

MOSKOVSKAYA VODKA MARCH '23

SWEET&CHILLI

SERVES

DRINKS THAT SHOW WHO WE ARE

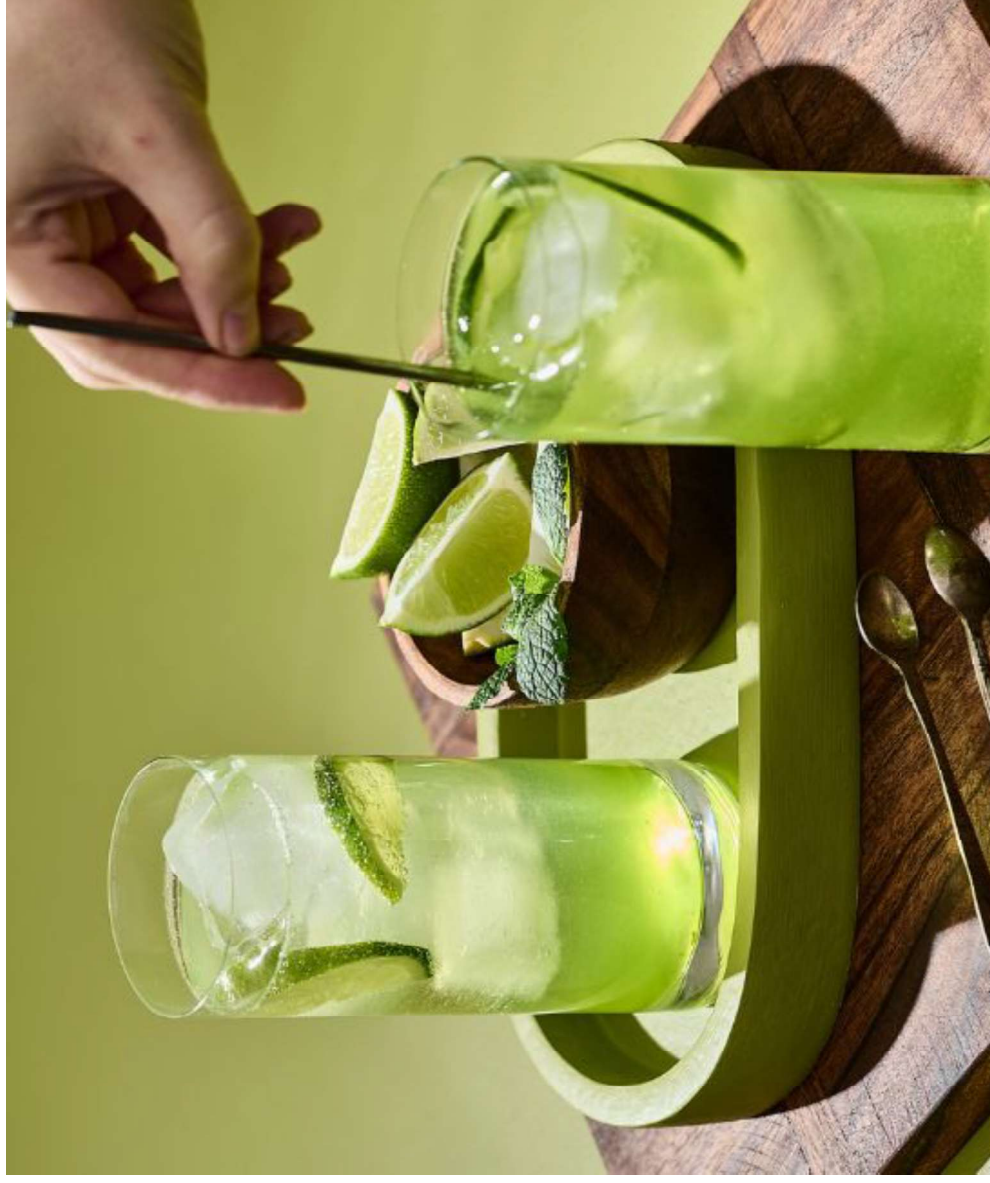
WHY HIGHBALLS?

A DRINK FOR THE AGES

Proving to be a driving drinks trend year on year, the demand for Highballs isn't going anywhere.

