

# XPHORIA SPIRITS INC



X P E R I E N C E   X P H O R I A

# COLLECTION

GLUTEN  
FREE

NO SUGAR  
ADDED





X P E R I E N C E   X P H O R I A

# PEPPER VODKA

WSWA TASTE COMPETITION AWARDS  
2018 SILVER MEDAL  
2017 DOUBLE GOLD MEDAL  
2017 BEST OF SHOW MEDAL

CRISP, SMOOTH AND REFINED BEAUTY WITH  
PLEASANT AROMAS AND FLAVORS OF TOMATO  
SAUCE, SPICE, VEGETABLES AND CHILE PEPPERS.

THIS UNIQUE OFFERING IS A PERFECT MATCH WITH A  
BLOODY MARY OR A CAESAR, ONE OF CANADA'S LEGENDARY  
COCKTAILS.





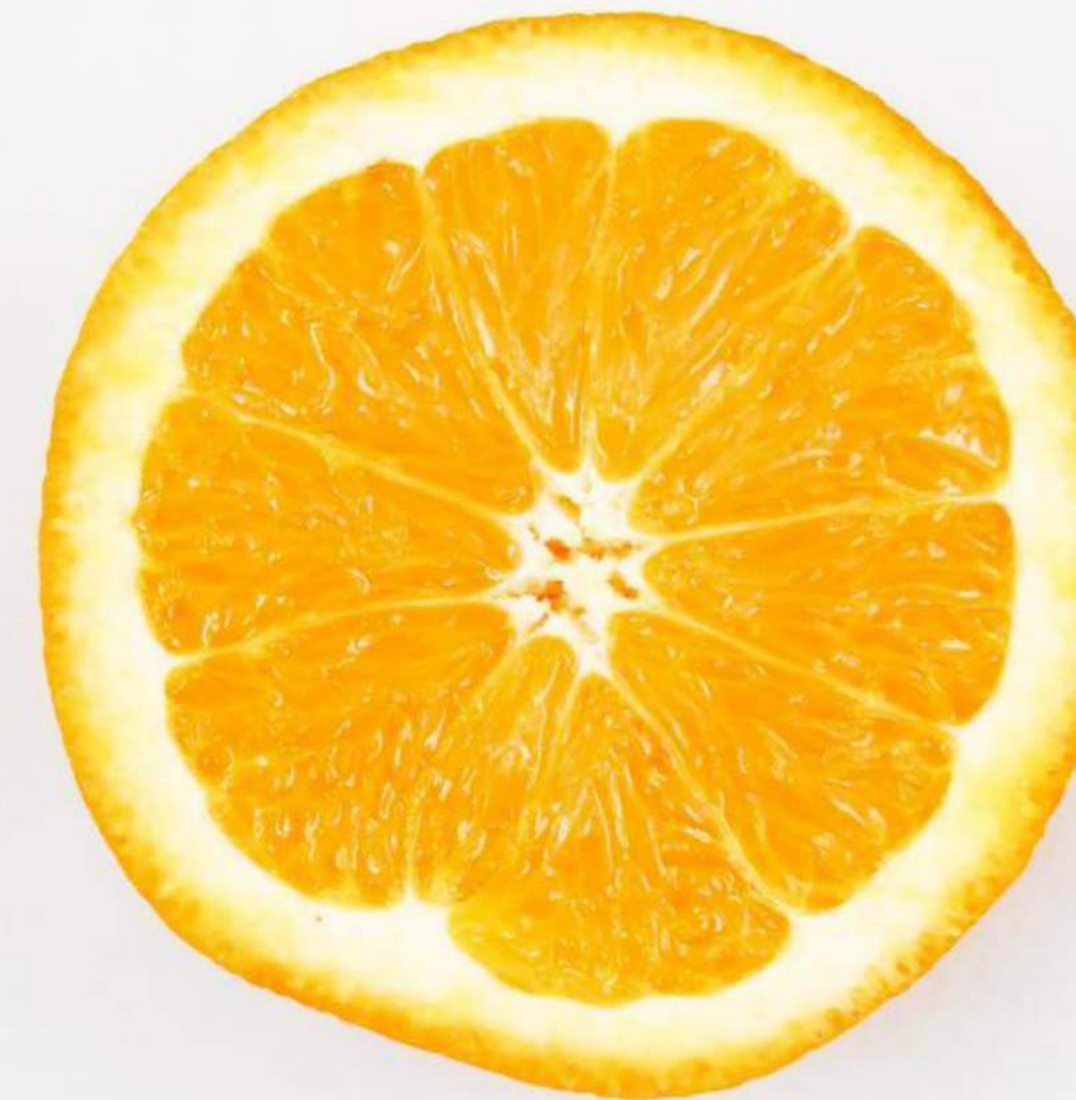
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# PLATINUM VODKA

WSWA TASTE COMPETITION AWARDS  
2018 DOUBLE GOLD MEDAL  
2017 SILVER MEDAL  
2016 SILVER MEDAL

COMPLEX, EXPRESSIVE AND INTRICATE COMES TO MIND WITH THIS MASTERPIECE! CRYSTAL CLEAR AND CLEAN, THIS DRY, MEDIUM LIGHT BODIED GEM SHOWS RIPENING LIME, ORANGE RIND, COCONUT AND AN AROMA REMINISCENT OF A MARGARITA ON THE NOSE. ON THE PALATE IT IS MILDLY SALTY, WITH VERY WELL INTEGRATED FLAVOURS OF LIME, ORANGE RIND, AND COCONUT.

