

"Smooth move."

the shustoff story

Like a fine wine, dependant on the grapes, the terroir, the climate, the fermentation—even the bottling, Shustoff is a finely crafted spirit. At every step of the way, from the growing of the grain to the bottling in imported German glass, the goal is to remove impurities that cause hangovers and unpleasant tastes. These impurities, fusel oils and cogeners are toxic components of many alcoholic drinks and are a byproduct of the fermentation process. But Shustoff far exceeds the average processes needed, to make their vodka as pure as possible...

GRAIN They don't buy it, they grow it, which gives them tighter control over what goes into their product. Their wheat contains lower levels of protein compounds, and thus lower levels of byproducts.

FERMENTATION They use natural, long-term fermentation, with no chemicals. The average vodka has a 3 to 5 day fermentation period. Shustoff takes 12 to 15 days. This extended fermentation lowers the byproducts and produces natural enzymes for a natural grain malt, which is then combined with a natural yeast, not the fungus yeasts used by other producers. They also use natural spring water, not the distilled water used by others, which tends to require a chemical "bust" to stimulate the fermentation process.

DISTILLATION Shustoff uses a continuous column distiller to convert the fermented wheat mash into alcohol. It is distilled a total of 215 times, continuously removing impurities, byproducts and fusel oils.

FILTRATION Purified water is added to the alcohol, then filtered 5 times through state-of-the-art filtration techniques. The first and third filtration is through pure quartz sand from Khustainaja Mountain in Russia. The second and fourth filtration is through a special Russian-made birch charcoal produced from specifically selected Russian trees. The fifth filtration is through the most advanced single-use membrane filters imported from Germany, made exclusively to catch any remaining byproducts and charcoal oils.

TESTING The final product is tested using "Adgilent" gas chromatograph equipment, imported from the USA, to assure the vodka has no fusel oils or any other impurities. The best test, however, is in your glass!

ASK US FOR A CHILLED TASTE TODAY! We're so sure you'll enjoy the smooth taste and pure spirit of this vodka, just ask us! If chilled properly (in the fridge), Shustoff will gain a thick texture and become syrupy when poured. Often consumed straight, it should just coat your throat going down and should leave a slight sweetness on your palate. We believe it is the purest alcohol you will ever try. It is super mixable with juices and other mixers, but we say the truth when we tell you it doesn't need anything other than the chill!

SHUSTOFF LUXURY VODKA...REMEMBER THE NIGHT...



A HERITAGE OF KINGS

The Ukraine, considered the possible birthplace of vodka, has a long history of producing and perfecting the best vodkas.

The famous Russian distiller, Nikolay Leonidovich Shustoff, founded Shustoff's distillery in 1863. The Shustoff distillery in Odessa (named Odessa Brandy Factory) is the largest distillery in the Ukraine. The

Ukraine is known as the former "bread basket" of the Soviet Union and is known for its very fertile farmland, and Ukrainian wheat is considered very high quality (wheat is considered the optimum ingredient used to produce vodka.) Shustoff's methodical approach to quality incorporates special processes that have evolved into their current state-of-the-art facility. Shustoff Luxury Vodka is their ultimate vodka. It takes 30 days to produce a Luxury Vodka, versus 10 days for lesser vodkas. It is all truly a testament to their unparalleled quality.

Shustoff
Enjoy the Life.

40% Alc/Vol (80 proof)