

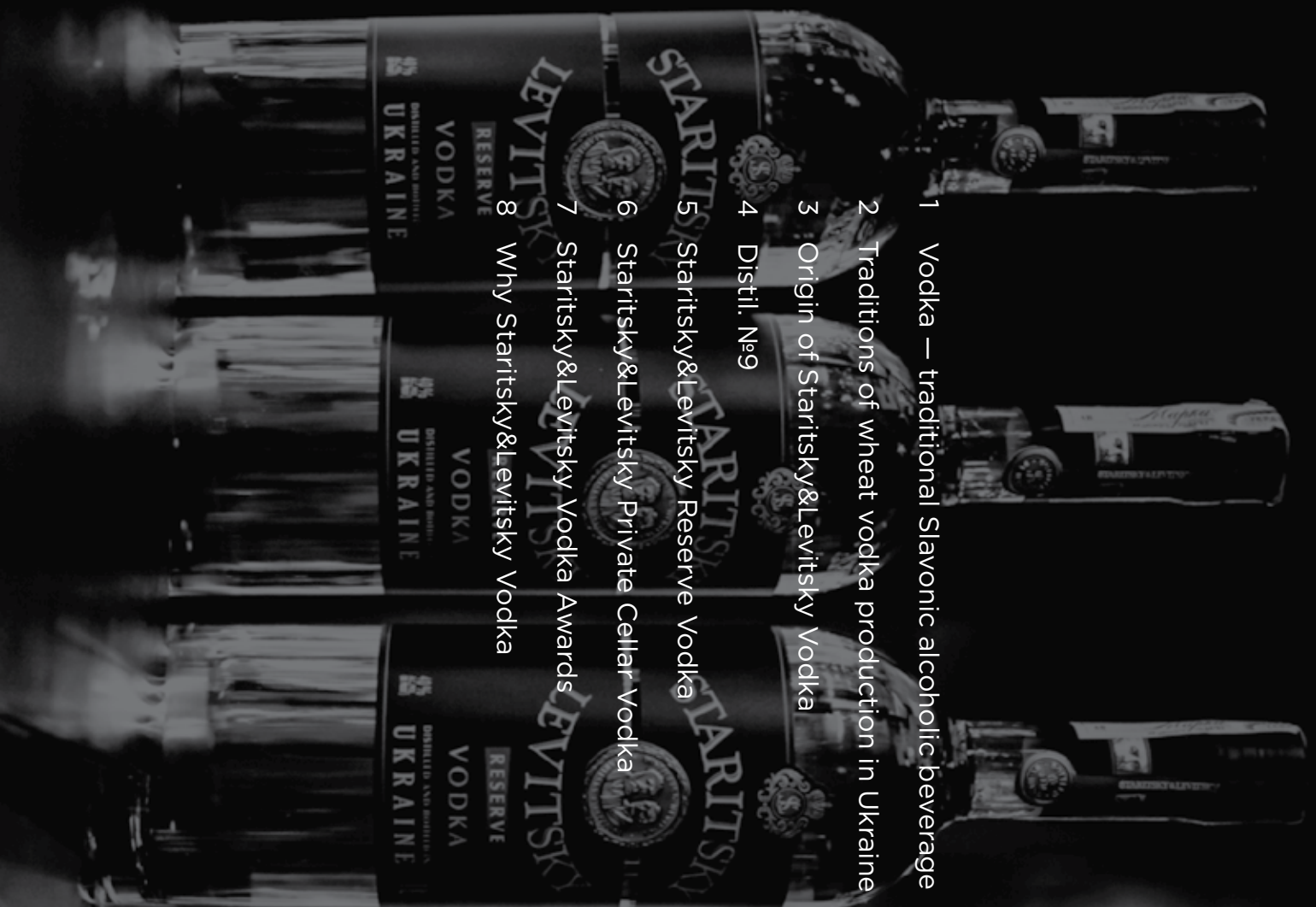


STARITSKY
LEVITSKY
VODKA

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VODKA – TRADITIONAL SLAVONIC ALCOHOLIC BEVERAGE



Modern vodka is a transparent drink with traditional pure alcohol flavor, aroma and a pleasant grain hint in aftertaste.



