

# THE WORLD'S MOST AWARD-WINNING ULTRA PREMIUM VODKA

## VOTED BEST SUPER PREMIUM VODKA

In the Vodka Masters 2010. A blind tasting judged by a jury of international Spirit Professionals



## VOTED BEST VODKA

In the Travel Retail Masters 2010. A blind tasting judged by a jury of international Spirit Professionals



## GOLD WINNER DESIGN

In the Vodka Masters 2010. A competition judged by a jury of international Spirit Professionals



## GOLD WINNER DESIGN

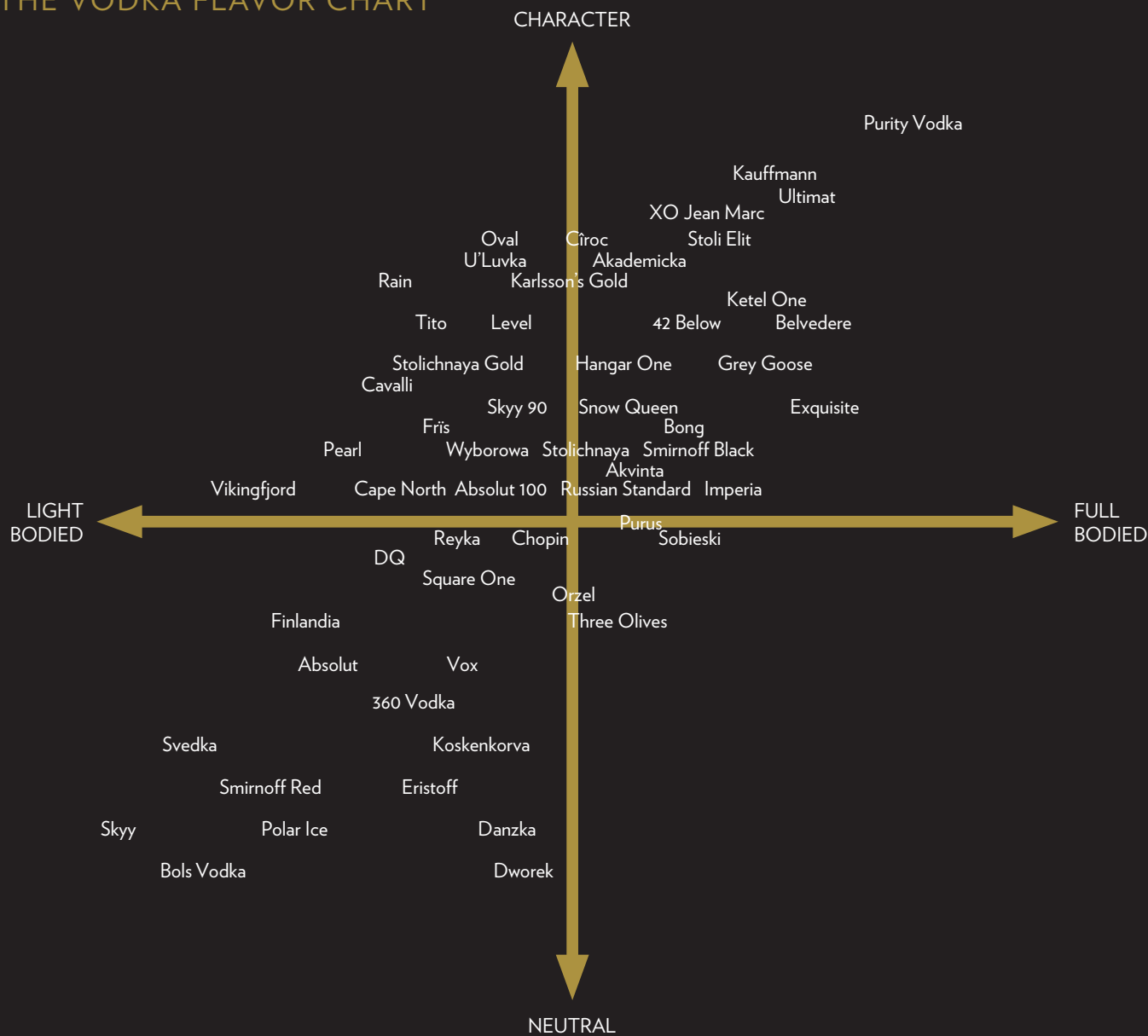
In the Travel Retail Masters 2010. A competition judged by a jury of international Spirit Professionals



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## THE VODKA FLAVOR CHART\*



\* Drinks International November-December 2009

## A VODKA FULL OF CHARACTER IN A CATEGORY OF ITS OWN

**"Setting a new standard for vodka.** Purity should not be compared with traditional vodkas. It is a redefinition of the vodka category." *98 points—Lifestyle magazine*

**"Purity Vodka is the crown jewel of ultra premium vodka.** Small-batch distillation in a pot still results in an astonishingly smooth vodka loaded with character." *Drinks International*

**"A truly iconic spirit.** Purity Vodka stands out among the world's best vodkas." *Food & Drink News*

**"An astonishingly smooth vodka.** Its significantly rich oily tone is balanced with bready wheat tones and a delicate soft mineral sweetness which makes it a perfect base for a top class martini." *HOST Magazine*

**"Creamy and smooth with thick texture,** notes of vanilla and some nice heat on the finish; very clean, mellow and lovely." *Anthony Dias Blue, The Tasting Panel Magazine*

**"Highly recommended.** Clear as rainwater. Smells delicately... finishes cleanly and with a genuine note of substance... superb distillation." *Paul Pacult, The Spirit Journal*