

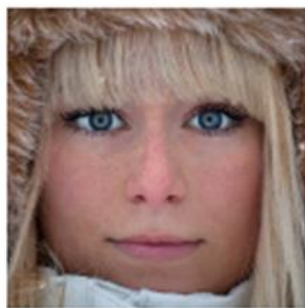
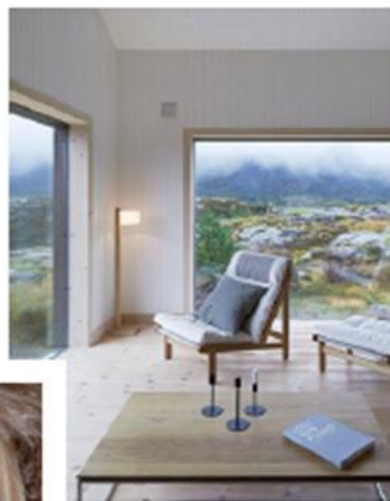
RÅVO

VODKA



PRODUCT OF SWEDEN





Certain things come to mind when you think about Sweden:

- MODERN DESIGN
- NATURAL BOUNTY
- CLEAN LINES
- BEAUTY
- PRISTINE WATERS

All of these examples have three attributes in common:

They are UNCOMPLICATED, STRAIGHTFORWARD, and DIRECT

These virtues are the building blocks and ethos behind

RÅVO VODKA

What is RÅVO?

English ▼	Swedish ▼
RAW VODKA	RÅ VODKA
	adjective rå raw, rare, chilly, fresh

- ❖ RÅVO (pronounced RAH-vōh) is a new “Premium Value” Vodka from Sweden.
- ❖ The name is a combination of the Swedish words for “Raw” and “Vodka”.
- ❖ “Raw” as in simple, pure ingredients = Winter Wheat + Fresh Water. That’s it.
- ❖ The brand is uncomplicated, straightforward, and direct. Why? Because...

Nothing but VODKA.

What do we mean by “Nothing but VODKA”?

Despite increasing growth of brown spirits, vodka still leads all categories so we need to get in the vodka business.

By definition, vodka is *supposed to be* odorless and tasteless, so brands’ packaging, price point, and marketing campaigns make all the difference.

But regardless of any nose or flavor, vodka’s volume comes from mixing, so any differences touted by marketing go out the window in cocktails.

So what can we do to compete in a over-crowded market of me-too brands with massive budgets and a big head-start?

RÅVO is made from quality ingredients in a premium bottle with a clean, upscale design, charging lower prices and marketing the brand honestly, and directly.

**Nothing but
VODKA.**