ALCOHOLIC BELTS OF EUROPE



STRONG SPIRITS BELT

- Ireland
- Scotland
- Scandinavia
- The Oder River
- The Carpathians
- The South of Ukraine
- The North



BARBARIC BEER BELT

- The South of Ireland
- England
- The South of Scotland
- Benelux
- Germany
- Czech Republic
- The South of Denmark
- The Oder River
- The Carpathians



WINE BELT

- The South of England
- The Rhine River
- The Danube River
- The Black Sea region
- The Caucasus region



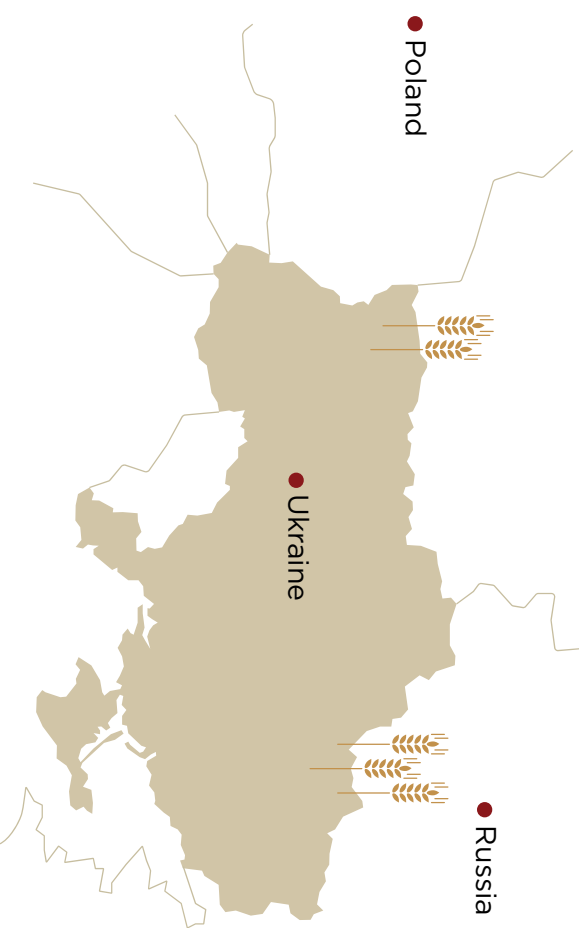


VODKA BELT OF EUROPE (SLAVONIC)

At the beginning of the XVII century Poland, Ukraine and Russia started producing alcoholic beverages from grain crops using the mash distillation method as a side trade to the bread production process.

Depending on the region and availability of various grains, the basis for mash was used rye, oats, wheat or barley.

Thus, abundance of grain contributed to the formation of the Vodka Belt of Europe.



10% of the world's black soils (rich in humus topsoil and minerals) are located in Ukraine.

44% of Ukraine's territory is covered by the black soils which remained untouched for thousands of years in the Ukrainian steppes.



The Ukrainian terrain of black soils is equal in size to the territory of UK.



In moderate-continent climate the black soils became a source of Ukraine's strategic resource - grain crops.



Particularly fertile are the southern and the central parts of Ukraine, where about 50% of the territory is "pure" black soil.



**UNIQUE
NATURAL RESOURCES OF
UKRAINE**



**UNIQUE
NATURAL RESOURCES OF
UKRAINE**

**UKRAINIAN WHEAT –
THE BEST BASE FOR STRONG SPIRITS**



Ukraine became the granary of Europe back in the XIX century. Ukrainian export geography also covers Southeast Asia, North Africa and Near East.



Among all grain crops wheat became the most widespread. Its ample harvest has traditionally used not only for bread but also for strong spirits production.



Coupled with the purest water, the wheat alcohol is the best base for strong spirits.



