

SPIRIT COLLECTION

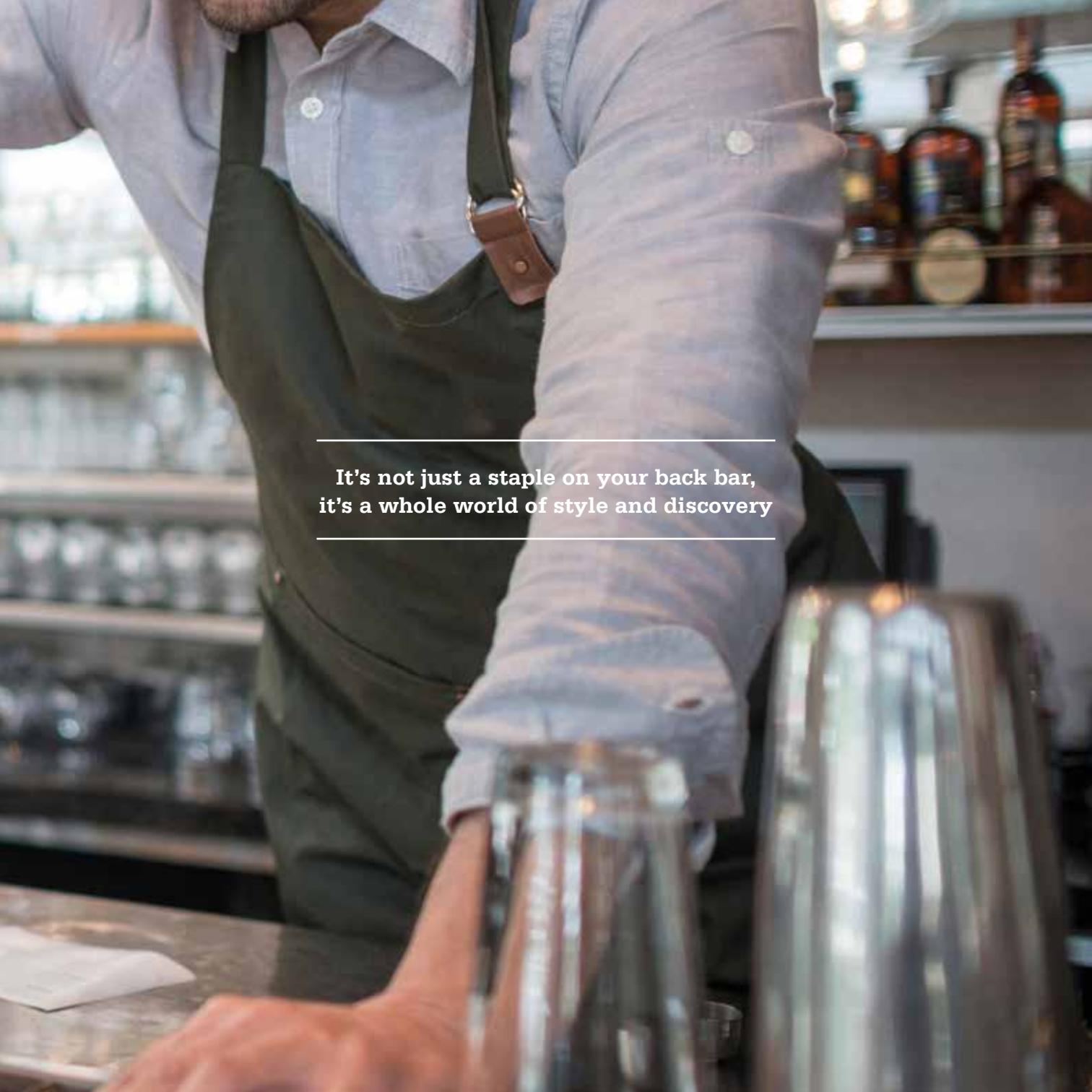
VODKA

Second edition

the experience matters

Matthew Clark





It's not just a staple on your back bar,
it's a whole world of style and discovery

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**“There are only two absolutes in life:
friends & vodka...& the best times
usually involve both”**

Anon

A welcome

introduction

Vodka remains by some quite significant margin the most widely drunk spirits category in the UK, accounting for over a third of On-Trade spirit sales with over 11million drinkers.*

It is the essence of a spirit at its purest, it does not differentiate itself by the use of barrel aging or age statements.

Instead it relies on base ingredients, production techniques and of course effective marketing to create a point of difference.

Vodka is incredibly versatile and remains the mainstay of any good spirits range.

It provides the perfect base for many mixed drinks and cocktails, which is reflected in the fact that it accounts for 65% of all spirits volume sold in cocktails.**

Perhaps due to its size, perceived lack of complexity, or that fact it is less news worthy than other categories at the moment, vodka doesn't always get the attention it deserves and this is a real missed opportunity. Offering the perfect range for your outlet not only enhances your customers experience but will also help you grow sales and revenue, so please take some time to revisit your vodka range and be sure to add some vodka serves to your drinks list.

*William Grant & Sons 2016 Market Report

** CGA Strategy Mixed Drinks Report 2014

ABOUT VODKA

07.



// VODKA

Vodka's origins

Now produced all over the globe, vodka originated in Eastern Europe, with both Russia and Poland claiming to have been the first to distil it in the Middle Ages.

The name came from “voda” in Russian and “woda” in Polish, both of which mean “little water”. During this time vodka was used primarily for medicinal purposes and as an ingredient in gunpowder.

“The first recorded exports are of Russian vodka to Sweden in 1505”

The first recorded exports are of Russian vodka to Sweden in 1505.

By the mid 16th century, vodka had become a more social drink and consumption was widespread in both countries. Meals often started with bread and vodka, and vodka was also served at religious feasts.

Today's use of flavourings dates back to the early history of vodka where herbs and spices were used to mask the flavour of what was at the time a harsh spirit.

Vodka is associated with purity, strength and neutrality. Innovations in the distilling process in the mid 19th century, including the advent of continuous distillation, further enhanced these credentials.

The Smirnov family were among the first to introduce continuous distillation and they also pioneered charcoal filtration; a process which absorbs impurities without imparting its flavour to the spirit. They left Russia for Europe during the Russian Revolution and changed its name to Smirnoff.

Vodka remained relatively unnoticed outside of Eastern Europe until the 1940s.

Western troops were introduced to vodka by their Russian allies in World War II. Then Heublin, who by this time owned the Smirnoff brand, started to promote mixability through the Moscow Mule.

The launch of the Absolut brand in 1979 helped drive the popularity of vodka in Western Europe.

Today the vodka category is worth over £1.89bn in the UK and is stocked by over 98% of On-Trade outlets*, it's extremely versatile whether served as a shot, long drink or cocktail and is a category that certainly cannot be ignored.

*William Grant & Sons 2016 Market Report

10. ABOUT VODKA

What influences

flavour?

The general perception is that vodka is a flavourless spirit and in many cases this may ring true; certainly the addition of mixers can mask any flavour characteristics.

However, as vodka connoisseurs will know, there are subtle differences in flavour and mouth feel which will be influenced by the raw materials used and the distillation methods.

Flavour differences are slight but distinct and more easily tasted when the vodka is either drunk neat or opened with a little water.

Raw materials

Vodka can be made from cereal grains (wheat, rye, corn and barley), from root crops (potatoes, sugar beet, beetroot), fruits (apples and grapes); also less commonly, milk whey or molasses which forms the base of many cheaper vodka brands.

Historically, the base raw materials were whatever was grown locally, but the rise in vodka's popularity around the world has encouraged producers to experiment with different raw materials and production techniques.

Barley

Less common but used in Finland. Slightly nutty with lasting spice.

Corn

Used more in American vodkas. Gives a buttery corn taste.

Grapes

Mainly used in vodkas from Southern Europe. Delivers a raisin, honey, citrus taste.

Potato

Creamy buttery flavour and mouth feel.

Rye

Commonly used for Polish vodkas. Gives a bread like sweetness with a hint of spice.

Wheat

Most popular raw material and dominant in Russian vodkas. Adds an aniseed spicy flavour.

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ABOUT VODKA

Process & production

Over time, developments in vodka production have been about removing impurities and producing a neutral tasting spirit.

This was aided by the introduction of continuous distillation and filtration.

“Brands use different production processes to add flavour & mouth-feel”

However, brands use differences in the vodka production process to add flavour and mouth feel in order to differentiate their product from others.

Some distillers use pot stills to finish their product which adds a rounding effect and character; the copper in the pot still promotes the formation of esters which can impart fruity notes.