MOUTH WATERING, WITH A SMOOTH AND VERY WELL BALANCED, LONG FINISH - EXCELLENT ON THE ROCKS OR WITH SODA AND LIME.





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# ULTRA PREMIUM VODKA

WSWA TASTE COMPETITION AWARDS

2018 SILVER MEDAL

2017 SILVER MEDAL

PURE AND CLEAR, THIS VODKA SHOWS BOLD NOTES OF MELON AS WELL AS CANTALOUPE, WATERMELON AND A HINT OF VANILLA, WITH A DASH OF WHITE PEPPER ON THE TONGUE. THIS MASTERPIECE IS LIGHT, SMOOTH, MOUTH WATERING AND REFRESHING.





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# CANADIAN VODKA

WSWA TASTE COMPETITION AWARDS  
2017 SILVER MEDAL

THIS LIGHT BODIED BEAUTY HAS A PLEASANT  
OILINESS AS WELL AS AROMAS AND FLAVOR  
NOTES OF PEPPERMINT, FLOWERS, AND A SUBTLE  
SUBLIME SWEETNESS.

A GREAT COMPLIMENT TO ANY BAR, REFINED FOR  
STANDARD MIXING VODKA THAT CAN BE ENJOYED NEAT,  
ON THE ROCKS OR WITH ANYONE OF YOUR FAVOURITE  
VODKA BASED COCKTAILS.





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# CANADIAN SMALL BATCH WHISKEY

WSWA TASTE COMPETITION AWARDS  
2018 DOUBLE GOLD MEDAL

COMPLEX, EXPRESSIVE AND INTRICATE MEDIUM  
GOLD-COLOURED WHISKEY WITH A GREAT AROMA  
AND FLAVOURS OF BLACK FOREST CAKE, TOFFEE AND  
CORN POPS.

MEDIUM-BODIED WITH A MODERATELY LONG, SMOOTH,  
RICH AND ROUND FINISH, THIS ONE IS EXCELLENT ON  
THE ROCKS OR WITH A DASH OF FRESH WATER.