UNIQUE NATURAL RESOURCES OF UKRAINE

CARPATHIAN WATER — NATURAL RESOURCE OF CLOSED ECOSYSTEM OF CENTRAL EUROPE



The Carpathians range system, a natural treasure trove of global importance like the Alps and the Balkans, is known for great biological diversity and a high level of preservation of ecosystems and natural resources.



The water of the Carpathian mountain springs, diverse in its physical and chemical parameters provides an excellent basis for high quality, eco-friendly drinks.



“Live” spring water is delivered to the factory in stainless transportation tanks from the heart of the Carpathians with the coefficient of mineralization of about 2 units.



Water purification processes include filtration through quartz sand to separate any natural clay particles.



It is important to note that due to the regulations “live” water is used only for the production of vodka and whisky. Most of strong alcoholic beverages use “dead” distilled or molecular purification water.

EMERGING OF MODERN RECIPES

40%

Different sorts of vodka were traditionally produced in the Russian Empire — from 20% up to 74,7%.

It is believed that the ideal strength of vodka at 38,5% was defined by D.Mendeleev's scientific study in 1864. In his thesis "Study of spirits and water combination" he suggested that spirits can exist of three different hydrates — a molecule of spirits with one, three and twelve molecules of water.



Originally the new standard of strength was set at 38,5%, but then the number was rounded up to 40% to simplify calculations of tax on alcohol.

The standard of 40% was first used by the Minister of Finance — Michael Reiter in 1886 and then legally enacted when introducing the State Monopoly in 1895 during Sergei Witte governance.



Until that time, all alcohol was sold in any container available. The new law required that vodka must be sold only in glass bottles, which helped to preserve the quality of the product.



Presently, the State Monopoly still exists in the Post-Soviet countries, Canada and Scandinavian countries.



**TRADITIONS OF WHEAT
VODKA PRODUCTION
IN UKRAINE**

WHEAT SPIRIT

We carefully select single wheat spirits, making up only 2% of all Ukrainian spirits.

Our spirits are made from selected August harvest of winter wheat whole grain, which is ideal for production of spirits.

SPIRITS SELECTION

Selected spirits distilled in copper rectification columns are used for Startitsky&Levitsky Vodka blending.

Each spirit batch is carefully selected and passes chromatographic control as well as organoleptic properties control involving the taste panel of the factory.

