

PURE



BRAND BOOK

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our goal

story so far

about pure

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A MULTIPLE AWARD WINNING
ORGANIC, PREMIUM,
BRITISH VODKA.



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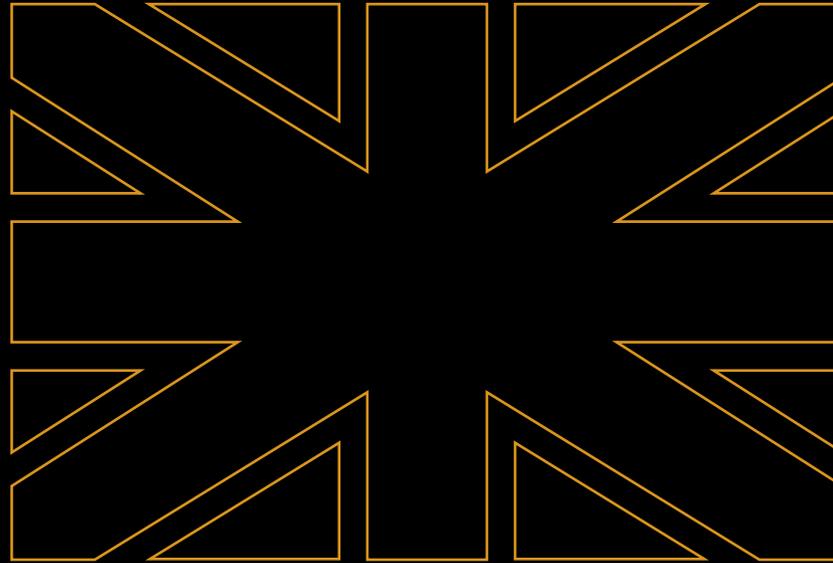
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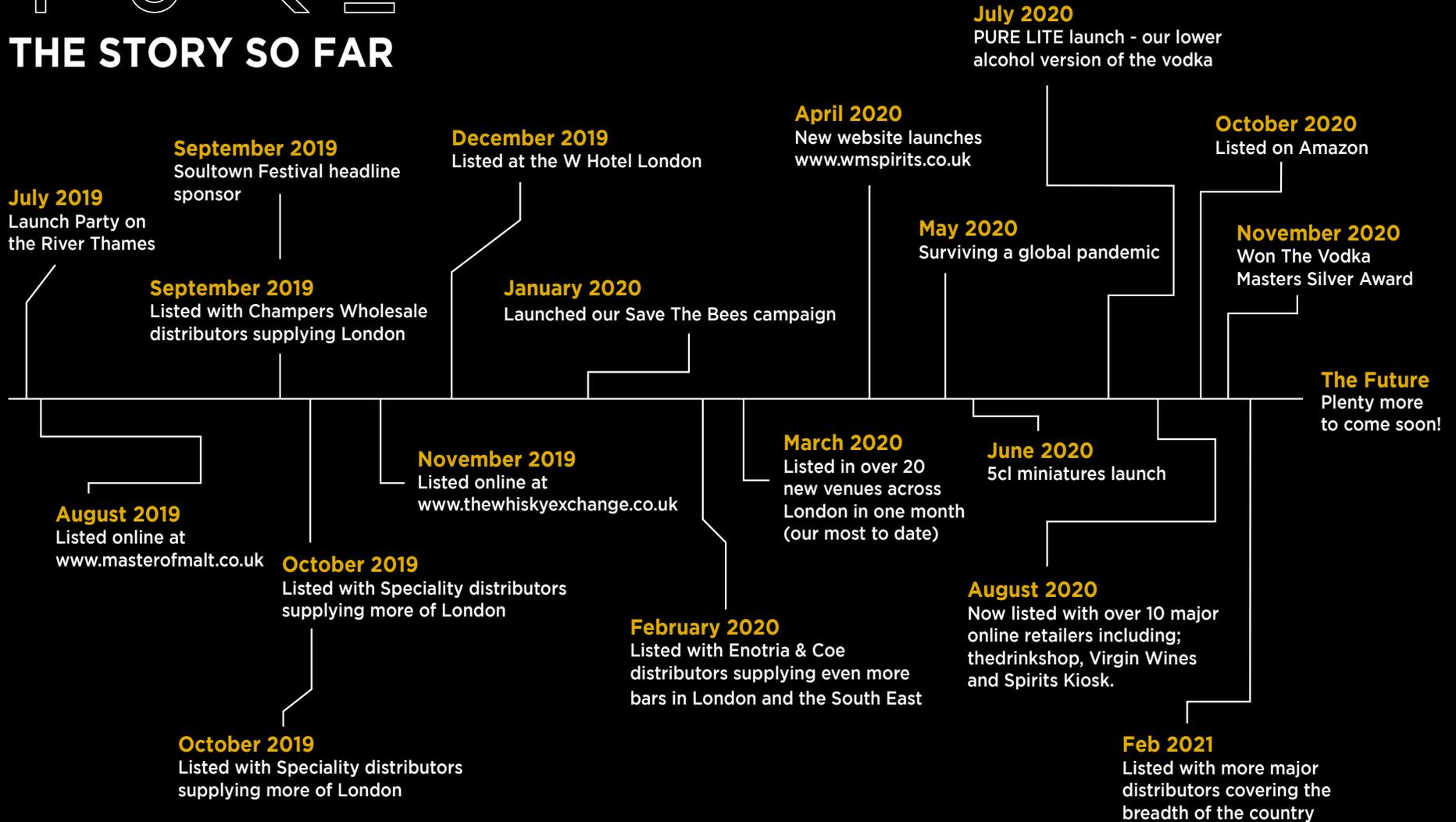
Our aim is to be the number 1 premium, organic vodka in the UK. we want to show the drinks industry just how good British vodka can be.



