



**RUSSIAN
DRINKING
CULTURE**

SPIRITS BRANDS PORTFOLIO
2016

RUSSIAN DRINKING CULTURE

*We are meant to create our own in our own way
rather than borrow from other nations;
but this ours that we created in our own way
should be truly right and brilliant.*

Ivan Ilyin,
Russian philosopher



*People respect only those countries
that respect themselves. This self-respect
is based on a national culture.*

*So somebody should start the fire
of Russian culture that used to be one
of the strongest in the world.*

Simon Anholt,
British political consultant





We, «Russian Drinking Culture» Company, create Russian premium spirits – unique drinks with the idea, taste and aftertaste. Our production combines Russian traditions with innovations and the best international practices.

We prove that not only vodka can be produced in Russia, worth spirits can be not only imported. We would like to recreate a new spirits consumption culture in Russia built on principles of gastronomic pleasure, health consciousness and moderateness.

Each of our brands has an idea, position, character and inner dignity. They have been created for people who seek taste in spirits rather than alcohol strength. All our products have a striking taste, are natural and produced exclusively at «BryanskSpirtProm» distillery.

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BEAR FORCE

Filled with force,
for Real Men

A super-premium brand created especially for a strong, confident and smart Man who deserves to be called Real Man. Bear, like a real man, is respected for his strength, hardiness and intellect. A brown bear draws strength from berries, nuts and honey, which amount to 90% of his ration.

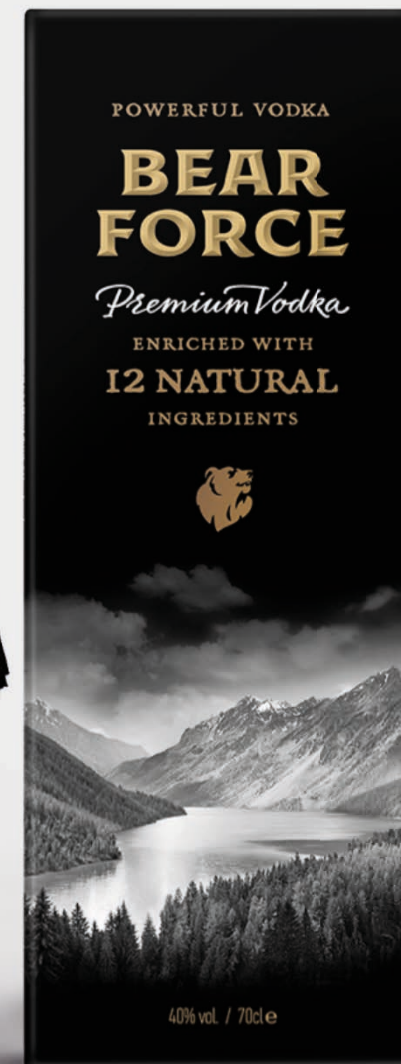
Siberian Bear's Wort, taiga honey and 10 more ingredients harvested by hand in hard-to-reach places of the Great Altai became a basis for the unique, filled with power recipe of Bear Force.

Alcohol content 40%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Bear Force 0,5	6	7,3	84
Bear Force 0,7	6	9,7	54

Ingredients: Altai honey, alcohol infusions of Angelica Ursina, ginseng, bearberries, Buckthorn, juniper, cedar nuts, pine buds, St.-John's wort, ginger, rosehips berries, birch buds.

www.bearforce.vodka



Shipped with an envelope containing extra Angelica Ursina inside.

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BORSCHĚVKA

Gastronomic

«Borschĕvka» was created for gastronomic accompaniment of the Russian cuisine first courses. It is characterized with a unique aroma, rich taste and aftertaste. «Borschĕvka» is produced with Russian reborn technology of XIX century: by maceration of vegetables and spices, double distillation and handcrafted blending. Production secrets of master blender Dmitriy Butyrkin add uniqueness to the drink.

«Borschĕvka» was awarded 3 medals of the XVII Tasting competition at «PRODEXPO» 2015 International Exhibition.

«Borschĕvka» is for those who like it tasty Russian-style.

Range:

«Borschĕvka Original»

«Borschĕvka Cool Spiced»

«Borschĕvka Hot Spiced»

Alcohol content 40%

	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Borschĕvka 0,05	60	9,5	56
Borschĕvka 0,5	6	6,5	84
Borschĕvka 0,7	6	9,0	64
Borschĕvka 1,75	4	13,8	60

www.borschevka.com



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Original

Ingredients: alcoholic extracts of fresh cabbage, bay leaf, mixture of peppers, garlic; rye bread aromatic spirit.