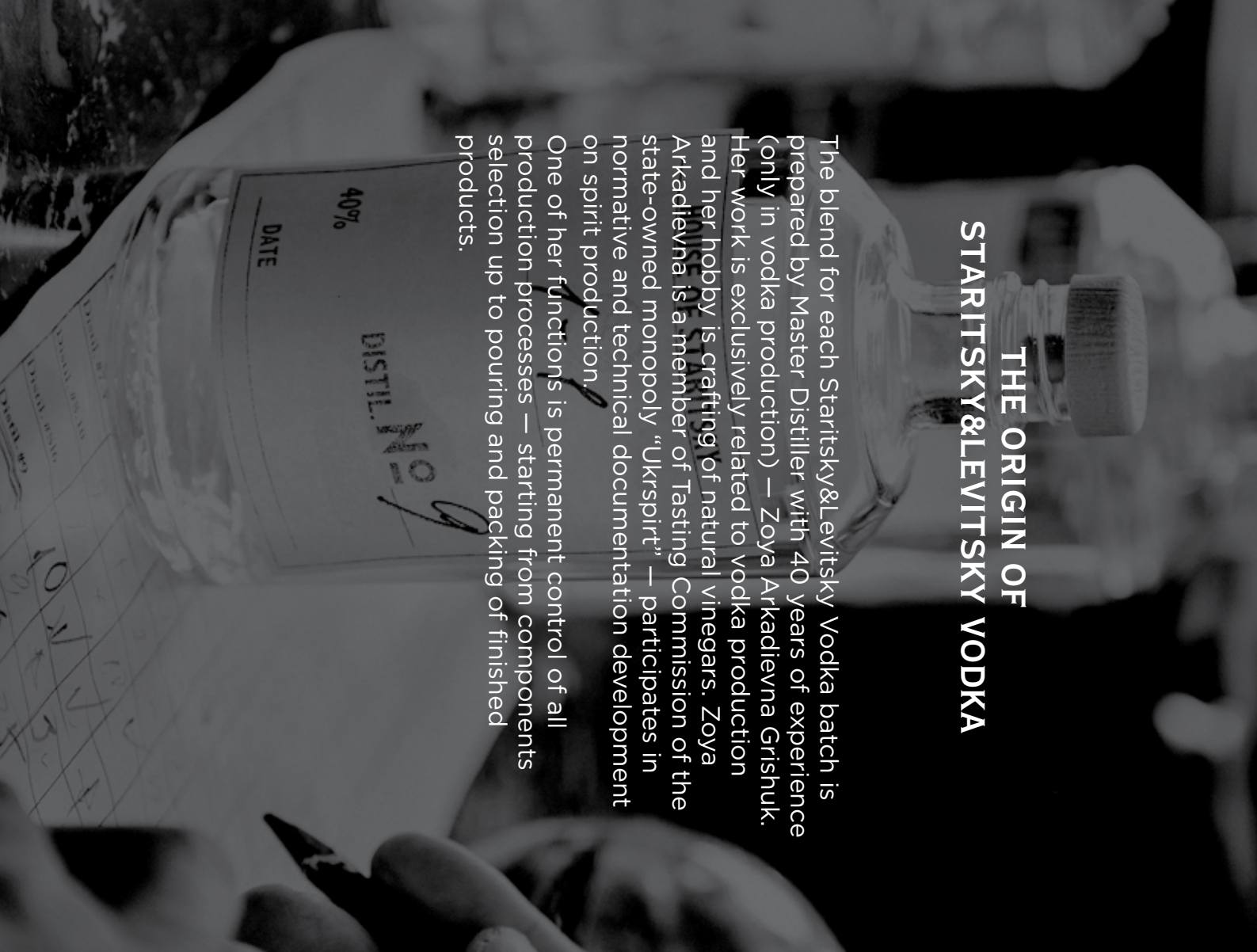


**TRADITIONS OF WHEAT
VODKA PRODUCTION
IN UKRAINE**

THE ORIGIN OF STARITSKY&LEVITSKY VODKA


The blend for each Staritsky&Levitsky Vodka batch is prepared by Master Distiller with 40 years of experience (only in vodka production) — Zoya Arkadieвна Grishuk. Her work is exclusively related to vodka production and her hobby is crafting of natural vinegars. Zoya Arkadieвна is a member of Tasting Commission of the state-owned monopoly “Ukrspir” — participates in normative and technical documentation development on spirit production.


One of her functions is permanent control of all production processes — starting from components selection up to pouring and packing of finished products.




