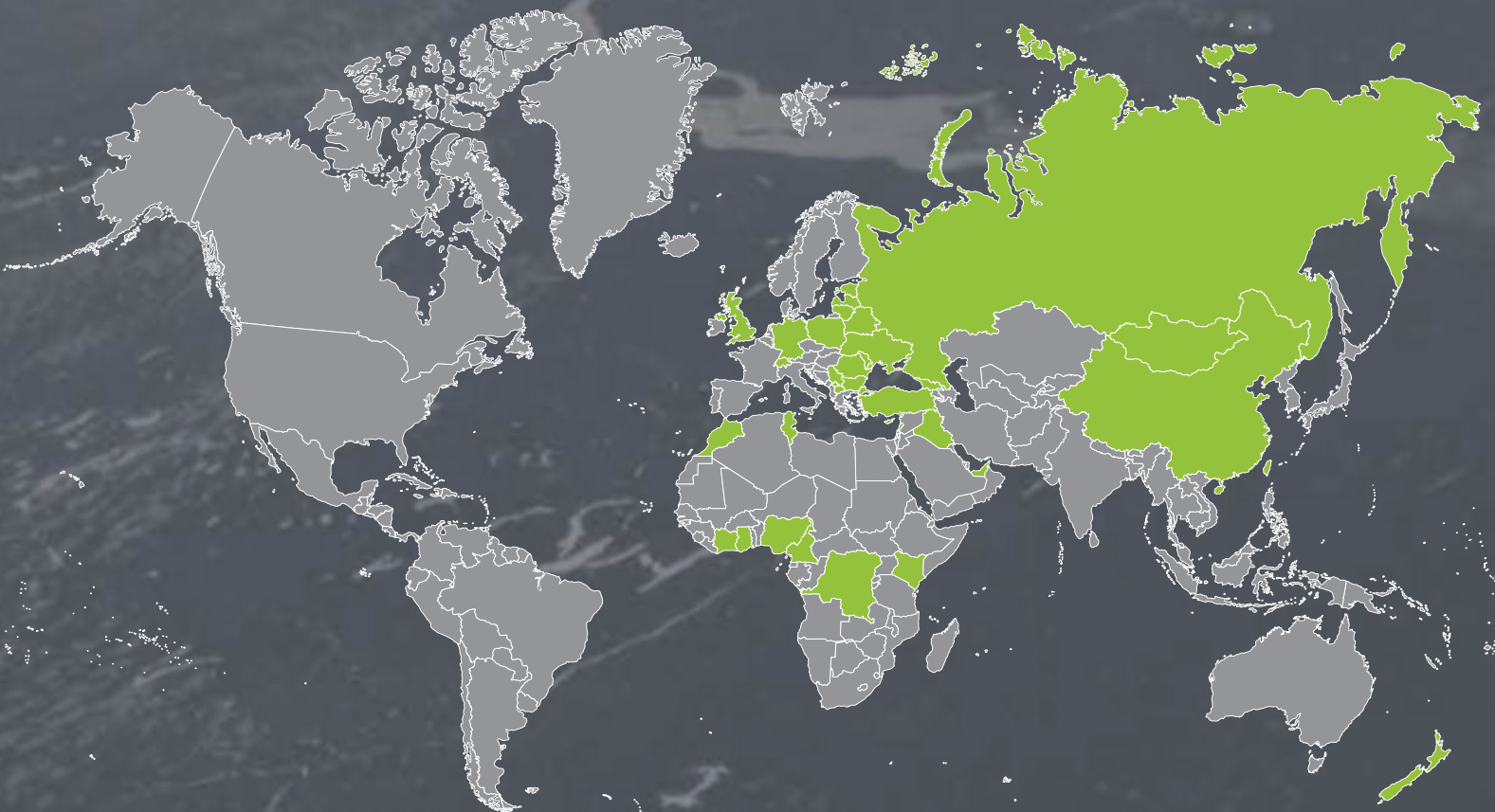


VP BRANDS
INTERNATIONAL

PRODUCT CATALOGUE

WHERE WE ARE

A worldwide business.



VPBI Global Presence

- Business extending to over 30 markets
- Enhanced route-to-market and improved geographic exposure

VPBI Focus and Goals

BRAND PORTFOLIO AND OPTIMIZED ROUTE-TO-MARKET STRATEGY
RESULT IN EFFECTIVE AND EFFICIENT DISTRIBUTION NETWORKS.



FOCUS

- Making VPBI's brands market leaders



GOALS

- Grow brand equity for our focus brands in strategic markets
- Increase the distribution footprint of hero products
- Enhance RTC by targeting key purchasing decision points

BLACK RAM

—PREMIUM BLENDED WHISKY—



CONSUME RESPONSIBLY

CHARACTER TAKES TIME

GRAIN SELECTION

Grain selection is crucial in Black Ram's whisky production as it contains starch that is converted into fermentable sugars through pre-cooking.

FERMENTATION

Fermentation is a natural process where sugars are converted into alcohol, contributing to the taste and aroma of Black Ram whisky. The liquid at this stage is called wash.

