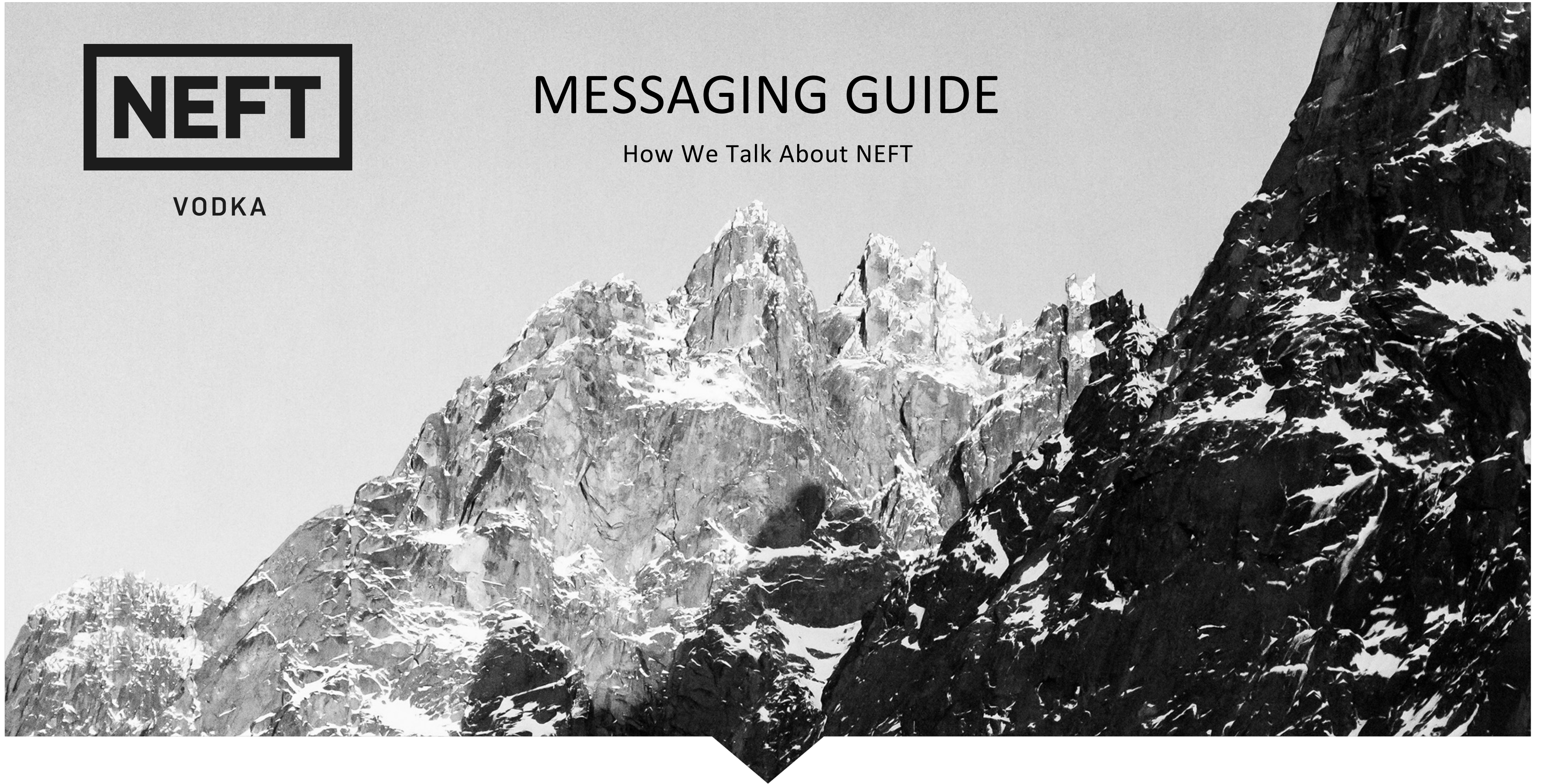




VODKA

MESSAGING GUIDE

How We Talk About NEFT



TAGLINE

Raise It Up



ELEVATOR PITCH

NEFT was conceived in 2011 to shatter expectations about vodka in a category with a complete lack of premium options made with absolutely-clean ingredients. NEFT is made from just two ingredients: mineral-rich mountain spring water filtered for centuries deep beneath the Austrian Alps and ancient grains of rye. Nothing else. No sugar, no additives. Hence, an award-winning vodka with a refined and sophisticated taste so delicious that it can be enjoyed neat, on the rocks, or in a cocktail, was created.