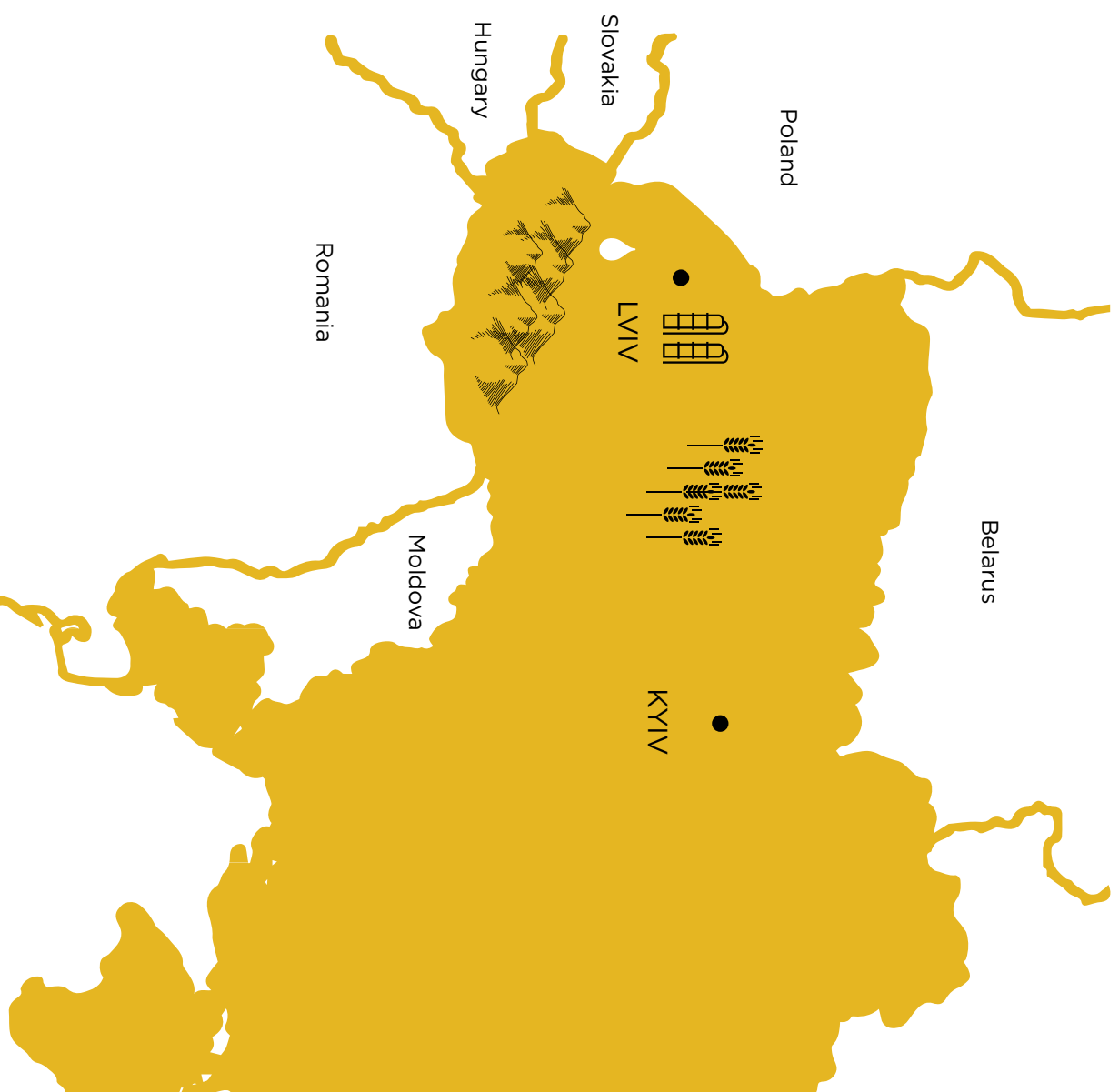
THE ORIGIN OF STARITSKY&LEVITSKY VODKA

OWN PRODUCTION

 Staritsky&Levitsky Vodka is produced at our own production facilities in Lviv city (western Ukraine).

 At the “Hetman” factory our company has its own bottling workshop exclusively for Staritsky&Levitsky Vodka brands.

 Ingredients of Staritsky&Levitsky Vodka are located close to the factory. This avoids long transportation and preserves the original qualities of all ingredients.



BRAND MASTERMIND

Staritsky&Levitsky Vodka was inspired by two prominent representatives of the National Ukrainian Renaissance (XIX-XX century):

Michael Staritsky (1840-1904) — writer, playwright and theater figure, author of a comedy “Chasing Two Hares”.

Konstantin Levitsky (1859-1941) — politician and public figure, one of the authors of the West Ukrainian People's Republic Constitution.

Although being so different — representing the world of bohemianism and politics, they were united by common principles and ideas. Both initiated and developed outstanding projects and became role models for generations to come.



Staritsky and Levitsky are also famous thanks to their patronage of the Ukrainian literature.

As vodka was part of folk culture of that time and it was rather difficult to find quality alcohol, Staritsky and Levitsky experimented with their own way of vodka manufacturing.

