



VODKA-O

PASSION FOR PURITY

Vodka O is made from blended grains and whey. These raw materials are biologically tested by an Agriscreen (a herbicide, pesticide & fungicide analysis) to ensure that the product is free from chemical residues.

This is the only true way to prove a product is organic and ensures that we are starting the manufacture of the product with the highest quality natural produce.

The higher the quality of the natural produce the higher the quality of the end alcohol product.

Vodka O tastes so much better and is so much smoother than other Vodkas due to its unique refining process. **WE EVAPORATE THE ALCOHOL TO REFINE IT.**

Most other Vodka companies use filters to refine the alcohol and push the usual marketing spiel on the label about how they triple distil and filter the Vodka. Consumers are then under the misconception that the more times you filter the Vodka the more pure it is.

This is simply untrue as it's a scale of diminishing returns in that the vodka undergoes 90% of its maximum clean on the first time it passes through the filter. Furthermore filters are very expensive so financially it would be economic suicide to keep filtering Vodka for additional improvement.

What we do is refine the Vodka O using heat, as you can rid the Vodka of impurities much more effectively. Alcohol molecules are very close together and heating is the best way to separate the high quality pure alcohol from the rubbish.

There are two types of alcohol. Ethanol which is the good alcohol which makes us feel drunk or euphoric & Methanol which is a poisoness in large quantities and in smaller quantities makes Vodka taste terrible. Using our unique evaporative technique we have only 5 parts per million of methanol which is the lowest level of impurities of any Vodka on the market.

So just to re cap:

What we do is boil the raw alcohol and separate the Methanol (BAD ALCOHOL) from the good alcohol (ETHANOL) The boiling point of Methanol is 64.7 degrees where as Ethanol boils at 78.5 degrees. This whole process is repeated seven times until the Vodka is as pure as possible. We then use charcoal filters to clean up the remnants of other residue's such as fusel oils and amyl alcohols which are chemicals that also make Vodka taste bad and occur naturally in the fermentation process.

On Vodka O chemical specs all the impurities mentioned above are listed at 5parts per million, which is why our Vodka is so pure and smooth. Because Vodka 0 is so pure and has such low levels of methanol and higher alcohols which are solvents (thinners) the Vodka O is very viscous, which is what good Vodka should be like. Vodka O is thick in the bottle.

GOOD VODKA SHOULD BE AS COLOURLESS, TASTELESS, ODOURLESS AS POSSIBLE AND INCREASE IN VISCOSTITY WHEN EXPOSED TO COLDER TEMPERATURES.



Summary:

Vodka O is the Purest Smoothest Vodka on the market due the following,

- 1) Lowest level of impurities due to Evaporation refining techniques.
- 2) No Herbicides, Pesticides or Fungicide residue so Vodka O is organic.
- 3) Additional Charcoal filtering.
- 4) High quality spring water, demineralized.

The end result of this is as follows,

- 1) Vodka O doesn't burn like other Vodka's.
- 2) The Vodka is much more inert so the mixer i.e. Cranberry, orange juice or cocktail taste's a lot better using Vodka O.
- 3) The Vodka is thicker than other Vodka's which is the true test of good vodka.
- 4) The hangover is less with Vodka O as the low levels of impurities mean that the rehydration process, I.E Osmosis occurs faster.