



ZYR TRAINING
COMPANY, BRAND, POSITION, SALES



THE BRAND

- Zyr Vodka = Modern Russian
- ZYRKALO MIRA means REFLECTION OF THE WORLD, yet we just shortened it to Zyr.
- Distinctive bottle with cork enclosure
- We target the serious vodka drinker, who appreciate a true Russian Vodka with no flavoring
- We recommend Zyr served neat, in shots, dry martinis and on the rocks





THE HIGHEST-RATED VODKA!

- **WINE ENTHUSIAST**
 - 100 POINTS – HIGHEST RATING EVER
- **F. PAUL PACULT'S SPIRIT JOURNAL**
 - "5 STARS" AND "TOP 100 ALL-TIME SPIRITS"
- **SAN FRANCISCO WORLD SPIRIT COMPETITION**
 - "DOUBLE GOLD" AND "TOP VODKA OF SHOW"