Cool Spiced

Ingredients: aromatic spirit of allspice, coriander, dill and caraway, alcoholic extracts of onion, celery, fresh cabbage, aromatic spirit of peppermint.



Hot Spiced

Ingredients: aromatic spirit of allspice, alcoholic extract of fresh cabbage, bay leaf, mixture of peppers, garlic.



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1,75 l



0,7 l



0,5 l



0,05 l

Home recipe

Natural bitters «Home Recipe» are made on the basis of home recipes of «BryanskSpirProm» production engineers. The bitters are produced of a blend of alcohol extracts of fruits, nuts, roots and herbs. «Home Recipe» bitters have absorbed their life-giving power, oils and sugars. Bitters are perfect as a tasty aromatic appetizer, as well as digestive. «Home Recipe» is the best choice for those who like drinks with distinct, vivid taste.

Bitter «Home recipe Blackthorn» won a gold medal at the XVII Tasting contest at «PRODEXPO» 2015 International Exhibition.

Range:

- «Smoked pepper & honey»
- «Blackthorn (wild plum)»
- «Honey with lemon»
- «Ginseng with galangal»
- «On cedar nuts»

Alcohol content 35%

	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Home Recipe 0,1	20	4,3	153
Home Recipe 0,5	12	10,6	50



RUSSIAN
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Smoked
pepper & honey



Blackthorn
(wild plum)



Ginseng
with galangal



Honey
with lemon



On cedar nuts

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Живой
рецепт

САМОГОН-
НАЯ настойка
по-домаш-
нему 38%
об.

«Home Recipe Moonshine Bitter» is a beverage of 38% alcohol content, it has full harmonious taste with vividly expressed tones of grain moonshine. It is produced only from natural raw material without artificial colorants and flavouring agents.

Production of the drink involves use of rye distillate, extracts of rye and barley seeds – natural base “grain moonshine”, rye bread aromatic alcohol received by the way of distillation of dried rye bread extract through an alembic.

«Home Recipe Moonshine Bitter»

Alcohol content 38%

	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Home Recipe 0,5	12	10,6	50



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TASTE OF LIFE

Liqueurs «Taste of Life» are beverages with rich aroma and pleasant taste of Russian berries. Juice-containing base and harmonious combination of the ingredients fill every drop of it with a breath of the Nature itself. Natural components give an interesting aftertaste and add tasty moments to life.

Range:

«Cranberry»
«Raspberry»
«Cherry»
«Strawberry in chocolate»
«Blackberry»

Alcohol content 20%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Taste of Life 0,5	12	12,4	48



RUSSIAN
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Cranberry

Strawberry
in chocolate

Blackberry

Raspberry

Cherry

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Русские САМОЦВЕТЫ

«Russian Gems» is the first Russian premium vermouth liqueur. Fully natural it combines advantages of vermouths and liqueurs. Consumers of both categories will find in it everything they were missing in their favorite beverages. Having combined the herbal aromas of vermouth with optimal sweetness and strength of liqueur we received an original product, which does not copy well-known world brands neither by taste nor by design. «Russian Gems» have been awarded a Golden Medal of a degustation contest at «PRODEXPO 2016» International Exhibition.

Alcohol content 20%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Russian Gems 0,5	6	7,1	112
Russian Gems 0,5 in a gift box	6	7,5	112

Contents: honey, extracts of orange peel, Origanum, sweet-grass, St.-John's wort, linden flowers, lemon balm, peppermint, plantain, thyme, milfoil, birch and pine buds, coriander, ginger, valerian, galangal, angelica, fragrant pepper, caraway, cinnamon, cloves, wormwood, fennel seeds, anise seeds, nutmeg.

www.самоцветы.онлайн



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Русские **САМОЦВЕТЫ**

The drink is 100% natural, it contains 28 herbs, seeds and spices. Production process takes two months. It is perfect to be consumed neat as well as to create cocktails that consumers could make on their own mixing fruits, berries, juices, wine or champagne with «Russian Gems».

«Russian Gems» is a worthy alternative to import dessert spirits, particularly to Italian vermouths market share of which is about 30 billion rubles.