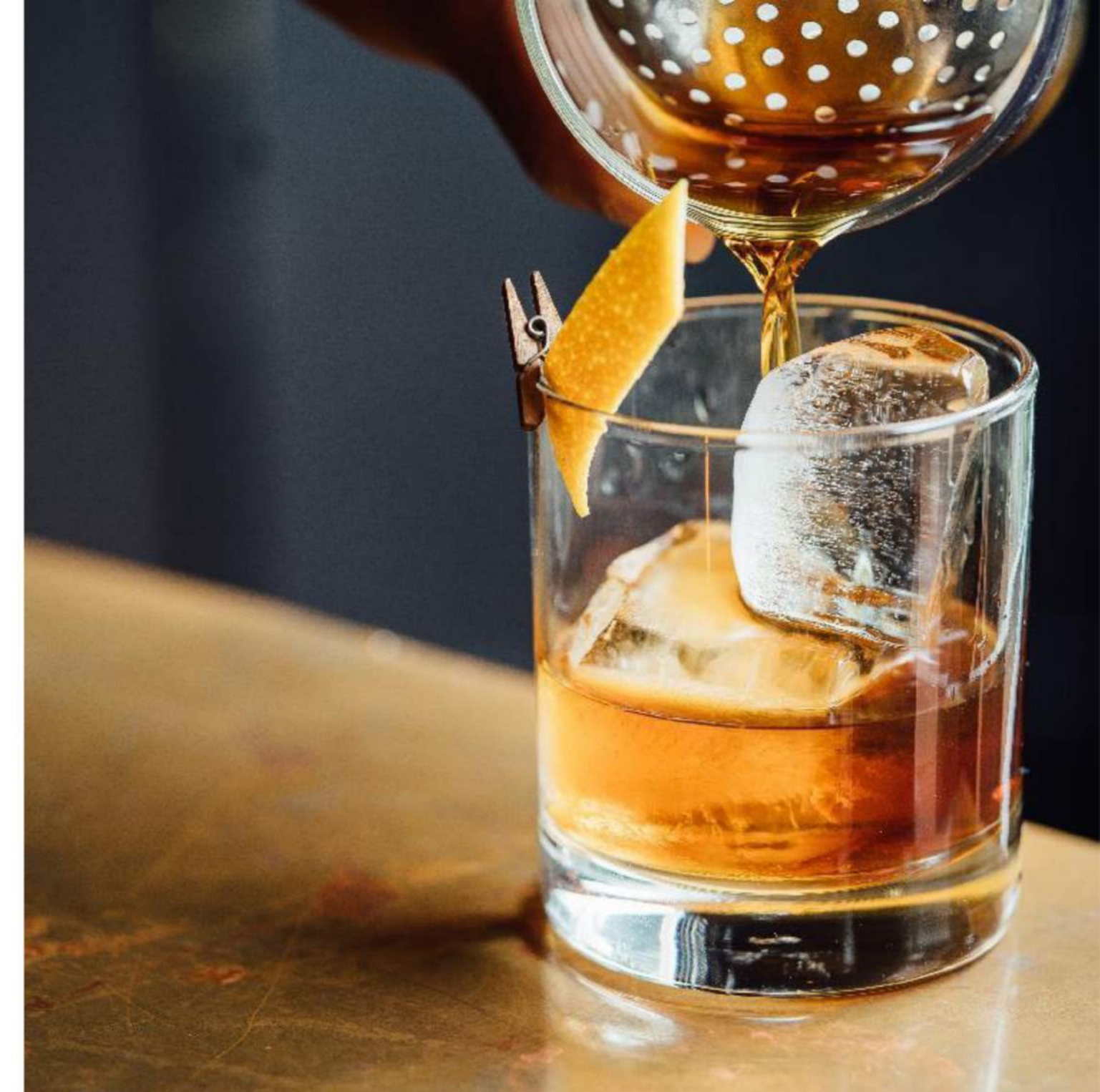
X P E R I E N C E   X P H O R I A

# COCONUT WHISKEY

WSWA TASTE COMPETITION AWARDS  
2018 SILVER MEDAL  
2017 SILVER MEDAL

VERY EASY DRINKING, SMOOTH, AND RICH LONG FINISH  
IS SOME OF THE HIGHLIGHTS OF THIS DELECTABLE TREAT.  
FLAVOUR NOTES OF FRUITCAKE, BROWN SUGAR, RIPE  
COCONUT AND PINEAPPLE SHOW WONDERFULLY AS  
WELL AS OATMEAL, FIG AND BAKING SPICE.

SOME WHAT REMINISCENT OF BOURBON, THIS BEAUTY  
EXEMPLIFIES A FORM OF LIQUID GOLD.



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# SUPREME GIN

DRY GIN IS DESIGNED TO BE GREAT IN MIXES  
TO ENHANCE ALL FLAVORS, YET LEAVE AN  
ULTRA SMOOTH TASTE.

A WELL BALANCED BLEND OF SPICINESS AND  
HINTS OF JUNIPER BERRIES MAKES THIS IDEAL  
FOR A DRY GIN MARTINI WITH A TWIST OF ORANGE.

