

PURITY

THE SPIRIT OF SWEDEN PURITY VODKA

VODKA



PRODUCTION PROCESS

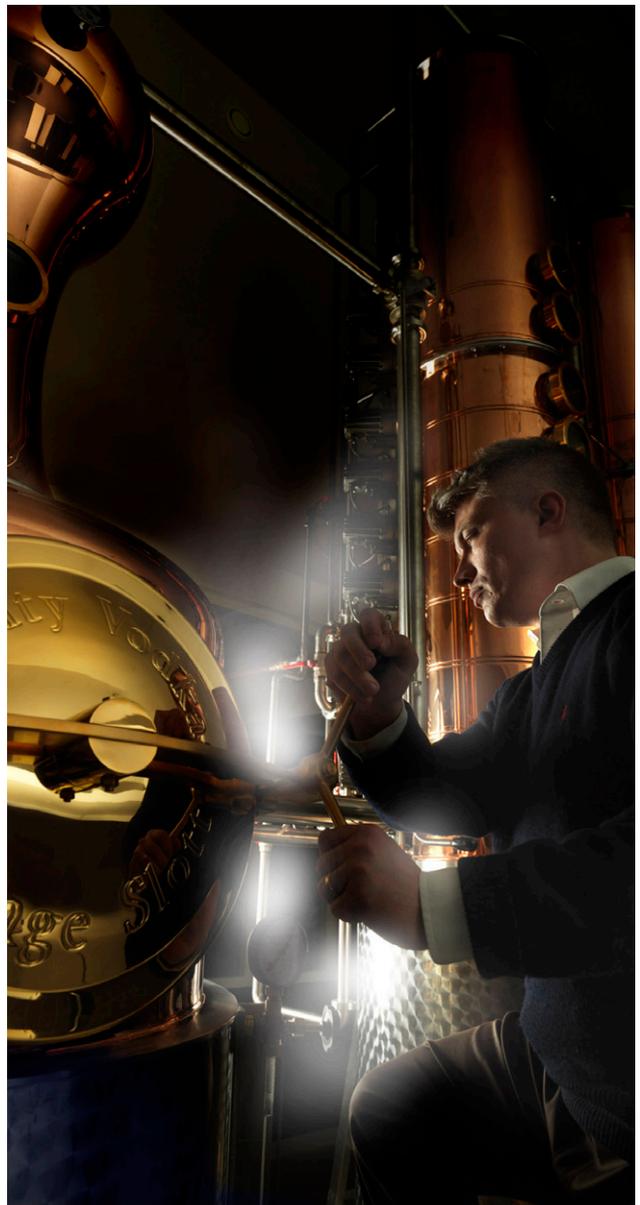
Purity Vodka comes to life in a copper-and-gold proprietary pot still, at the 13th century Ellinge Castle in southern Sweden. The handmade pot still is developed in close co-operation between Purity Vodka, the renowned chemical technical engineer Leif Nerhammar and Kothe Destillationstechnik in Germany.

Kothe Destillationstechnik is the leading specialist in designing and developing modern distillation equipment based on artisanal values. The Purity Still at Ellinge Castle is designed for such small-batch distillation. The boiler is electrically heated with a water bath and it is the first distillery equipment in Europe which is security classified according to ATEX. This means that the still has a built-in system to prevent overheating and explosion.

The still which is very small, has a mash volume limited to 600 liters. It consists of a pot still with mushroom shaped top. The distillate is fed from the boiler to two eight-storey towers for rectification. Each tower consists of eight physical distillation bells. Each bell is adjusted to three different positions so that the flow is regulated depending on the type of distillate or strength sought. This allows the distiller 65 536 options in the recipe when distilling.

When the spirit vapors pass through the two towers, the condensed distillate falls on the hot bell, evaporates immediately and continues its slow journey to the next level of distillation. The course, which is a sparkling spectacle, can be followed through the glass portholes at each bell all the way to the 24k gold spirit safe, where the distillate is removed for a repetitive distillation. Totally, the spirit is distilled 34 times with a loss of 90 percent before it reaches its ultimate quality and an alcoholic strength of 96 percent by volume (192 Proof).

