

# XELLENT<sup>®</sup>

An aerial photograph of a vast landscape featuring rolling hills and dense forests. The entire image is overlaid with a monochromatic red color scheme, creating a dramatic and intense atmosphere. The hills are covered in a mix of dark green and brownish-red vegetation, with winding paths or roads visible across the terrain. The sky above is a deep, dark red, suggesting a sunset or sunrise. The overall composition is layered, with the text at the top, the landscape in the middle, and the website address at the bottom.

[WWW.XELLENT.COM](http://WWW.XELLENT.COM)

# XELLENT VODKA

Vodka isn't just any neutral spirit.  
The way we make vodka gives it character.

Our vodka is the result of the finest raw materials,  
passionate master distillers and careful craftsmanship.

Much like the inhabitants of Lucerne's countryside,  
XELLENT Vodka also has its rough edges. It is just  
the way we want it to be, because we are convinced  
that vodka should take its part in any drink.  
Top-quality work is required in this respect, from  
the local farmer into the bottle.

Our regional products, long-standing distilling  
tradition and the people behind XELLENT give our  
vodka its own identity. We are wholeheartedly  
committed to bar culture and the pleasure of a  
good cocktail.





# SWISS VODKA

## SWISS VODKA

We're not exotic but typically Swiss. Our strengths include awareness for quality, accuracy, individuality and passion. Plus our deep roots in the region are important to us. All of the above flows into the production of XELLENT.

We are synonymous with reliable distilling based on a tradition dating back almost 100 years and conscientious work. A vodka with character doesn't need any bells and whistles. Nor does it need any frills – it is the simplicity of our bottle that makes it so special and simply stylish.

It is this enthusiasm which let us produce small quantities of XELLENT vodka. For people who enjoy a distinctive and good spirits.



# REGIONAL RAW MATERIALS

We manufacture the mash from scratch using high-quality bread-grade rye of the “Matador” and “Picasso” varieties. We know exactly where our raw materials come from: they are cultivated by 18 farmers in the Napf region, right in the heart of Central Switzerland. Small-scale cultivation makes it possible to carefully handle the plants and harvest them at optimum ripeness. In this way, we get the quality we need.

The water in the spirit is also a key ingredient. We use water from the Titlis Glacier to make our vodka. The glacier water is soft and contains oxygen and minerals, all of which give XELLENT its unique flavour.

# REGIONAL MATERIALS

# RAW

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# EXPERT CRAFTSMANSHIP

## EXPERT CRAFTSMANSHIP

The mash forms the basis for creating the vodka and requires elaborate knowledge and experience. It is crucial for developing the character which we strive for in our XELLENT.

To produce the first raw spirit of XELLENT, we distill using the traditional „pot still“ method. In the second distillation phase, the raw spirit is purified in a copper column consisting of 45 bubble-cap trays. This is followed by a third distillation phase which further refines the flavour.

No hurrying: we give our vodka enough time to develop its own character. Tiltis water is then added to reduce the drinking strength to 40% ABV followed by a multi-stage filtration process.



# REAL PLEASURE

Love, time and passion – all of these are required to give a vodka its strong character. It already starts with processing the mash and ends with distillation. That is what gives XELLENT its distinctive flavour.

How do you drink vodka? It's very simple: however you like. There are countless possibilities. Drink it pure or unleash your creativity – the main thing is that you and your guests enjoy it.



# REAL REAL PLEASURE



# PURE JOY

## PURE JOY

Whether in a cocktail or pure on the rocks: XELLENT Vodka should be fun to drink and its diversity of flavour should come through. Elegant and with character – it's as simple as that.

Nose: fruity, with cherry notes, stimulatingly nutty, slight rye flavour; mixture of perfectly blended fresh aromas

Mouthfeel: elegant, well-balanced, first silky smooth and gentle notes of rye, then boiled cherry essence, followed by full-bodied and concentrated, slightly nutty rye flavour, producing a sophisticated bouquet full of character

Finish: fruity, nutty, well-balanced interplay of acidity in a long-lasting finale





100 cl



70 cl



5 cl

## OUR BOTTLES

Prizes are wonderful. They strengthen us in our commitment to quality. And the awards are proof of the fact that over the years, we have been able to maintain the high quality level we aspire to.

However, you provide us with much more stimulation. We want to impress you, because you are our daily critic, connoisseur, enthusiast and ambassador.

XELLENT Vodka  
2005: Double Gold (San Francisco World Spirits Competition)  
2017: Silver (San Francisco World Spirits Competition)

XELLENT Gin  
2012: Gold (World Spirits Award)  
2017: Bronze (San Francisco World Spirits Competition)

## AWARD WINNER



Xcellent®



SWISS  
vodka

distilled and bottled  
in Switzerland  
with pure glacier water

40% vol. 70 cl



100 cl



70 cl

At first there is XELLENT Vodka. Then there is the passion and enthusiasm of our master distiller for herbs and plants from the company's own garden.

Prior to distillation, the ingredients are soaked in vodka for several hours. This enables the aromas and flavours of juniper berries and herbs like lemon balm, edelweiss, woodruff and lavender to fully develop. Careful distillation and the addition of glacier water are key factors in producing XELLENT Swiss Edelweiss Gin.

Nose: fresh to refreshing, with fragrances of citrus, floral aromas and fine hints of juniper berry

Mouthfeel: soft and mellow with spicy components

Finish: a touch of lemon balm, fresh

# XELLENT GIN

# XELLENT GIN





# PERFECT SERVE

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There are no guidelines and no no-goes. Your taste preference is all that counts. Drink XELLENT wherever and whenever you want. Whether in a dimly lit pub or a flashy nightclub: wherever it is served, the focus is always on quality and character.

We like it pure on the rocks or as a very traditional long drink with bitter lemonade.

However, there are also some fancy alternatives:

- XELLENT RED BERRIES
- 50ml XELLENT Vodka
- 5 fresh raspberries
- 10ml fresh lemon juice
- 20ml cranberry juice
- 20ml lemon grass syrup
- Glass: Martini glass
- Method: chop up the raspberries, cover all ingredients with ice, shake well and double strain.
- Decoration: stick of lemongrass with raspberries

XELLENT®



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