They're quick, easy and profitable, with countless creative possibilities – the perfect serve to add to a menu, drink in a bar, or make at home with friends.

They stretch across occasions, they're refreshing, and they can be easily made low-ABV making them a perfect fit for demands of the newer generations of consumers.



MOSKOVSKAYA VODKA

SIGNATURE COLLECTION SERVE SUITE - HIGHBALL COLLECTION

M & LEMON * [TWIST ON VODKA LEMONADE]		CORE A green, minty and refreshing twist on a classic Vodka and lemonade. Mint brings a touch of menthol and a green spark to the drink.
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* M&Ade in markets where English is natively spoken

M RICKEY * [TWIST ON VODKA LIME & SODA]		CORE A crisp and fruity highball that highlights the bright, citrusy notes of the Moskovskaya Vodka through a pairing with lime and pineapple.
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* Also known as the 'Riga Rickey'

M & GINGER [TWIST ON MOSCOW MULE]		CORE / HERO SERVE A Moscow Mule with a vibrant orchard twist. Fiery ginger beer and cloudy apple juice combine to show off the versatility of Moskovskaya Vodka.
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M COOLER [TWIST ON VODKA & TONIC]		ELEVATED Bright, green and super refreshing. Vermouth, basil, cucumber, tonic and lime join Moskovskaya Vodka in this tasty highball.
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MOSKOVSKAYA VODKA

SIGNATURE COLLECTION SERVE SUITE - HIGHBALL COLLECTION

M & LEMON *



BUILT - HIGHBALL - CUBED ICE

50ml Moskovskaya Vodka

150ml Lemonade (Sprite/7up or similar)

8 Mint Leaves

Lime Wheel Garnish

*M&Ade in markets where English is natively spoken

M RICKEY *



BUILT - HIGHBALL - CUBED ICE

50ml Moskovskaya Vodka

50ml Pineapple Juice

100ml Fever Tree Mexican Lime Soda*

Lime Wheel & Pineapple Leaf Garnish

*See page 40

* Also known as the 'Riga Rickey'

M & GINGER



BUILT - MULE MUG / HIGHBALL - CUBED ICE

50ml Moskovskaya Vodka

50ml Cloudy Apple Juice

75ml Ginger Beer

Lime Wheel & Green Apple Wheel

M COOLER



BUILT - HIGHBALL - CUBED ICE

25ml Moskovskaya Vodka

25ml Bianco Vermouth

100ml Tonic Water

6 Basil Leaves

2 Cucumber Slices

Lime Wheel Garnish

MOSKOVSKAYA VODKA

SIGNATURE COLLECTION SERVE SUITE

THE M SHOT



90*

Chilled Moskovskaya Vodka served straight up with a freshly sliced wedge of lime and quality sea salt.

*See page 48

THE HOT SHOT



HIGH ENERGY HERO

Chilled Moskovskaya Vodka is served with a zingy pineapple wedge, a slice of green chilli and sea salt to create a fun, tasty shot ritual.

M SPRITZ



DAYTIME HERO

A simple, yet refreshing spritz with vibrant elderflower and a mix of effervescent soda water and Prosecco. The perfect drink for those early evening occasions.

M-TINI



1*

Crisp, clean and full refreshment. This twist on a classic Southside cocktail makes full use of Moskovskaya Vodka's flavour profile by combining it with mint, lime and sugar.

*See page 48

MOSKOVSKAYA VODKA

SIGNATURE COLLECTION SERVE SUITE

THE M SHOT



METHOD: SHOT - SHOT GLASS

25ml Chilled Moskovskaya Vodka
Fresh Lime Wedge & Sea Salt

THE HOT SHOT



METHOD: SHOT - SHOT GLASS

25ml Chilled Moskovskaya Vodka
Salted Pineapple Wedge & Green Chilli Slice

M SPRITZ



BUILT - WINE GLASS - CUBED ICE

25ml Moskovskaya Vodka
15ml Elderflower Cordial*
50ml Soda
50ml Prosecco*
Lime Wheel & Mint Sprig Garnish