Another process that can influence the taste of vodka is filtration; charcoal filtration is the most common, removing the impurities which has a softening effect without imparting its flavour on the finished product.

“Some distillers use pot stills to finish their product”

Birch is the most commonly used wood for charcoal filtration, but charcoal from different wood may be used or indeed different materials all together; sand, crystals or diamonds, each material will have some effect to a greater or lesser extent on the finished product.

Other brands are unfiltered which helps them retain some more of the flavour from the raw material, making them perfect in a martini where you want the flavour of the spirit to shine through.

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ABOUT VODKA

The different

vodka styles

Today, the distillation process is much improved and the spirit is much smoother. However, many brands retain some of their traditional flavourings, the most known example is Zubrowka which is flavoured with bison grass.

“There are now a plethora of modern flavoured vodkas”

There are now a plethora of modern flavoured vodkas that have been infused, macerated, distilled or percolated with mainly, but not exclusively, fruits.

Western style / neutral vodkas

Most western style vodkas are distilled and filtered with the intention of creating a neutral spirit.

Eastern style / characterful vodkas

These retain more flavour from the base product. They have a more complex flavour profile enhanced by the use of raw materials and production techniques.

Flavoured vodkas

Flavoured vodkas have been around for hundreds of years. Traditionally, herbs, spices, berries and honey were added to mask the flavour of the spirit.

ABOUT VODKA

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// VODKA

16. PRODUCT RANGE

Vodka from

THE UK



SPIRIT COLLECTION

PRODUCT RANGE

17.

**“One martini is just right, two is
too many, three is not enough”**

James Thurber

// VODKA

18. PRODUCT RANGE



SPIRIT COLLECTION



Sipsmith Sipping

London, UK

Strength: 40%

Launched: 2014

Product Code:
00026156

Size(s):
70cl

Distilled in copper, unfiltered in nature, Sipsmith Vodka employs a technique of capturing just the heart of the run, meaning nothing artificial gets added at the end of the distillation process.

It's a vodka that's therefore incredibly smooth and retains a great deal of rich character from the wheat base.

Base ingredient:
English Wheat

Signature serve:
On the Rocks /
Vesper Martini

Brand fact:
The first distillery
in London for over
200 years.



Black Cow

West Dorset, UK

Strength: 40%

Launched: 2012

Product Code:
00031091

Size(s):
70cl

Made in West Dorset on England's south west coast, Black Cow is the world's first pure milk vodka, made from the milk of grass-grazed cows and nothing else. An award-winning, super premium, crystal clear vodka with a smooth and creamy character.

Base ingredient:
Cow's Milk

Signature serve:
Pink Cow & Tonic

Brand fact:
World's first pure milk vodka, suitable for those with a lactose intolerance as all the lactose is converted into alcohol.

20. PRODUCT RANGE



Chase English Potato

Herefordshire, UK

Strength: 40%

Launched: 2008

Product Code:
00023839

Size(s):
70cl

The world's first super premium English potato vodka. Awarded World's Best Tasting Vodka at the San Francisco awards. Made from seed to bottle on the Chase family farm in Herefordshire.

Base ingredient:

Potato

Signature serve:

Great Chase

Brand fact:

The UK's first single estate distillery, producing spirits from seed to bottle.



Chase Smoked

Herefordshire, UK

Strength: 40%

Launched: 2010

Product Code:
00029780

Size(s):
70cl

Chase Potato Vodka is naturally smoked over English Oak for seven days. The result is an intriguing spirit with an abundance of flavour and character.

Base ingredient:

Potato

Signature serve:

Smoky Mary

Brand fact:

The idea to create this unique edition was born when the Master Distiller tasted some particularly fine smoked salmon at a local food fair.

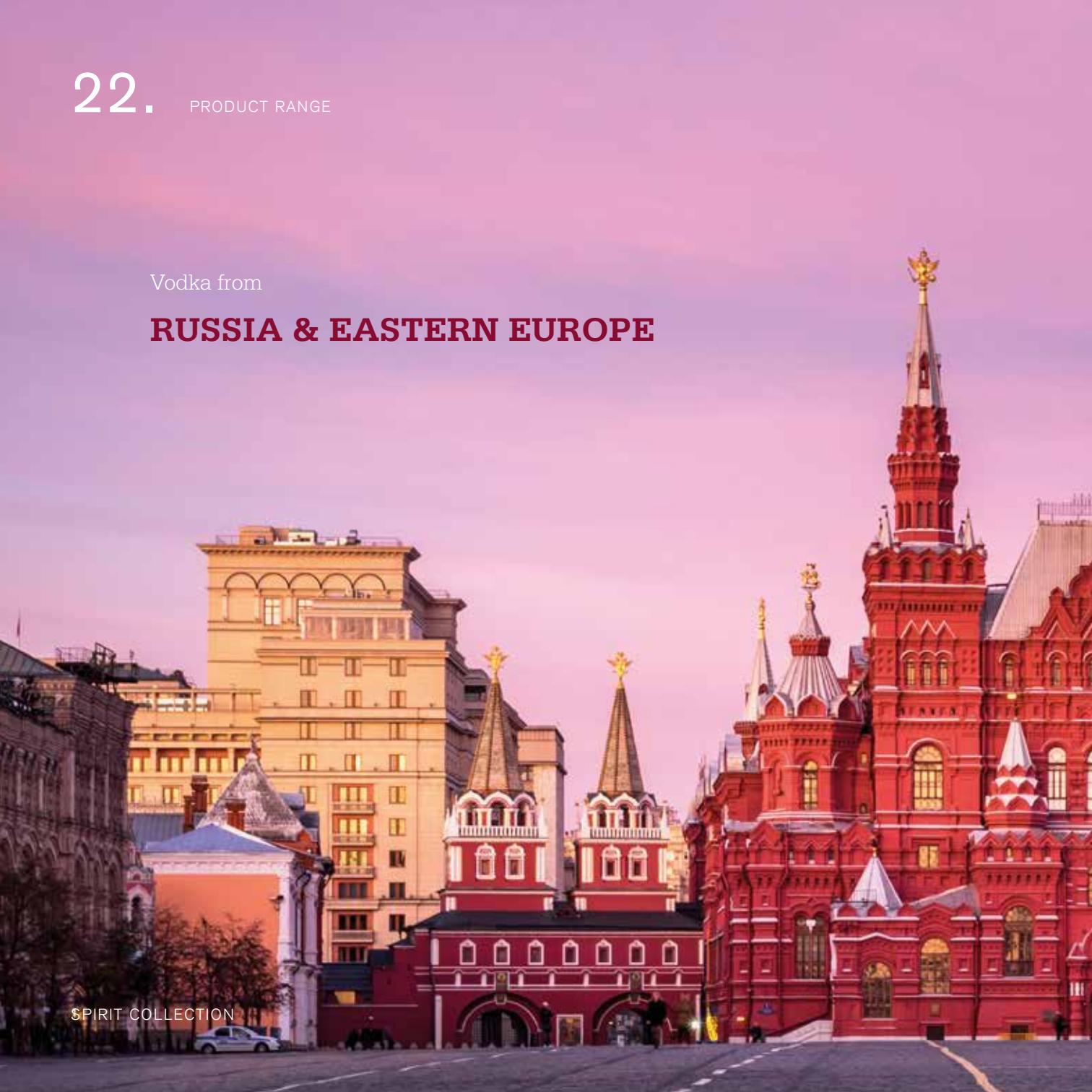


22. PRODUCT RANGE

Vodka from

RUSSIA & EASTERN EUROPE

SPIRIT COLLECTION



PRODUCT RANGE  23.

“The relationship between a Russian
& a bottle of vodka is almost mystical”

Richard Owen

// VODKA

24. PRODUCT RANGE



Beluga Noble

Siberia, Russia

Strength: 40%

Launched: 2002

Product Code:
00030075

Size(s):
70cl

Beluga Noble is lightly flavoured with natural honey, oatmeal, holy thistle and a touch of vanilla. Its unique 30 day resting period gives a lasting and pleasant after-taste.

Base ingredient:

Barley Malt Spirit

Signature serve:

Beluga 1900

Brand fact:

First distilled in 2002, Beluga Vodka has become the number one vodka in the super and ultra-premium segments in Russia and is made with natural Siberian ingredients.



Beluga Transatlantic

Siberia, Russia

Strength: 40%

Launched: 2011

Product Code:
00030883

Size(s):
70cl

Flavoured with extracts of wild strawberry and barley malt, Beluga Transatlantic undergoes an additional filtration using natural cotton, before being rested for 45 days. On the nose it exhibits notes of mild grain, which develop into a well-balanced taste dominated by malt tones.

