

Welcome to the Baltic Sea Vodka Party – 2009!

RUSSIAN SOCIETY



Vodka

Vodka is a drink that accompanies humans in sorrow, joy, and simple relaxation. Vodka has a mixed reputation! Some consider it Heaven, some Hell! Both sides can be right. Russians traditionally drink vodka for any significant occasion, like a wedding, the birth of a child, or a new job. The history of alcohol in Russia goes back a long way. It is widely believed that Prince Vladimir of Kiev chose Christianity over Islam in the year 987 simply to avoid the Muslim prohibition on alcohol. His words, "drinking is the joy of the Rus", are better remembered in Russia than his other historical achievements. Here is what the Cambridge University Russian Society has to offer for your joy tonight.

1. "Stolichnaya" ("Столичная" - Rus. "Capital vodka" - Eng.)

"The mother of all vodkas from the Motherland of vodka..." A classic Russian vodka; on the nose it is clean with delicate aromas of butter, white pepper and sweet cream. The palate is smooth and sweet with an oil-rich texture and light mineral notes. The finish is clean with soft aniseed and hints of almond.

Timeline:

1901: The birth of tradition: Moscow State Wine Warehouse No. 1, where Stolichnaya has its origins, opens its doors on the banks of Yauza River in northeast Moscow.

1925: Seal of approval: the Government appoints the Moscow State Wine Warehouse No. 1 as the official vodka supplier to the Kremlin.

1953: The birth of the icon: Andrey Borisovich Johanson, a constructivist artist, wins a state competition to design a label for the people's vodka, Stolichnaya. His winning entry incorporates a depiction of the Hotel Moskva. The iconic gold, red and white label has remained the same ever since, recognized worldwide.

1958: Going for Gold. At the 1958 World Fair in Brussels, Stolichnaya wins its first Gold Medal. Stolichnaya repeats its success at the 1963 World Fair and proudly displays both medals on its label.

1973: Border crossing. At the height of the Cold War, an exchange deal was struck between Pepsi Co Inc and the Soviet Government; Stolichnaya was exported to the US in return for Pepsi being imported to the USSR.

1979: During the infamous reign of Studio 54 over the New York nightlife scene, Stolichnaya was the favourite tippie of celebrity attendees and their entourage. Studio 54 rocked New York City but Stolichnaya rocked Studio 54!

2005: The California Gold Rush: Stolichnaya wins a Double Gold award as the best vodka in show at the highly prestigious San Francisco Spirits Competition.



2. "Russian Standard Original" ("Русский Стандарт" - Rus.)

This outspoken original has set the benchmark for authentic premium Russian vodka – unmatched heritage honed for today's connoisseur. Recognized in its homeland as a benchmark for excellence, Russian Standard Original owes its name and quality to Dmitri Mendeleev's classic formula, commissioned by Tsar Alexander III for optimum balance and purity. Its combination of traditional wheat taste – from the hardy winter wheat of the Russian steppes – and remarkable clarity – from the soft glacial waters of the frozen north – make Russian Standard Original a perfect vodka to sip neat or as your preferred spirit for a long drink. Russian Standard has come to epitomize vodka in the spirit's motherland, and in the process become an iconic symbol of modern Russian life and dynamism. Striking a balance between Russian heritage and the energy of modern life, Russian Standard Original is a masterpiece of technology, passion and craftsmanship.



3. "Russian Standard Platinum" ("Русский Стандарт Платина" – Rus.)

Upping the ante on perfection, this sensuous elixir blends timeless savoir-faire with state-of-the-art sophistication. Russian Standard Platinum takes Mendeleev's recipe for the Tsars one step further, combining the purest ingredients with a state-of-the-art silver filtration system to produce an ultra-crisp, ultra-smooth spirit. Uniting a passion for perfection with daring energy and confidence, Platinum has become the favorite vodka among Russia's booming generation of successful urban professionals, who work and play hard enough to put even 1980s New Yorkers to shame. A vodka of unparalleled energy and clarity, Platinum is sure to meet the demands of the most dynamic, yet discerning drinkers – wherever they might be in the world – as a symbol of achievements past, present and future.



