

SMOKE LAB VODKA BRAND OVERVIEW

SMOKE LAB CLASSIC

Smoke Lab Classic is the first premium Vodka imported from India made from the finest quality locally sourced Basmati rice and pure Himalayan spring water

Nose: Fresh nutty aromas with hints of citrus

Palate: Intense and complex

Finish: Exceptionally smooth and clean

5X DISTILLED

Two-Step Sparkle Filtration
Gluten free and Vegan
Zero Carbon Footprint
750ML | 40.0% ABV



SMOKE LAB ANISEED

Smoke Lab Aniseed is an expression of the much-loved Indian herb Aniseed. All natural locally sourced Aniseed is combined with Smoke Lab Classic for an intriguingly sweet and spicy taste.

Nose: Delicate aromas of aniseed and licorice

Palate: Creamy and sweet

Finish: Subtle fennel blossom

5X DISTILLED

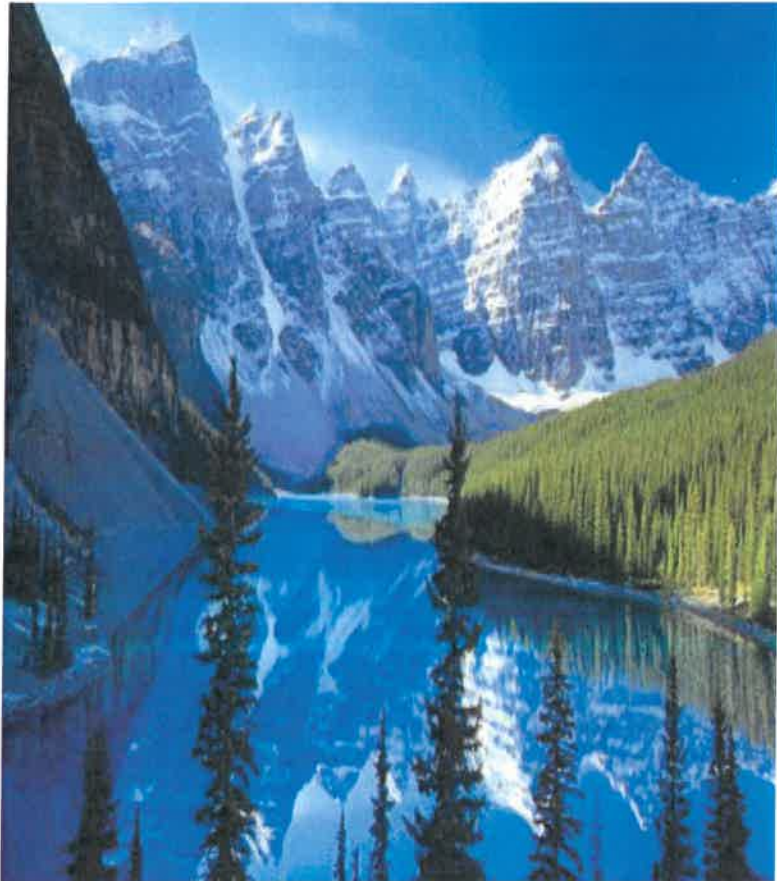
Two-Step Sparkle Filtration
Gluten free and Vegan
Zero Carbon Footprint
750ML | 37.5% ABV





DISTILLED FROM BASMATI RICE

- Basmati Rice originates in the foothills of Himalayas in Northern India and the name comes from the Sanskrit word for “Fragrant”.
- Basmati Rice was selected as the spirit base for Smoke Lab Vodka because of its distinctive flavor and unique floral aroma.
- Basmati takes 200 days to mature before harvesting.
- The Basmati used to make Smoke Lab Vodka is carefully selected and cultivated close to our distillery to ensure freshness.
- India accounts for 70% of the world's Basmati production and the USA imports more than \$3B of Basmati each year.



MADE WITH PURE HIMALAYAN SPRING WATER

- Water is one of the most important ingredients for making world-class Vodka and Himalayan natural spring water is one of the purest water sources on the planet.
- Himalayan natural spring water is used to break down the Basmati rice sugars before to start the Smoke Lab Vodka fermentation process.
- After distillation, Himalayan natural spring water is used again to dilute Smoke Lab Vodka to the final proof level before filtering and bottling.

CERTIFIED GLUTEN FREE, VEGAN AND ZERO CARBON FOOTPRINT



**GLUTEN
FREE**

Because Smoke Lab Vodka made from rice, it is certified to be gluten free and gluten free diets are associated with improved health, weight loss and increased energy.



VEGAN

Smoke Lab Vodka is Vegan because it contains no animal ingredients and is not tested on animals. Vegan products are part of a healthy and more environmentally friendly lifestyle.



**zero carbon
footprint**

Smoke Lab Vodka is certified ZERO CARBON FOOTPRINT and our distillery is one of India's first designated Zero Carbon Distilleries. We also utilize zero wastage production and contributed back to the local electric grid.



Attire &
Table Set Up



Include photos of competitive brands

