

# NEW AMSTERDAM

## IT'S YOUR TOWN®

PRODUCT: NEW AMSTERDAM VODKA

YEAR LAUNCHED: 2011

PROOF/ABV: 80 PROOF/ 40% ABV

CALORIES: 80-100 (PER 1.5 OZ SERVING)

RAW MATERIALS: 95% CORN; 5% OTHER CEREAL GRAINS

SOURCE OF RAW MATERIALS: MIDWEST U.S.

TOTAL SUGAR: 0  
(G/100ML)

GLUTEN FREE: YES



### AWARDS:

- Double Gold, Competition: 2014 New York World Spirits Competition
- Gold, Competition: 2014 SIP Awards
- Gold, Competition: 2013 New York World International Wine & Spirits Competition

For other awards See New Amsterdam Vodka Section of Gallo Brand Edge  
<http://mksprdx.ejgallo.com/GalloEdgeWeb/>

### PRODUCT INFORMATION:

Sourced from only 2 major neutral spirit distillers due to our highest level of quality standards.

### HOW IS THE PRODUCT BLENDED/DISTILLED:

Multiple distillations produces a vodka that has sweet fruity notes, this clean-tasting spirit, is further enhanced through a proprietary charcoal material prior to bottling.

### PROCESS OR CATEGORY SPECIFIC NOTES:

Five times distilled for unparalleled smoothness.

### TASTING NOTES:

Premium 80 proof vodka made from some of the finest quality grains from America's heartland. Five times distilled for unparalleled smoothness, filtered three times for a clean, crisp finish. New Amsterdam Vodka is slightly sweet on the palate- making it smooth enough to drink straight, yet distinctive enough to enhance any cocktail.

### HOW IS THE PRODUCT BEST SERVED:

Best served on the rocks and smooth enough to complement any juice, tonic or soda.

### WHAT ARE THE MOST COMPLEMENTARY MIXERS:

Ginger beer, fresh squeezed citrus, club soda, any juice

### PRODUCT BENEFITS:

- Sourced from only 2 major neutral spirit distillers due to our highest level of quality standards
- Distilled 5 times for unparalleled smoothness
- Filtered through a proprietary charcoal material that removes unwanted impurities while maintaining the touch of sweetness that makes New Amsterdam better than neutral