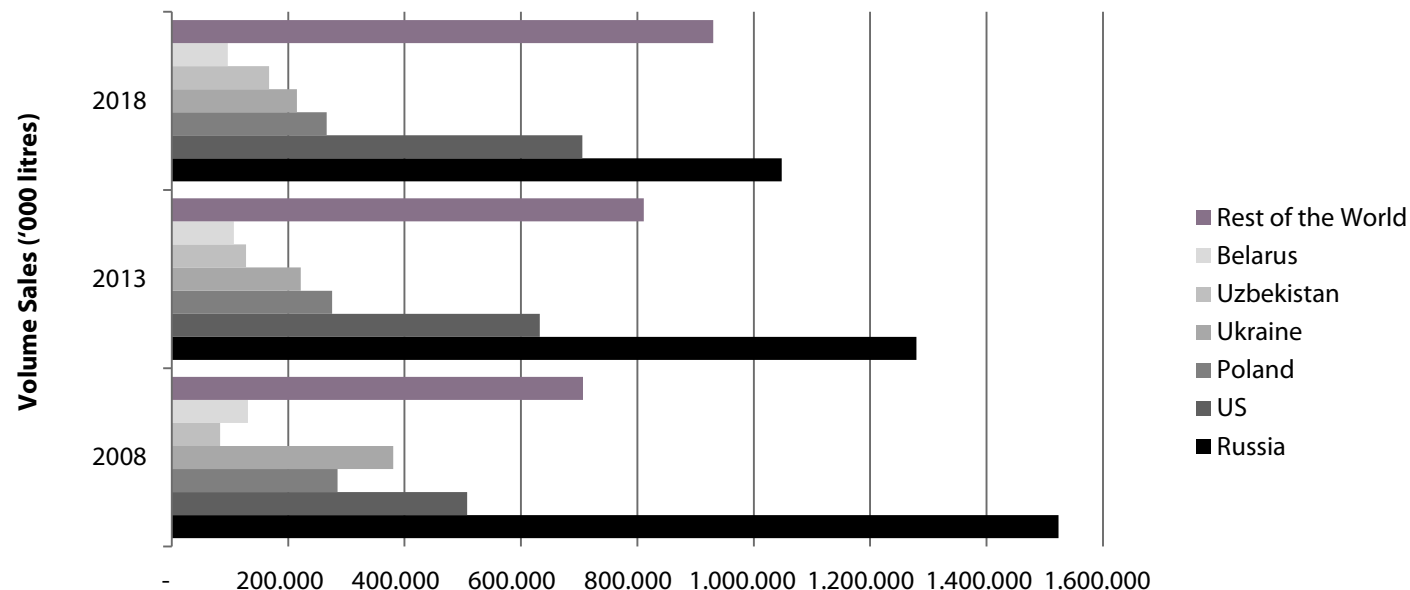
Vodka Volume Sales Flavoured vs Non-Flavoured 2008-2013 in 54 Core Markets



// Vodkas – The Taste Experiences

Vodkas – Top Markets & Rest of the World

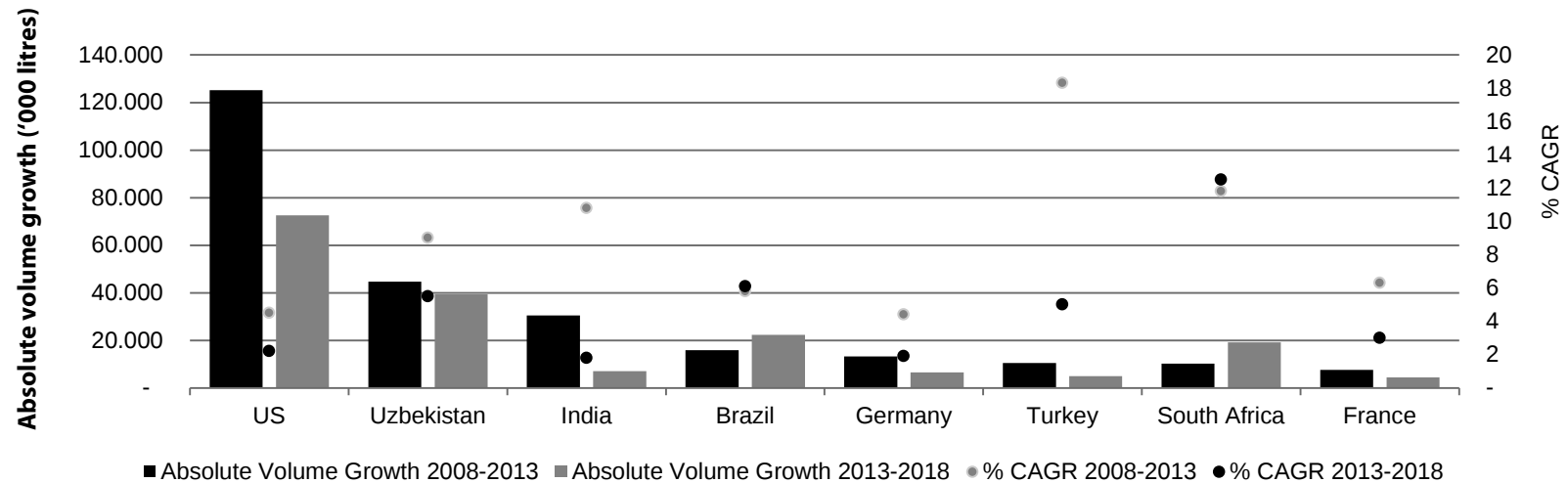
Global Vodka Volume Sales 2008/2013/2018