The Purity Still is also unique because of the two rectification towers, which are higher, and above all broader, than seen



before. This provides more space for the spirit to be mixed in gas and liquid. The large bells additionally increase the effect on the distillation. Due to the many distillations Purity is undergoing, the distillate attains an impressive alcoholic strength of 96% by vol. resulting in a distillate so pure that no filtration is necessary. Therefore, as the flavor reducing mechanical filtration is excluded, all natural flavors are preserved.

Vodka can normally not be produced through a pot still distillation, since by definition it requires an alcoholic strength exceeding 95% vol. before it is reduced to drinking strength. However, thanks to the unique still design, Purity Vodka manages to combine an unparalleled purity with the character, body and smoothness of the pot still distillation.

Purity Vodka is distilled in a closed and automated system in which the distillate is pumped from the mash tanks, to the boiler, on to the distillation bells, to the spirit safe, and finally to the various collection tanks. The process technology is established at all stages. The residue remaining after distillation is pumped out and is used as cattle feed. The automated, cipp disk is handling the cleaning after each run. Also the spirit safe in which the heads, tails and the heart is cut can be managed automatically via pumps and the various factions are led to separate collection tanks. The process is secured by computerized monitoring and radio control, also this is something that is unique for Purity Vodka. The production of Purity Vodka is characterized by an active environmental consideration at all stages. Even the cooling water and residual heat is transported to a special tank for heat recovery.

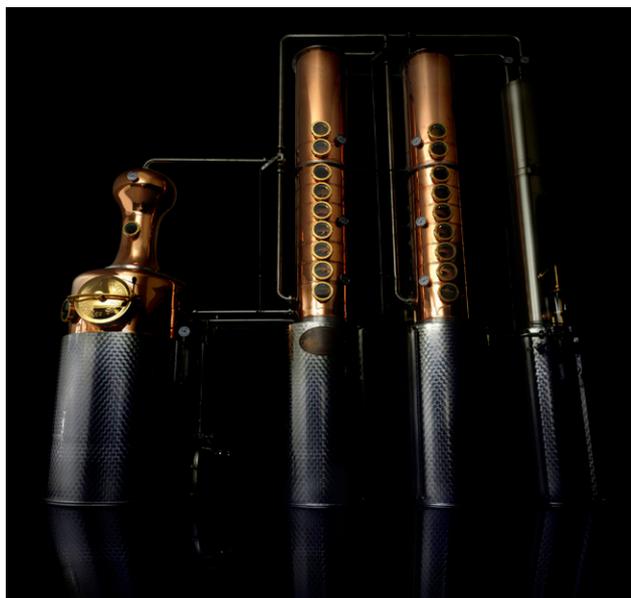
Purity Vodka origins from the unique stills at Ellinge Castle producing its heart by using estate grown winter wheat (Gneiss*) and barley (Tipple**), and mineral rich water from the castle's own artesian well, the "Health Source". This is the



foundation of the flavors generated which gives Purity its unique character and smoothness. After distillation at Ellinge Castle, the heart is blended with the very finest, organic, column distilled wheat spirit, produced on the basis of carefully tested specifications.

The final touch and smoothness comes from a slow and careful reduction from full distillation strength to 40% by vol. by using natural water from a protected water source. This relatively pungent water, rich in minerals, brings a perfect smoothness to the spirit. In order to avoid the minerals from the water forming salts in the bottle, a balanced amount of deionized water, from the same protected water source, is added.

The Perfect Cut.



* Specification wheat

Gneiss is a wheat variety which is particularly suitable for bread and vodka production. The variety is derived from crosses between Swedish winter hardy and more continental short straw, high-yielding varieties types. The growth reaches the best results in southern Sweden as its winter hardiness is limited.

Variety: Gneiss winter wheat
 Planting: September 15, 2007
 Harvest: August 2008
 Quality: Premium
 Falling: 350
 Protein: 10.5%
 Starch: 74.1%
 Humidity: 12%
 Space Weight: 862 g / l

** Specification barley

Tripple is a grain mainly designed for the brewing industry, but the right use acts as a perfect complement to short straw winter wheat for vodka distillation.

Variety: Tripple
 Planting: April 2008
 Harvest: August 2008
 Quality: Premium
 Protein: 11.2%
 Humidity: 13.2%
 Germination: 99%
 Space Weight: 687 g / l