*See page 40

M-TINI

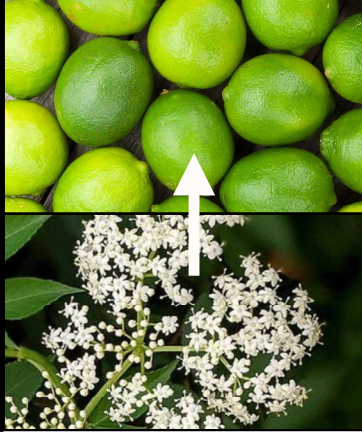


SHAKE + FINE STRAIN - COUPE

50ml Moskovskaya Vodka
20ml Lime Juice
20ml Simple Syrup
8 Mint Leaves
Large Cucumber Ribbon Garnish

ALTERNATIVE INGREDIENTS

ELDERFLOWER CORDIAL



SUBSTITUTE FOR LIME CORDIAL

MEXICAN LIME SODA



SUBSTITUTE FOR FANTA LEMON

PROSECCO



SUBSTITUTE FOR ANY SPARKLING WINE
(CAVA, CREMANT ETC.)

MIXER MATRIX

Mixers recommended for all markets per each simple elevated serve.



	DEL MONTE	DEL MONTE	DEL MONTE	EAGER	LAKWOOD	OASIS / DEL MONTE
PINEAPPLE JUICE	DEL MONTE	DEL MONTE	DEL MONTE	EAGER	LAKWOOD	OASIS / DEL MONTE
APPLE JUICE	OCEAN SPRAY	OCEAN SPRAY	AGROS	EAGER	OCEAN SPRAY	MINUTE MAID
LIME SODA	FANTA	FANTA	FEVER-TREE	FEVER-TREE	FEVER-TREE	FEVER-TREE
TONIC WATER & GINGER BEER	SCHWEPPES	SCHWEPPES	THREE CENTS	FEVER-TREE / SCHWEPPES	FEVER-TREE	FEVER-TREE / SCHWEPPES

M SPRITZ - SEASONAL HERO SERVES & GREEN GARNISHES

SPRING	
25ml Moskovskaya Vodka 15ml Elderflower Cordial 50ml Soda 50ml Prosecco Lime Wheel & Mint Sprig	
GARNISH OPTIONS	
Pineapple Leaf / Gooseberries / Elderflower / Mint / Green Plum	

SUMMER	
25ml Moskovskaya Vodka 15ml Lime Cordial 50ml Soda 50ml Prosecco Lime Wheel & Basil Leaves	
GARNISH OPTIONS	
Honeydew Melon / Grapes / Lemon / Thyme / Green Tomato / Basil / Green Chilli	

AUTUMN	
25ml Moskovskaya Vodka 15ml Elderflower Cordial 50ml Cucumber Sparkling Water 50ml Prosecco Lime Wheel & Cucumber Ribbon	
GARNISH OPTIONS	
Apple / Pear / Grapes / Rosemary / Marjoram / Sorrel / Cucumber	

WINTER	
25ml Moskovskaya Vodka 15ml Pear Cordial 50ml Soda 50ml Crémant Lime Wheel & Pear Slice	
GARNISH OPTIONS	
Apple / Pear / Kiwi / Ginger / Cinnamon / Nutmeg	

A simple, yet refreshing spritz with vibrant elderflower and a mix of effervescent soda water and Prosecco. The perfect drink for those early evening occasions. There are a number of options to apply some seasonality to this serve.