4. "Moskovskaya" ("Московская" - Rus. "Moscow vodka" – Eng.) - literally "Muscovite Vodka" - is one of the leading international vodka brands. First made in the Soviet era, it is a traditional Russian vodka made of grain alcohol and water from artesian wells. Moskovskaya is one of the best-selling international vodkas, with particular strength in the German, Spanish and Italian markets. It has made a mark with lovers of fine spirits throughout the world because of its reputation for classical simplicity. A lot of people prefer its slightly different taste - with a clean original flavour, it is warming without harshness and famed for its smoothness. The drink is one of the best-known Russian trademarks with its distinctive green and gold label.



5. "Yuriy Dolgorukiy" ("Юрий Долгорукий" – Rus.)

This premium-class vodka has won numerous international exhibition awards. Its concentration is based on the perfect grain grown in the ancient Ryazan Region and advanced in high-quality rectified alcohol "Lux". Its cleanliness is provided by using crystal-clear potable water passed through several degrees of clearing. These are mixed, according to a unique recipe, with a small amount of sugar syrup, the components forming a magnificent, rich taste. The newest system of clearing and filtration leads the beverage to perfection, providing a surprising transparency, gentle vodka aroma and a really princely quality. It relates to the group of high-quality vodka brands. It is prepared according to the classical technology of Russian vodkas.



6. "Sputnik" ("Спутник" – Rus.)

The first mission for the Russian Space Agency was to send a small man made radio transmitter into the Earth's stratosphere. On October 4 1957, the mission was achieved when the SPUTNIK satellite began sending a series of clicks and beeps back to the command centre. The next day the world woke up to a new dawn of exploration. Never before had such a small object inspired so many millions of people. To commemorate the occasion, the scientists from the Russian Vodka House selected a secret and very special recipe which dated back to the early 1890s. The vodka was called Sputnik and it would represent the coming together of Russia's past and present. Sputnik pure grain vodka has travelled thousands of miles to land on British shores. It is still made to the highest standards using only the finest Russian winter grain.



7. "Flagman" ("Флагман" - Rus. "Flagship" – Eng.)

Triple distilled, 40% ABV. Produced at the Chernogolovka distillery near Moscow, in accordance with the Mendeleev formula, using only refined natural spring water and 'De luxe' spirit from the finest quality grain. Originally created for 'Tsar Peter I' today it combines 21st century technology with the passion and experience of over five centuries of Russian vodka production.



8. "Snezhnaya Koroleva" ("Снежная королева" – Rus. "Snow Queen" – Eng.)

A vodka from Kazakhstan produced from organic wheat and artisan spring water from the foothills of the Himalayas. Kazakh birch charcoal is used in its five-time distillation process. As of 2007, Snow Queen Vodka has been awarded 10 gold, 7 silver and 8 bronze medals for excellence at major international exhibitions. On March 19th, 2008, Snow Queen Vodka was awarded the Top Vodka at the prestigious 2008 San Francisco World Spirits Competition. Additionally, Snow Queen Vodka was awarded The Double Gold Medal which is reserved for those spirits that receive a unanimous vote for a Gold Medal by all judges in the panel.



OTHER KINDS OF RUSSIAN VODKA:

1. "**Nastoyka, Vanil**" ("Настойка, ваниль" – Rus.) – home-made vodka, vanilla infusion
2. "**Nastoyka, Myata-Imbir**" ("Настойка, мята-имбирь" – Rus.) – home-made vodka, mint-ginger infusion
3. "**Nastoyka, Perets-Chesnok**" ("Настойка, перец-чеснок" – Rus.) – home-made vodka, chilli-garlic infusion
4. "**Nastoyka, Tarhun**" ("Настойка, тархун" – Rus.) – home-made vodka, tarhan infusion
5. "**Nastoyka, Kitayskaya Sliva**" ("Настойка, китайская слива" – Rus.) – home-made vodka, Chinese plum infusion
6. "**Vinogradnaya**" ("Виноградная" – Rus.) – home-made grape vodka
7. "**Ghuravli**" ("Журавли" – Rus. "Crane" – Eng.)
8. "**Putinka**" ("Путинка" – Rus.)



