



BELUGA VODKA PRODUCT TRAINING



Key Messages

- Beluga is the #3 Luxury Vodka in the world and one of the fastest growing vodkas in the US
- One of the top rated vodkas in the Industry
- Every Beluga Vodka product has a unique, smooth and noble taste because of artesian water and malt spirit



BELUGA'S UNIQUE FEATURES



BELUGA BRAND NAME PROVENANCE

Vodka and caviar is a traditional combination. Beluga fish itself is the symbol of luxury and prosperity.

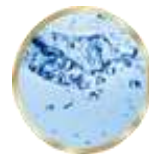


ORIGIN OF PRODUCTION

Mariinsk distillery, founded in 1900, situated in the heart of Siberia is one of the oldest operating vodka in the region



BELUGA FEATURES



ARTESIAN WATER



MALT SPIRIT (wheat & barley)



RESTING PERIOD 30-90 days

THE VODKA'S UNIQUE FEATURES:

- The purest water from artesian wells accounts for 60% of its unique formula. (**Natural purity** is a major theme in the production and marketing strategy of BELUGA Vodka.)
- Malted wheat is used in the production of the vodka. Using wheat means no chemicals and/or additives are required for fermentation. (**Natural purity**)
- The vodka then goes through a unique resting period between 30-90 days, resulting in an exquisite velvety and luxurious taste

Beluga Vodka is Created, Not Made



TOP RATED VODKA BY Wine Enthusiast



Transatlantic
WINEENTHUSIAST
92
POINTS

UNIQUE FEATURES

Wheat malt Spirit
45 days resting period
6 times filtration

TASTING NOTES

- 👁 crystal clear, transparent
- 👃 light aroma with hints of malt, strawberry notes
- 👄 soft, balanced, with a slightly bitter aftertaste

COCKTAIL SUGGESTIONS

- Vodka Martini
- Vodka Oyster shot



Gold Line
WINEENTHUSIAST
94
POINTS

UNIQUE FEATURES

Wheat malt Spirit
45 days resting period
6 times filtration

TASTING NOTES

- 👁 crystal clear
- 👃 rich, with delicate notes of grain, wheat, mountain herbs
- 👄 soft, with a balanced structure, creamy texture and subtle sweetness

COCKTAIL SUGGESTIONS

- Vodka Martini
- Vodka over rock
- Paring with Caviar

Beluga is supported by celebrities and shoppers



★★★★★ Rave consumer reviews:

"Just a very smooth and very clean premium vodka which, surprisingly, is making me compare others to Beluga"

**from Total Wine & More website*

UNIQUE BOTTLE FEATURES

Unique bottle design celebrating yachting victories



Beluga written in brand typeface



Tin fish manually attached



Unique bottle with wax seal cork and a hammer to break the cork



Outstanding design, created for gourmets and true connoisseurs of strong spirits

Each bottle comes with its own serial number

BELUGA TRANSATLANTIC RACING

	Beluga Transatlantic Racing Vodka
Malt spirit	Malt spirit is born during the natural process of distillation. This imparts a unique and lasting finish to the taste of the final product.
Artesian water	Our water is extracted from a 1000 feet artesian well in Siberia. It gives the vodka rounded velvety mouth feel.
Filtration	Dual filtration through quartz sand, then triple filtration through the silver enriched charcoal filter and finally additional filtration through the natural cotton filter
Resting period	45 days
Tasting notes	Citrus notes with a light touch of licorice
Personal touch	Classy and sleek-designed bottle. The Beluga signature fish is applied by hand to each bottle.



BELUGA GOLD LIINE

	Beluga Gold Line Vodka
Malt spirit	Malt spirit is born during the natural process of distillation. This imparts a unique and lasting finish to the taste of the final product.
Artesian water	Our water is extracted from a 1000 feet artesian well in Siberia. It gives the vodka rounded velvety mouth feel.
Filtration	Dual filtration through quartz sand, then triple filtration through the silver enriched charcoal filter and finally additional filtration through quartz sand
Resting period	90 days
Tasting notes	Clear and pure taste, light notes of grains and wheat reminiscent of alpine herbs
Personal touch	Each bottle has an individual number and all label elements are applied by hand. Beluga Gold Line is sealed with a special wax and comes with a small hammer-brush for the bottle opening ritual



Beluga pricing strategy



+\$1 or \$2 vs Grey Goose

**+\$2 or \$3 vs
Beluga Noble**

**Same price with
Stoli Elit**

**\$80-\$110
Average \$90**

Super premium such as
Absolut Elyx / Grey Goose/Belvedere/Ciroc

Ultra premium such as
Crystal Head/Stoli Elit

BELUGA
THE NOBLE VODKA

* All decisions on pricing and promotions are at a sole discretion of a retailer

BELUGA PERFECT SERVEs*

1

Neat / Neat on the rocks



2

Neat, paired with caviar



3

Martini & Espresso Martini



*Chill, never freeze

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Table Set-Up & Customer Interaction

- Greet every customer who passes your tasting table with a smile and offer to sample Beluga Vodka
- Beluga Transatlantic Racing will be the only bottle purchased, opened and sampled during the tasting
- Feature Beluga Gold Line on the table as a “dry tasting”
- Ensure your table is clean at all time (no cell phone, papers, etc.) Only Beluga Vodka bottles and beluga POS should be displayed
- Have plenty of bottles displayed on the table and encourage customers to take one and purchase on the spot
- Offer beluga shakers as a gift with purchase to customers buying a bottle of Beluga (display a few on the table and keep remaining behind the table)
- Be sure to get pictures of the complete table set-up, entire Vodka shelf and customers sampling the product (must ask permission)

Comments & Questions

- Beluga Vodka a Siberian made Vodka, created at the Mariinsk distillery
- Beluga has no affiliation with the current situation in Europe
- We are sympathetic to the unfortunate events that have occurred in the last 7 months and hope for a resolution to the conflict very soon