BEE PURE

PURE

THE STORY SO FAR



VODKA

40% abv. 700ml e
story so far

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ABOUT PURE

co



PURE

In recent years, vodka has been compromised. It's become a complicated, flavoured, coloured, thickened product, often intoxicated with chemicals from field to bottle.

We are strong adversaries of this and avid believers that vodka should be; **A clean, PURE product, mastered by its craftsmen.**

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PURE VODKA - 70CL e 40% VOL.

PURE organic vodka is a light,
refreshing vodka.

PURE is built on the foundation
of high quality raw ingredients and
owes its unique taste to the
finest organic wheat it is derived from.

Smooth and slightly sweet
on the palate, with citrus and
floral undertones.



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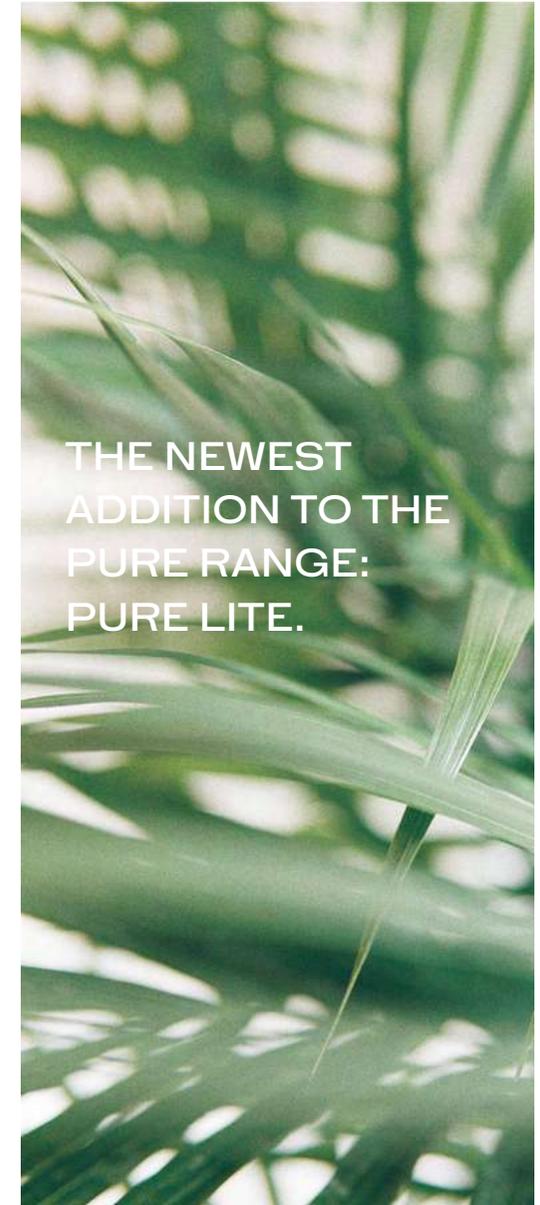
PURE LITE - 70CL e 20% VOL.