// Vodkas – The Taste Experiences

Vodkas – Key Growth Markets

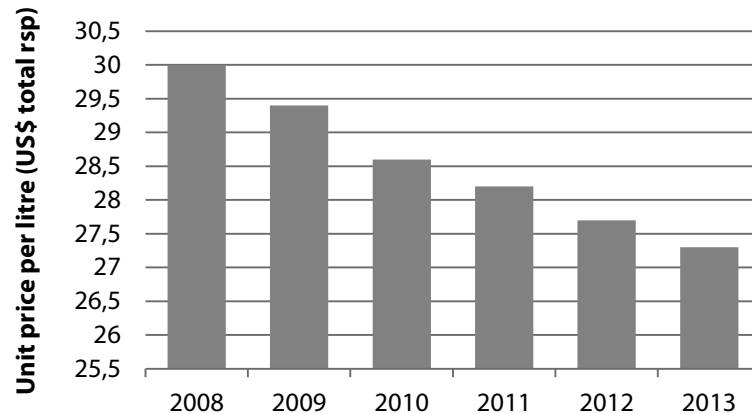
Key Vodka Growth Markets Historic (2008-2013) vs Forecast (2013-2018) Performance



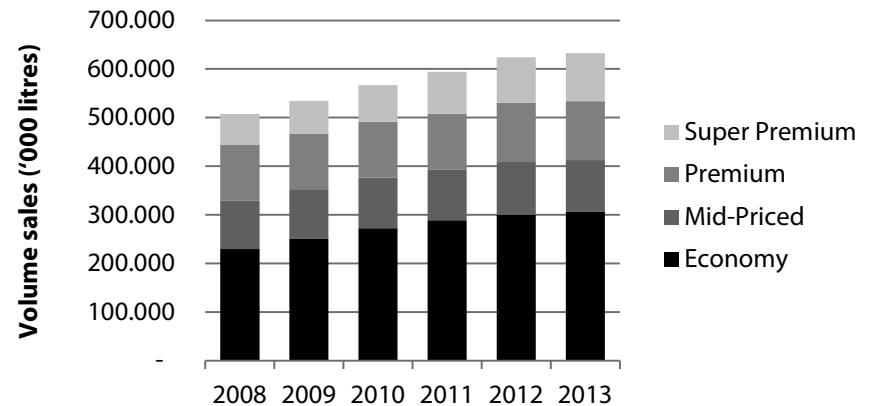
// Vodkas – The Taste Experiences

Vodkas – The US Market

US: Vodka Unit Price per Litre (US\$ total rsp) 2008-2013



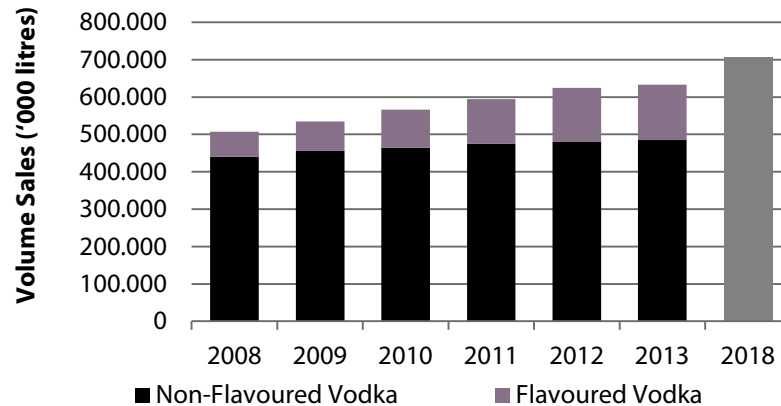
US Volume Sales for Vodka by Price Point 2008-2013