M & GINGER - SEASONAL HERO SERVES & GREEN GARNISHES

SPRING



50ml Moskovskaya

50ml Cloudy Apple Juice

75ml Ginger Beer

Lime Wheel & Green Apple Wheel

GARNISH OPTIONS

Pineapple Leaf / Gooseberries / Elderflower / Mint / Green Plum

SUMMER



50ml Moskovskaya

50ml Pineapple Juice

75ml Ginger Beer

Lime Wheel & Pineapple Leaf

GARNISH OPTIONS

Honeydew Melon / Grapes / Lemon / Thyme / Green Tomato / Basil / Green Chilli

AUTUMN



50ml Moskovskaya

50ml Cranberry Juice

75ml Ginger Beer

Lime Wheel & Ginger Slice

GARNISH OPTIONS

Apple / Pear / Grapes / Rosemary / Marjoram / Sorrel / Cucumber

WINTER



50ml Moskovskaya

50ml Cloudy Apple Juice

75ml Ginger Beer

Lime Wheel & Cinnamon Stick

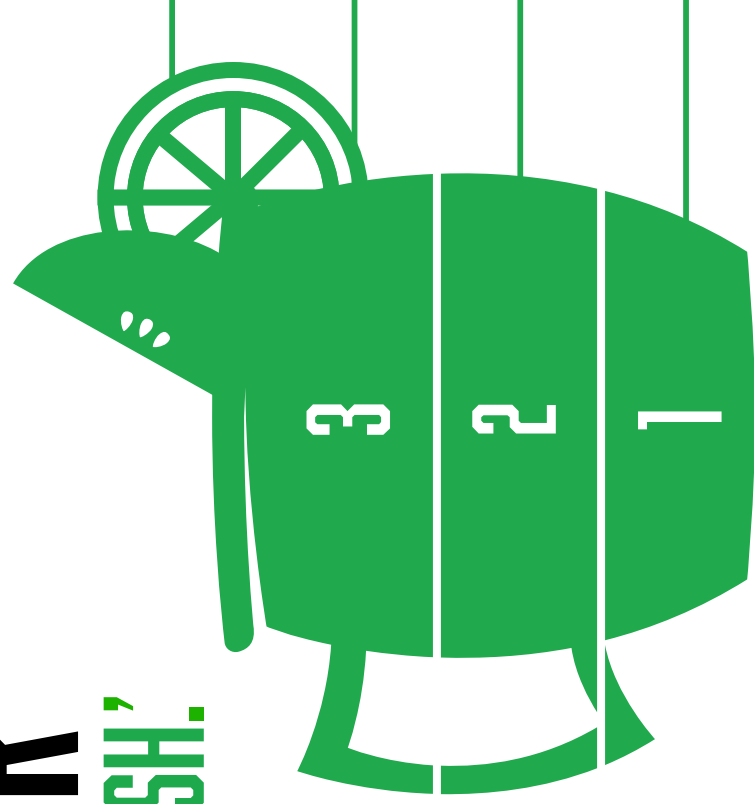
GARNISH OPTIONS

Apple / Pear / Kiwi / Ginger / Cinnamon / Nutmeg

A Moscow Mule with a vibrant orchard twist. Fiery ginger beer and cloudy apple juice combine to show off the versatility of Moskovskaya Vodka. There are multiple options to sub-in to complement the lime and spice in the M & Ginger throughout the year.

M & GINGER

'ICE, 1-2-3, GARNISH.'



LIME WHEEL + APPLE SLICE

GINGER BEER - 75ML

CLOUDY APPLE JUICE - 50ML

MOSKOVSKAYA VODKA - 50ML

M & GINGER GREEN TINS

VIBRANT, TRENDY & INSTAGRAMMABLE

Moskovskaya M & Ginger tins are a perfect example of eye-catching POS that can elevate and promote the serve in venue and across social channels.