Base ingredient:

Barley Malt Spirit

Signature serve:

On the rocks

Brand fact:

Beluga Transatlantic Racing was created in honour of the Russian Yachting team.



Russian Standard

St Petersburg, Russia

Strength: 40%

Launched: 1998

Product Code (70cl):
00020407

Size(s):
70cl, 1.5lt

Russian Standard is more than a name, it's a promise to give vodka lovers around the world a new standard in vodka. Where once drinkers had to choose between a pure vodka or a vodka with good taste, now drinkers can have both.

Base ingredient:

Winter Wheat

Signature serve:

Russian Mule

Brand fact:

Crafted according to the strict requirements of Dmitri Mendeleev's classic 1894 recipe, which set the standard for Russian vodka production.



Russian Standard Gold

St Petersburg, Russia

Strength: 40%

Launched: 2008

Product Code:
00031002

Size(s):
70cl

Russian Standard Gold embodies the vibrant spirit of Russian generosity and gift giving. Inspired from an ancient Siberian vodka recipe made popular by Peter the Great containing extracts of Siberian Golden Root (ginseng), creating a rich tasting vodka suitable for any celebration.

Base ingredient:

Winter Wheat

Signature serve:

Neat

26. PRODUCT RANGE



Russian Standard Platinum

St Petersburg, Russia

Strength: 40%

Launched: 2001

Product Code:
00020408

Size(s):
70cl

Russian Standard Platinum's exclusive silver filtration system is used to create a silky smooth vodka with a ultra-clean finish. It has a mineral dry aroma and subtle fresh citrus tones ideal for exquisite cocktail creation.

Base ingredient:

Winter Wheat

Signature serve:

Neat



Smirnoff Black

Russia

Strength: 40%

Launched: 1995

Product Code:
00015836

Size(s):
70cl

Smirnoff Black is made in copper pot stills, distilled from Russian grains, and filtered through silver birch charcoal.

Base ingredient:

Wheat

Signature serve:

Straight from the freezer

Brand fact:

First produced in the 1860s in Moscow, and was the first vodka to be charcoal filtered.



Smirnoff Red

Russia

Strength: 37.5%

Launched: 1864

Product Code (70cl):
00002228

Size(s):
70cl, 1.5lt, 3lt, 5cl

Created in 1864, Smirnoff No.21 is the worlds No.1 vodka, and is distributed in over 130 countries.

Base ingredient:

Wheat

Signature serve:

Moscow Mule

Brand fact:

Smirnoff introduced the Moscow Mule to the world in the 1940s doubling the sales of Sminoff No.21 and sparking a craze for the white spirit.



Smirnoff Blue

Russia

Strength: 50%

Launched: 1958

Product Code:
00028546

Size(s):
70cl

The 50% Export Strength version of the classic Smirnoff Vodka. Blue label is triple distilled and charcoal filtered.

Base ingredient:

Wheat

Signature serve:

Wasabi Bloody Mary

28. PRODUCT RANGE



Green Mark

Russia

Strength: 38%

Launched: 2003

Product Code:
00029353

Size(s):
70cl

Russia's largest selling vodka takes its name from, 'Zelyonaya Marka' the Russian quality and vodka standard mark or as we know it the 'Green Mark'.

Base ingredient:

Wheat

Signature serve:

Moscow Mule

Brand fact:

Green Mark is the No.1 selling vodka in Russia.

Each bottle is individually numbered and has the patented Green Mark seal cap.



Eristoff

Georgia

Strength: 37.5%

Launched: 1806

Product Code (70cl):
00022535

Size(s):
70cl, 1.5lt

Eristoff vodka is made from 100% pure grain, containing just the right level of moisture. The spirit is distilled in a three-step process using demineralised water and finally charcoal filtered, to ensure absolute purity and an exceptionally smooth taste.

Base ingredient:

Grain

Signature serve:

With your favourite mixer

Brand fact:

Originating from Georgia and first created for Prince Eristavi of Duchy of Racha in 1806.



Stolichnaya

Latvia

Strength: 40%

Launched: 1938

Product Code (70cl):
00015833

Size(s):
70cl, 1.5lt

Four times filtered and triple distilled, Stolichnaya is the original premium vodka. Made with certified alpha grade spirit to deliver purity, quality and unsurpassed smoothness.

Base ingredient:

Wheat

Signature serve:

Stoli Lemonade

Brand fact:

Stoli takes its name from 'stolitsa' (capital city).



Belvedere Pure

Poland

Strength: 40%

Launched: 1993

Product Code (70cl):
00015927

Size(s):
70cl, 1.75lt, 3lt, 6lt, 5cl

The world's first luxury vodka. Belvedere is much more than a vodka, it's the expression of a way of life, an icon of luxury in the bars and clubs where it's proudly served all over the world.

Base ingredient:

Dankowskie Gold Rye

Signature serve:

Belvedere Zephyr

Brand fact:

Belvedere respects Poland's 600 year history, tradition and standards, which means no additives, only natural flavours. Dynamic packaging and unrivalled quality.

30. PRODUCT RANGE



Belvedere Unfiltered

Poland

Strength: 40%

Launched: 2012

Product Code:
00026291

Size(s):
70cl

Single Estate vodka using grain from one agricultural distillery. Made from 100% Dankowskie Diamond Rye, a superior baker's-grade grain. Distilled four times and left unfiltered to deliver maximum flavour of the grain.

Base ingredient:

Dankowskie Diamond Rye

Signature serve:

Belvedere Unfiltered
'On the Rocks'

Brand fact:

Made with Diamond Rye delivering such a stunningly complex and rich character, it demands no alteration. The vodka is left unfiltered in order to maximise the smooth texture and sweet rich flavour delivery of the raw ingredient. A superior ingredient expertly distilled, produces an exceptional vodka; unlike anything else available.



Zubrowka Bison Grass

Poland

Strength: 40%

Launched: 1926

Product Code:
00025848

Size(s):
70cl

"Our story begins over 600 years ago, in the 14th century, when Polish alchemists first mastered the art of vodka distillation. The legend grew in the primeval Bialowieza Forest, unchanged for 6,000 years. Under this vast green canopy, blades of aromatic bison grass grew sparsely in sunlit glades known only to the roaming herds of European bison and 21 grass picking families."

Base ingredient:

Rye

Signature serve:

Apple Zu

Brand fact:

The original bison grass vodka.

Made with the unique bison grass essence and the finest premium Polish rye vodka.



Sobieski

Poland

Strength: 37.5%

Launched: 1846

Product Code (70cl):
00031184

Size(s):
70cl, 1.5lt

Produced at the Starogard Gdanski distillery, which dates back to 1846, Sobieski is one of the biggest volume vodkas in Poland and the No.1 exported global Polish vodka brand. Sobieski is made from 100% Polish Rye which gives it a fresh, citrusy and nutty taste. A true Polish vodka.

Base ingredient:

Rye

Signature serve:

Strawberry Sun-rye-se

Brand fact:

The fastest brand to reach sales of 1M x 9lt cases in the USA from launch (4 years).