Our brand is passionate about innovation, sustainability, creativity, diversity, inclusion, and ultra-premium execution. Giving back is a core value, and NEFT is committed to the physical and mental wellbeing of women and children at risk.



BRAND ESSENCE

ELEVATE YOUR SPIRIT

We are inspired by the mountains that surround us. And we believe that when you stay true to the things that inspire you, extraordinary things happen - you rise to exceptional heights.

An award-winning vodka, NEFT is made from mountain spring water that has been filtered for centuries deep beneath the Austrian Alps and ancient grains of rye. Nothing else. No sugar, no additives.

We are a lifestyle brand for self-assured individuals attracted to remarkable experiences and ultra-premium spirits. For those driven by an inner strength to create their own success and determine their own path.

We live by our values and embrace giving back, sustainability, and innovation. We keep to the fundamentals and let the majesty and purity of the mountains guide us.



OUR PRODUCT

PURITY AND PERFECTION

The NEFT distillery is situated in the beautiful alpine region of Golling, Austria. An area full of character with traditions that span centuries. With a deeply rooted connection to the land and its resources, this region produces some of the finest products and ingredients distributed throughout the globe. 1000 years ago, this area refined and systematically perfected the fermentation and brewing of spirits, wine, and beer in ways the world had never seen before and has never matched since.

The region is rich and robust with alcohol production: the valleys between the Austrian Alps and the Tendon mountain range offer lush landscapes filled with grain, fruit, and hop fields. The focus on regional mid-size farming evolved globally from these villages and towns. Every aspect of the agriculture is utilized in these regional areas and revolves in a circular pattern for efficiency and sustainability.

Crystal clear Alpine mountain spring water, the purest in the world, is the base for NEFT Vodka. It erupts from our distillery fountains ice cold and sparkling with minerals. From the base of NEFT's spirit to the production cooling condensers and onward to the final alcohol proofing, this water is the backbone of our spirit.

The importance of the agriculture connection with NEFT's vodka cannot be overstated. If water is the backbone of the vodka, the grain is the body that encompasses the spirit. Sourced only from Central Europe, this ancient rye grain is hardy, flavorful, elegant, and superb. Winter rye is the focus crop, and many crop years are blended to create the perfect balance of flavor.



VODKA

VODKA WITH ALTITUDE

NEFT

VODKA

HOW TO ENJOY

VODKA WITH ALTITUDE

REFINED TASTE

NEFT is distinctively smooth because it's made from just two ingredients. The result: a fresh, crisp, and refined taste profile. A flavor reflecting natural Alpine mineralogy with a subtle sweetness and lengthy finish of soft rye spice. In other words, a fresh, clean, crisp Alpine experience in every sip.

Premium vodka from the Alps so good it can be sipped neat, delicious on the rocks and of course, enhances any cocktail.

The best way to experience the full flavor profile of NEFT is to drink it neat, served at or slightly below room temperature. When mixing, we recommend using natural fresh juices or serving in infusions to complement NEFT's crisp, clean, natural taste.

Have a look at www.neftvodka.com for our favorite cocktail recipes.

CLEAN, SMOOTH TASTE ENJOYED STRAIGHT
OR IN PREMIUM COCKTAILS



BARREL AND SUSTAINABILITY



UNBREAKABLE BARREL

Our barrel goes wherever your day takes you - to the beach or the mountains, to the party or to relax by the pool. It is unbreakable, versatile, easy to carry, and it stays cold for hours.

