

VODKA BOLT

Be bold. Buy bolt.



We believe that the party starts long before the first drink is served. Sure enough, good alcohol can boost and sustain the festive mood but our goal is to create this mood for you long before the party by just looking at our product.



VODKA BOLT

It's the combination of high-class ingredients, modern technologies, manufacturing traditions and a unique design.

- Premium design
- Bold packaging
- Recognizable image

* Gift packaging



International presence



Retail presence

 **PRISMA**

16 stores

 **Пятёрочка**

16 700 stores

 **Перекрёсток**

933 stores

 **Лента**

406 stores

 **Ашан**

95 stores

 **МАГНИТ**

21 900 stores

 **АМ**
ВИНМАРКЕТ

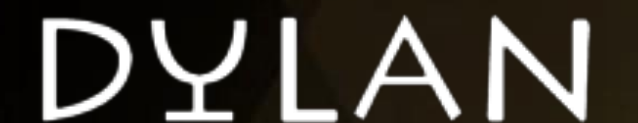
600 stores

 **TALLINK** | **SILJA LINE** 

 **Alko**

 **SYSTEM**
BOLAGET

 **fat & happy**
BEVERAGES
SINCE 2009

 **DYLAN**



What is M68?

M68 is a worldwide accepted designation of a bolt thread where the letter «M» stands for «metric», and «68» stands for its diameter in millimeters.

The product's target market

Men and women of 21–65 years old.

Men choose Bolt because they find the design catching.

Women choose Bolt because the product, together with its bold packaging, is an ideal gift for men.



Why BOLT?

This image is easily understandable for the consumer as it evokes bright emotions from encountering a well-known product in a new role.

The BOLT bottle

- Unique
- Recognizable
- Eye-catching
- You want to take it in your hands

*Result of the 2017 audit.



About the product

- BOLT vodka is manufactured on modern equipment in compliance with strict technological regulations
- It is a registered trademark worldwide
- The eye-catching design of the bottle makes BOLT a great gift. Such gift will be perfect for your boss, your friends and yourself

BOLT = High-quality alcohol + Unique gift



Where is BOLT made?

At «Kaluga's distillery Kristall».

In 2016 the enterprise became the legal successor of Kristall, a distillery in Kaluga, which is well-known in Russia and abroad and has a history of more than 100 years.

Distillery
assortment:

> 30

beverages

Quantity of
manufactured products:

> 40 m.

bottles a year



Manufacture

The distillery uses the latest technologies and modern equipment.

This allows us to manufacture products of the highest quality, which are made with the best traditions and recipes and rely on centuries of experience in a variety of historical circumstances and unique technological developments.

With the help of the vacuum coating technology both the bottle and the cap have a metallized surface with a mirror effect.



Capacity in liters

As of now, the
BOLT vodka comes in:
0,1 / 0,5 / 0,75 / 1 L



Product labeling indicates the size of bolt
threads in millimeters and corresponds
to the diameter of the bottle:



Bottle
capacity
100 ml Bottle
diameter
46 mm



Bottle
capacity
500 ml Bottle
diameter
68 mm



Bottle
capacity
750 ml Bottle
diameter
82 mm

We are planning to extend the product
line with other capacities in liters:
0,05 / 0,2 / 0,25 / 0,375 / 0,7 / 1,75 / 3 L

SKU M46 / M68 / M82



Vodka M68 GOLD

Treated drinking water, rectified ethyl alcohol of superior purification "Lux", sugar syrup, infusion of wheat rusks.

0,1 / 0,5 / 0,75 / 1 L / 40 %



Vodka M68 CUPRUM

Treated drinking water, rectified ethyl alcohol of superior purification "Alpha", sugar syrup, wheat infusion.