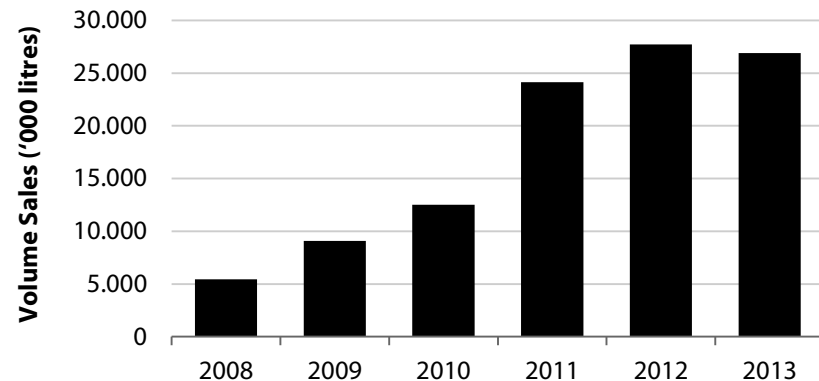
// Vodkas – The Taste Experiences

Vodkas – The US Market

US Vodka Volume Sales Flavoured vs Non-Flavoured 2008-2013/2018



Pinnacle Global Brand Volume Sales 2008-2013



// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands ...

Brand	Brand Owner	Share	
Smirnoff	Diageo Plc	13,20	↓
Absolut	Pernod Ricard Groupe	6,00	↓
Svedka	Constellation Brands Inc	5,70	↑
Grey Goose	Bacardi & Co Ltd	4,70	↓
Pinnacle	Suntory Holdings Ltd	4,30	↑
Skyy Vodka	Campari Milano SpA, Davide	3,90	↓
Burnett's	Heaven Hill Distilleries Inc	3,50	↑
Ciroc	Diageo Plc	3,10	↑
Barton	Sazerac Co Inc	3,00	↑
Skol	Sazerac Co Inc	2,90	↑
Ketel One	Ketel One Worldwide BV	2,90	↓
Tito's	Fifth Generation, Inc	2,90	↑
McCormick	McCormick & Co Inc	2,80	↓
Stolichnaya	Soyuzplodimport ZAO	2,50	↓
UV Vodka	Phillips Distilling Co	2,30	↓

Brand	Brand Owner	Share	
Fleischmann's	Sazerac Co Inc	2,30	↑
Three Olives	Proximo Spirits Inc	2,30	↑
Sobieski	Belvédère SA	1,60	↑
Seagram's	Pernod Ricard Groupe	1,60	↓
Popov	Diageo Plc	1,40	↓
Aristocrat	Heaven Hill Distilleries Inc	1,40	↓
Kamchatka	Suntory Holdings Ltd	1,20	↑
Gordon's	Diageo Plc	1,00	↓
Taaka	Sazerac Co Inc	0,90	↑
Crystal Palace	Sazerac Co Inc	0,80	↓
Wolfschmidt	Luxco Corp	0,80	↑
Belvedere	LVMH	0,70	↑
Gilbey's	Diageo Plc	0,60	↓
Frïs	Pernod Ricard Groupe	0,50	↑
Phillips Vodka	Phillips Distilling Co	0,50	↓

// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...



// Vodkas – The Taste Experiences

Vodkas – The US Market

The North American Market ...



„A lot has been written about the end of vodka in the last few months – it is not true. Vodka in the US is growing.“



Ivan Menezes
CEO Diageo

„In the US, there is been a lot of competitor entry – there have been over 200 brands enter the market in the last two years.“

„We have been on a track of diving value in vodka, and so we have been taking price increases the last years. A lot of the industry has not.“

DIAGEO

// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...

ABSOLUT.®



// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...

ABSOLUT.®



// Vodkas – The Taste Experiences

Vodkas – The US Market

The North American Market ...