It comes in black and white barrel designs, each available in three sizes: 100ml, 700ml and 1L.

ECO-FRIENDLY

At NEFT we invest in sustainable choices. Our distillery in Austria is powered by low-carbon natural gas while we move towards 100% renewables. Our unbreakable, eco-friendly barrel is made of tin and aluminum, which are much lighter than glass and thereby carry a smaller carbon footprint when transported. Aluminum contains 70% recycled content on average. That is more than three times the amount in a glass or plastic bottles. Additionally, tin is also easier to recycle due to the problematic issues of mixing various colored glasses, which can ultimately lead them to being diverted back into the general waste stream.

Source: Aluminum.org

Building upon our current efforts, we plan to include a system that recycles the condenser water used to cool the spirit and increase our usage of dry-farmed grains grown on mid-size farms.



SIP THE CLEAR, CLEAN & CRISP



TASTE

A fresh, clean, crisp Alpine experience you can taste in every sip.

TASTING NOTES

Pepper on the tip of the tongue gives way to sweet caramel, vanilla, and lemongrass in the top of the register with a velvety finish.

FLAVOR FORWARD

Traditionally, vodka either has no flavor profile or it has a bite. *NEFT is different. It's flavor-forward.* That is, so refined and subtle that the natural goodness of two simple, yet delicious ingredients come through. With every sip you can taste the mineral-rich Alpine water and the high-quality, ancient grains of rye.

POSITIONING

NEFT Vodka is positioned as an ultra-premium vodka and stands out with its unique barrel and smooth taste.

From a price position, NEFT is placed slightly above Grey Goose and Belvedere.



OUR FOUNDER



EKATERINA KUZMINA, FOUNDER

NEFT is female founded. NEFT Founder Ekaterina Kuzmina brings her strong sensibilities and values to the brand. She wanted to create a spirit that shattered expectations about vodka. She saw a complete lack of premium vodka made with super clean ingredients. And she envisioned an eco-friendly, versatile container that keeps the liquid cold for hours. Hence, an unbreakable barrel with a refined and sophisticated spirit so delicious that it can be enjoyed neat, straight up, or on the rocks.

NEFT AND VISA CASH APP RB FORMULA ONE™ TEAM

NEFT believes that the most valuable relationships are those where extraordinary, remarkable moments are shared, and that living passionately delivers the most brand value. NEFT and VISA Cash App RB Formula One™ Team share a passion for innovation, creativity, precision, diversity, inclusion, and ultra-premium execution. This makes VISA Cash App RB Formula One™ Team the perfect partner to help fuel NEFT's commitment to bringing our consumers and stakeholders breathtakingly exhilarating, remarkable, unexpected experiences – just like your first sip of NEFT Vodka and continuing with every other experience you have with NEFT. Both our enterprises are at key transformational moments as we position ourselves to dominate our respective fields in the coming years. NEFT is truly honored to partner with such a majestic, cutting-edge, and dynamic organization.



AWARD-WINNING



Our award-winning vodka elevates spirits and ascends beyond the ordinary. We are treating our consumers to the extraordinary. Everything we do comes with vigor and energy. After all, we are here to elevate experiences and create remarkable moments.

- 'The Spirits Business' - Vodka Master's Competition - Ultra Premium Gold Medal
- 'The Spirits Business' - Vodka Master's Competition – European Brands Gold Medal
- San Francisco World Spirits Competition - Double Gold
- San Francisco World Spirits Competition - Best Vodka
- 'The Tasting Panel' - 98-points

NEFT AND CAUSES

NEFT is focused on elevating the spirits of those with less. Committed to the physical and psychological wellbeing of women and children at-risk, NEFT donates generously to causes like Walk with Sally in Los Angeles (Los Angeles, CA); Women's Guild of Cedar Sinai Hospital (Los Angeles, CA); Gay and Lesbian Center (San Francisco, CA); Project Angel Food (Los Angeles, CA); St. Jude Children's Research Hospital; and more.