THE ORIGIN OF STARITSKY&LEVITSKY VODKA



INJECTED DILUTION

For homogeneous blending of spirit a water injection method is used — spraying spirits with simultaneous water mixing — dilution, after which the strength of a blend comprises 40,35% of alcohol, 0,35% of which is lost in further manufacturing process.

FILTRATION

Once blended, the water and spirit make up an “alcohol-water mixture”. To become vodka this mixture is subjected to obligatory filtration through charcoal, as a result of which are:

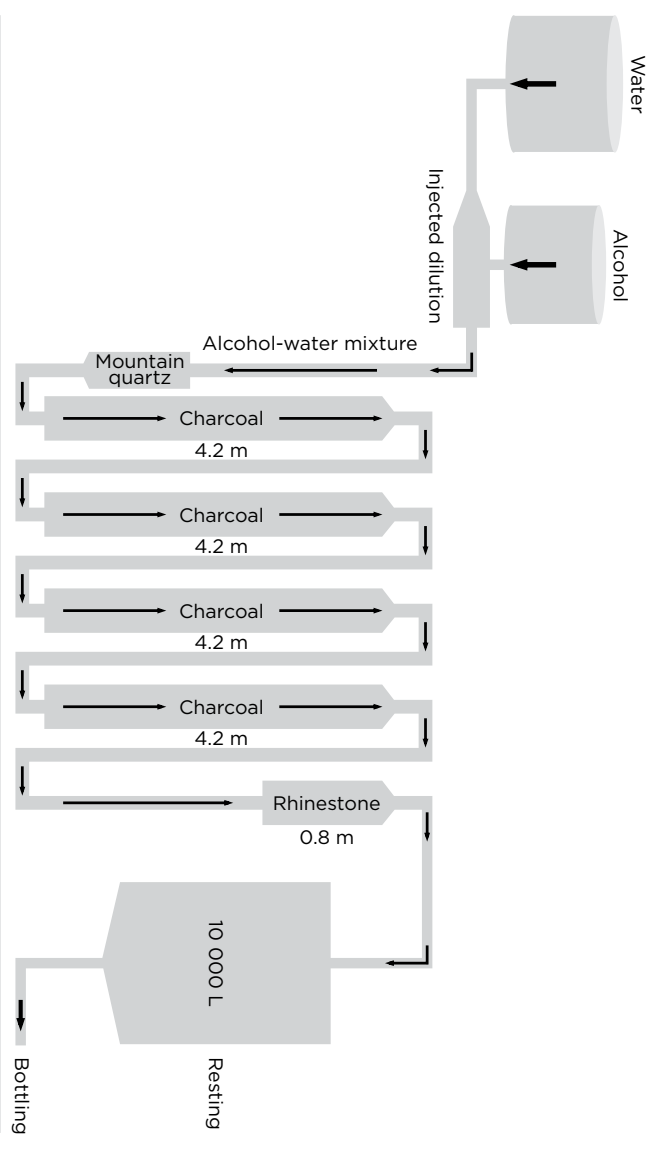
- Absorption — impurity absorption — aldehydes, fusel oils, organic acids;
- Desorption — transfer of filtered mixture of shades, typical for Slavonic style of vodka.

All products of Staritsky&Levitsky Vodka are subjected to gentle filtration from bottom to top under gravity.

RESTING PERIOD

After filtration vodka goes to rest in 10 thousand liters volume tanks for 28-90 days for full integration of all components. This helps to achieve unique balance of organoleptic characteristics.

THE ORIGIN OF STARITSKY&LEVITSKY VODKA



FOUR-TIME FILTRATION THROUGH CHARCOAL

- Column height is 4,2m
- Filtered mixture flows from bottom to top for a smoother and soft filtration.
- Columns filled with only non regenerated “young” birch coal.