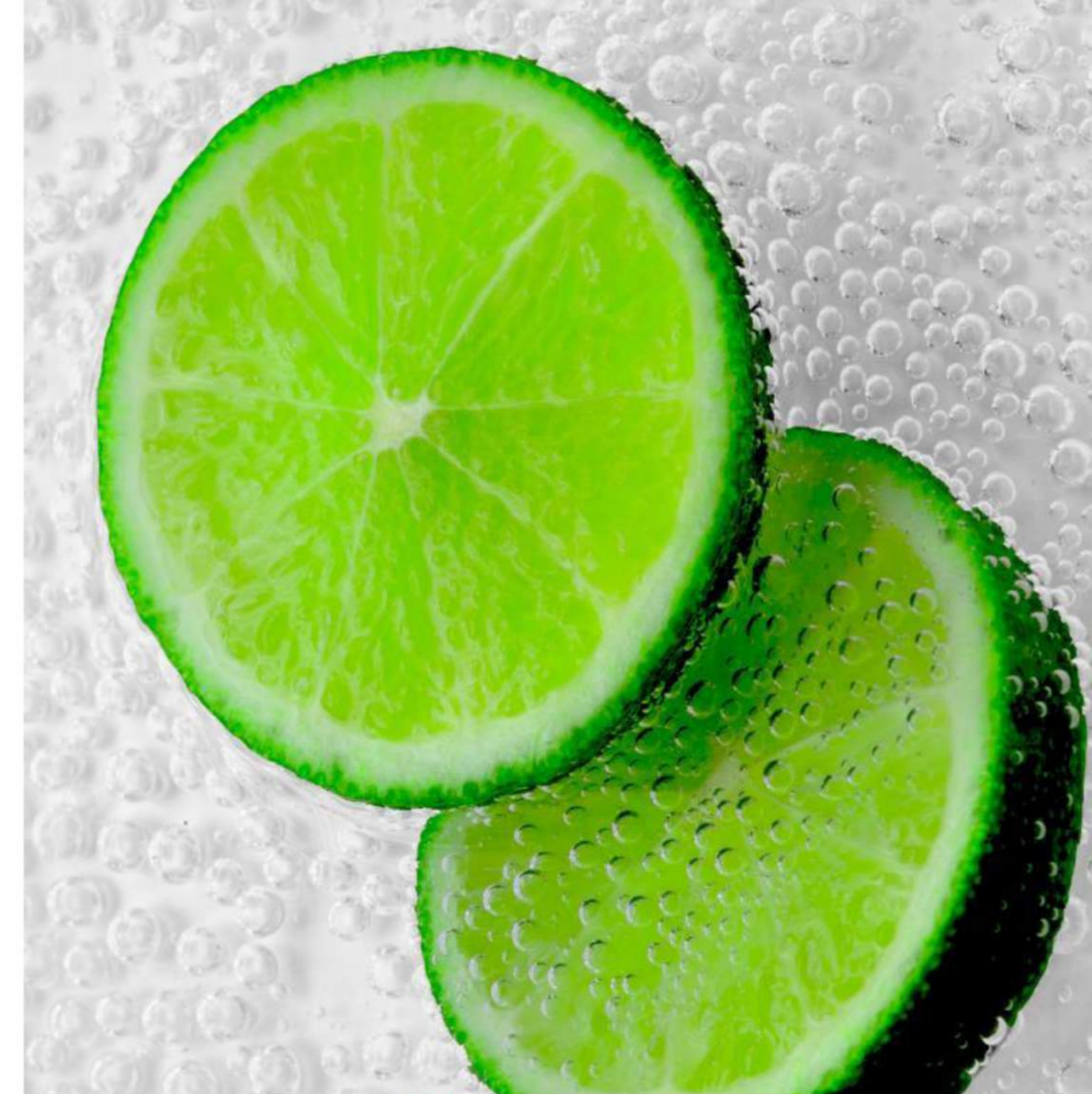


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# EXQUISITE LIME GIN

BEAUTIFUL AROMAS OF LIME CORDIAL, CANDIED MINT, PINE AND JUNIPER, THESE FLAVOUR NOTES EXPRESS THEMSELVES ON THE NOSE AS WELL AS WITH A REFRESHING HINT OF SWEETNESS ON THE PALATE.

CRAFTED TO MAKE PERFECT MOJITO COCKTAILS.  
NO ORRIS OR ANGELICA ROOT.



X P E R I E N C E   X P H O R I A

# THE XPHORIA STACKER

The Xphoria Stacker includes three assorted, stackable 250ml spirits.

Ultra Premium Vodka, Exquisite Lime Gin and Canadian Small Batch Whiskey. Xperience spirits like no other; in a bottle like no other.

The Stacker is unique and highly gift-able. A must have in any seasonal program, with potential to grow brand and sales of stand alone spirits.



# BANGAI COLLECTION

# bangaii BLACK

Bangaii Black boasts a truly gemlike colour when held in light. Clean and crisp on the palate, a wonderful array of peppermint, liquorice and herbal notes. The body is refreshingly light with a soft mouth feel. The finish is palate cleansing and smooth with a very pleasing, lasting herbal, liquorice and peppermint aftertaste.



# bangaii BLUE

This clear, clean, and crisp aquamarine beauty boasts a light mouth-feel as well as aromas and flavor notes of peppermint and minerals. All of this is wonderfully balanced by a crisp finish that is smooth and soft on the palate.



# WHAT IS GLUTEN FREE

## ✓ **WHAT IS GLUTEN?**

Gluten is a protein in wheat and some other grains, such as rye and barley.

## ✓ **WHY GLUTEN FREE**

Gluten-free products were designed to combat celiac disease, a serious autoimmune disorder that virtually destroys the intestinal tract, by taking gluten out of the diet. The symptoms of gluten sensitivity are diverse. They include joint pain, muscle cramps, leg numbness, reflux, weight loss, chronic fatigue, depression and “brain fog” — a complaint that describes an inability to focus, and which can impair work and social life.

## ✓ **CONSUMERS WANT GLUTEN FREE**

*“Consumer data is pretty clear: Around 22 percent of adults are trying to avoid gluten, creating an estimated \$8.8 billion market that grew 63 percent between 2012 and 2014. As many as 20 million Americans think gluten-free diets are healthier and around 13 million are giving up gluten to lose weight.”*

“Unraveling The Gluten-Free Trend”

Sam Fromartz, Feb. 24, 2015

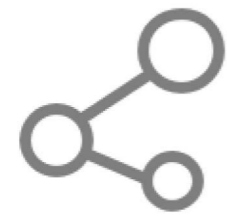
(Author of ‘In Search of the Perfect Loaf’)

X P H O R I A

# THE DISTILLING PROCESS

Proudly distilled with quality being our soul ingredient

Xtraodinary Quality . Xceptional Taste . Xtreme Value.



## **N O N - G M O**

Distilled from Non-Genetically  
Modified Organisms (GMOs)



## **W A T E R**

Distilled then filtered with  
pure Canadian spring water.  
You can taste the fresh