BRAND VOICE

FOR REFERENCE FOR TONALITY

- Confident
- Authentic
- Driven



APPROVED HEADLINES

REFERENCE FOR TONE AND APPROACH

BRAND	PRODUCT	LIFESTYLE
ELEVATE YOUR SPIRIT	TASTE GREATNESS TWO INGREDIENTS NOTHING ELSE	ELEVATE YOUR CRAFT
BEYOND THE ORDINARY	BEST SERVED AT HIGHER ALTITUDES	ELEVATE YOUR TASTE
VODKA WITH ALTITUDE	SIP THE CLEAR, CLEAN AND CRISP	PINNACLE OF TASTE
DISTILLED AT EXCEPTIONAL HEIGHTS	PINNACLE OF TASTE VODKA WITH ALTITUDE	VODKA WITH ALTITUDE

NEFT

VODKA

PRODUCT INFORMATION

0.1L NEFT

Volume: 100ml
Weight: 127 grams
Height: 6cm
Width: 5.5cm

EAN: 545300331 062 4
Label: Directly imprinted
Form: Food grade steel 'barrel' with patented liner (NEFT) for alcohol content.

Color of barrel: white
Color of product: crystal clear
Closing device: re-sealable
Place of distillation and packing: Austria

Cardboard box: 50 units per case
Dimensions: L/W/H: 300/300/151 in mm
Weight of full box: 6.8 kg

EAN Carton box 50X 100ml: 545300331 064 8

Standard shipping unit:
Pallet: L/W/H: 1200/800/1504 in mm
Weight: approx. 490 kilo

Cases: 72 (9 layers with 8 cases)

0.7L NEFT

Volume: 700ml
Weight: 771 grams
Height: 13.5cm
Width: 9.2cm

EAN: 545300331 033 4
Label: Directly imprinted
Form: Food grade steel 'barrel' with patented liner (NEFT) for alcohol content.

Color of barrel: white
Color of product: crystal clear
Closing device: re-sealable
Place of distillation and packing: Austria

Cardboard box: 12 units per case
Dimensions: L/W/H: 400/300/158 in mm
Weight of full box: 9.85 kg

EAN Carton box 12X 700ml: 545300331 004 4

Standard shipping unit:
Pallet: L/W/H: 1200/800/1410 in mm
Weight: approx. 650 kilo

Cases: 64 (8 layers with 8 cases)

0.75L NEFT

Volume: 750ml
Weight: 830 grams
Height: 13.65cm
Width: 9.2cm

EAN: 545300331 063 1
Label: Directly imprinted
Form: Food grade steel 'barrel' with patented liner (NEFT) for alcohol content.

Color of barrel: white
Color of product: crystal clear
Closing device: re-sealable
Place of distillation and packing: Austria

Cardboard box: 12 units per case
Dimensions: L/W/H: 400/300/158 in mm
Weight of full box: 10.56 kg

EAN Carton box 12X 1000ml: 545300331 046 4

Standard shipping unit:
Pallet: L/W/H: 1200/800/1410 in mm
Weight: approx. 696 kilo

Cases: 64 (8 layers with 8 cases)

1L NEFT

Volume: 1000ml
Weight: 1044 grams
Height: 14.6cm
Width: 10.2cm

EAN: 545300331 054 9
Label: Directly imprinted
Form: Food grade steel 'barrel' with patented liner (NEFT) for alcohol content.

Color of barrel: white
Color of product: crystal clear
Closing device: re-sealable
Place of distillation and packing: Austria

Cardboard box: 12 units per case
Dimensions: L/W/H: 427/322/161 in mm
Weight of full box: 13.33 kg

EAN Carton box 12X 1000ml: 545300331 056 3

Standard shipping unit:
Pallet: L/W/H: 1200/800/1410 in mm
Weight: approx. 660 kilo

Cases: 48 (8 layers with 6 cases)

NEFT

VODKA