Promotion programme:

- cocktail card created by the best bartenders of the country,
- brand web-site and promotion through social networks,
- the best cocktail recipe contest among consumers,
- wide listing in HoReCa, promotions for visitors,
- additional visualization in points of sale,
- consultations at the shelves, promotions in big points of sale,
- promo packaging.



www.самоцветы.онлайн



BRYANSKSPIRTPROM

DISTILLERY SINCE 1899



BRYANSKSPIRTPROM

DISTILLERY SINCE 1899

One of the oldest distilleries in Russia «BryanskSpirtProm» was established in 1899. Since 1925 it has been specializing in liqueurs production, the first of them was «Russian Bitter».

Modernized production facilities, huge experience and craftsmanship, innovative approaches allow for production of world class spirits. The company exports its products to more than 13 countries, including Germany, Spain and USA.

It is a winner of 9 Grand Prix and 85 gold medals of the Russian and international alcoholic beverages fairs.

In 2016 for a high quality of its beverages the distillery received a certificate allowing to use «Russian Vodka» trade mark as a proof of origin.

RADIX

Radix is a Latin word which mean «source; root». Enriched with natural ingredients vodka «Radix» is a source of natural enjoyment for young and fashionable consumers. The recipe contains root extracts of ginseng, rosewort and ginger, which are barely felt, though add more richness and chic mildness to the taste. Vodka «Radix» is perfect base for cocktails, good mood and bright emotions.

Range:

- «Radix Original»
- «Radix Platinum»
- «Radix Gold»

Alcohol content 40%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Radix 0,5	12	13,4	68
Radix 0,7	12	18,3	44
Radix 1,0	6	14,4	48



BRYANSKSPIRTPROM
DISTILLERY SINCE 1899

EVERYTHING BEGINS WITH

**RUSSIAN
PREMIUM
VODKA**





Classic



Platinum



Gold



BRYANSK SPIRIT PROM
DISTILLERY SINCE 1899

БЕЛОКРЫЛАЯ Чайка

Vodka «White-Winged Gull» is meant for those consumers of spirits who love to dream and are inspired with longing for perfection. Its high quality is secured with original technology: alcoholic tincture of coffee gives a unique aroma to the beverage. «White-Winged Gull» disposes to an unhurried relaxation and dreamy mood.

Alcohol content 40%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
White-Winged Gull 0,5	20	18,2	32
White-Winged Gull 0,7	12	14,6	44



BRYANSKSPIRITPROM
DISTILLERY SINCE 1899



Russian ARDOR

Vodka «Russian Ardor» is an important component of ideal men's leisure either hunting, or fishing, or a picnic.
Vodka «Russian Ardor» is made according to a classic technology which is enriched with usage of anise oil in the recipe.
This gives to the beverage some mildness and the subtlest aroma.

Alcohol content 40%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Russian Ardor 0,25	30	15,4	45
Russian Ardor 0,5	20	18	45
Russian Ardor 0,7	12	15	44



BRYANSKSPIRTPROM
DISTILLERY SINCE 1899





Hunting



Daring



Fishing



BRYANSKSPIRTPROM
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БРЯНСКАЯ

Настойка
ГОРЬКАЯ
на траве

ЗУБРОВКА

Bitter «Bryanskaya on Herbs Zubrovka» is new to the range of bitters «Bryanskaya». It is produced of a high quality spirit «Lux», on the basis of sweet-grass and other fragrant herbs extracts. Traditional technologies, many years of experience and 100% natural components secure high quality and a wonderful taste of this range of bitters.

Alcohol content 35%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Bryanskaya on herbs zubrovka 0,5	20	17,75	45



BRYANSKSPIRTPROM
DISTILLERY SINCE 1899





Bitter «Three Drops» is produced of a high quality spirit «Lux», according to a traditional technology of Russian vodkas. Use of a modern purification system with birch coal gives it a special purity and mildness of taste. This vodka is so special because of its contents: alcohol extract of oat flakes, amber acid and glucose that give the drink mildness and drinkability.

Alcohol content 40%

Volume, L	Quantity, pcs	Weight of case, kg	Cases per pallet, pcs
Three drops 0,1	20	4,3	153
Three drops 0,25	30	15,4	45
Three drops 0,5	20	17,8	45



BRYANSKSPIRTPROM
DISTILLERY SINCE 1899