

COCKTAILS



Purity wows Casey

"I remember the first time I tasted Purity Vodka. I was at a spirit event in Miami. Asked about the taste, I said 'I love that it has a taste – subtle, yet complex – nice Vodka!'" That's how Kathy Casey first tasted Purity and first met master blender Thomas Kuuttanen. She has since been a Purity Vodka disciple.

This is not vodka for the mainstream. Made from estate-grown wheat and barley, Purity Vodka is full-bodied, complex and loaded with character – a front-runner in the new "complex character" genre of vodkas. After much tasting, sipping and brainstorming, the cocktail development started.

Casey explains: "The vodka definitely had to be the star and I wanted to mix it with ingredients that would highlight its unique characteristics. So first up was the Frisk (Swedish for "fresh"), in which I wanted to incorporate a few Swedish flavours. Muddled fresh cucumbers with a light wash of aromatic aquavit and shaken hard, all made for a clean crisp cocktail. A tiny dill sprig garnish gives a fresh herb scent as you take your first sip. Perfect to enjoy alone or with an appetizer pairing of smoked salmon on crostini with a shallot and caper crème.

"My next cocktail creation was inspired by the very spa-related movement in cocktails. The trend is seen heavily in healthier imbibing with drinks like skinny margaritas moving up rapidly

on the popularity chart. Yet many sippers are looking for something more sophisticated and less sweet; something clean and crisp. So the Berry Purity H2O came forth. I infused water with berries, then shook it with Purity Vodka ... dry, fresh and H2O enhanced – very pure."

A celebrity chef, mixologist and pioneer in the bar-chef movement stateside, Kathy Casey is a savvy spotter of what's hot on the culinary and cocktail scene and is a frequent TV radio guest and pronouncer on trends. he is now the owner of Kathy Casey Food Studi Liquid Kitchen, an international agency specialising in delic creativity: food, beverage and restaurant/hospitality conce consulting; product development; and food and beverage promotions through social media.



PURITY FRISK

The clean flavor of Purity Vodka dances well with the crisp, fresh cucumber in this cocktail. A whisper of aquavit and the fragrance of dill enhance its complexity.

Makes 1 drink

2 OZ PURITY VODKA

1/8 OZ WASH OF AQUAVIT

3 SLICES CUCUMBER

GARNISH: SMALL SPRIG OF DILL

Add the aquavit to a cocktail shaker glass and roll around. Shake out any excess. Drop in the cucumber slices and press with a muddler to release the juices. Measure in the vodka and fill with ice. Cap and shake vigorously. Double strain into a martini glass and garnish with a small sprig of dill. Created by Kathy Casey Liquid Kitchen™ for Purity Vodka



PURITY BERRY PURITY H2O

This cocktail is lightened with a refreshing berry-infused water.

It's slim and sophisticated with a dry berry finish.

Makes 1 drink

1 OZ PURITY VODKA

3 OZ BERRY WATER (RECIPE FOLLOWS)

GARNISH: FRESH BERRY ON A PICK

Serve the vodka mixed with the berry water – either shaken and served strained or just combined over ice.

COCKTAILS



PURITY APPLE THYME H2O

Fruit and herb notes grace this less-sweet drink.

Makes 1 drink

1 OZ PURITY VODKA
3 OZ EPPLE THYME WATER (RECIPE FOLLOWS)

GARNISH: SMALL THYME SPRIG AND THIN SLICE OF GREEN APPLE

Serve the vodka mixed with the epple thyme water – either shaken and served strained or just combined over ice. Garnish with apple and thyme.

PURITY ROSEMARY SUGAR

1 SPRIG FRESH ROSEMARY
1 1/2 OUNCES VODKA, SUCH AS PURITY VODKA
1/2 OUNCE LIMONCELLO
1/2 OUNCE FRESH LEMON JUICE
1/2 OUNCE SIMPLE SYRUP*

ROSEMARY SUGAR (RECIPE FOLLOWS)

FOR GARNISHING: FRESH ROSEMARY SPRIG

Rim a large martini glass with rosemary sugar, and set aside. Bend one rosemary sprig and drop into a cocktail shaker. Fill the shaker with ice. Measure in the vodka, limoncello, lemon juice, and simple syrup. Cap and shake vigorously. Strain into the sugar-rimmed glass. Float a rosemary sprig in the drink for garnish.



PURITY KRISTALL

Purity Vodka's complex character marries well with the soft flavor of Lillet. A dash of bitters and a spritz of orange essence rounds out the cocktail.

Makes 1 drink

1 1/2 OZ PURITY VODKA
1/2 OZ LILLET BLANC
1 DASH ANGOSTURA BITTERS
1 PIECE OF ORANGE PEEL DISK (1" ROUND)

Measure the vodka, Lillet and bitters into a cocktail shaker. Fill with ice and shake vigorously. Strain into a martini glass and spritz peel over drink. Drop in orange peel. Created by Kathy Casey Liquid Kitchen™ for Purity Vodka