

SMIRNOFF®

Triple distilled vodka, un-distilled heritage



152

Vodka: a spirit refined to its purest state. SMIRNOFF® goes to extraordinary lengths to ensure that this purity is retained and bottled to create premium vodka without compromise.

The SMIRNOFF brand traces its origins back to 1864, when Piotr Arseneyevich Smirnoff founded his vodka distillery in Moscow. Piotr, like many Russian distillers of his time, used the absorption qualities of charcoal to filter his vodkas. But Piotr used more charcoal than other distillers and developed his own method of filtering vodka through multiple columns of charcoal.

It is this unique process that has helped to make SMIRNOFF the world's leading selling premium vodka, with over 25.2 million cases of the brand sold in 2005. SMIRNOFF uses high quality Neutral Spirit produced through triple distillation using high column plate stills, before blending with demineralised water. The blended spirit is then charcoal filtered for a minimum of eight hours using specially selected hardwood charcoal (from a sustainable source) to absorb impurities and ensure a clean crisp taste. Further blending and filtering takes place before the vodka is reduced to bottling strength.

The SMIRNOFF brand has a long and colourful history. When Piotr died in 1898, his distillery went into decline and was ultimately confiscated by the State following the Russian Revolution. Piotr's third son Vladimir, fled, ending up in Paris. At this point he revived the brand in exile and adopted the French version of the family name, Smirnoff.

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SMIRNOFF was launched in the US during the 1930s and was propelled to success on the back of a cocktail revolution, after a wholesaler promoted it as 'white whiskey, no taste, no smell'; this discovery that it was the perfect blank canvas for mixing with almost anything increased its popularity.

SMIRNOFF is nearly as well known for its groundbreaking advertising campaigns as for its vodka. Over the past 40 years the brand has featured in most of the James Bond films starting with 1962's Dr No where Sean Connery immortalised the 'Vodkatini' through his redounded preparation of the drink – 'shaken, not stirred'.

Ongoing SMIRNOFF campaigns have retained a certain quality of surreal style, conveying excitement and fascinating observations on life made 'through the bottle.' When a campaign is spoofed and enters popular culture it often achieves cult status. The long-running 'Through the Bottle' campaign reached this coveted self-deprecating status that marked it out as an iconic campaign, respected both throughout the industry and amongst consumers.

The SMIRNOFF Co. continues to be an innovator in the world of advertising with recent campaigns including 'Diamonds', 'Russian' and 'Triple Distilled'. In 2005 it launched a revolutionary advert on Satellite TV, titled 'Love'. By continually targeting new sectors of the media services (like interactive TV) the brand demonstrates its ongoing commitment to pushing boundaries and exploring a range of markets.

In the late 1990s the brand launched SMIRNOFF Ice®, a defining range of products that gained almost overnight success among clubbers across the UK. Since its launch over two billion bottles

of SMIRNOFF Ice have been sold in more than 80 countries worldwide.

SMIRNOFF vodka is now sold in 130 countries across six continents and continues to collect prestigious awards and accolades, coming first in a blind taste test run by the New York Times in 2005. The brand's distinctive heritage and uncompromising attention to detail and quality is what gives it its premium status and what keeps it at the forefront of the industry today.

Diageo Great Britain is a member of The Portman Group - promoting responsible drinking.

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