BELARUSIAN SOCIETY



Belarus (former **Grand Duchy of Lithuania**; do not confuse it up with the modern Republic of Lithuania, which was formerly **Samogitia**) is one of countries where **Vodka (Harelka in Belarusian or Litoinian)** originated. The earliest evidence about Harelka comes from the 11th century but it became generally popular only in the 15th-16th centuries when the first Harelka factories were established in Polatsk, Brest and Minsk. Distilling a good Harelka has become a real art and each Belarusian region (or even village) has developed their own unique recipes. Belarus is the same size as the UK, therefore thousands of Harelka recipes exist currently. The distinctive features of Belarusian Harelka that distinguish it from other vodkas are as follows: a very long tradition; using a combination of silicon and charcoal filters (unique to Belarus since other use only one or the other, not both); it is produced only from wheat or rye spirits (never potato); the use of birch and maple juices; the use of oak barrels; the use of unique forest herbs (the largest European primeval forests, Belavezhskaya Pushcha, are in Belarus). Belarusian Harelka has been acknowledged as the Best Vodka in the World in 1996, 1999, 2002 and 2005 (Brussels Wine EXPO). We present the products of two plants, Mink Kryshstal and Brest Kryshstal ("crystal").

MINSK KRYSH TAL:

1. "**Charadzei**" ("magician") has a tradition dating back to the Middle Ages. Its name originates from the name of the legendary Polatsk King **Usyaslau Charadzei (Vseslav the Sorcerer)**, the ruler of Belarus (he ruled for 57 years) in the 12th century and the main hero of the famous "Tale of Igor's Campaign". This guy was the most powerful and influential king in Central and Eastern Europe in the 12th century. This harelka is made using a traditional northern Belarusian recipe, mineral water, special variety of wheat and processed by silicon and charcoal. This is internationally the most acknowledged Belarusian vodka – about 50 medals. It has won the title of the Best Vodka in the World three times (Brussels Wine EXPO).



2. "Belaya Rus Lux" is produced from wheat grain high-quality purified alcohol "Lux", with the use of softened water, processed by black silicon and charcoal filters. Alcoholic content - 40%. At international competitions "Belaya Rus Lux" was awarded the Grand Prix and the Platinum Quality symbol, 7 gold, 4 silver and 1 bronze medals, and was winner of "the Best product of the Year 2003",



"The best products on the Russian market 2006".

3. "Balsam Belaruskyy" is a traditional alcoholic tonic drink with a soft, bitterish, slightly cooling taste. Its aroma is complex, with a slight aroma of propolis. Alcohol content - 40%. It contains 22 herbal extracts. At international competitions it has received three Grand Prix, the Platinum Quality symbol, 23 gold, 3 silver and 1 bronze medals, two diplomas, and is the winner of competitions for "the Best Goods from Belarus 2002, 2006", and "The best product on the Russian market 2005".



4. "Stolhradnaya" ("capital city harelka") is produced using traditional technology from grain wheat and malt high-quality purified alcohol "Lux", processed using silicon and charcoal. It has a special shine and very pure taste. Alcohol content - 40%. At international competitions, "Stolhradnaya" has won 1 gold, 5 silver and 3 bronze medals. It was the winner of the competition for "the Best product of the Republic of Belarus 2002".



5. "Minskaya" ("Minsk harelka") is traditionally made in Central Belarus (Minsk region) from local mineral water and wheat grain alcohol Super Lux (best quality) purified using charcoal and black silicon. Minsk Alcohol content - 40%. Vodka "Minskaya Kryshstal" has won 16 competitions and received "The Best Product of Belarus" award three times.



6. "Hlebnae Vino" ("Bread wine") is made using the oldest known recipe for harelka-vodka. This is what harelka was 700 years ago! It is made from special rye bread, wheat, unrefined parsley sugar and mineral water, processed using silicon and charcoal. It has a very mild taste with hints of rye bread and sweetness. Alcohol content - 40%. It has won a total of 41 medals and was acknowledged as the Best Vodka in the World 2005 (Brussels Wine EXPO).



7. "Super Lux" is made using the most up-to-date technologies for purification, combining the best traditional and high-tech techniques (so-called triple distilling-filtering system). It is made from specially grown wheat and selected mineral water. This one, since its appearance in 2007, has won all Belarusian vodka competitions and has been awarded 6 international gold medals. It has never received any silver or bronze! Only gold! Alcohol content - 40%.



