

EFFEN[®]

VODKA

EFFEN[®] Vodka, the perfect canvas to create masterful cocktails

- It starts with a foundation of 100% premium wheat from Northern France – a pure starch that leads to a silky smooth liquid
- Then it is distilled continuously at temperatures below 85°, creating a vodka with no traces of burnt sugar
- After that, it's filtered through a column of active carbon to deliver optimal filtration
- Finally, it's blended with pure spring water that has been purified through reverse osmosis, a process that creates technically perfect water
- Production process designed to deliver a clean, smooth vodka that is great on the Rocks, in Martinis or in High Balls



WHY EFFEN[®]?

- EFFEN[®] is experiencing tremendous growth, increasing at 4x the Premium Vodka Category rate¹
- EFFEN[®] is one of the fastest growing brands in the Premium Vodka category, up +65% in the last year¹
- EFFEN[®] largest flavor variant, Cucumber, is the #1 best-selling Cucumber vodka and growing at +28%¹

PRODUCT DETAILS

Proof:

- Unflavored: 80
- Cucumber: 75
- Black Cherry: 75
- Dutch Raspberry: 75

Size: 750 ml

Suggested Price: \$3 below Grey Goose[®] Vodka

1. Nielsen, TTL AOC+, \$ % Chg. and 9L EQ % Chg., 52wks Ending 4/23/16

OVERCOMING OBJECTIONS

Why should I carry another Super Premium Vodka?

- Effen® Vodka is made by bartenders, for bartenders, providing a clean and smooth taste due to the continuous distillation process
- Effen® Vodka is made with no added sugars, providing a truly special and clean taste that differs from most other flavored premium vodkas



Original Tasting Notes

Aroma: Fresh, clean.

Taste: Smooth, even, balanced.

Finish: Clean: No alcohol after-taste.



Cucumber Tasting Notes

Aroma: Fruit, Cucumber

Taste: Vine Ripe Cucumber

Finish: Smooth, Subtle



Black Cherry Tasting Notes

Aroma: Fruit, Black Cherry

Taste: Ripe Black Cherry

Finish: Smooth, Sweet



Dutch Raspberry Tasting Notes

Aroma: Fresh raspberry

Taste: Subtle vanilla and raspberry

Finish: Smooth, Subtle

SUGGESTED SHELF GUIDELINES



- Effen® Vodka should be placed within Super Premium Vodka near brands such as Grey Goose® Vodka & Ciroc® Vodka
- Order: Base > Dutch Raspberry > Black Cherry > Cucumber

RECIPE

EFFEN® SPRING BREEZE

- 2 parts EFFEN® Cucumber Vodka
- 1 part Fresh Lime Juice
- 1 part Pineapple/Basil-Infused Simple Syrup*
- 2 Cucumber Slices
- Soda