OCCASION MATRIX

★ = OCCASION HERO SERVE
[_] = TWIST

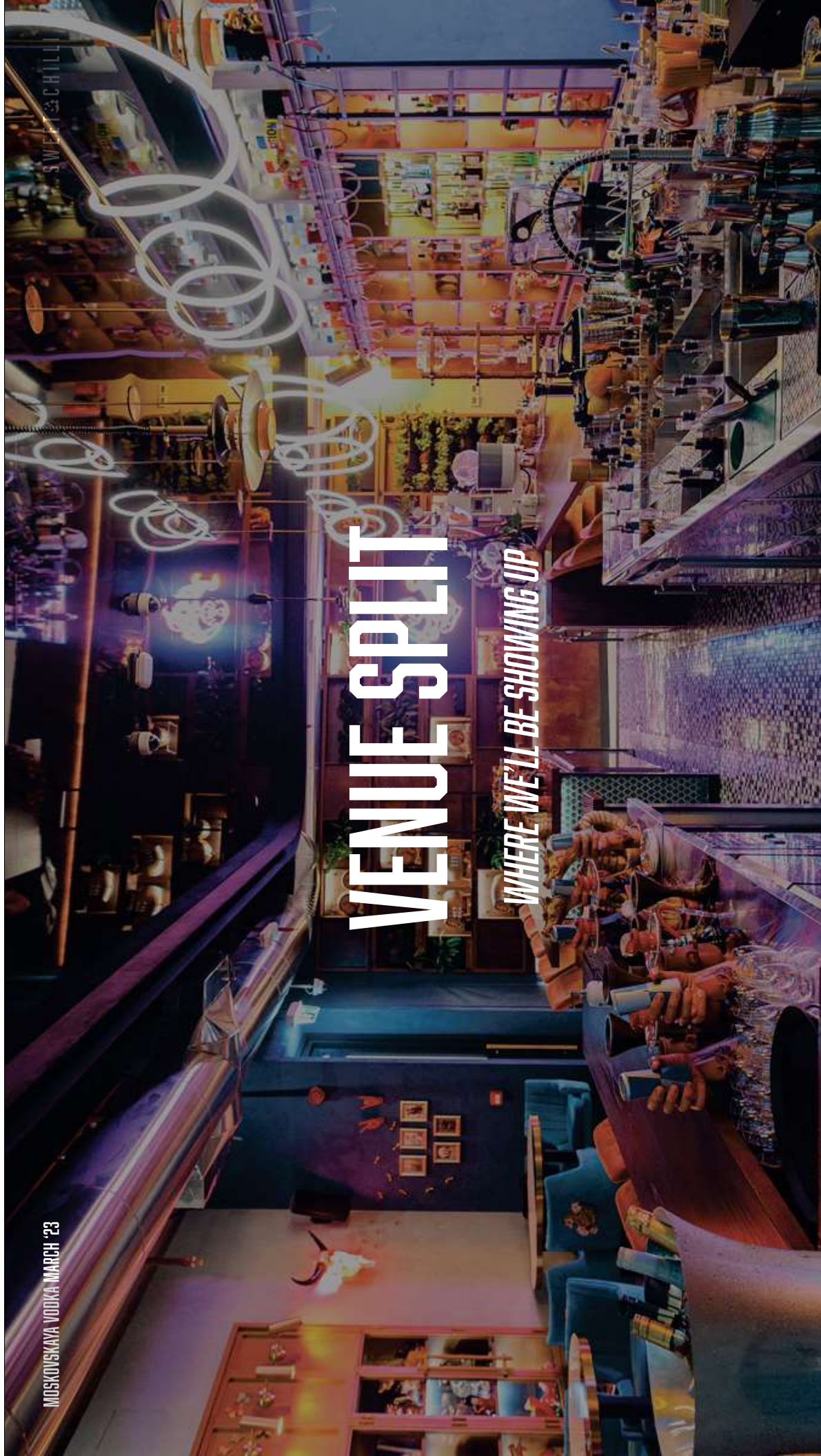
BRUNCH	AFTERNOON	SUNDOWNER	PRE-GAME	NIGHT OUT
M SPRITZ - 90 	★			
M & LEMON - (LEMONADE) - 90 	CORE HIGHBALL COLLECTION (3X) →			
M RICKEY - (LIME + SODA) - 90 				
M & GINGER - (MULE) - 90 		★		
M COOLER - (TONIC) - ELEVATED HIGHBALL - 9 				
			M-TINI - (SOUTHSIDE) - 1	
			THE HOT SHOT - 9/90	★
			THE M SHOT - 90	

MOSKOVSKAYA VODKA MARCH '23

SWEET & CHILL

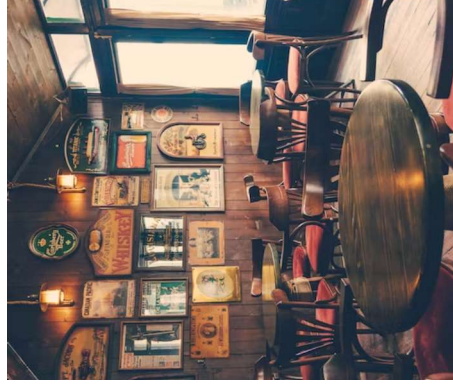
VENUE SPLIT

WHERE WE'LL BE SHOWING UP



ON TRADE VENUE SPLIT

On trade venues all tend to be split depending on their clientele, skill sets, drink menus and recognition.