BREST KRYSHTAL:

1. **“Brestskaya Zubrouka”** – world famous product of the Brest Distillery Company. It has a 500-hundred year history and comes from the largest European primeval forest, Belavezhskaya Pushcha, in southern-western Belarus. It is also known as Hunter’s Harelka. Alcohol content 40%. This traditional beverage is made of high quality wheat grain alcohol, local mineral water and an extract of zubrouka grass (Eng. holy grass). The taste is slightly burning with a pleasant taste of holy grass. It has won 10 gold and 22 silver medals in international competitions.



2. **“Pervatsch”** – a traditional harelka made from wheat spirit and birch juice. The name can be translated from Belarusian as “first fraction” of the distillation process where the best quality spirit is usually collected. It has a very long history and is considered the strongest harelka-vodka made in Belarusian villages. Usual alcohol content from 60 to 75%.



The taste is really strong! It has won competitions and has been awarded 6 international gold medals. It has never received any silver or bronze! Alcohol content - 40%.

OTHER KINDS OF HARELKA (VODKA):

“Starka” is original name for matured harelka (in oak barrels) in the Grand Duchy of Lithuania from the 15th century. The barrel was originally from Hungarian wine. It was sealed with beeswax and buried in sandy ground for 5+ years, to be dug out only at special events. The name itself stems from this process of aging and in 15th century Belarusian meant both the harelka type and an old woman.



“Charnychnava” – home-made (moonshine) blueberry harelka.

“Malinavava” – home-made (moonshine) raspberry harelka.

“Chabarovava” – home-made (moonshine) thyme harelka.

“Parechkavava” – home-made (moonshine) red and black currant harelka.

UKRAINIAN SOCIETY



Horilka

The Ukrainian word for vodka is ‘HORILKA’. The word and the drink itself, go back to the 15th century. Back in those days the North West region of contemporary Ukraine (Volyn region) was famous for producing very good Horilka. The drink was made out of rye with added buckwheat, barley, anis, orange peels and juniper. Interestingly, old Ukrainian Horilka was almost half as strong as its modern equivalent: about 20 percent vs. today’s 40. Hence, it is not surprising that, according to folklore people used to drink up to a litre or more of Horilka. Rumours have it that when the Austrian army was approaching a distillery town in the North West of Ukraine, the owner, being determined not to let the enemy steal his profit, ordered all the alcohol to be thrown into the river. When the local people heard the news, they ran towards the river with their buckets and pots and some even drank Horilka-water right from the river.

1. "Honey with pepper"

Traditionally, Ukrainian Horilka was made of honey. Ukraine always took pride in the production of excellent quality honey. In the old days, the honey drink prepared for kings and princes was kept under the ground for up to 40 years before it was considered well enough for the elite to drink. Although today's Honey Horilka does not take that long to be made, it is nevertheless deliciously tasty, full of flavour, and has a beautiful golden colour. It is the honey that provides a hint of sweetness and the chilli that adds a bit of bitterness, whereas together they form a unique combination. Just come and taste the one of a kind Honey with Pepper Horilka!



2. "Khortytsia" is the most popular trade mark of Horilka in Ukraine. It is named after the largest island on the Dnipro River, which used to be a home to Cossacks, the brave Ukrainian warriors who defended Ukrainian frontiers for many centuries. Today Khortytsia Island is a national reserve and a holiday destination. Crystal clear Khortytsia Horilka has won over 250 international victories and medals, including the most prestigious United Vodka competition in Brussels. Its international recognition signifies its perfection. Have a shot of Khortytsia to experience the unique warrior culture and to immerse into the atmosphere of freedom associated with the Cossacks!



3. "Dostar"

Ever wondered what's in common between Ukraine and Kazakhstan? It is the steppe! It is the Scythians and the Sarmatians, natural steppe inhabitants who moved from Kazakh steppe all the way to the Ukrainian one. Here we present the true spirit of steppe: vodka DOSAR! Besides its delicious taste, it is recommended for health reasons as it lowers cholesterol and improves blood circulation. So, come and taste DOSTAR and imagine being a steppe Scythian!

4. "Zhytomyr Standart" belongs to the elite class of Horilka. Its particular taste and exceptional softness are rooted in the best traditions of classical Horilka. In accordance with its 1896 recipe, Zhytomyr Standard is made of high quality grain spirit, purified natural water and other healthy components, such as lactulose, which reduces negative effect on the liver, and selenium, which strengthens and protects thyroid gland (the organ crucial to the regulation of metabolism and proper functioning of body systems). But these components do not muddle up the clear unsophisticated taste of 'Zhytomyr Standard'. For many years it retains the reputation of the softest Ukrainian Horilka!