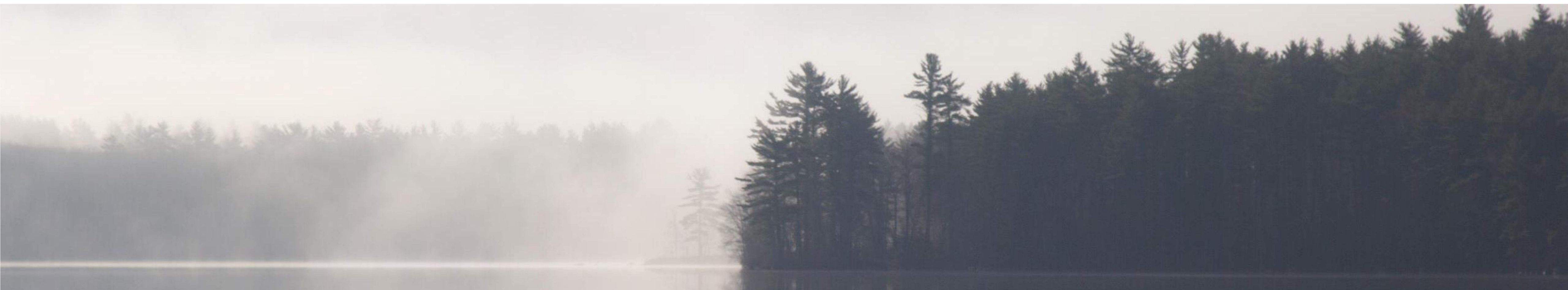
## **C O L D**

Enhanced with the finest and purest  
Canadian ingredients for taste, then  
meticulously finished by our  
proprietary cold filtering process



## **S M O O T H**

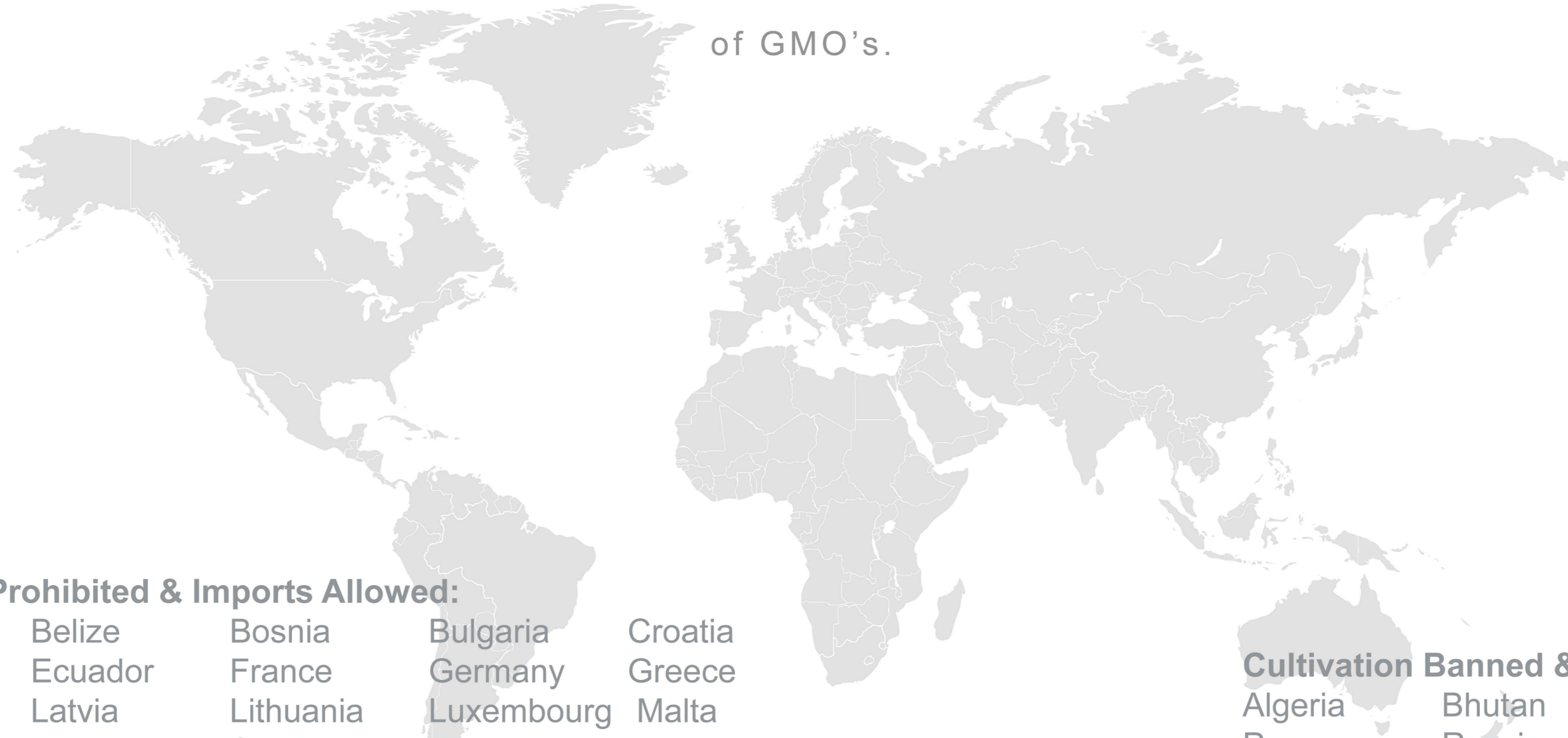
Characterized by a clean, smooth  
taste with an edgy, flavourful finish



# COUNTRIES THAT HAVE BANNED GMO'S

GMO (Genetically Modified Organism)

GMO crops are grown in 28 countries around the world, while 36 countries have banned cultivation. In 2015, a majority of European Unions decided to block the cultivation of new GMO's and Russia issued a ban on both the import and cultivation of GMO's.