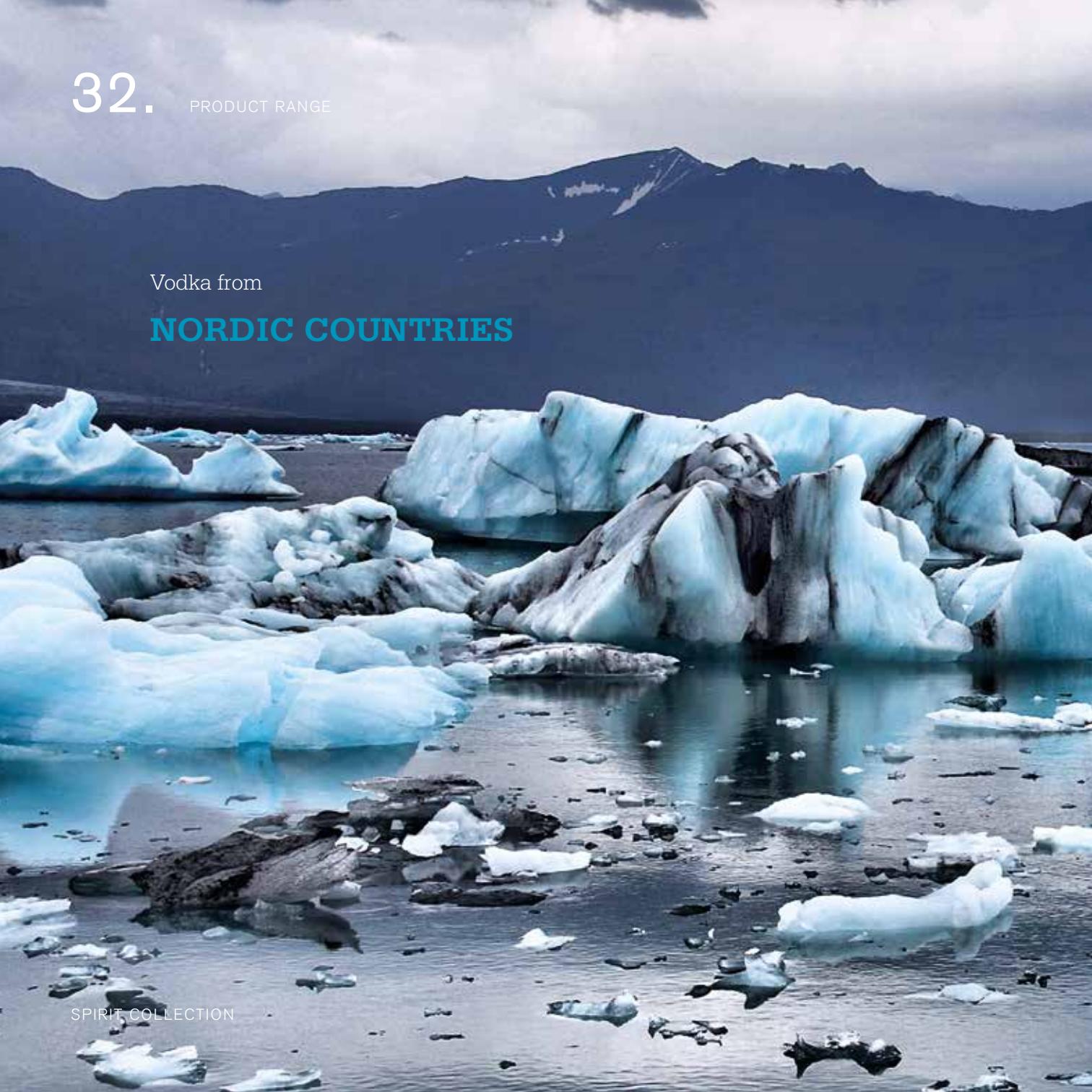


32. PRODUCT RANGE

Vodka from

NORDIC COUNTRIES

SPIRIT COLLECTION



PRODUCT RANGE

33.

**“I love the Swedish people for their detective novels,
their archipelago, their sense of humor, their vodka,
& most especially, for their wonderful hospitality”**

Michael Levitt

// VODKA

34. PRODUCT RANGE



Absolut

Sweden

Strength: 40%

Launched: 1877

Product Code (70cl):
00010031

Size(s):
70cl, 1lt, 5cl

Absolut Vodka was first launched in New York in 1979. It soon became the talk of the town in the US and eventually the world. However, the recipe behind the pure and natural taste of Absolut is actually much much older.

Base ingredient:

Winter Wheat

Signature serve:

Espresso Martini

Brand fact:

Single source vodka produced in Åhus, Sweden. The UK's No. 1 premium vodka.



Absolut Elyx

Sweden

Strength: 42.3%

Launched: 2013

Product Code:
00027963

Size(s):
70cl

A single estate vodka, manually distilled in an authentic 1921 copper still, where the copper naturally catalyses trace compounds in the spirit, purifying the vodka and adding a silky texture and taste. From seed to bottle, everything is done within a 15-mile radius of the distillery, at the Råbelöf Castle in Åhus, Sweden, ensuring quality control and perfection in every detail.

Base ingredient:

Single Estate
Winter Wheat

Signature serve:

Elyx On The Rocks

Brand Facts:

Super premium
expression from Absolut.



Finlandia

Finland

Strength: 40%

Launched: 1970

Product Code:
00015849

Size(s):
70cl

The six row barley ripens under the watchful eye of the midnight sun.

Untainted glacial water awaits! The natural heart and unfiltered soul of the vodka. Pure, crisp. Finlandia.

Base ingredient:

Six Row Barley

Signature serve:

Finlandia & tonic

Brand fact:

Multi award winning vodka. Made with the purest glacial spring water. Created to represent the best of Finland.



Reyka

Iceland

Strength: 40%

Launched: 2005

Product Code:
00027974

Size(s):
70cl

The Reyka distillery was the first Icelandic distillery. "With bountiful, crisp arctic waters and abundant lava rocks at our disposal, we can't help but want to give the world a little taste of what we experience every day in Iceland. That's why we created Reyka. It's not just made in Iceland, it's made of the things that make this island unlike any other place in the world."

Base Ingredient:

Wheat and Barley

Signature Serve:

Reyka Martini

Brand Facts / USP:

Made in a 100% carbon neutral distillery.

Produced by using a Carter Head Still before being filtered through volcanic rock.

36. PRODUCT RANGE

Vodka from

WESTERN EUROPE

SPRIT COLLECTION



PRODUCT RANGE

37.

“Martinis are glamorous but also so simple because they only have a few ingredients, & you can really taste the vodka”

Stephanie Sigman

// VODKA

38.

PRODUCT RANGE



SPIRIT COLLECTION



Ketel One

Netherlands

Strength: 40%

Launched: 1691

Product Code:
00015949

Size(s):
70cl

Sophisticated and crisp, Ketel One is a super-premium vodka that's been made by ten generations of the Nolet family, at their distillery in Schiedam, Holland since 1691.

Base ingredient:

Winter Wheat

Signature serve:

Bloody Mary

Brand fact:

Ketel One takes its name from the original coal-fired pot still used by the Nolet family today, creating a pure but deliciously complex premium vodka.



Ciroc

France

Strength: 40%

Launched: 2003

Product Code (70cl):
00027001

Size(s):
70cl, 1.75lt, 3lt, 6lt

Enjoyed by celebrities at parties in Ibiza and around the world, distilled from grapes grown in the south of France, Ciroc is an aromatic, super-premium vodka with a difference.

Base ingredient:

French Grapes

Signature serve:

Ciroc Collins

Brand fact:

Born from generations of wine makers and distillers dating back to the 15th century, Jean-Sebastien Robicquet, the Master Distiller of Ciroc has the art of distilling in his veins.

40. PRODUCT RANGE



Grey Goose

France

Strength: 40%

Launched: 1997

Product Code (70cl):
00015848

Size(s):
70cl, 1.5lt, 3lt,
4.5lt, 20cl, 5cl

Grey Goose is made from the finest soft winter wheat from the Picardy region in France - the highest grade of wheat used in the finest French breads and pastries. It is distilled only once in a continuous-column distillation process to ensure the quality of the wheat remains to give Grey Goose its extraordinary flavour.

Base ingredient:

Winter Wheat

Signature serve:

Grey Goose Le Fizz

Brand fact:

Fastest selling super premium vodka and 2nd fastest growing brand overall in the On-Trade.



Grey Goose VX

France

Strength: 40%

Launched: 2014

Product Code:
00029602

Size(s):
1lt

An innovative product from Grey Goose, VX is a mixture of vodka and Grande Champagne Cognac designed to be drunk neat, with or without ice. A high quality vodka with a truly distinctive aroma and flavour profile packaged in a beautiful bottle, that stands apart thanks to the cognac influence, while remaining delicately balanced and unique.

Base ingredient:

Winter Wheat

Signature serve:

On the Rocks

Brand fact:

Made with finest French ingredients. Iconic spark bottle stands out on back bar. Unique liquid bringing Grey Goose and cognac together.

PRODUCT RANGE 41.

// VODKA

42. PRODUCT RANGE

Vodka from

NORTH AMERICA

SPIRIT COLLECTION

PRODUCT RANGE

43.

**“I believe that if life
gives you lemons,
you should make
lemonade...& try to
find somebody whose
life has given them
vodka, & have a party”**

Ron White

// VODKA

44. PRODUCT RANGE



New Amsterdam

USA

Strength: 37.5%

Launched: 2011

Product Code:
00030867

Size(s):
70cl

Before New York was New York, it was New Amsterdam. Now the essence of the city has been captured in this classic spirit. Five times distilled and triple filtered, it's a premium 100% grain imported vodka. The premium production process creates a vodka as iconic as the cityscape on the bottle. It's so smooth you can create the perfect cocktail or drink it straight.

Base ingredient:

Corn

Signature serve:

Amsterdam Mule

Brand fact:

Five times distilled and triple filtered.



Skyy

USA

Strength: 40%

Launched: 1992

Product Code (70cl):
00015882

Size(s):
70cl, 5cl

In 1992, an inventor envisioned the possibility of making a clean vodka that would revolutionize the category. The result was a proprietary distillation process which created a vodka revered for having fewer impurities, and delivering a superior tasting vodka experience.

