BELVEDERE

DIRTY BREW

DIRTY BREW IS THE ULTIMATE EXPRESSION OF VERSATILITY.

A COFFEE FLAVORED VODKA THAT OFFERS A DELICIOUS COFFEE KICK, FOLLOWED BY A SMOOTH HINT OF ORGANIC RYE VODKA.

COFFEE IS A UNIVERSAL FLAVOR –
FAMILIAR, BOLD AND TIMELESS.

IT BRINGS PEOPLE TOGETHER, WHICH IS WHY IT'S CALLED DIRTY BREW, INSPIRED BY THE DIRTY COFFEE TREND TAKING OVER BARS AND COFFEE SHOPS ALIKE.

WE'RE OBSESSED WITH THE WAY PEOPLE ARE REINVENTING COFFEE CULTURE – LIKE DIRTY BREW, THERE'S NO WRONG WAY TO ENJOY IT.



THE PROCESS

Dirty Brew is an expertly crafted fusion of the smoothness of Belvedere Organic Vodka with the rich taste of robusta coffee flavor. With dark toffee notes and russet undertones, the dirty brew liquid shines with a decadent and viscous texture.

1. COFFEE
Robusta coffee flavor was selected for its stronger, darker, and aromatic coffee profile.

2. SOURCED FROM LAOS
Located in the south of the country, the Bolovens Plateau is renowned for its unique high-altitude terroir, and rich red soil. Grown 600 meters above sea level, this unique environment is perfect for coffee cultivation.

3. ORGANIC
The robusta coffee flavor and our Belvedere Organic Vodka are both 100% organic.

4. HARVEST
When ripe, Laotian coffee is full bodied with delicate acidity. From October to January, the coffee cherries are picked, hulled and cleaned, before being bagged and shipped to the south of France.

5. ROASTING
Here the green beans are roasted for 16–22 minutes. This “dark roast” is perfect for bringing out the Robusta's complex flavors of dark chocolate, toffee and roasted nuts.

6. COFFEE FLAVOR
This is created through an alcohol infusion process, then carefully filtered and blended according to a proprietary organic recipe to refine and balance the final "coffee flavor.”

7. FINAL BLEND
The coffee flavor is shipped to the Belvedere distillery in Poland, where it is blended with Belvedere Organic Vodka and a small amount of organic sugar. It is then diluted with our own artesian well water to a finished product ABV of 30%. Finally, it's rested for two weeks before being bottled.

LIQUID PROFILE

CATEGORY
Organic coffee flavored vodka.

COMPOSITION
An expert blend of Belvedere Organic Vodka and coffee flavor.

COLOR
Dark black with russet tones.

TASTING NOTES

AROMA: A RICH AROMA OF ROASTED COFFEE, WITH NOTES OF DECADENT TOFFEE

PALATE: FRESH ESPRESSO WITH HINTS OF SILKY DARK CHOCOLATE

FINISH: SOFT, SMOOTH AND VELVETY, WITH A LUXURIOUS COFFEE CRESCENDO AND A HINT OF RYE SPICE

DIRTY BREW

Inspired by the dirty coffee method which darkens a clear liquid with a shot of espresso

Inspired from the brew process that elevates the art of coffee

THE NEW COFFEE FLAVORED VODKA

KEY SELLING POINTS

A UNIVERSALLY LOVED TASTE
Bold coffee flavor, instantly familiar, impossible to resist. Coffee's part of our everyday and people are more creative with it than ever. Dirty Brew is built for exactly that.

ENDLESSLY VERSATILE
From neat to on ice, cocktails to coffee-hijacked serves – one bottle for every occasion.

ORGANIC, FOR THE DISCERNING DRINKER
Organic coffee flavor rooted in Laos' Bolaven Plateau, appealing to a more discerning consumer.

PREMIUM INSIDE AND OUT
High quality, organic coffee flavored vodka, in a luxuriously matte black bottle, driving premium value.

POINTS OF DIFFERENCE

THE ONLY GENUINE ONE
The only coffee flavored vodka built on genuine Belvedere vodka credentials – not a coffee liqueur, not a syrup.

LIGHTER ON SUGAR, NOT ON TASTE
Dirty Brew contains around half the sugar of traditional liqueur.

CLEANER BY DESIGN
Organic coffee flavor, organic vodka – cleaner than mainstream coffee RTS drinks and liqueurs.

MORE THAN A SHOT
Versatile beyond the shot – a serious serve across occasions, not a one-trick pony.