## Cultivation Banned or Prohibited & Imports Allowed:

Austria	Azerbaijan	Belize	Bosnia	Bulgaria	Croatia
Cyprus	Denmark	Ecuador	France	Germany	Greece
Hungary	Italy	Latvia	Lithuania	Luxembourg	Malta
Moldova	Netherlands	Ireland	Scotland	Wales	Norway
Poland	Saudi Arabia	Serbia	Slovenia	Switzerland	Turkey
Ukraine	Wallonian Region (Belgium)				

## Cultivation Banned & Imports Banned:

Algeria	Bhutan	Kyrgyzstan	Madagascar
Peru	Russia	Venezuela	

A serene landscape photograph of a calm lake at dawn or dusk. The water is still, reflecting the sky and the distant forest. A thick layer of mist hangs over the water, partially obscuring the trees on the far shore. The sky is a pale, hazy blue with soft, wispy clouds. The entire scene is enclosed within a thin white rectangular border.

CRITICS

WHAT DO  
THEY  
THINK

A modern, multi-story building with large glass windows and balconies, set against a twilight sky. The building's reflection is visible in a pool of water in the foreground.

## ULTRA PREMIUM VODKA

“Clean and clear, this vodka shows bold notes of melon as well as cantaloupe, watermelon and a hint of vanilla, with a dash of white pepper on the tongue. This masterpiece is light, smooth, mouth watering and refreshing.”

A close-up shot of a green lime on a branch with lush green leaves. The background is softly blurred.

## EXQUISITE LIME GIN

“Clean and clear with a pronounced lime green hue, this one is dressed to impress! Beautiful aromas of lime cordial, candied mint, pine and juniper, flavour notes really expresses itself on the nose as well as a refreshing hint of sweetness on the palate. A lingering and balanced finish of candied lime and mint, very mouth refreshing. This is a perfect cocktail gin and would integrate really well into the Xphoria Spirits™ Gin Mojito - lime gin, soda, mint, a dash of sugar, fresh slice of lime and basil.”

A dimly lit bar interior with a dark wooden frame and several warm, glowing pendant lights hanging from the ceiling.

## PLATINUM VODKA

“Complex, expressive and intricate comes to mind with this masterpiece! Crystal clear and clean, this dry, medium light bodied gem shows ripening lime, orange rind, coconut and an aroma reminiscent of a margarita on the nose. On the palate it is mildly salty, with very well integrated flavours of lime, orange rind, and coconut. Mouth watering, with a smooth and very well balanced, long finish - excellent on the rocks or with soda and lime.”

A wide-angle shot of a coastal landscape at dusk. The sky is dark and cloudy, and the sea is calm. A sandy beach and some rocks are visible in the foreground.

## SUPREME GIN

“Well balanced, this beauty boasts aromas and flavour characteristics of pinecone, lemon/lime, orange peel, white liquorice, blended in with hints of juniper berries. Crystal in colour and clean, the mouthfeel is slight and silky and with a clean, crisp and moderately short finish. Dry with good complexity. Ideal for a dry gin martini with a twist of orange.”



## CANADIAN SMALL BATCH WHISKEY

“Rich and ready! Very flavourful and very well balanced, this clear medium gold coloured beauty has great aroma and flavour expressions of black forest cake, toffee and corn pops. Medium bodied with a moderately long, smooth, rich and round finish, this one is excellent on the rocks or with a dash of fresh water.”



## CANADIAN VODKA

“Clean and clear, this light bodied beauty has a pleasant oiliness as well as aromas and flavour notes of peppermint, flowers, and a subtle sublime sweetness.

Refreshing and cleansing on the palate with a crisp finish, this is an absolute must for any establishment looking to elevate their standard offering.”



## COCONUT WHISKEY

“Very easy drinking, smooth, and rich long finish is some of the highlights of this delectable treat. Flavour notes of fruitcake, brown sugar, ripe coconut and pineapple show wonderfully as well as oatmeal, fig and baking spice. Somewhat reminiscent of bourbon, this beauty exemplifies a form of liquid gold. “



## PEPPER VODKA

“Crystal, clean and clear with aromas and flavours of tomato sauce, spice, vegetables and chili peppers. Light in body, crisp, smooth and refined on the palate with a smooth, crisp, and clean finish.”

A photograph of a vast ocean under a clear, pale blue sky. The water is a deep blue with gentle, rhythmic waves. The horizon line is straight and divides the image into two equal halves.

## BANGAI BLUE

“Wonderfully pleasing and teasing as you will surely want more of this. Bangaii Blue is also terrific as an aperitif, with a vodka martini, neat, or with soda and a wedge of citrus fruit.”

A dark, almost black background featuring several thin, light gray lines that intersect to form a complex geometric pattern of triangles and polygons. The lines vary in thickness and orientation, creating a sense of depth and movement.

