



UV Accolades



HOT BRAND
2005-2010



7 straight years!
5th Largest “Hot Brand” in the Spirits Business

IMPACT'S “HOT BRANDS” – SPIRITS ^{1,2}					
(Thousands of Nine-Liter Case Depletions)					
Brand	Company	2008	2009	2010	2011E
Svedka ³	Constellation	2,110	2,765	3,290	3,635
Pinnacle ³	White Rock Distilleries	610	1,015	1,400	2,700
Jameson	Pernod Ricard USA	685	815	1,035	1,335
Ciroc ³	Diageo North America	245	340	735	1,275
UV ³	Phillips Distilling Co.	660	845	1,005	1,200



90-95 Pts “Highly Recommended”



2012 Ultimate Spirits Challenge
93: Excellent, Highly Recommended



#1 selling Cake Vodka
#2 selling Raspberry Vodka
#1 selling Lemonade Vodka
#2 selling Coconut Vodka



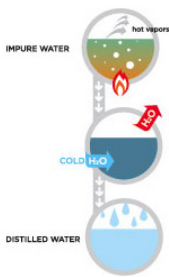


UV Flavor Quality

- We start with the award winning UV Vodka
- We only use natural flavors and natural, cordial-grade cane sugar

Distilled Four Times from Midwestern Grain

- UV is distilled from Corn
- UV Vodka is distilled 4 times to optimize purity, neutrality and character



Purified Minnesota Water

- Vodka is 60% water
- Our water is from the deep aquifers of Princeton, Minnesota
- We purify it of unwanted minerals with a technique called “three-bed deionization”



Unblended for Optimal pH

- Our vodka isn't blended with citric acid like many brands making theirs acidic
- The result is a vodka with a pH similar to Ketel One, Belvedere and Skyy
- Premium vodkas like UV mix well with Bailey's, many curdle the liqueur

pH VALUE	EXAMPLES	ENVIRONMENTAL
ACIDIC		
pH 0	Battery acid	
pH 1	Sulfuric acid	
pH 2	Lemon juice, Vinegar	
pH 3	Orange juice, Soda	
pH 4	Acid rain (4.2-4.4)	
pH 5	Acidic lake (4.5)	Frog eggs, tadpoles, crayfish and mayflies
pH 6	Bananas (5.0-5.3)	
pH 6	Clean rain (5.6)	Rainbow trout, bream to sea (6.0)
NEUTRAL		
pH 7	Healthy lake (6.5)	
pH 7	Milk (6.5-6.8)	
pH 8	Pure water	
pH 9	Sea water, Eggs	
pH 10	Baking soda	
pH 11	Milk of Magnesia	
pH 12	Ammonia	
pH 13	Soapy water	
pH 14	Bleach	
BASIC		
pH 13	Liquid drain cleaner	

Activated Carbon Filtered

- We filter UV Vodka through a proprietary system (activated carbon filtration)
- It works like a magnet that attracts impurities in the Vodka
- It takes about 20 hours and UV emerges clean, crisp and polished for bottling

