**NEFT VODKA**

**TERMINOLOGY/PHRASEOLOGY QUICK REFERENCE BIBLE**

**– INGREDIENTS, ATTRIBUTES**

**• Water**

When Austrian Alps are mentioned:

*Mineral-rich, mountain spring water filtered for centuries deep beneath the Austrian Alps.*

When Austrian Alps are not mentioned:

*Mineral-rich, alpine spring water.*

**• Rye**

*Ancient grains of non-GMO rye from Central Europe.*

Alternatively: Non-GMO does not need to be mentioned in marketing applications where brevity is needed. Though, users are encouraged to include it where possible.

**• Water & Rye (when together)**

*NEFT is 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.*

• **Barrel**

*An unbreakable, eco-friendly container.*

**• Drinkability (neat, on the rocks, or in a cocktail)**

*A vodka with a refined and sophisticated taste so delicious that it can be enjoyed neat, on the rocks, or in a cocktail.*

**•Taste**

*A fresh, clean, crisp alpine experience in every sip.*

**• Tasting Notes**

*Pepper on the tip of the tongue gives way to sweet caramel, vanilla, and lemongrass in the top of the register with a velvety finish. The low number of distillations, mineral-rich water, and ancient grains of rye create a high viscosity that allows for a longer, more enjoyable experience.*

**• Pure**

We can use the word “pure” when talking about the product. Not in advertising.

**• Scuderia AlphaTauri**

When referencing Scuderia AlphaTauri always use the full name:

*Scuderia AlphaTauri*

All materials mentioning Scuderia AlphaTauri must be approved by Hal Bame.

***•* F1 / Formula One**

When referencing F1 or Formula One use a registered trademark or trademark symbol.

*F1® or F1™*

*Formula One® or Formula One™*

All materials mentioning F1 or Formula One must be approved by Hal Bame.