## BANGAI BLACK

” Bangaii can be drunk neat or with a dash of water and is great as an after dinner aperitif. Very well balanced and structured. “

## WSWA TASTE COMPETITION AWARDS



2018 AWARDS

XPHORIA's creations are a symbol of purity and craftsmanship recognized all over the world.



2017 AWARDS

XPERIENCE XPHORIA

STATS



# VODKA TRENDS

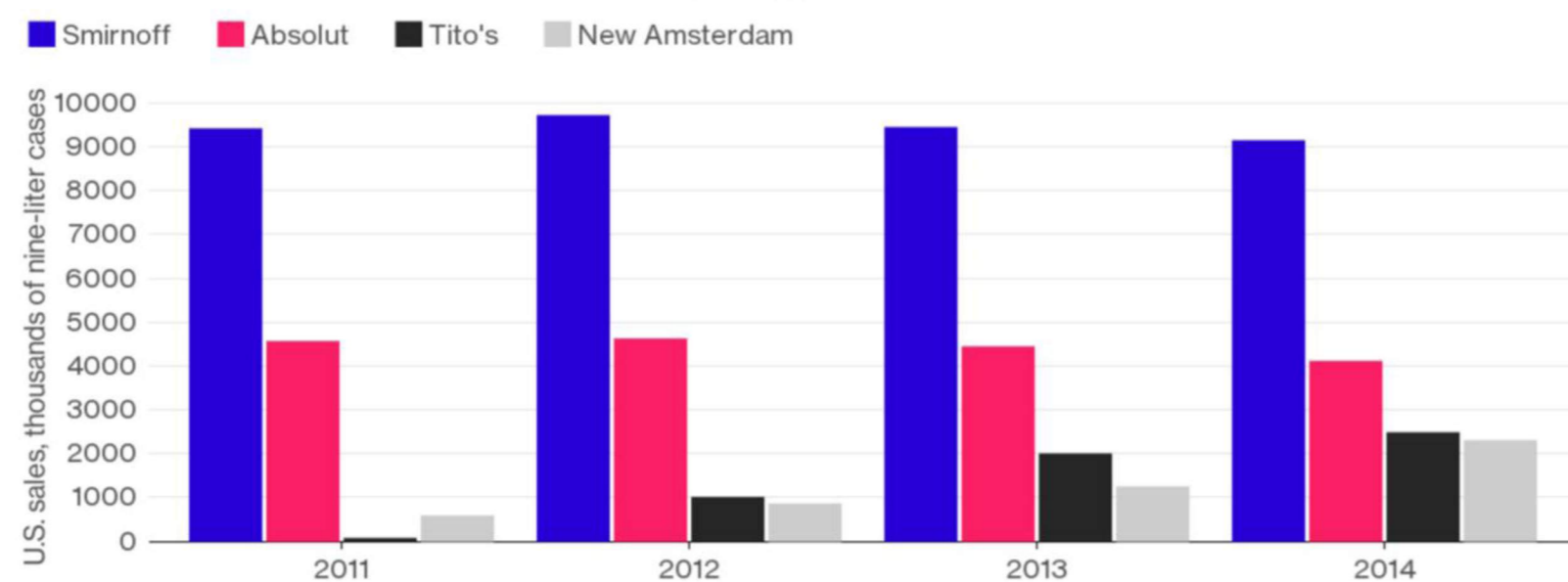
## CRAFT VODKA

America has hit peak vodka sales, and the world's largest distillers are struggling to stay on top of it.

Smirnoff and Absolut are clinging to their collective one-fifth share of the \$18 billion U.S. market for the liquor after failing to stem a consumer shift toward *independent producers* by millennial's (consumers born after 1980).

### Tiny Acorns Challenge Mighty Oaks

U.S. sales of smaller vodka brands are outpacing market leaders



Source: International Wine & Spirits Research

Bloomberg

Source: Bloomberg.com, January 27, 2016

“The more passion we put in the vodka distilling process, the better product we get. Organic, small batch, gluten free – these are the words that characterize the future vodka generation.