FINAL FILTRATION IS MADE THROUGH A COLUMN OF RHINESTONE

THE ORIGIN OF STARITSKY&LEVITSKY VODKA

LIQUID QUALITY CONTROL

Throughout the production process mixtures are tasted by Zoya Grishuk in several stages:

- tasting of spirits to harmonize further participation in Staritsky&Levitsky Vodka family blends;
- tasting of spirit-water mixture before filtration;
- primary tasting — 1st day of mixture “rest” — to identify filtration impact;
- intermediate tasting — 7th day of mixture “rest” — to identify organoleptic properties changes during “rest”;
- final tasting — after completion of the minimum period of mixture “rest”, prior to bottling.

A comparative tasting of product samples is held on the next day after completion of bottling process (in original bottles) of different batches in order to identify the compliance with established standards.

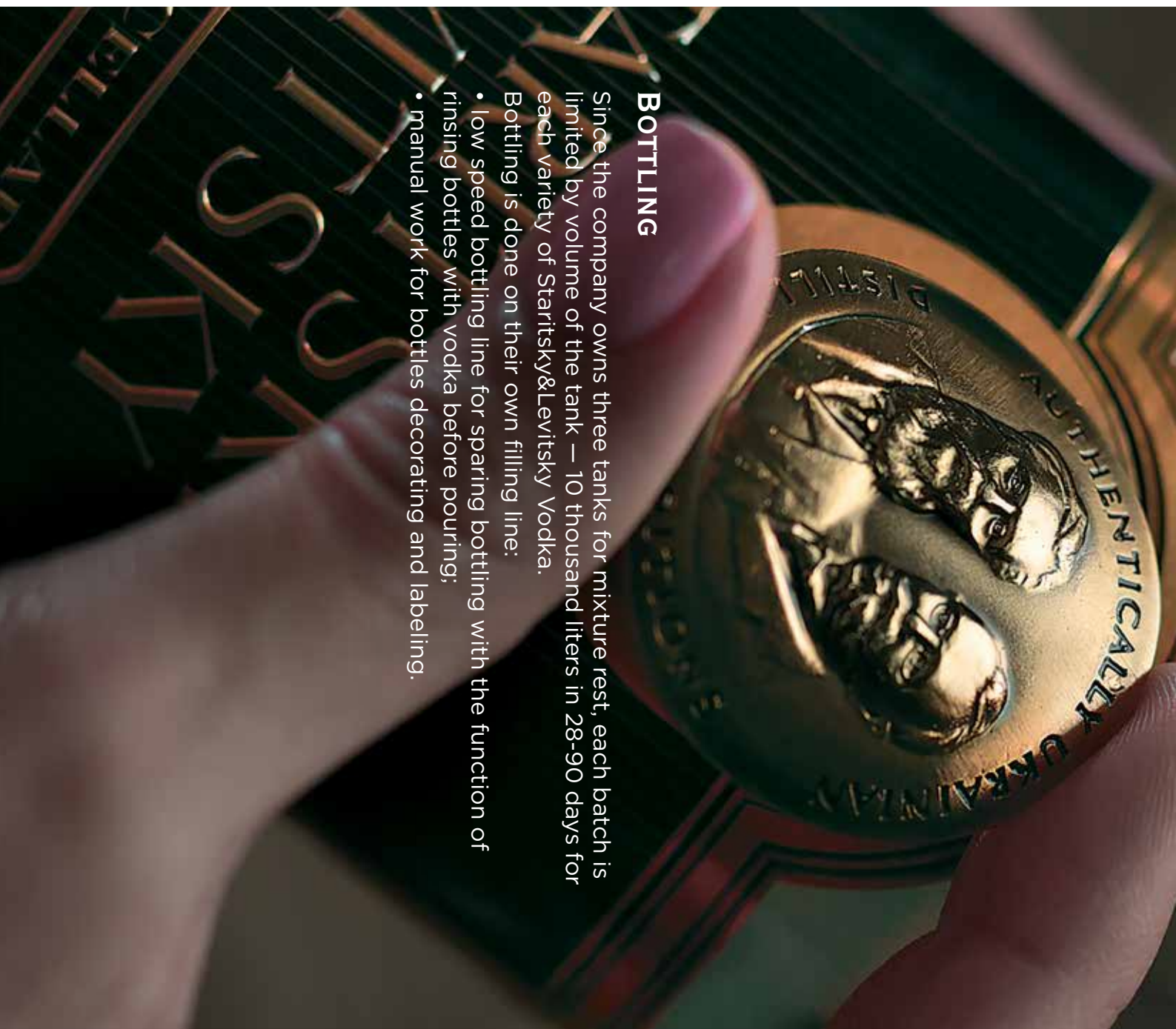
Prior to summarizing the results of tasting, no single bottle can leave the craft production.