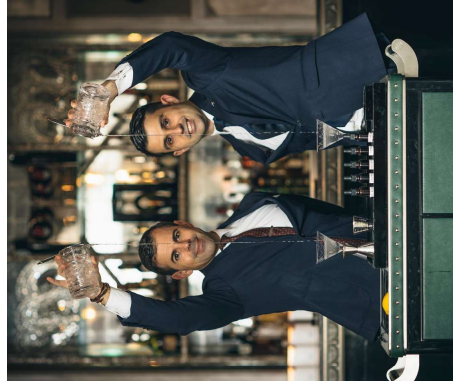
90% - VOLUME

These are you every day, mainstream venues. The skill sets of bartenders are very low and the drink complexity is easy.



9% - TREND

These are what are known as "pacemaker" venues - outlets that lead regionally. Bartenders have a higher skillset and are capable of making cocktails to a certain standard.



1% - PREMIUM

The top 1% of bars are classed as nationally and globally "Trend leading accounts". These are venues that are award-winning, innovative and boundary pushing in hospitality.

VENUE MATRIX

	AT HOME	90%	9%	1%
 M & LEMON				
 M RICKEY				
 M & GINGER				
 M COOLER				
 THE M SHOT				
 THE HOT SHOT				
 M SPRITZ				
 M-TINI				

HIGHBALL GROUP SERVES

MOSKOVSKAYA'S HIGHBALL COLLECTION ARE PERFECT GROUP SERVES!

- VERSATILE, ALL-DAY HERO SERVES
- EASY TO EXECUTE AT HOME AND ACROSS HIGH VOLUME OUTLETS
- LONG, COOL AND REFRESHING, BUILT STRAIGHT IN THE GLASS
- EASILY SOURCED AND SUBSTITUTABLE INGREDIENTS



MOSKOVSKAYA

GROUP SERVE SPECS

RECIPES FOR GROUPS OF 4

M & LEMON



200ml Moskovskaya Vodka
 600ml Lemonade
 Handful of Mint Leaves
 Lime Wheel Garnish

M RICKEY



200ml Moskovskaya Vodka
 200ml Pineapple Juice
 400ml Fever Tree Mexican Lime Soda*
 Lime Wheel & Pineapple Leaf Garnish
 *See page 40

M & GINGER



200ml Moskovskaya Vodka
 300ml Ginger Beer
 200ml Cloudy Apple Juice
 Lime Wheel & Apple Slice Garnish

M COOLER



100ml Moskovskaya Vodka
 100ml Bianco Vermouth
 400ml Tonic Water
 Handful of Basil Leaves
 8 Cucumber Slices
 Lime Wheel Garnish

GROUP SERVE VESSELS

FOR ADDED THEATRE IN OUTLET

M & LEMON



Using the ID of a classic Lemonade Jug on a Summer's day. This can be built in a sharing jug and poured directly over cubed ice.

M RICKEY



Hollow out a Pineapple for a fun, eye-catching vessel that up-cycles the usually discarded pineapple skin.
(2 x Serves per Pineapple)

M & GINGER



The M & Ginger group serve can be built in a large format mule tin (or a punch bowl!), then decanted from a ladle to hand-held tins containing ice and garnishes.

M COOLER



Elevated and eye-catching vessels from Wine Decanters to Shaped Vases. Poured into either a highball or a wine glass with cubed ice.

COMMERCIAL PROPOSITION - WHY STOCK IT?

#1

TREND

- The highball collection meets the growing consumer demand for premium serves, that are value for money, flavour forward, fitting all occasions.

#2

VISIBILITY

- Eye-catching and instagrammable POS alongside our vibrant green garnishes allow the serves to stand out, generating appeal and driving consumer trial.

#3

TASTE

- The clean, premium quality of Moskovskaya is highly suitable for mixing due to its supreme smoothness and fresh, crisp citrus notes. Menthol notes of Moskovskaya lend a fresh take on any classic riff.

BENEFITS TO YOUR BAR

#1

VERSATILITY

- Uncomplicated recipes mean that suitable soft-drink alternatives can be subbed in - catering for existing supplier deals.

#2

FOOTFALL

- “We bring the Vodka, you bring you.” A serve-led content strategy that inspires people to discover our delicious highballs at bars near them and through easy at home recipes.

#3

MARGIN

- Grants venues the opportunity to take Moskovskaya's signature collection and upcharge vs classic mixers, as the added ingredients elevate the serve's flavour and appearance. They utilise simple recipes with a low-purchasing cost, with a taste, look and crave appeal to drive higher margin.