ABSOLUT.®

„Absolut is one of Pernod Ricard's top global priorities, representing 62% of group sales.“

„Elyx has gained good traction in the US market, a market that tends to set drink trends for the rest of the world.“

„Once we explain how Elyx is made, which is communicated through the packaging, the consumer appreciated how different this is. Today, people want something authentic that someone truly worked hard on to make fantastically good.“



Jonas Tåhlin
The Absolut Elyx Company



Pernod Ricard

// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...



// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...



// Vodkas – The Taste Experiences

Vodkas – The US Market

The North American Market ...

„Grey Goose was artisanal long before it was trendy to be. We have authentic field-to-bottle provenance.“

„Consumers today care more than ever about origin, stories and quality for the products they consume and love.“



Lyle Tick
VP Category Director - Vodka - North
America at Bacardi



// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...

Treat Flavours:



// Vodkas – The Taste Experiences

Vodkas – The US Market

The North American Market ...



„We fully expect to see the market continue to expand and grow.“

„Pinnacle Vodka offers fans more flavour variety than any other brand. And we are not going to stop there, introducing our 41st flavour variant, CranApple.“

„Across the vodka category, fruit flavours are performing well, and Pinnacle is positioned strongly in this space as some of our fruit flavours continue to grow*.“

* Basis 2013

Pinnacle Peach +16.8%

Pinnacle Red Berry +34.5%



Jason Dolenga
Senior Brand Director,
Vodkas and Gin at
Suntory Beam

Beam **SUNTORY**

// Vodkas – The Taste Experiences

Vodkas – The US Market

Top Brands & Innovations ...

SKYY
VODKA



// Vodkas – The Taste Experiences

Trend Insight

// Vodkas – The Taste Experiences

Vodkas – Craft becomes a Marketing Story



"Our/Vodka is different. It's a global vodka made by local partners in cities around the world"

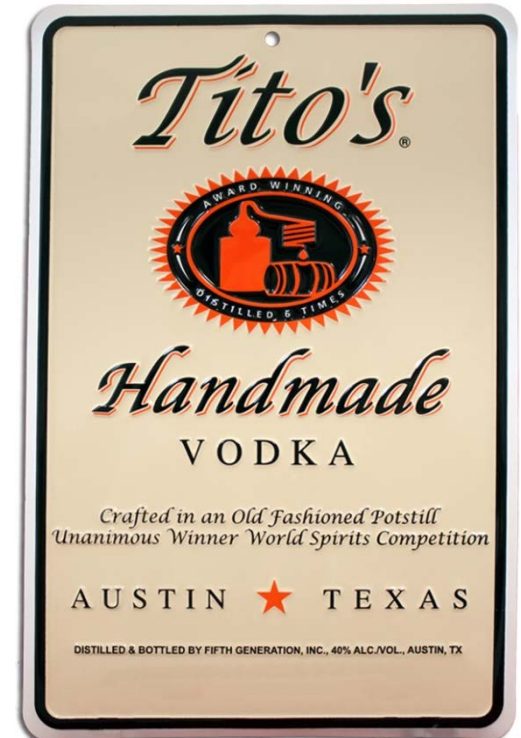
The well-known brand Absolut vodka recently announced the release of its luxury range Our/Vodka that will be produced in micro-distilleries in 11 global cities including New York, Amsterdam and London.

Attempting to tap into the craft spirit trend, each micro-distillery will re-make Absolut's recipe with local ingredients in order to create a beverage that is unique to the region.

The Absolut concept aims to focus on the pride and identity of the major cities, whilst delivering authentic spirits at a smaller production scale.

// Vodkas – The Taste Experiences

Vodkas – Craft becomes a Marketing Story



// Vodkas – The Taste Experiences

Vodkas – Category blurring

The North American Market ...

Category blurring opens up new growth opportunities

The North American market has recently embraced the growing trend of category blurring with the aim of attracting new consumers and creating new consumption occasions. This innovation theme was primarily started by one of the market leaders, Pernod Ricard, who released Malibu Red (described as fusion of smooth Caribbean Rum and fiery Mexican Tequila) in late 2012 causing a wave of new hybrids to be launched in the region.



// Vodkas – The Taste Experiences

Vodkas – Category blurring

The North American Market ...

Category blurring opens up new growth opportunities

Mixing different types of spirits and wine together with the purpose of creating flavour profiles that complement each other has long been a common theme in the drinks industry.