Experience the same great, PURE, taste,
but lighter. At only 29 calories per serving,
this is by far our cleanest drink to date.

A CLEAN, LITE, PURE SPIRIT



TWICE THE FUN. HALF THE CALORIES,
X 2



THE NEWEST
ADDITION TO THE
PURE RANGE:
PURE LITE.

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WHY PURE?



Organic



No Additives (Glycerol Free!)



100% Natural Ingredients



Vegan Friendly



Gluten Free



No Artificial Flavourings



Low Calorie



Made in Britain



No Preservatives



Natural, Light Consistency



80% Prefer Taste vs Grey Goose*



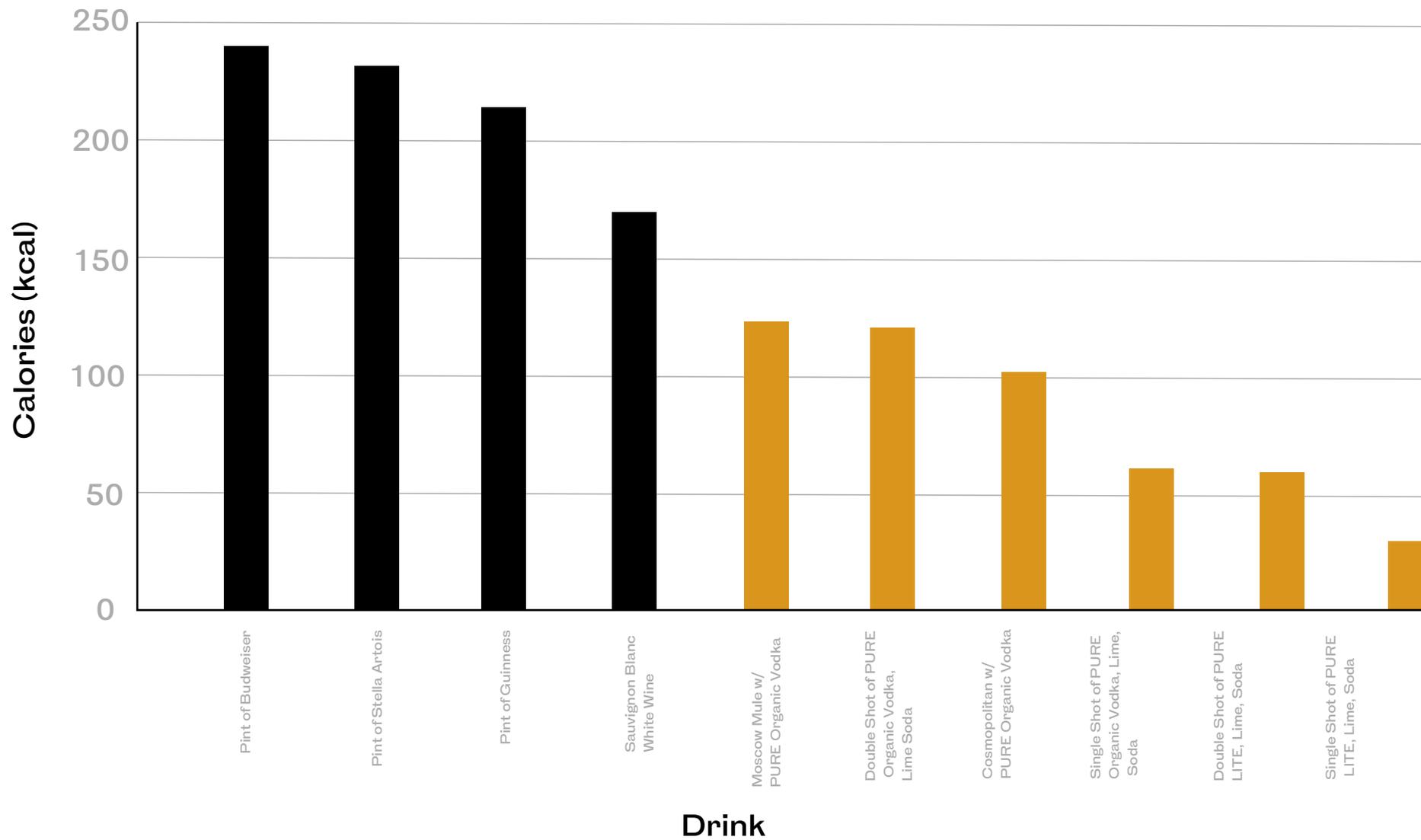
No Added Sugar



No Carbs

*blind taste test conducted by 150 people at an event.