DISTILLATION

Distillation is the most vigorous process in the course of whisky production where the wash is vaporized and collected as it cools back to alcohol. A detailed understanding of the different stages is essential for creating a well-balanced drink with distinct taste, aroma, and quality.

MATURATION

Maturation involves aging the grain distillate for a minimum of three years in oak casks. Black Ram's whisky cellars in Bulgaria are situated in the foothills of Rhodope Mountains at the edge of the Thracian Valley. The specific climate here, hot summers and cold winters, along with the oak casks, enrich our whisky with notes of cocoa, caramel, vanilla and light roasted coffee beans – making it a well-balanced smooth whisky perfect for every occasion.

BOTTLING

Bottling is the final step in Black Ram making, where the whisky is cut with purified water and packaged at a reduced alcohol level of around 40%.

These processes are essential in creating each bottle of Black Ram, ensuring that it delivers a unique taste and character that will please you.

GUARANTEED EU ORIGIN



POSM



CONSUME RESPONSIBLY

FLIRT

VODKA

WANT MORE



FLIRT

VODKA

WANT MORE

THE HIGHEST QUALITY RESOURCES

Flirt Vodka was born in the Rhodope mountains of Bulgaria. It's water comes from our own sustainable sources and is purified with activated charcoal filters and reverse osmosis. The spirit combines this purified water with the finest wheat grown in the fertile soil of our farms nestled in the ancient sun-kissed Thracian valleys.

THE SUPERINTENDED PRODUCTION PROCESS

Our spirit production is based in one of Europe's most modern production facilities. FLIRT is 5-times distilled and filtered using charcoal, platinum and our unique proprietary silver filtration system that remove all impurities and create the smoothest liquid.

PURE PERFECTION

Our closed-loop production cycle subsists of vertical integration from seed to bottle that allows us stringent control over the entire production process keeping the highest quality and standards. Thus, our vodka has been recognized globally and has received multiple prestigious awards and accolades.

FLIRT. WANT MORE.

FLIRT

- Twist -



Brand "FLIRT Twist"

Product: Flavored, colored vodka (with natural flavorings). Natural flavorings provide added value to consumers and respond to the "Back to Nature" trend.

Alcohol: 37.5%

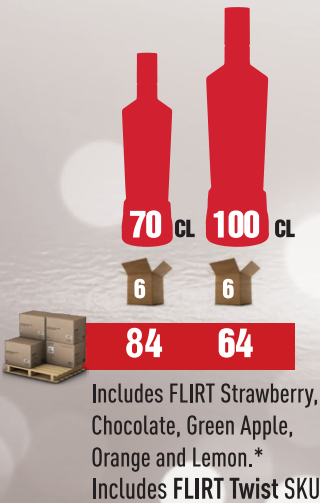
Packaging: FLIRT's glass bottle

• 2 flavors

- Grapefruit & Orange - pink liquid color
- Raspberry & Lime - red liquid color

POINT OF DIFFERENCE - POD

Unlike classic vodka, which is a catalyst for communication through its purity, FLIRT TWIST adds a "filter" to the experience - it transforms the moment through color and fruity freshness, making it lighter, more beautiful and easier to share (Instagrammable)



ALASKA

VODKA

Spring water is the soul of vodka Alaska

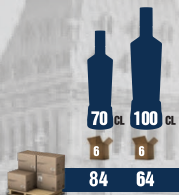
Inspired by the most distant, icy-blue glaciers of the Alaska mountains, we use only cold, spring water from the purest natural sources. It soothes the spirit and gives it its balanced and harmonized flavor.

Character distinguishes you. High quality grains are essential.

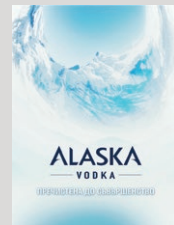
The highest quality grains form Alaska's unmistakable taste. The vodka's main ingredient puts the foundation of its characteristic inner strength. The all natural ingredients predetermine Alaska vodka's rich, complex, but yet smooth velvet taste. The finishing touch is the aroma of freshly-baked, home-made bread and a hint of sweet honey.

The final touch - state of the art technology

Alaska is produced using the most modern, 7-column distillation technology and processed through the unique shungite filtration system. The result - a drink beyond perfection.



POSM



PLATINIUM

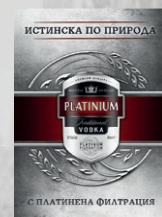
VODKA

PLATINIUM vodka is a bright expression of traditions and crafting in spirits manufacturing. The knowledge of creating vodka has been kept throughout the years by generations of craftsmen.

The secret of the perfectly balanced and smooth taste of **PLATINIUM vodka** lies within the special selection of grains.



POSM



SENSE

LONDON DRY GIN

6th Sense Gin is crafted using the finest high mountain juniper berries and selected botanicals from the Danube basin and the mountain range that stretches for hundreds of kilometers down to the shores of the Black Sea.

Keeping to time-honoured tradition of the "London Dry" method, 6th Sense Gin contains no sugars and sweeteners and no artificial color. 6th Sense Gin is smooth and crisply dry, with high notes of lemon, grapefruit and oranges. The perfect gin for the perfect G&T. It's always the right time for 6th Sense Gin.