A prime example are cocktails that have recently experienced a huge revival in the market due to their 'experimental' edge.

Hybrid spirits can therefore be perceived as a clever extension of existing alcohol trends, that tap into the growing demand for new flavours suitable for a range of consumption occasions.

Vodka Infused with

Vodka Infused with Cognac



Twenty Grand Vodka Infused with Cognac is described as two distinctive spirits mixed into one truly unique spirit **(US)**

Moscato Grape Infused

Moscato Grape Infused Vodka



Skyy Infusions Vodka Infused with Moscato Grape is described as being made from the succulent moscato grape mixed with premium Skyy vodka giving exotic notes of tropical flavours **(US)**

// Vodkas – The Taste Experiences

Vodkas – Category blurring

The North American Market ...

Absolut Tune

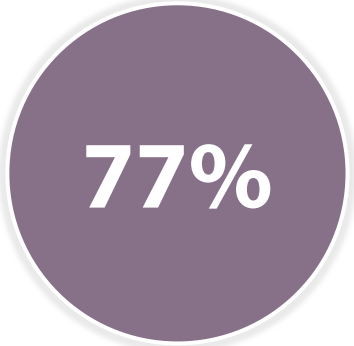
Sparkling with a vodka twist. Absolut Tune is a sparkling new drink experience, adding premium Absolut vodka to crisp and sparkling Sauvignon Blanc wine. It is a unique collision of Sparkle and Spirit, inspiring the exclusive music video for Icona Pop's new single, All Night.



// Vodkas – The Taste Experiences

Vodkas – Flavour Innovations

The North American Market ...



77%

Almost 8 in 10 open to trying new spirits with appealing flavours

Mintel research indicates that 77% of US consumers are open to try new spirits with appealing flavours.



51%

Half see flavoured spirits as a more convenient alternatives to using mixers

Meanwhile, 51% of US consumers cite that flavoured spirits are more of a convenient alternative to using mixers.

// Vodkas – The Taste Experiences

Vodkas – The Taste Experiences

The North American Market ...

Flavoured vodka continues to be sweet...



UV's Salty Caramel Apple Vodka (US)



Effen Salted Caramel Vodka (US)

Sugar Cookie Flavored Vodka



Burnett's Sugar Cookie Flavored Vodka (US)

Ice Cream Flavoured Vodka Beverage



Kamouraska Ice Cream Flavoured Vodka Beverage is said to be triple distilled for a smooth, clean taste that is bursting with ice cream flavour, a sweet seductive aroma and a smooth creamy taste. (Canada)

Cinnabon Cinnamon Roll Flavored Vodka



Pinnacle Cinnabon Cinnamon Roll Flavored Vodka is made with imported vodka from France (Canada)

// Vodkas – The Taste Experiences

Vodkas – The Taste Experiences

The North American Market ...

Flavoured vodka continues to be sweet...

Tobacco Flavored Vodka



Ivanabitch Tobacco Flavored Vodka is claimed to be the world's first tobacco flavored vodka (US)

Pumpkin Spice Sweet Potato Flavored Vodka



Spud Sweet Potato Pumpkin Spice Flavored Vodka is made with five times distilled vodka and is described as being exceptionally smooth and elegant (US)

Chili Pepper Flavored Vodka



UV Sriracha Chili Pepper Flavored Vodka is made with all-natural flavours. The drink is said to be hot with its spicy and peppery flavour (US)

// Vodkas – The Taste Experiences

Vodkas – The Taste Experiences

The North American Market ...

The answer for vodka could be an ultra-premium or limited edition positioning...

Peureux Perfect 1864 Vodka



Peureux Perfect 1864 Vodka said to be a superior, premium class vodka in the French tradition using tender wheat exclusively from Brie, and Champagne that is artfully distilled and blended with the legendary spring water of the Vosges Natural Preserve **(Canada)**

Smirnoff Limited Edition Vodka



Smirnoff Limited Edition Vodka has been triple distilled and filtered ten times **(US)**

Icelandic Vodka



Reyka Icelandic Vodka is a small and limited batch vodka, hand crafted in Iceland. It is traditionally distilled and filtered through ancient lava rocks, is made with spring water and grains with a carter head still **(US)**

// Vodkas – The Taste Experiences

The Concepts

// Vodkas – The Taste Experiences

The Concepts



COLOURFUL & FANCY

// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK124 Vodka Spirit Type Mojito