Base ingredient:

Grain

Signature serve:

Classic Vodka Martini

Brand fact:

Skyy's proprietary process delivers a dry, medium body with nice creamy mouth feel, and anise and coriander notes with a faint peppery finish.



Tito's

Texas, USA

Strength: 40%

Launched: 1995

Product Code:
00028651

Size(s):
70cl

Produced in Austin, at Texas' first and oldest legal distillery, Tito's Handmade Vodka is made in small batches in an old fashioned copper pot still and distilled six times and is designed to be savoured by spirit connoisseurs and everyday drinkers alike.

Base ingredient:

Corn

Signature serve:

Tito's American Mule

Brand fact:

Made using a process similar to those used to make fine single malts and high-end French cognacs.



Aylesbury Duck

Canada

Strength: 40%

Launched: 2012

Product Code:
00032494

Size(s):
70cl

A vodka with a spicy and grainy character made from white winter wheat grown in the western Rockies of Canada. The mash is fermented for three days and continuously distilled in three copper plated columns before being shipped to California where we add really clean water from a well in Mendocino.

Base ingredient:

Canadian White Winter Wheat

Signature serve:

The Duck Buck

Brand fact:

No ducks were harmed in the making of this vodka!

46.

PRODUCT RANGE

Flavoured

VODKA

**“The key factor in
the vodka category
is smoothness”**

Fuzzy Zoeller

PRODUCT RANGE 47.



// VODKA

48. PRODUCT RANGE



Chase Marmalade

Herefordshire, UK

Strength: 40%

Launched: 2011

Product Code:
00025503

Size(s):
70cl

Starts life as the award-winning Chase English Potato Vodka before being redistilled with the finest Seville orange marmalade and fresh orange peel.

Base ingredient:

Potato

Signature serve:

Marmalade Mule

Brand fact:

Awarded Gold at the San Francisco World Spirits competition.



Chase Rhubarb

Herefordshire, UK

Strength: 40%

Launched: 2012

Product Code:
00027960

Size(s):
70cl

Slow-cooked Herefordshire Rhubarb is macerated with Chase award winning vodka to produce a natural, delicate and very English vodka.

Base ingredient:

Potato

Signature serve:

Rhubarb Fool

Brand fact:

Made without using any artificial ingredients or unnatural heat methods.



Cîroc Apple

France

Strength: 37.5%

Launched: 2015

Product Code:
00031319

Size(s):
70cl

Masterfully infused with a distinctive blend of apple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

Enjoy on the rocks, as a shot or mixed in your favourite cocktail.

Base ingredient:

French Grapes

Signature serve:

Cîroc Appletini

Brand fact:

Made with vodka distilled five times, the Cîroc portfolio has a smooth, clean taste and bright luscious flavour variants lending to creative cocktail creation.



Cîroc Pineapple

France

Strength: 37.5%

Launched: 2014

Product Code:
00029475

Size(s):
70cl

Masterfully infused with a distinctive blend of pineapple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

Base ingredient:

French Grapes

Signature serve:

La Pina

50. PRODUCT RANGE



Cîroc Red Berry

France

Strength: 37.5%

Launched: 2010

Product Code:
00028153

Size(s):
70cl

Red Berry is one of the first flavour-infused varieties from the makers of Cîroc. Distilled five times to ensure high quality, the spirit is masterfully infused with raspberry, strawberry and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

Base ingredient:

Grape

Signature serve:

Cîroc Cosmo Martini



Grey Goose Le Citron

France

Strength: 40%

Launched: 2001

Product Code:
00015920

Size(s):
70cl

Grey Goose Le Citron, like Grey Goose Original, is made from the finest French ingredients, using the finest lemons grown in the world-renowned Menton region of France.

Base ingredient:

Winter Wheat

Signature serve:

A Passionate Affair



Grey Goose L'Orange

France

Strength: 40%

Launched: 2000

Product Code:
00015890

Size(s):
70cl

Grey Goose L'Orange is made from freshly picked oranges harvested year round in France, carefully selected for their superior quality and taste.

Base ingredient:

Winter Wheat

Signature serve:

Butterfly Martini



Grey Goose La Poire

France

Strength: 40%

Launched: 2007

Product Code:
00021332

Size(s):
70cl

Grey Goose La Poire is made from an authentic French ingredient, the Anjou Pear - a classic flavour of French cuisine used in French pastries and deserts like the Tarte Aux Poires.

Base ingredient:

Winter Wheat

Signature serve:

Anjou Gem

52. PRODUCT RANGE



Finlandia Cranberry

Finland

Strength: 37.5%

Launched: 1994

Product Code:

00027495

Size(s):

70cl

Finlandia Cranberry is uniquely smooth, with a delicious flavour and aroma of fresh cranberries. This was launched in 1994, and is made with real cranberries for a tangy, fresh flavour which makes it a great addition to many cocktails.

Base ingredient:

Six Row Barley

Signature serve:

Cranberry Brisk

Brand fact:

Healthy and low calorie with a fruity flavour.



Finlandia Grapefruit

Finland

Strength: 37.5%

Launched: 2006

Product Code:

00027496

Size(s):

70cl

A natural and juicy pink grapefruit taste with a feeling of freshness and fruitiness and a round, full flavour. In March 2007 Finlandia Grapefruit won double gold medals and the title of the 'World's best tasting flavoured vodka' at the San Francisco World Spirits Awards.

Base ingredient:

Six Row Barley

Signature serve:

Finlandia Grapefruit & tonic.

Brand fact:

A unique and award-winning flavour range from Finlandia.



Finlandia Mango

Finland

Strength: 37.5%

Launched: 2004

Product Code:
00027498

Size(s):
70cl

Finlandia Mango is made from pure glacial spring water and the finest six row barley, grown under the long days and white nights of the Finnish summer.

Base ingredient:

Six Row Barley

Signature serve:

Mango Breeze

Brand fact:

The demand for fruit flavoured drinks is at an all time high - the Finlandia flavour range provides consumers with capabilities to capitalise on this.



Finlandia Lime

Finland

Strength: 37.5%

Launched: 1999

Product Code:
00027497

Size(s):
70cl

Finlandia Lime is flavoured with the aroma of natural lime essential oils and is made from pure, untouched glacial water which requires no additional filtration. This creates one of the purest vodkas on the market. It is high in starch and low in fatty oils presenting a balanced, neutral and crisp tasting vodka ideal for premium vodka cocktails and drinks.

Base ingredient:

Six Row Barley

Signature serve:

Helsinki Mule

54. PRODUCT RANGE



Cariel Vanilla

Sweden

Strength: 37.5%

Launched: 2003

Product Code:

00023857

Size(s):

70cl

Cariel Vanilla is a careful marriage of premium Swedish triple distilled wheat vodka and natural vanilla flavouring from orchids found in Kerala, South-Western India and more floral, even fruitier vanilla, from Madagascar. This combination produces a mellow, subtle and elegant vodka with a light golden hue which delivers a tantalisingly powerful nose.

Base ingredient:

Winter Wheat

Signature serve:

Porn Star Martini

Brand fact:

It took Master Blender Peter Carlson five years to perfect Cariel Vanilla.



Smirnoff Lime

Russia

Strength: 37.5%

Launched: 2009

Product Code:

00022542

Size(s):

70cl

Smirnoff Lime is delicious with lemonade or with a double citrus impact of a splash of bitter lemon. You can also serve it with cola for a more caramel sweet edge to the drink.

Base ingredient:

Wheat

Signature serve:

with lemonade

Brand fact:

The ultimate in subtle fruit flavours that enhance the great taste of Smirnoff No.2, Smirnoff Flavours come in a delicious range, each able to enhance your mixed drinks or to inspire new creations.



Smirnoff Apple

Russia

Strength: 37.5%

Launched: 2009

Product Code:
00022541

Size(s):
70cl

The subtle flavour of crisp green apple delivers a light and delicious cocktail mixer. Pour it with a splash of fresh apple juice and top up with mineral water and ice for a fruity long drink. Or mix with lemonade to lengthen the apple taste. For a great sweet-sour fruity combination, pair Smirnoff Green Apple with cranberry juice.

Base ingredient:

Wheat

Signature serve:

Green Apple Martini



Smirnoff Vanilla

Russia

Strength: 37.5%

Launched: 2011

Product Code:
00025317

Size(s):
70cl

Smirnoff Vanilla vodka combines the flavour of natural vanilla with pure vodka works fanatstically well with iced cola.