CLEAN DRINKING - A COMPARISON OF CALORIES IN DRINKS



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HOW TO DRINK

“HERE'S HOW YOU CAN ENJOY THAT GREAT PURE TASTE..”

ESPRESSO MARTINI

PURE VODKA 135 CALS

PURE LITE 107 CALS



*CALORIE DATA FROM MYFITNESSPAL.COM

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PORNSTAR MARTINI

PURE VODKA	140 CALS
PURE LITE	112 CALS

CITRUS MINT SPRITZ

PURE VODKA	96 CALS
PURE LITE	68 CALS



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CONSUMER LANDSCAPE

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VODKA IS THE MOST
POPULAR SPIRIT
CONSUMED IN THE UK.



VODKA

40% abv. 700ml e



“

CONSUMER SPENDING ON ALCOHOL HAS ALMOST DOUBLED IN THE LAST 15 YEARS*, LARGELY DOWN TO A TREND TOWARD MORE PREMIUM SPIRITS.

”

*Source; Statista

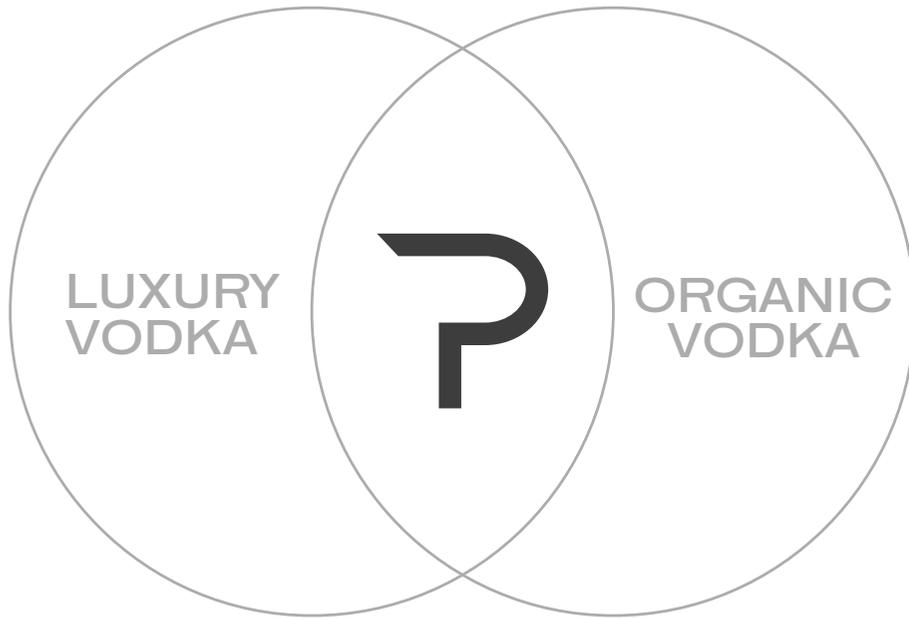




BRAND POSITIONING



BRAND POSITIONING

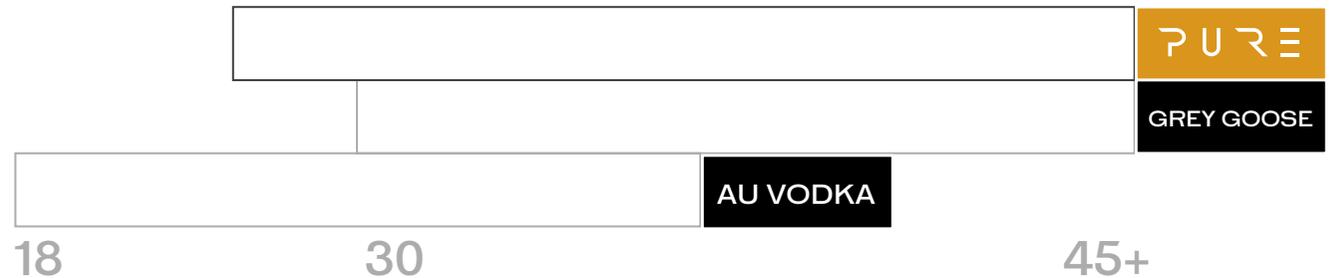


AU VODKA
COOL URBAN

PURE

GREY GOOSE
SOPHISTICATED
& REFINED

AUDIENCE
DEMOGRAPHIC
(AGE)



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40% a.v. 700ml

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THE PROCESS

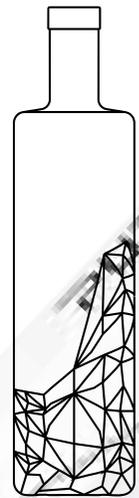
ORGANIC



THE PUREST WATER



BRITISH



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THE RESULT

What remains is a light,
refreshingly smooth,
clean, PURE vodka.

THE PROOF

PURE has won an award in
every competition
we've entered.



80% PREFER TASTE VS GREY GOOSE

BEST TASTING IN A BLIND TEST

SILVER IN THE VODKA MASTERS



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BUT WHAT HAVE PEOPLE SAID?

“

Lovely smooth vodka. Delicious
and great value for money.

- TRACEY (VIA AMAZON)

”

“

We get a lot of products in front
of us and very few do we actually
like. PURE was really surprisingly
good. We had to get it in.

- GENERAL MANAGER OF THE W HOTEL,
LONDON

”

“

This was purchased as a gift for
a dedicated vodka drinker. They
said the vodka was really smooth
and full of taste and would buy again.

- J HENDERSON (VIA AMAZON)

”

“

Fantastic new vodka. Best vodka
I have tried in years. My wife loves it!

- ANONYMOUS (VIA MASTER OF MALT)

”

“

The best vodka I ever tasted!

- MANAGING DIRECTOR OF ADAM
HANDLING RESTAURANT CHAIN

”

“

We love working with brands that
