**HOW TO USE THIS DOCUMENT**

The NEFT Brand Narratives provide approved branded language (terminology and phraseology) for consumer-facing communications. This document provides information on various aspects of NEFT Vodka. Please reference it when writing about the brand.

**NEFT OVERVIEW and PR TEMPLATE**

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

Beyond its smooth taste, NEFT is a sustainability beacon, showcased in an eco-friendly, unbreakable, easily recyclable, lightweight metal barrel. The versatile container keeps the liquid cold for hours. Dedicated to reshaping the spirits landscape, we prioritize responsible drinking, environmental impact reduction, and giving back to our communities.

Since debuting in the U.S., NEFT has received multiple accolades and awards including a 98-point rating from The Tasting Panel magazine; Double Gold medals at the prestigious San Francisco World Spirits Competition, becoming one of only two vodkas to win that recognition consecutively for the past two years; and significantly, in the same competition, won “Best Vodka" and more. To learn more visit [www.neftvodka.com](http://www.neftvodka.com).

**IN A PHRASE**

Two ingredients. Nothing else.

NEFT is made from two ingredients: mountain mineral-rich spring water filtered for centuries deep beneath the Austrian Alps and ancient grains of non-GMO rye. Nothing else. No sugar, no additives.

**BRAND ESSENCE**

NEFT Vodka has a passion and appreciation for all that comes from the Austrian Alps. Its microclimates, ecology, and mountain culture; its fresh, clean, crisp nature.  Awe inspiring. NEFT is distinctively smooth because it’s made from just two ingredients: ancient grains of non-GMO rye and mineral-rich mountain spring water filtered for centuries deep beneath the Austrian Alps. Nothing else. No sugar, no additives. The result: a fresh and refined taste profile and a flavor reflecting natural Alpine minerality, with a subtle sweetness and lengthy finish of soft rye spice.

**TASTE**

A fresh, clean, crisp Alpine experience in every sip.

**TASTE PROFILE**

When you sip NEFT Vodka, you’ll experience pepper on the tip of the tongue, followed by flavors of caramel and vanilla, and a subtle lemongrass finish. NEFT’s distinct taste and smooth, velvety finish have earned a number of awards, including Best Vodka at the San Francisco World Spirits Competition and two Gold Medals from the Spirits Business.

**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 from Central Europe.

**STRAIGHT, ON THE ROCKS, OR IN A COCKTAIL**

NEFT's accessible, smooth taste is easy to sip. Its refined profile with Alpine minerality, subtle sweetness, and soft rye spice is so good it can be enjoyed neat, on the rocks, or mixed in a cocktail. Though when mixing recommend using natural fresh juices too complement NEFT's crisp, clean, nature taste.

**FEMALE FOUNDED**

NEFT Vodka is a female founded brand. NEFT’s Founder Ekaterina Kuzmina brings her strong sensibilities and values to the brand. She wanted to create a spirit that shatters 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. The result: an unbreakable barrel with a refined and sophisticated spirit delicious neat, on the rocks, and in a cocktail.

**ECO-FRIENDLY AND SUSTAINABLE**

NEFT invests in sustainable choices. The distillery in Austria is powered by low-carbon natural gas. The unbreakable, eco-friendly barrel is made of tin and aluminum. Additionally, the barrel keeps the spirit cold for hours.

**CAUSES/GIVING BACK**

NEFT focuses on elevating the spirits of those with less. Committed to the physical and psychological wellbeing of women and children at-risk, we have made charitable giving a key tenet of the brand as well as a significant component of the organization’s culture. NEFT has and continues to donate 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 others.

**AWARD-WINNING**

NEFT Vodka continues to win notable awards.

• Double Gold, San Francisco World Spirits Competition

• Best Vodka, San Francisco World Spirits Competition

• 98-points, The Tasting Panel

• ‘The Spirits Business’ - Vodka Master’s Competition, Ultra-Premium

• ‘The Spirits Business’ - Vodka Master’s Competition, European Brands

• And many more

**PACKAGING**

NEFT hit on a taste like no other and we put it in a shape like no other - the NEFT barrel. An unbreakable, eco-friendly container that keeps the spirit cold for hours at home, at the beach, at a backyard party, or at an intimate gathering.

**WATER FILTERED FOR CENTURIES**

NEFT’s mountain spring water is filtered for centuries deep beneath the Austrian Alps. Gravity draws it through the slate and granite deep beneath the mountain until it arrives at our aquifer between hidden gaps in the rocks – softened underground, purified by its journey through the mountain.

**DISTILLATION. WATER. RYE. TASTE.**

NEFT Vodka uses the finest distillation processes with the purest ingredients, starting with mountain spring water sourced from the Alps in Austria and ancient grains of non-GMO rye from Central Europe. The result: a premium, varietal vodka, with unprecedented smoothness and an ultra-rich taste.

**NEFT/SCUDERIA ALPHATAURI**

NEFT believes that the most valuable relationships are where extraordinary, remarkable moments are shared, and that living passionately delivers the best experience a brand can offer. NEFT and AlphaTauri share a passion for innovation, creativity, precision, diversity, inclusion, and ultra-premium execution. This makes Scuderia AlphaTauri the perfect partner to help fuel NEFT’s commitment to bringing consumers and stakeholders breathtakingly exhilarating, remarkable, unexpected experiences – just like the first sip of NEFT Vodka and continuing with every other experience you have with the brand.

**WHAT DOES NEFT MEAN?**

• NEFT means “oil” in Cyrillic, the language of many Eastern European countries.

• Before NEFT’s founder Katya Kuzmina moved to Austria in the 1980s, her family was in the oil business in Siberia. As an homage to their legacy, our container is the shape of an oil barrel, and our company and product are named NEFT.

**HOW TO OPEN**

To open a barrel of NEFT, look for the arrow on the cap which points to the top of the pull ring. Pull back the ring to break the seal, and then pull up to expose the spout. If you have any trouble gripping the tab, you can use a bar tool like a bottle opener to help lift it. Once the spout is exposed, just unscrew the cap and pour. Pro tip: These steps are easier to perform when the barrel is at room temperature.