

PURITY VODKA - RECOGNITION AND ACKNOWLEDGEMENT IN MEDIA ETC

Lifestyle magazine, No 4 2009/2010

“SETTING A NEW STANDARD FOR VODKA “

“Purity is not reminiscent of any other vodka. It’s soft, mellow and warming rather than fiery. It has quite a fruity character with oily elements. It is packed with minerals and has a delicious sweet-and-salty accent which can be seen as a textbook example of umami. Purity should not be compared with traditional vodkas. It is a redefinition of the vodka category. 98 points“

THE TOP 10 VODKAS IN 2009

1. Purity Vodka* - 98 points
2. Stoli Elit - 95 points
3. Belvedere Vodka - 91 points
4. Ketel One - 90 points
5. Heavy Water - 88 points
6. Grey Goose - 88 points
7. Level - 87 points
8. Smirnoff Black No 55 - 85 points
9. Absolut 100 - 83 points
10. Skyy 90 - 81 points

* Tasting comment for Purity Vodka: “Fresh and perfectly balanced aromas in a mineral-rich, distinctive style. Silky smooth, rich and flavourful with hints of nougat, malt and anise with a sweet-and-salty finish. An innovative vodka with its own unique, personal style.”

Drinks International November/December 2009

The leading international trade magazine Drinks International placed Purity on the cover of their December issue and praises Purity Vodka in their big test of 75 vodkas as the vodka with by far the most character and body.

“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. Its oily texture is dominated by minerals and umami, backed up by delicate tones of white chocolate, vanilla and liquorice. Purity Vodka is the crown jewel of ultra premium vodka. ”

Dina Viner, November 2009

The Swedish sommelier magazine Dina Viner has given Purity Vodka an outstanding review with a score of 97 points which is the highest score ever presented to a vodka by the magazine:

“A SWEDISH LUXURY VODKA OF OUTSTANDING QUALITY

“Purity is a vodka with so much character that it deserves to be savored on its own, but it would obviously not make a fool of itself in a cocktail, quite the contrary. Purity is a round and very smooth vodka with a complexity that is unique in its genre. Fresh hints of citrus fruits mixed with minerals which in the mouth spread to a silky richness like a soft carpet over the tongue. The final aroma left on the taste buds is an elegant and gently sweet flavor, often hard to define, called umami.”

97 points (out of 100)

Livets Goda, No 43, 2009

The Swedish wine and spirits magazine “Livets Goda” praises Purity Vodka as a remarkable vodka with a top score of 93 points:

“VODKA WITH STYLE

Tasting comment for Purity Vodka: “The aroma is very pure with a balanced citrus sweetness and some lime. The palate is also very pure and silky smooth with elements of herbs in a very elegant style. The finish is smooth and balanced with depth and finesse. A very good vodka!”

93 points (out of 100)