Base ingredient:

Wheat

Signature serve:

with cola

56. PRODUCT RANGE



Smirnoff Blueberry

Russia

Strength: 37.5%

Launched: 2011

Product Code:
00023926

Size(s):
70cl

Smirnoff Blueberry is made with the natural flavours of sweet blueberries, a great choice on its own, or in a tall glass with soda and garnished with fresh blueberries.

Base ingredient:

Wheat

Signature serve:

with soda



Smirnoff Gold

Russia

Strength: 37.5%

Launched: 2013

Product Code:
00027695

Size(s):
70cl

A striking version of Smirnoff, with sparkling gold flakes, Smirnoff Gold is the epitome of luxury, with a great, subtle cinnamon spice taste.

Base ingredient:

Wheat

Signature serve:

Shot

Brand fact:

Smirnoff Gold is inspired by the opulence of the Russian tsars and their passion for gold. The bottle itself is etched with gold, and has a striking effect when you pour.



Ketel One Citroen

Netherlands

Strength: 40%

Launched: 1691

Product Code:
00015948

Size(s):
70cl

Ketel One Citroen flavoured vodka begins with Ketel One Vodka, infused with the essence of four different types of lemons, and two types of limes to enhance the freshness.

Base ingredient:

Winter Wheat

Signature serve:

The Fraternity

Brand fact:

Founded in 1691, in Schiedam Holland by Joannes Nolet.



Absolut Cherrys

Sweden

Strength: 40%

Launched: 2014

Product Code:
00028881

Size(s):
70cl

The latest addition to the world's most popular range of flavoured vodkas. It offers the rich character of sun-ripe cherries with notes of fresh white cranberry and sweet plum. Absolut Cherrys is made with all natural ingredients and contains no sugar. The taste is fresh, fruity and smooth, with a warm feel and a long, slightly sweet finish.

Base ingredient:

Winter Wheat

Signature serve:

Cherry Sour

Brand fact:

The UK's No. 1 flavour range (On-Trade CGA data April 2016).

58.

PRODUCT RANGE



Skyy Infusions Passion Fruit

USA

Strength: 37.5%

Launched: 2008

Product Code:
00022389

Size(s):
70cl

Made with premium Skyy and natural ingredients, Skyy Infusions is an infused experience. Ranked No.1 in taste, a delectable sensation that quickly became a centrepiece of classic and contemporary cocktailing.

Base ingredient:

Grain

Signature serve:

Porn Star Martini

Brand fact:

Real fruit goes in, real taste flows out. A real true to fruit experience, delicious.



Skyy Infusions Citrus

USA

Strength: 37.5%

Launched: 2008

Product Code:
00022390

Size(s):
70cl

Base ingredient:

Grain

Signature serve:

Cosmopolitan



Skyy Infusions Raspberry

USA

Strength: 37.5%

Launched: 2008

Product Code:
00022388

Size(s):
70cl

Base ingredient:

Grain

Signature serve:

Raspberry Mule

PRODUCT RANGE **59.**



// VODKA

60. SERVING VODKA

Branch out with

Fever-Tree

53% of consumers drink vodka with cola, 36% with lemonade and 29% with juice*

Here is a selection of simple mixed drinks using the Fever-Tree range that will create a point of interest and encourage your consumers to try something just a little bit different.

* William Grant & Sons Market Report 2016

SPIRIT COLLECTION



Moscow Mule

with Fever-Tree
Ginger Beer

Made with a blend of three rare ginger roots from Nigeria, Cochin and the Ivory Coast, Fever-Tree Ginger Beer has a uniquely fiery taste that really adds that kick to a Moscow Mule.

Ingredients

50ml of vodka
Ginger Beer
Fresh lime

Method

Fill a highball glass or copper mug with cubed ice, add the vodka and a squeeze of fresh lime, top with Fever-Tree Ginger Beer.

Garnish

A couple couple of squeezed lime wedges and fresh mint.



Elderflower Fizz

with Fever-Tree
Elderflower Tonic

Fever-Tree Elderflower Tonic is made using freshly hand-picked elderflower from Gloucestershire. The gentle sweetness of elderflower is perfectly balanced by natural quinine to add that perfect floral note to vodka.

Ingredients

50ml of vodka
Elderflower Tonic Water

Method

Fill highball glass to top with ice, add the vodka and top with Fever-Tree Elderflower Tonic.

Garnish

A couple of slices of cucumber and a sprig of fresh mint.



Ultimate Vodka Tonic

with Fever-Tree
Mediterranean Tonic Water

Made using a blend of herbs from the shores of the Mediterranean including lemon thyme and rosemary; this Mediterranean Tonic is lighter, herbaceous and perfect for highlighting the subtleties of vodka.

Ingredients

50ml of vodka
Mediterranean Tonic Water

Method

Fill a large wine glass or a highball to top with cubed ice, add the vodka and top with Fever-Tree Mediterranean Tonic Water.

Garnish

A sprig of lemon thyme or slice of pink grapefruit.



Ultimate Vodka Lemonade

with Fever-Tree
Premium Lemonade

Made by blending the finest Sicilian lemon extracts with soft spring water and carbonating to perfection, Fever-Tree Premium Lemonade has a refreshing citrus hit that pairs beautifully with vodka.

Ingredients

50ml of vodka
Premium Lemonade

Method

Fill a highball glass with ice, add the vodka and top with Fever-Tree Premium Lemonade.

Garnish

Lemon peel

The perfect

Martini

As with many iconic cocktails, the true origins of the martini are unclear; many records show drinks with similar ingredients dating back to the late 1800s. However the city of Martinez now advertises itself as 'the birthplace' of this famous drink.

Despite its apparent simplicity, the martini is a very personal drink with so many variations to choose from; vodka or gin, wet or dry, stirred or shaken. Then there are variations using flavoured vodka, and also strength capitalising on the increased popularity of vermouth.

The reverse martini turns the classic martini on its head, perfect for those looking for a lighter short drink.

It is key that you hold the right range of products to meet the demands of your martini drinker, so for example if you are going to serve a reverse martini it is important that you stock a vodka that delivers body weight and depth such as Sipsmith Sipping Vodka.

Also think about the difference in flavour profile of the vodkas you offer and how they match with the garnish; Belvedere, for example goes hand in hand with a pink grapefruit twist.



SERVING VODKA

63.



Dry

60ml Vodka
10ml Vermouth
Garnish with a pink
grapefruit twist



Wet

60ml Vodka
20ml Vermouth
Garnish with cucumber



Reverse

60ml Vermouth
20ml Vodka
Garnish with lemon zest



Dirty

60ml Vodka
10ml Vermouth
Olive brine to taste
Garnish with olive(s)



Vesper

60ml Gin
20ml Vodka
10ml Vermouth
Garnish with lemon zest

64.

SERVING VODKA

Classic
serves



Bloody Mary

Fernand Petiot claimed to have invented this drink in 1921 while working at the New York Bar in Paris, which later became Harry's, New York Bar. This was a frequent hangout for Ernest Hemingway and other American expatriates.

Ingredients

50ml Vodka
150ml tomato juice
10ml lemon juice
2 dashes Worcestershire sauce
Dash celery salt & pepper
Dash (to taste) Tabasco

Method

Shake ingredients with ice and strain into an ice-filled glass.

Garnish

Celery stick



Porn Star Martini

Created in LAB (London Academy of Bartending) by Douglas Ankras.

Ingredients

25ml Vodka
25ml passion fruit liqueur
25ml passion fruit purée
1 tsp vanilla syrup
25ml sparkling wine

Method

Add all ingredients except sparkling wine into a shaker with ice. Shake and fine strain into a chilled glass. Serve with a shot of sparkling wine.

Garnish

½ passion fruit



Espresso Martini

Created in the 1980s by Dick Bradsell while working at the famous Fred's Bar in London.

According to Dick, model Kate Moss came into the bar asking for "something to wake me up".

Ingredients

25ml Vodka
25ml coffee liqueur
25ml espresso
10ml sugar syrup

Method

Shake all ingredients with ice and fine strain into chilled glass.

Garnish

3 coffee beans



Cosmopolitan

Said to have been created in the late 1970s by Cheryl Cook of 'The Strand' in Miami and evolved into the Cosmo we know today by Toby Cecchini in Manhattan.

Ingredients

35ml Vodka
15ml Triple Sec
10ml lime juice
40ml cranberry juice

Method

Shake all ingredients with ice and fine strain into a chilled glass.

Garnish

Flamed orange zest

66.

SERVING VODKA



White Russian

The Black Russian was first noted in 1949. With milk added, it became a White Russian, with neither having a Russian origin but instead bearing more than a nod to the base spirit.

