

REYKA[®]

VODKA

MADE OF ICELAND



PRODUCT FEATURES

- Distilled from grain
- Gluten-free*
- 80 proof
- Only one distillation through the Carter-Head Still
- One batch produces only 255 cases

TASTING NOTES

- Reyka is exceptionally smooth with a nose of delicate vanilla and citrus
- NOSE: Reyka has a soft scent, with delicate hints of vanilla and citrus
- TASTE: Reyka is known to taste exceptionally smooth and rounded with a soft natural sweetness; slight hint of wild fruits on aftertaste

AWARDS

- Vodka Trophy at 2011 International Wine and Spirit Competition (IWSC)
 - *Recognized as the best vodka in the world by an international panel of leading judges
- Top Spirit Of The Year 2013 by Wine Enthusiast
- Gold Medal in the 2013 International Craft Spirits Competition
- Gold Medal in the 2013 San Francisco World Spirits Competition
- High Honors at 2013 Ultimate Spirits Challenge
- Master Medal in the Smooth category in World Vodka Masters 2014 by The Spirits Business

TARGET CONSUMER

- Professionals 24-40, more male than female
- Indy types in search of an original, authentic, alternative to the mainstream hype
- Adventurous drinkers who create their own flavor

TRADE POSITIONING

- Number of Facings:
 - Target the same or more as Ketel Unflavored - Ensure 750 and 1.75 for billboard effect

PRODUCT SPECIFICATIONS

Product Description	SCC	UPC	NABCA	Pallet Pattern			Weight (lbs) per case	Outside Case Dimensions		
				Cases per Pallet	Cases per tier	Number of tiers		Length	Width	Height
REYKA VODKA 1.75L 80	100 83664 869722	83664869725	255-34759-17	48	12	4	41	14.5	10.25	13.75
REYKA VODKA 1L 80	200 83664 869286	83664869282	255-34749-10	80	16	5	27	12.25	8.25	11.25
REYKA VODKA 750M 80	200 83664 869217	83664869213	255-34753-75	120	20	6	18	11.25	7.5	10.25
REYKA VODKA 50M 80	100 83664 869227	83664869220	255-34752-05	70	14	5	32	13.25	10.25	9

*This product was distilled from grains containing gluten, which removed some or all of the gluten. The gluten content of this product cannot be verified, and this product may contain gluten. Please drink Reyka responsibly. Takki! (That's 'thank you' in Icelandic.) Reyka Vodka, 40% Alc/Vol. (80 proof) Distilled from grain. © 2016 William Grant & Sons, New York, NY