Source: Veronika Karlova, founder of *Girls.Drink.Vodka*

# WHISKEY TRENDS

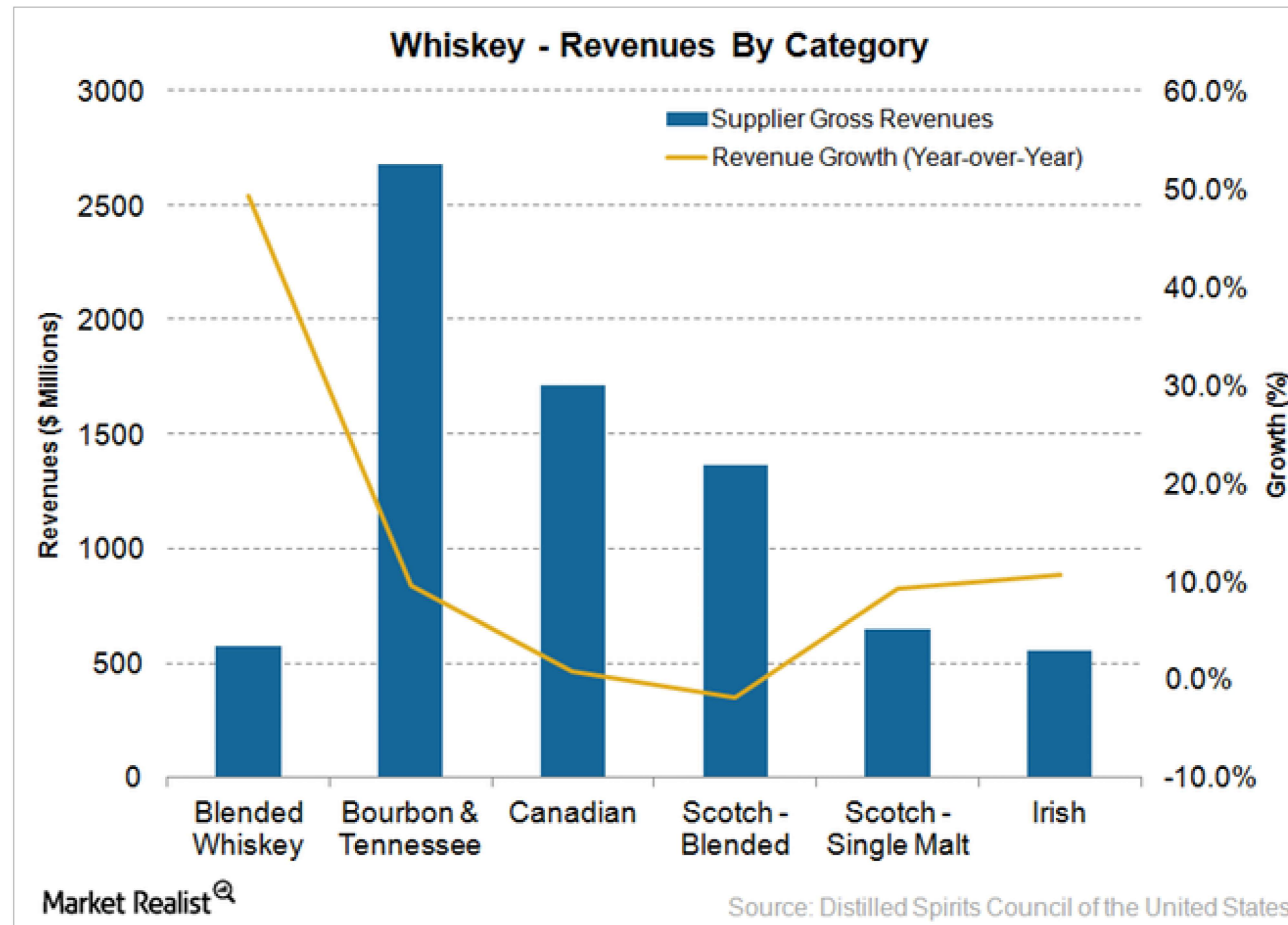
Key factors contributing to industry's growth, include:

- Flavored whiskeys
- Growth of small distilleries, which expanded grassroots and overall interest in spirits category



# WHISKEY MARKET TRENDS

The Distilled Spirits Council announced that supplier sales were up 4 % in 2014 to \$23.1 billion, and total U.S. volume growth Increased 2.2% to 210 million cases.



Source: Distilled Spirits Council of the United States President and CEO Peter H. Cressy. (Discus.org 2014 us market report, February 3, 2015)



# GIN MARKET TRENDS

According to *Impact Databank*, the gin category declined 2 percent to 9.75 million nine-liter cases in 2014.

**Two segments of the category** are exerting a growing influence: craft and ultra-premium gins are stealing the spotlight. The resurgence of craft cocktails is doing a lot for the category.

Consumers are more knowledgeable, savvy and interested in cocktail culture than ever before, so premiumization should continue.

Craft producers individually don't have the clout of the major players, but as a group they exert a big influence on the category.

# 3 CHANGES IN THE LIQUOR INDUSTRY

Home-tainment is the new way to drink. Consumers historically have consumed spirits in restaurants and bars. There is a significant shift now as people want to have good moments at home.

Consumers are getting more savvy. Promoting authenticity and quality is proving to dominate the successful brands.

E-commerce is essential. This gives the company a direct line to consumers. Also, gives brands international presence.



A high-angle, top-down photograph of a man in a grey coat looking into a white bathtub. The bathtub is set into a wooden floor with a light-colored wood grain. The man is positioned on the left side of the frame, looking into the tub. The tub is white and has a dark, curved interior. The text "GET IN TOUCH" is overlaid in the center of the image, enclosed in a white rectangular border.

GET  
IN  
TOUCH



## LOCATION

Ottawa, Ontario Canada

## OUR HOURS

24/7

## CONTACT US

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A woman with long brown hair, wearing a colorful patterned one-piece swimsuit, stands on a sandy beach at dusk. She is holding a clear plastic bottle and drinking from it, with water splashing around her mouth. The background shows the ocean with gentle waves and a dark, silhouetted shoreline under a cloudy sky.

SAVE WATER  
DRINK VODKA

XPERIENCE  
XPHORIA