have a unique story. When we heard
about PURE and the sustainable,
eco-conscious products they produced
that are luxurious and taste great, it was
a no brainer to bring them to all our
events.

- LIAM N, CEO POSH COCKNEY EVENTS

”

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PRESENCE

PURE
VODKA



'WHAT ARE WE DOING TO BUILD THE BRAND?'

At PURE we have built an extensive network which we use to build the brand further. We think about each and every individual brand touchpoint of the customer journey to ensure that their experience with PURE is as smooth as possible, while achieving maximum effect in all of our promotion.



Combining a full Multi-Platform Marketing Strategy across Social Media, a vast Influencer Network, PURE Experiences & Festival Collaborations. We ensure we translate the PURE vision to our audience in a way that they truly understand.

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FOLLOW OUR JOURNEY



@PURE_WM



@PURE_WM



@PURE - BY WM SPIRITS



@PUREBYWM

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WHOLESALE & RETAIL

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LIST OF RETAILERS

- AMAZON
- MASTER OF MALT
- THE WHISKY EXCHANGE
- VIRGIN WINES
- LILLYWHITE & BROWN
- SYBARITE CELLARS
- DISTILLERS DIRECT
- SPIRITS KIOSK
- THE DRINK SHOP
- HIP FLASK
- KEYSTORE RETAILERS



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LIST OF WHOLESALERS

- ENOTRIA & COE
- SPECIALITY
- CHAMPERS WHOLESALERS
- PH WINES
- KATER 4
- THE SPIRITS SPECIALIST
- BBB DRINKS
- BIDFOOD



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POINTS OF SALE

At PURE we have multiple points of sale on offer, providing unrivalled levels of support to you and your business

Get in touch today and discover what PURE can do for you.



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CLOSING REMARKS

At PURE we are extremely proud of what we have achieved so far.

The journey for us has only just started, we have so many exciting plans in the pipeline for the future of PURE, make sure you keep up to date by signing up to our newsletter and following our socials.

Thank you for your continued support,

- Adam Player
Managing Director at WM Spirtis



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