POSM



BLUE WARRIOR

— WHISKY —

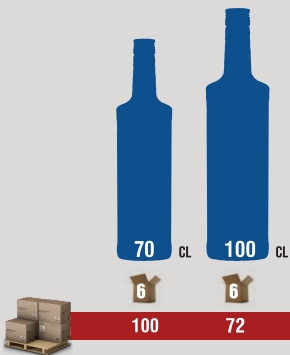


Blue Warrior Whisky is based upon the Original recipe N°7 of our Master's blender. It is a blend that offers a selection of exceptional grain distillates.

Blue Warrior Whisky delivers an intensely rich and smoky flavour character balanced by vanilla sweetness and a smooth, lingering finish.

When good times call for celebrations, what better way to savor those moments than with our truly special Blue Warrior Whisky!

PRODUCT OF EUROPE





Straldjanska Muscat Matured Grape Brandy

Tempt the demanding consumers with classic taste and modern inspiration. Straldjanska Grape Brandy has a clear, pale yellow color and a pleasant muscat aroma, typical of the Muscat Ottonel and Tamyanka varieties from which it has been produced.

Portfolio: Straldjanska Muscat Matured Grape Brandy, Straldjanska Muskat Barrel Selection Grape Brandy.



Slivenska Pearl Grape Brandy

Is produced using a special technology, from well-ripened, aromatic grape varieties grown in massifs in the region of the city of Sliven. The brandy has a lively, pale yellow to amber color, a delicate and fine specific aroma and an extremely mild taste, specific to the grapes used.

It is the oldest industrially produced aromatic brandy in Bulgaria, with its official beginning in 1979.



Kailashka Grape Brandy

Kailashka Grape Brandy is the choice of connoisseurs of Bulgarian traditions.

This Grape Brandy blends together the finest wine distillates and produces a fascinating liquid that possesses the color of golden straw and has an elegant, sophisticated set of aromas.

Portfolio: Kailashka Plum Grape Brandy, Kailashka Grape Brandy, Kailashka Muscat Grape Brandy.



Peshterska Grape Brandy

Peshterska Grape Brandy is a traditional Bulgarian spirit drink, made by distilling carefully selected grape vines chosen for their aroma and overall character. This beverage impresses with rich and mild flavour, complete with a delicate and fine taste.

Portfolio: Peshterska Grape Brandy, Peshterska Matured Grape Brandy, Peshterska Muscat Grape Brandy.



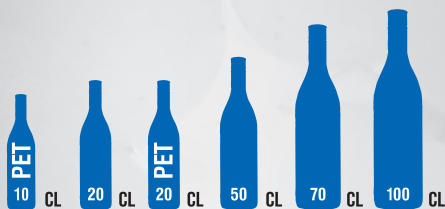
Lion D'or

Lion D'or spirit drink is produced from specially selected distillates resulting in exquisite smoothness, coupled with a powerful robust aroma of dried fruit and vanilla. The flavour is harmonious: mild, yet complex, with a delightful roasted-nut after-taste and a long spicy finish.



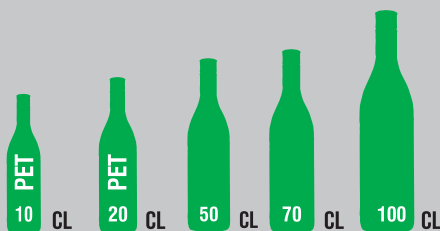
Ouzo Paralia & Ouzo Paralia Gold

Paralia Ouzo is an exquisite drink produced by a family-owned distillery on the Aegean coast, where tradition and craftsman/ship come together in every drop. Created according to a time-honoured Greek recipe and perfected over generations, it offers a smooth taste with gentle aniseed aromas and subtle hints of Mediterranean herbs. Now, this celebrated spirit is joined by its refined sibling – Paralia Gold. Distilled multiple times and made with a careful blend of Greek and star aniseed, Paralia Gold is 100% distillate and reveals a fuller body and a deep, harmonious flavour with a long-lasting herbal finish. Presented in an elegantly enriched version of the original design, it reflects a sense of timeless sophistication – the golden expression of the Paralia way of life.



Mastika Peshtera

Peshtera Mastika is an aniseed beverage produced from high-quality grain spirit and oil of anise which contributes to the characteristic crystals that are formed in the drink when chilled. Mastika is a typical anise aperitif. The oil of anise is renowned for its stimulant and antiseptic properties, its effect as a tonic and for its exotic flavour. Enjoy this unique beverage neat over ice, with added cold water or in various cocktails.



Menta Peshtera

Peshtera Mint Liqueur is a wonderfully refreshing, invigorating low-alcohol spirit, produced from a special, traditional recipe that brings out the best of the natural ingredients used and provides a fresh, summer flavour. The vibrant peppermint oil used in Peshtera Mint Liqueur makes it the perfect ingredient for many fantastic cocktails, ideal for drinking outside on warm summer evenings. Just add Peshtera Mint Liqueur to soda water or milk, throw in a couple of ice cubes, and you have a delightfully refreshing long summer drink that will be adored by all who try it.

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