Ingredients

25ml Vodka
25ml coffee liqueur
50ml milk

Method

Shake ingredients with ice and strain into an ice-filled glass.

Garnish

Cocoa powder sprinkle



Harvey Wallbanger

Reportedly created in 1952 by three-time world champion mixologist Donato 'Duke' Antone, legend has it that this drink was named after a Manhattan beach surfer who was a regular patron of Duke's 'Blackwatch' Bar on Sunset Boulevard in Hollywood during the early 1950s.

Ingredients

35ml Vodka
15ml Galliano
Top with orange juice

Method

Pour all ingredients into an ice-filled glass and stir.

Garnish

Orange wedge



Sea Breeze

Born in the 1920s, but has changed over time.

It originally used gin and grenadine, then cranberry was added in the 1930s.

Ingredients

50ml Vodka
½ glass cranberry juice
½ glass grapefruit juice

Method

Pour all ingredients into an ice-filled glass and stir.

Garnish

Lemon wedge

SERVING VODKA

67.



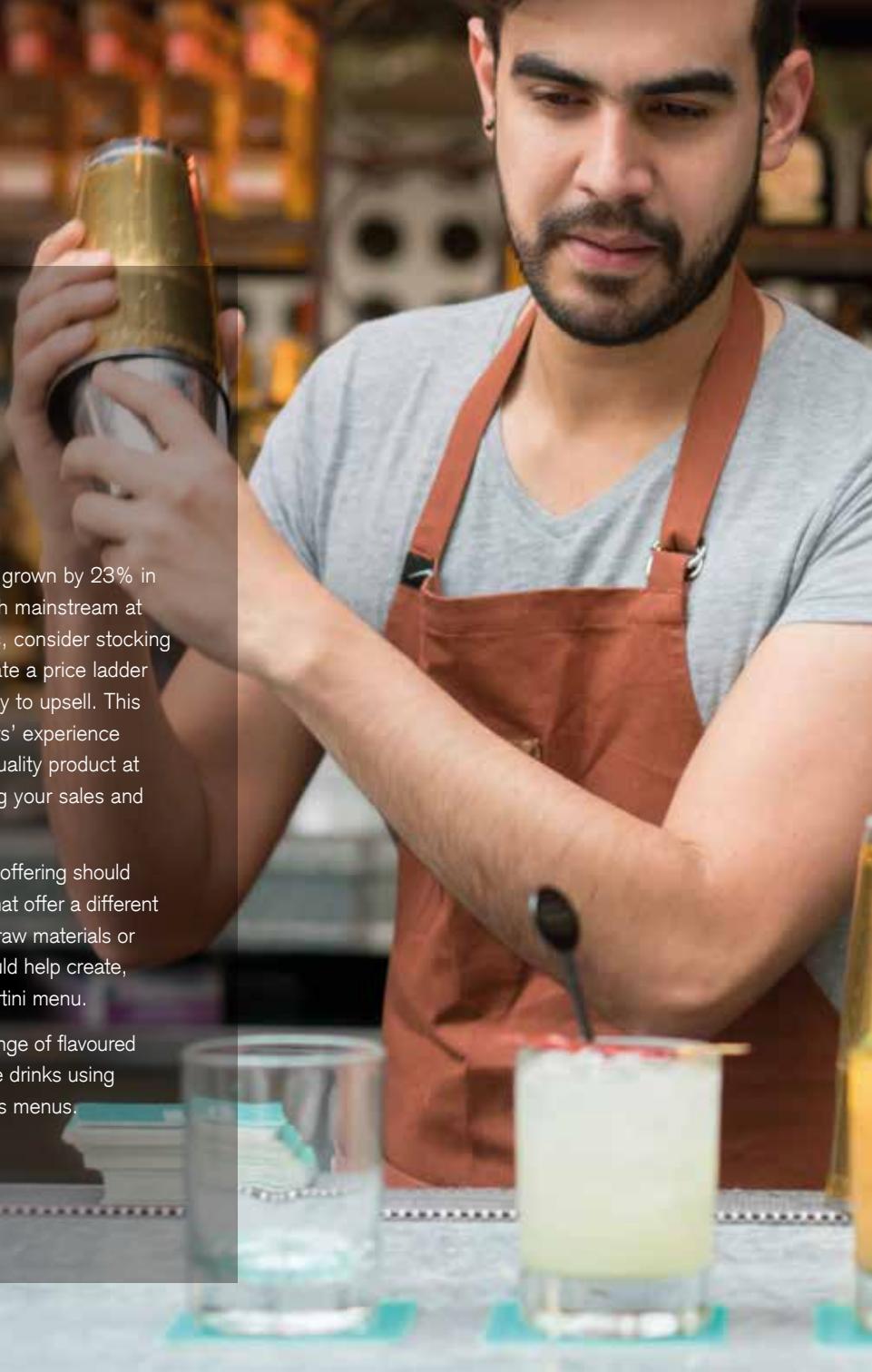
// VODKA

Your range &

merchandise

Range

- Premium vodka sales have grown by 23% in the last year, compared with mainstream at 4.8%*. To capitalise on this, consider stocking a range of vodkas that create a price ladder enabling you the opportunity to upsell. This will enhance your customers' experience by offering them a better quality product at the same time as increasing your sales and maximising your profits.
- Outlets that have a cocktail offering should also look to stock a range that offer a different taste profile based on their raw materials or production process; this could help create, for example, a bespoke martini menu.
- Seek inspiration from the range of flavoured vodkas available and feature drinks using these flavours on your drinks menus.



How to upsell in your outlet

Vodka provides the perfect opportunity to offer your customers a more premium alternative; most drinkers welcome bar tenders recommendations and 54% think that premium spirit brands are a sign of a quality pub or bar.**

- Product knowledge: get to know the range and what makes each product special, be able to tell customers why you recommended it, and why it is worth paying more for.
- Exude confidence and demonstrate genuine product passion, this makes it much easier to sell a more premium product, customers will become more engaged.
- Don't be afraid to have a favourite, customers generally respond to staff's personal recommendations.

Merchandising

52% of customers have not chosen their drink brand by the time they reach the bar.

- The correct use of merchandising can encourage your customers to chose drinks that are more profitable to you.
- Consider seasonal menus or cocktails of the week.
- Include brief taste descriptions in your drinks menus to help inform customer choice.

For more information, please contact your Account Manager.

* William Grant & Sons 2016 Market Report

**Diageo/PMA Survey 2014

Design

Studio

The Matthew Clark design department is a small, agile studio comprising of a Creative team and a Regionals team.

Words from the Creative team:

We mainly design the larger scale projects such as brand identity (i.e. logo design) and market positioning, experiential collateral for events (i.e. invitations, banners and vinyls) as well as customer-facing material, such as magazines and brochures (we designed this one!).

We design, create, visualise, brand, photograph, retouch, artwork, film, edit, upload, and produce. From branding to brochures, websites to video, we're able to provide a full array of design and media services.

We'll immerse ourselves in your project and try to make sure our work exceeds your expectations. We like to make it personal. By carefully listening to your objectives, we aim to fully understand your requirements before starting any project.

We are confident in our ability to provide solutions to problems and are sure that we can help you move forward with your design needs.

If you've got a design issue, the chances are that we've experienced it before and can guide you through the process.

Words from the Regional team:

We mainly work on consumer-facing collateral, such as in-outlet print on demand and 'point of sale' items. We design and print over 7000 pieces every year and all are created with a deep knowledge of smart listing design and menu engineering. (See the next page to read more about how we use smart listing and menu engineering).

We're committed to getting the job done professionally and in a timely manner and we design everything on a brief by brief basis so you can feel confident that you will get an original and innovative design.

Menu engineering & smart listing:

Added value

As part of our added value, we offer a menu design and print service. The menu is an important tool for any outlet communicating products to the consumer. On average a menu is read for 109 seconds before a decision is made.

At Matthew Clark, we create and engineer menus everyday using a variety of techniques that cover the four areas: psychology, marketing & strategy, price and graphic design.

These areas have a number of techniques that can be used depending on the menu type. An example of psychology would be highlighting more profitable products to draw the consumers attention and raise the likelihood of it being purchased.

For marketing and strategy, we would match drinks with nibbles or food for possible upsell opportunity or use more personal language such as 'The bartenders favourite' for recommendations; this gives the consumer confidence when ordering their drink.

Then we have price; this is geared around advertising products or promotions with multiple serve options such as 'double up for an extra £1' or '2-4-1'. The promotion of 'great serves' can lead to improved profits quickly.

Lastly, we have graphic design which is the overall format and size of the menu, the colour scheme, the theme etc. It needs to fit in with your outlet style, be designed well and easy to read so the consumer can navigate how you want them to - comfortably!