FINNISH SOCIETY



1. "Salmari" (Salty licorice vodka, ~35%) is a pre-mixed vodka cocktail made with salty licorice sweets called "Turkish Pepper". The flavour of salty licorice comes from ammonium chloride. The drink is a somewhat viscous liquid of characteristic BLACK color, and the flavour is probably the most distinctive that you'll have all night! The taste of Salmari resembles strongly that of black licorice and cough medicine (this is because the original mixture is also used in cough medicines), and has the additional effect of increasing salivation. Salmari is probably the most loved vodka in Finland!



2. "Minttu" (Peppermint vodka, 50%) is a crystal clear peppermint liqueur produced in Turku. It has a strong, crisp taste and scent of peppermint. Taste is quite similar to Crème de Menthe. Most common ways to enjoy Minttu are to drink it on the rocks, mixed with tonic or on a hot drink. Hot chocolate with Minttu is a common treat in Finnish ski bistros.



SCANDINAVIAN SOCIETY

1. "1-Enkelt", Vol. 35%

Primary containing aniseed and liquorice, which dominates in smell and flavour with a unique clarity: plant roots, giving the balanced, bitter taste, and lemon zest that doesn't dominate, but sets a fantastic base for the aniseed and liquorice to flavour through.



2. "Gammel dansk", Vol. 38%

The ingredients include spices from many different places around the world: roots that are reputed to have medicinal powers, and berries that are well-known particularly to children from the Roskilde area on the Danish island of Zealand.

Every autumn, the company buys all the buckets of rowan-berries the children can pick.

The names of every ingredient and the exact blend cannot be revealed, however. There are only two employees who know the recipe.



3. "Blå Ga-Jol", Vol. 30%

Produced from the original blue menthol flavored Ga-Jol pastilles (menthol tastes like cough sweets). The original Ga-Jol from 1933, blue Ga-Jol is classic, fresh liquorice with a hint of mint - just right when you need to freshen your breath.



4. "Gul Ga-Jol", Vol. 30%

Produced from the original yellow salty liquorish flavored Ga-Jol pastilles. Lovely refreshing taste.



5. "Fisherman", Vol. 30%

Tastes like Fisherman's Friend. Fisherman's Friend were originally developed by a young pharmacist named James Lofthouse in 1865 to relieve various respiratory problems suffered by fishermen working in the extreme conditions of the Icelandic deep-sea fishing grounds. Originally developed as an extremely strong liquid remedy containing menthol and eucalyptus oil, Lofthouse made this liquid into small lozenges which were easier to transport and to administer. According to the manufacturer, the fishermen soon began to refer to the lozenges as their "friends", hence the name.



CENTRAL EUROPEAN SOCIETY

1. "Żubrówka" also known as Bison Grass Vodka is a brand of dry herb-flavoured vodka distilled from rye to 40 % alcohol. Its name comes from żubr (Polish for wisent) - an animal which is particularly fond of the herb of which Żubrówka is made. A blade of bison grass can be found in every bottle of genuine Żubrówka, but this is only

decorative and is not the reason for its particular taste, aroma, and yellowish colour. Żubrówka is usually served pure and chilled, mixed with apple juice (a drink known in Polish as tatanka or szarlotka, in the UK as a frisky bison).



2. "Absolwent Graduate Vodka" is a top quality vodka produced on the basis of 4-times distilled (to 40%) quality rye spirits and demineralized water from deep wells. When strongly chilled, it can be drunk in many ways; with cold hors-d'oeuvres, or for preparing drinks and cocktails.



3. "Wyborowa" (which means exquisite in Polish) is a brand of vodka produced from rye grain, using a double-step distillation process, distilled to 40 %. In the 1950s and 60s, Wyborowa became known in all major European countries - it constituted over 60% of the total volume of vodka imported to the UK.



4. "Sobieski Vodka" is made of the golden Dankowski Rye and crystalline water from Oligocene springs, continuously distilled to 40 % to create one of the purest and smoothest vodkas in the world. Its name comes from King Jan III Sobieski (1629 - 1696), who is still regarded as the last great King of Poland, revered today in part because his



fearless, indomitable spirit represents what has always been such an inseparable part of the Polish national character.

Please, enjoy our traditional vodka!