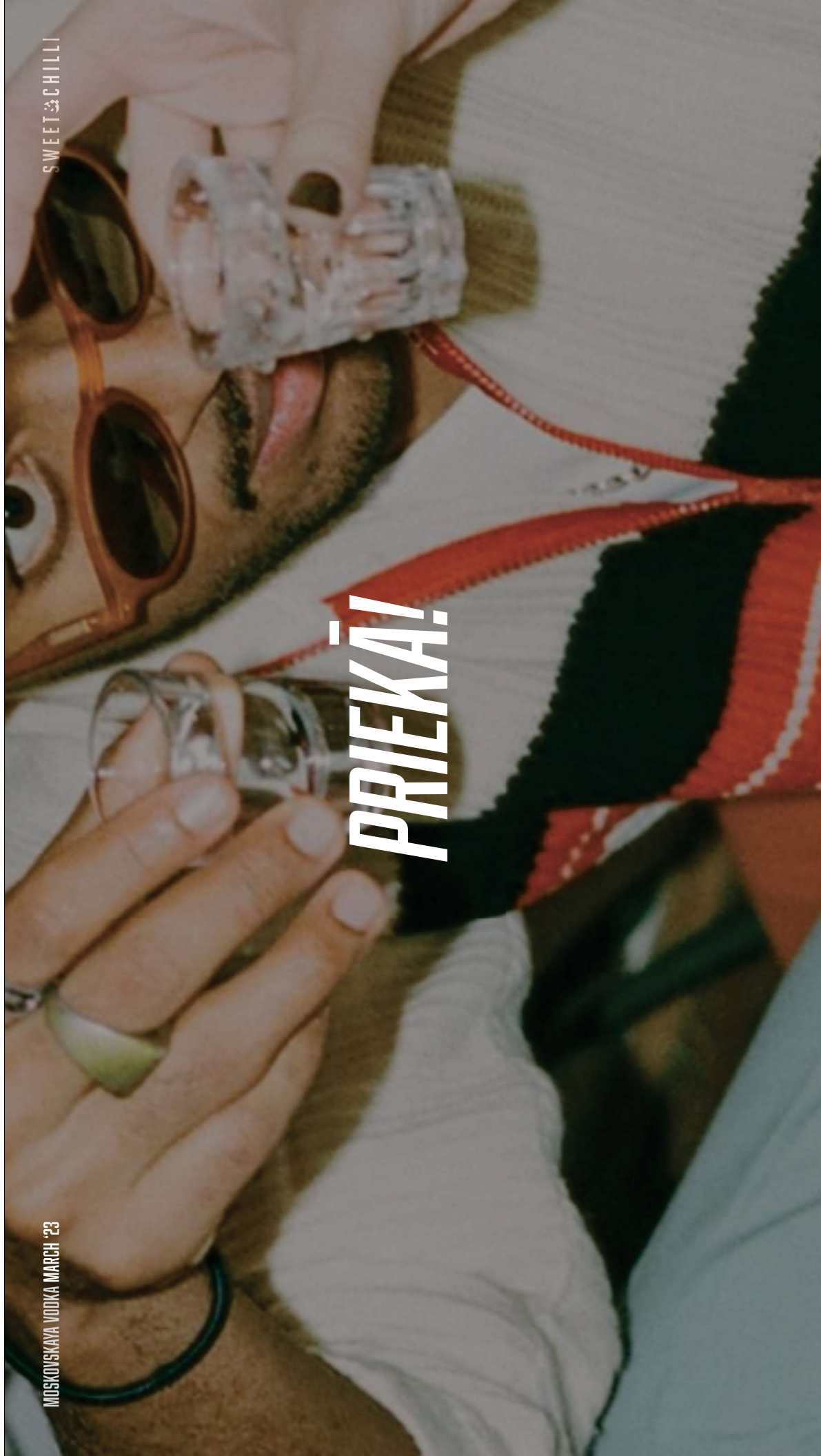


MOSKOVSKAYA

MOSKOVSKAYA VODKA MARCH '23

SWEET&CHILLI

PRIEKĀ!