Some facts & figures*

- Using evocative descriptions can increase profits by 27%.
- Removing '£' signs can increase sales by 12%.
- Highlighting products can increase sales of those products by 17%.

* Diageo & Matthew Clark market research

74. SERVING VODKA

Value Vodka

00010294	Glens	1.5 lt x 6	37.5%	United Kingdom
00011692	Imperium	70 cl x 12	37.5%	United Kingdom
00011691	Imperium	1.5 lt x 6	37.5%	United Kingdom
00026290	Red Square	70 cl x 6	37.5%	United Kingdom
00015994	Red Square	1.5 lt x 6	37.5%	United Kingdom

Standard Vodka

00022535	Eristoff	70 cl x 6	37.5%	Georgia
00022536	Eristoff	1.5 lt x 6	37.5%	Georgia
00029353	Green Mark	70 cl x 6	38.0%	Russia
00030867	New Amsterdam	70 cl x 6	37.5%	U.S.A
00020407	Russian Standard	70 cl x 6	40.0%	Russia
00021752	Russian Standard	1.5 lt x 6	40.0%	Russia
00031184	Sobieski	70 cl x 6	37.5%	Poland
00031194	Sobieski	1.5 lt x 4	37.5%	Poland
00002228	Smirnoff Red Label	70 cl x 6	37.5%	Russia
00010270	Smirnoff Red Label	1.5 lt x 6	37.5%	Russia
00015989	Smirnoff Red Label	3 lt x 4	37.5%	Russia
00015996	Smirnoff Red Label	5 cl x 12	37.5%	Russia
00023873	Vladivar	70 cl x 6	37.5%	United Kingdom
00010282	Vladivar	1.5 lt x 6	37.5%	United Kingdom

Premium Vodka

00010031	Absolut Original	70 cl x 6	40.0%	Sweden
00020395	Absolut Original	1 lt x 6	40.0%	Sweden
00015999	Absolut Original	5 cl x 12	40.0%	Sweden
00021893	Blavod Black	70 cl x 6	37.5%	United Kingdom
00015849	Finlandia	70 cl x 6	40.0%	Finland
00015962	Luksusowa	70 cl x 12	40.0%	Poland
00031002	Russian Standard Gold	70 cl x 6	40.0%	Russia
00015882	SKYY	70 cl x 6	40.0%	U.S.A
00022155	SKYY	5 cl x 12	40.0%	U.S.A
00015836	Smirnoff Black	70 cl x 6	40.0%	Russia
00028546	Smirnoff Blue	70 cl x 6	50.0%	Russia
00015833	Stolichnaya	70 cl x 6	40.0%	Latvia
00019240	Stolichnaya	1.5 lt x 6	40.0%	Latvia
00015865	Wyborowa Blue	70 cl x 6	40.0%	Poland
00025848	Zubrowka Bison Grass	70 cl x 6	40.0%	Poland

Super Premium Vodka

00027963	Absolut Elyx	70 cl x 6	42.3%	Sweden
00032494	Aylesbury Duck	70 cl x 6	40.0%	Canada
00030075	Beluga Noble	70 cl x 6	40.0%	Russia
00030883	Beluga Transatlantic	70 cl x 6	40.0%	Russia
00015927	Belvedere	70 cl x 6	40.0%	Poland
00027447	Belvedere	1.75 lt x 6	40.0%	Poland
00025451	Belvedere	3 lt x 6	40.0%	Poland
00025819	Belvedere	6 lt x 1	40.0%	Poland
00026914	Belvedere	5 cl x 60	40.0%	Poland
00026291	Belvedere Unfiltered	70 cl x 6	40.0%	Poland
00031091	Black Cow	70 cl x 6	40.0%	United Kingdom
00023839	Chase	70 cl x 6	40.0%	United Kingdom
00029780	Chase Smoked	70 cl x 6	40.0%	United Kingdom
00027001	Ciroc	70 cl x 6	40.0%	France
00028654	Ciroc	1.75 L x 6	40.0%	France
00028653	Ciroc	3 lt x 2	40.0%	France
00028652	Ciroc	6 lt x 1	40.0%	France
00029686	Ciroc Ignite	1.75 L x 6	40.0%	France
00025167	Crystal Head	70 cl x 6	40.0%	Canada
00015966	Elit! By Stolichnaya	70 cl x 6	40.0%	Latvia
00015848	Grey Goose	70 cl x 6	40.0%	France
00020136	Grey Goose	1.5 lt x 6	40.0%	France
00026978	Grey Goose	3 lt x 2	40.0%	France
00025195	Grey Goose	4.5 lt x 1	40.0%	France
00016003	Grey Goose	5 cl x 12	40.0%	France
00023078	Grey Goose	20 cl x 12	40.0%	France
00029602	Grey Goose VX	1 lt x 6	40.0%	France
00015949	Ketel One	70 cl x 6	40.0%	Netherlands
00027974	Reyka	70 cl x 6	40.0%	Iceland
00020408	Russian Standard Platinum	70 cl x 6	40.0%	Russia
00026156	Sipsmith Sipping	70 cl x 6	40.0%	United Kingdom
00028651	Tito's	70 cl x 6	40.0%	U.S.A

76. SERVING VODKA

Flavoured Vodka

00025245	Absolut Berri Acai	70 cl x 6	40.0%	Sweden
00028881	Absolut Cherrys	70 cl x 6	40.0%	Sweden
00015834	Absolut Citron	70 cl x 6	40.0%	Sweden
00015837	Absolut Kurant	70 cl x 6	40.0%	Sweden
00015862	Absolut Mandarin	70 cl x 6	40.0%	Sweden
00025711	Absolut Mango	70 cl x 6	40.0%	Sweden
00021092	Absolut Pears	70 cl x 6	40.0%	Sweden
00015988	Absolut Pepper	50 cl x 12	40.0%	Sweden
00015979	Absolut Raspberri	70 cl x 6	40.0%	Sweden
00015926	Absolut Vanilia	70 cl x 6	40.0%	Sweden
00022414	Belvedere Citrus	70 cl x 6	40.0%	Poland
00023703	Belvedere Pink Grapefruit	70 cl x 6	40.0%	Poland
00023857	Cariel Vanilla	70 cl x 6	37.5%	Sweden
00025503	Chase Marmalade	70 cl x 6	40.0%	United Kingdom
00027960	Chase Rhubarb	70 cl x 6	40.0%	United Kingdom
00031319	Ciroc Apple	70 cl x 6	37.5%	France
00029475	Ciroc Pineapple	70 cl x 6	37.5%	France
00028153	Ciroc Red Berry	70 cl x 6	37.5%	France
00033210	Ciroc Mango	70 cl x 6	37.5%	France
00029107	Davna Czeri	50 cl x 6	38.0%	Poland

00027495	Finlandia Cranberry	70 cl x 6	37.5%	Finland
00027496	Finlandia Grapefruit	70 cl x 6	37.5%	Finland
00027497	Finlandia Lime	70 cl x 6	37.5%	Finland
00027498	Finlandia Mango	70 cl x 6	37.5%	Finland
00021332	Grey Goose La Poire	70 cl x 6	40.0%	France
00015920	Grey Goose Le Citron	70 cl x 6	40.0%	France
00015890	Grey Goose L'Orange	70 cl x 6	40.0%	France
00015948	Ketel One Citroen	70 cl x 6	40.0%	Netherlands
00029921	Krupnik Honey & Herbs	70 cl x 6	38.0%	Poland
00022390	Skyy Infusions Citrus	70 cl x 6	37.5%	U.S.A
00022389	Skyy Infusions Passion Fruit	70 cl x 6	37.5%	U.S.A
00022388	Skyy Infusions Raspberry	70 cl x 6	37.5%	U.S.A
00023926	Smirnoff Blueberry	70 cl x 6	37.5%	Russia
00022541	Smirnoff Green Apple	70 cl x 6	37.5%	Russia
00022542	Smirnoff Lime	70 cl x 6	37.5%	Russia
00025317	Smirnoff Vanilla	70 cl x 6	37.5%	Russia
00027695	Smirnoff Gold	71 cl x 6	37.5%	Russia
00024709	Stoli Citros Vodka	70 cl x 6	37.5%	Latvia
00015924	Stoli Ohranj	70 cl x 6	37.5%	Latvia
00015918	Stoli Razberi	70 cl x 6	37.5%	Latvia
00015919	Stoli Vanil	70 cl x 6	37.5%	Latvia





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Terms & conditions

Products are subject to availability.

Please speak to your Sales Account Manager regarding availability or for any further vodka or mixer product requirements you may have.