- 0550156 Mojito Flavour, natural
- 0469955 Green Colour Solution 1%W

- Sugar g/l 130,0
- Ethanol %Vol 30,0
- as Citric Acid g/l 2,5

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colours(E104, E133)

4,0:1000
0,1:1000



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK125 Vodka Spirit Type Spiced Cherry

- | | | |
|-----------|---------------------------------|----------|
| • 0411365 | Cherry Flavour Avitres, natural | 3,0:1000 |
| • 0415565 | Spiced Cherry Flavour | 1,0:1000 |
| • 0469927 | Red Solution 1% W | 3,0:1000 |

- | | |
|----------------------|-------|
| • Sugar g/l | 130,0 |
| • Ethanol %Vol | 30,0 |
| • as Citric Acid g/l | 2,5 |

Ingredients: vodka, water, sugar, acidifier citric acid, natural flavour, colour E122



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK126 Vodka Spirit Type Cosmopolitan

- | | | |
|----------------------|-------------------------------|----------|
| • 0410030 | Cosmopolitan Flavour, natural | 2,0:1000 |
| • 0469993 | Cochenille red Solution 1%W | 0,6:1000 |
| • Sugar g/l | 130,0 | |
| • Ethanol %Vol | 30,0 | |
| • as Citric Acid g/l | 2,0 | |

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colours(E104, E133)



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK127 Vodka Spirit Type Orange & Lemon

- | | | |
|-----------|-------------------------------|----------|
| • 0550088 | Orange Flavour, nat. | 6,0:1000 |
| • 0550022 | Lemon Flavour, natural | 2,0:1000 |
| • 0469995 | Quinoline Yellow Solution 1%W | 3,0:1000 |
| • 0469996 | Sunset Yellow Solution 1%W | 1,0:1000 |

- | | |
|----------------------|-------|
| • Sugar g/l | 130,0 |
| • Ethanol %Vol | 30,0 |
| • as Citric Acid g/l | 2,5 |

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colours(E104, E110)



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK128 Vodka Spirit Type Strawberry Margarita

- | | | |
|-----------|---------------------------------|----------|
| • 0410045 | Cocktail Flavour Margarita Type | 1,5:1000 |
| • 0550123 | Strawberry Flavour, natural | 6,0:1000 |
| • 0550022 | Lemon Flavour, natural | 1,0:1000 |
| • 0469993 | Cochenille red Solution 1%W | 4,0:1000 |

- Sugar g/l 130,0
- Ethanol %Vol 30,0
- as Citric Acid g/l 2,0

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colour E124



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK129 Vodka Spirit Type Peach & Mango

- | | | |
|----------------------|----------------------------|----------|
| • 0550185 | Peach/Mango Flavour | 1,5:1000 |
| • 0532084 | White Rum Flavour | 2,0:1000 |
| • 0469996 | Sunset Yellow Solution 1%W | 1,5:1000 |
| • Sugar g/l | 130,0 | |
| • Ethanol %Vol | 30,0 | |
| • as Citric Acid g/l | 2,0 | |

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colour E110



// Vodkas – The Taste Experiences

The Concepts

COLOURFUL & FANCY

15SK130 Vodka Spirit Type Lemon & Ginger

- | | | |
|-----------|-------------------------------|----------|
| • 0550022 | Lemon Flavour, natural | 2,0:1000 |
| • 0527103 | Ginger Flavour | 1,0:1000 |
| • 0469995 | Quinoline Yellow Solution 1%W | 1,0:1000 |

- | | |
|----------------------|-------|
| • Sugar g/l | 130,0 |
| • Ethanol %Vol | 30,0 |
| • as Citric Acid g/l | 2,5 |

Ingredients: vodka, water, sugar, flavour, acidifier citric acid, colour E104



// Vodkas – The Taste Experiences

The Concepts



FRUIT & MORE

// Vodkas – The Taste Experiences

The Concepts

QUINCE & MORE

15SK139 Vodka Spirit Type Quince & Honey

- | | | |
|----------------------|-------------------------|----------|
| • 0410918 | Quince Flavour, natural | 5,0:1000 |
| • 0528279 | Honey Flavor | 0,5:1000 |
| • Sugar g/l | 130,0 | |
| • Ethanol %Vol | 30,0 | |
| • as Citric Acid g/l | 2,0 | |