BOTTLING

Since the company owns three tanks for mixture rest, each batch is limited by volume of the tank — 10 thousand liters in 28-90 days for each variety of Staritsky&Levitsky Vodka.

Bottling is done on their own filling line:

- low speed bottling line for sparing bottling with the function of rinsing bottles with vodka before pouring;
- manual work for bottles decorating and labeling.



QUALITIES



Staritsky&Levitsky is premium segment vodka



Modern interpretation of traditional Ukrainian vodka production in small batches



Product of Western style and vodka taste



Non-standard design and name



Composed only of luxury spirits and spring water

28
days

Minimum resting period of water-spirits mixture before bottling



TASTING NOTES



NOSE

light, pure alcohol, with slight tinge of herbs



PALATE

medium intensity, pure alcohol, fresh, with a note of fresh bread and spices



FINISH

short, warming, with light notes of freshly-cut grass and spices



RESERVE



QUALITIES



The name "Reserve" means permanent search and reservation of unique spirits. Highly skilled batch selection which is marked RESERVED by Staritsky&Levitsky



Using of wheat bran infusion and fructose to reach perfect taste qualities

28
days

Minimum resting period of water-spirits mixture before bottling



Restrained and aristocratic design



Hand crafted in Ukraine

TASTING NOTES



NOSE

pleasant and balanced, medium intensity, pure grain alcohol



PALATE

good mouth feel, well-balanced, slightly sweet and warm



FINISH

dry, long-lasting, with bitter tint that prolongs the aftertaste, warming, medium intensity and complexity

RESERVE



QUALITIES



Ultra Premium — Premier Cru quality of vodka from our factory



The brand was created in 2014 by master-blender on the basis of a vodka recipe for special occasions

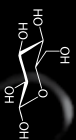


Use of exclusive spirits with unique organoleptic properties



Rare limited bottling — 1000L each batch

90
days



Use of glucose for the perfect round and warm taste



Completely hand crafted, exquisite design and decoration



**STARITSKY
LEVITSKY**

PRIVATE CELLAR

CELEBRATE PERFECTION



TASTING NOTES



NOSE

intense, with notes of grain spirits



PALATE

dry, enshrouding, round and balanced, delicate oiliness balances light alcohol pungency, ultra smooth



FINISH

dry, extraordinary long-lasting, warming, rich intensity



**STARITSKY
LEVITSKY**

PRIVATE CELLAR

CELEBRATE PERFECTION

STARITSKY&LEVITSKY VODKA AWARDS



Tastings.com

San Francisco World








Beverage Testing Institute 2015

Spirits Competition 2014

Gold Medal (94/100)

Silver Medal

TASTING INFO BY TASTINGS.COM:

	Style:	Mild
	Aroma:	Toasted grain and nuts
	Flavor:	Sweet cream, wet stones and grass
	Smoothness:	Tingling
	Enjoy:	In cocktails, neat and on the rocks
	Cocktails:	Vodka Martini, Vesper
	Bottom Line:	A bright yet neutral vodka that will play nicely in cocktails or neat

RESERVE



WHY STARITSKY&LEVITSKY VODKA



№1 Proud to be global brand ambassador for premium and super-premium Ukrainian vodka and market leader



Consistently high quality thanks to the use of the best production technology and locally sourced ingredients




Bottling in small batches



Balanced palate



Smart design for different categories of consumers



PREMIUM SPIRITS BRANDS
www.staritskylevitsky.cz