

EFFEN® VODKA

PRODUCT HERITAGE

Beam acquired EFFEN® Vodka, a super-premium vodka whose name means “smooth, even and balanced” in Dutch, in 2009. Made from premium Dutch wheat, EFFEN Vodka uses a continuous distillation process, along with all-natural ingredients to create a smooth taste on the palette. As the only vodka created by bartenders, for bartenders, EFFEN Vodka not only offers a world-class liquid but a sleek, form-meets-function design with a rubber sleeve that acts as a grip and an insulator to keep the vodka consistently cold. In addition to EFFEN Vodka, the brand line also features EFFEN Black Cherry Vodka, EFFEN Dutch Raspberry Vodka and, our latest introduction, EFFEN Cucumber Vodka.

Known for its innovative flavor choices, EFFEN Vodka is ahead of the curve once again with the launch of EFFEN® Cucumber Vodka. With the essence of freshly harvested vine-ripe cucumbers, this new vodka creates a refreshing take on classic cocktails. It pairs well with melons such as cantaloupe or watermelon, can provide a crisp twist to a traditional martini and also mixes well with soda water, tonic or lemon-lime soda to create a cool, refreshing taste.

PRODUCT ATTRIBUTES

- ef - fen\ə-, 'fen\ədj. Dutch: 1. smooth, 2. even, 3. Balanced.
- EFFEN Vodka is based on a century-old Dutch recipe, which includes premium wheat from Northern Holland. Of all base materials used to make vodka (grapes, potato, corn, soy grain, rye), wheat contains the purest kind of starch, resulting in EFFEN's silky, smooth liquid.
- The flavors in EFFEN Black Cherry, EFFEN Dutch Raspberry and EFFEN Cucumber are all-natural, with no artificial flavors or preservatives, and are created by distilling fresh ingredients through a process similar to that of distilling alcohol.
- EFFEN's distilling process, achieved through a proprietary vacuum process, is done at a much lower temperature than other vodkas as a means of avoiding caramelization.
- EFFEN Vodka is filtered through peat, which is more effective at removing impurities than charcoal.
- The water used for EFFEN Vodka is filtered through reverse osmosis to strip away impurities. Since 80-proof vodka is actually 60 percent water, we take great care in creating the purest water needed for world-class vodka.

CONSUMPTION AND MIXING TRENDS

EFFEN is smooth enough to drink straight or as a complement to almost any mixer.

RECIPES

EFFEN® Bliss

- 1 ½ parts EFFEN® Vodka
- 2 ½ parts Fresh Lemon Sour
- 1 part Simple Syrup
- 1 strawberry
- 2 basil leaves

Tear basil leaves and muddle with the strawberry and simple syrup. Add all remaining ingredients and shake with ice then double strain into a chilled cocktail glass. Garnish with a slice of strawberry and fresh ground pepper medley.

EFFEN® Cucumber Bloody Mary

- 2 parts EFFEN® Cucumber Vodka
- 2 Basil Leaves, torn
- 4 parts Tomato Juice
- ¾ parts Bloody Mary Seasoning

Combine ingredients in a cocktail shaker over ice. Garnish with a lime wheel and fresh basil leaf.

ACCOLADES

EFFEN Vodka: Gold, 2011 San Francisco World Spirits Competition

EFFEN Black Cherry Vodka: Bronze, 2011 San Francisco World Spirits Competition