Ingredients: vodka, sugar, water, natural flavour, acidifier citric acid



// Vodkas – The Taste Experiences

The Concepts

QUINCE & MORE

15SK136 Vodka Spirit Type Quince & Apricot

15SK137 Vodka Spirit Type Quince & Vanilla

15SK138 Vodka Spirit Type Quince & Mango

15SK140 Vodka Spirit Type Quince & Cinnamon



// Vodkas – The Taste Experiences

The Concepts

PEAR & MORE

15SK135 Vodka Spirit Type Pear & Hazelnut

- | | | |
|----------------------|--------------------------------|----------|
| • 0550012 | Pear Flavour (Williams Christ) | 6,0:1000 |
| • 0527992 | Hazelnut Flavour | 0,8:1000 |
| • Sugar g/l | 130,0 | |
| • Ethanol %Vol | 30,0 | |
| • as Citric Acid g/l | 1,0 | |

Ingredients: vodka, sugar, water, natural flavour, acidifier citric acid



// Vodkas – The Taste Experiences

The Concepts

PEAR & MORE

15SK132 Vodka Spirit Type Pear & Walnut

- | | | |
|----------------------|--------------------------------|----------|
| • 0550012 | Pear Flavour (Williams Christ) | 6,0:1000 |
| • 0546203 | Walnut Flavor | 2,0:1000 |
| • Sugar g/l | 130,0 | |
| • Ethanol %Vol | 30,0 | |
| • as Citric Acid g/l | 1,0 | |

Ingredients: vodka, sugar, water, natural flavour, acidifier citric acid



// Vodkas – The Taste Experiences

The Concepts

PEAR & MORE

15SK131 Vodka Spirit Type Pear & Almond

15SK133 Vodka Spirit Type Pear & Apple

15SK134 Vodka Spirit Type Pear & Plum



// Vodkas – The Taste Experiences

The Concepts



**INFUSED SPIRITS
US-STYLE**

// Vodkas – The Taste Experiences

The Concepts

INFUSED SPIRITS US-STYLE

12SK163 Vodka Spirit Type Coconut Beach

- **0527977** **Coconut Flavour** **0,5:1000**

- Sugar g/l 130,0
- Ethanol %Vol 35,0

Ingredients: water, ethanol, sugar, flavour



// Vodkas – The Taste Experiences

The Concepts

INFUSED SPIRITS US-STYLE

12SK159 Vodka Spirit Type Whipped Chocolate Mousse

- 0410670 Cocoa Flavour 2,0:1000
 - 0521572 Cream Flavour 0,5:1000
- Sugar g/l 130,0
 - Ethanol %Vol 35,0

Ingredients: water, ethanol, sugar, flavour



// Vodkas – The Taste Experiences

The Concepts

INFUSED SPIRITS US-STYLE

12SK162 Vodka Spirit Type Bacon & Chilli Peppers

- 0490263 Ham Flavour 0,5:1000
 - 0417045 Peperoni Flavour 1,0:1000
- Sugar g/l 130,0
 - Ethanol %Vol 35,0

Ingredients: water, ethanol, sugar, flavour



// Vodkas – The Taste Experiences

The Concepts

INFUSED SPIRITS US-STYLE

12SK164 Spirit Type Exotic Peach

12SK154 Spirit Type Lychee & Velvet Green Tea

12SK160 Spirit Type Chai Lemon

12SK165 Spirit Type Wild Berries

12SK153 Spirit Type Blackberry

12SK152 Spirit Type Blueberry

12SK155 Spirit Type Pina Colada

12SK156 Spirit Type Exotic Cream

12SK158 Spirit Type Marula Dreams

12SK166 Spirit Type Whipped Cream

12SK157 Spirit Type New York Apple Pie

12SK167 Spirit Type Mango Curry

12SK161 Spirit Type Lemon & Pepper

// Contacts

Dr. Markus Stark Director R&D Flavours	Tel.: +49.341.9451.1400 E-Mail: m.stark@bell-europe.com
Volker Lux Director Beverages	Tel.: +49.341.9451.1258 E-Mail: v.lux@bell-europe.com
Katharina Mauerer Laboratory Manager Applications Flavours	Tel.: +49.341.9451.1353 E-Mail: k.mauerer@bell-europe.com
Sonja Kanter Developer Beverages	Tel.: +49.341.9451.1352 E-Mail: s.kanter@bell-europe.com
Daniel Thieme Marketing Specialist Beverages	Tel.: +49.341.9451.1056 E-Mail: d.thieme@bell-europe.com