APPENDIX

by SWEET&CHILLI

PINK VODKA

SIGNATURE COLLECTION SERVE SUITE

PINK SHOT



90/9

Chilled Moskovskaya Pink Vodka is served with a tangy frozen raspberry and a wedge of lime for a fun, tasty shot ritual.

PINK M SPRITZ



SUMMER HERO

A simple, yet refreshing spritz with vibrant raspberry and a mix of effervescent soda water and Prosecco. The perfect drink for those outdoor Summer occasions.

SALTY BALTIC [TWIST ON PALOMA]



90/9

A lighter spin on the tequila favourite. The Salty Baltic uses vibrant grapefruit soda and fresh lime to compliment the fruit raspberry flavours.

BIG SALTY BALTIC



GROUP SERVE

A great party starter. A large format Salty Dog that can easily be put together and enjoyed by a group of friends.

PINK VODKA

SIGNATURE COLLECTION SERVE SUITE

PINK SHOT

STRAIGHT POUR - SHOT - SHOT GLASS

25ml Chilled Moskovskaya Pink Vodka
Frozen Raspberry and Lime Wedge

PINK M SPRITZ

BUILT - WINE GLASS - CUBED ICE

25ml Moskovskaya Pink Vodka
15ml Elderflower Cordial*
50ml Soda
50ml Prosecco*
Lime Wheel, Raspberry & Mint Sprig Garnish.

SALTY BALTIC [TWIST ON PALOMA]

BUILT - HIGHBALL - CUBED ICE

50ml Moskovskaya Pink Vodka
150ml Grapefruit Soda*
Freshly Squeezed Lime Wedge
Lime Wheel & Sea Salt Rim

BIG SALTY BALTIC

BUILT - LARGE VESSEL - CUBED ICE

200ml Moskovskaya Pink Vodka
300ml Grapefruit Juice
300ml Soda Water
1 Freshly Squeezed Lime
Lime Wheel & Salt Rim Garnishes

*See page 59 for alternative ingredients

MOSKOVSKAYA PINK VENUE MATRIX

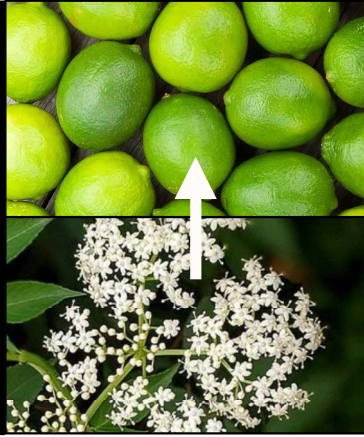
	AT HOME	90%	9%	1%
 PINK M SPRITZ				
 SALTY BALTIC				
 PINK SHOT				

PINK OCCASION MATRIX

BRUNCH	AFTERNOON	SUNDOWNER	PRE-GAME	NIGHT OUT
				
				
				

ALTERNATIVE INGREDIENTS

ELDERFLOWER CORDIAL



SUBSTITUTE FOR LIME CORDIAL

MEXICAN LIME SODA



SUBSTITUTE FOR FANTA LEMON

PROSECCO



SUBSTITUTE FOR ANY SPARKLING WINE
[CAVA, CREMANT ETC.]

GRAPEFRUIT SODA



SUBSTITUTE FOR FRESH GRAPEFRUIT JUICE
AND SODA IN EQUAL PARTS.

MIXER MATRIX

Mixers recommended for all markets per each simple elevated serve.

						
PINEAPPLE JUICE	DEL MONTE	DEL MONTE	DEL MONTE	EAGER	LAKEWOOD	OASIS / DEL MONTE
APPLE JUICE	OCEAN SPRAY	OCEAN SPRAY	AGROS	EAGER	OCEAN SPRAY	MINUTE MAID
LIME SODA	FANTA	FANTA	FEVER-TREE	FEVER-TREE	FEVER-TREE	FEVER-TREE
TONIC WATER & GINGER BEER	SCHWEPPES	SCHWEPPES	THREE CENTS	FEVER-TREE / SCHWEPPES	FEVER-TREE	FEVER-TREE / SCHWEPPES
GRAPEFRUIT SODA	SAN PELLEGRINO	SAN PELLEGRINO	THREE CENTS	TING	BUNDABERG	TROPICANA

*See page 40 for alternative ingredients