0,1 / 0,5 / 0,75 / 1 L / 40 %

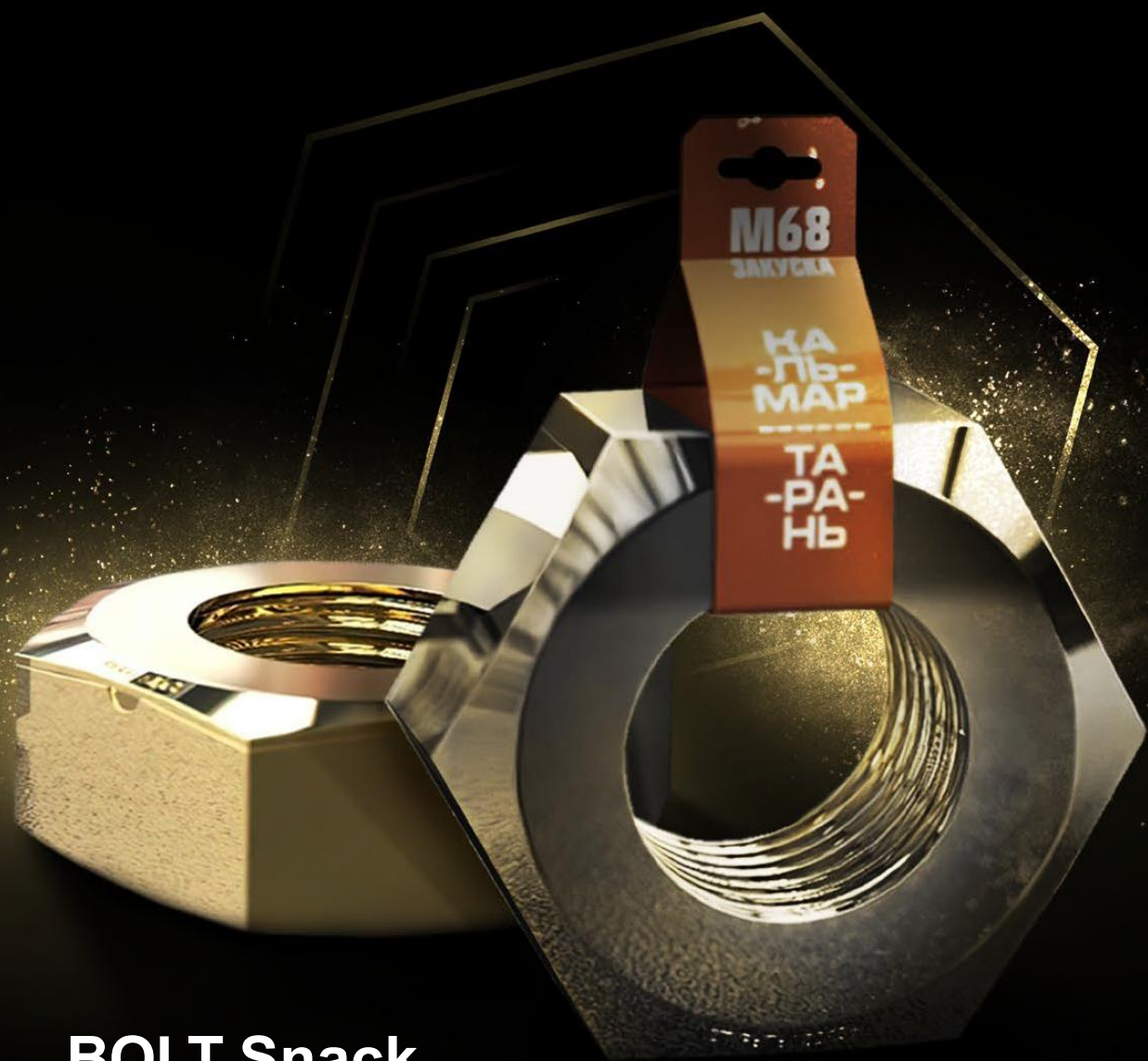


Vodka M68 CROME

Treated drinking water, rectified ethyl alcohol of superior purification "Alpha", sugar syrup, infusion of alcoholized rye rusks.

0,1 / 0,5 / 0,75 / 1 L / 40 %

New SKU



BOLT Snack



BOLT Whisky
(production in India)



BOLT Tequila
(production in Mexico)

Advertising support. Indoor

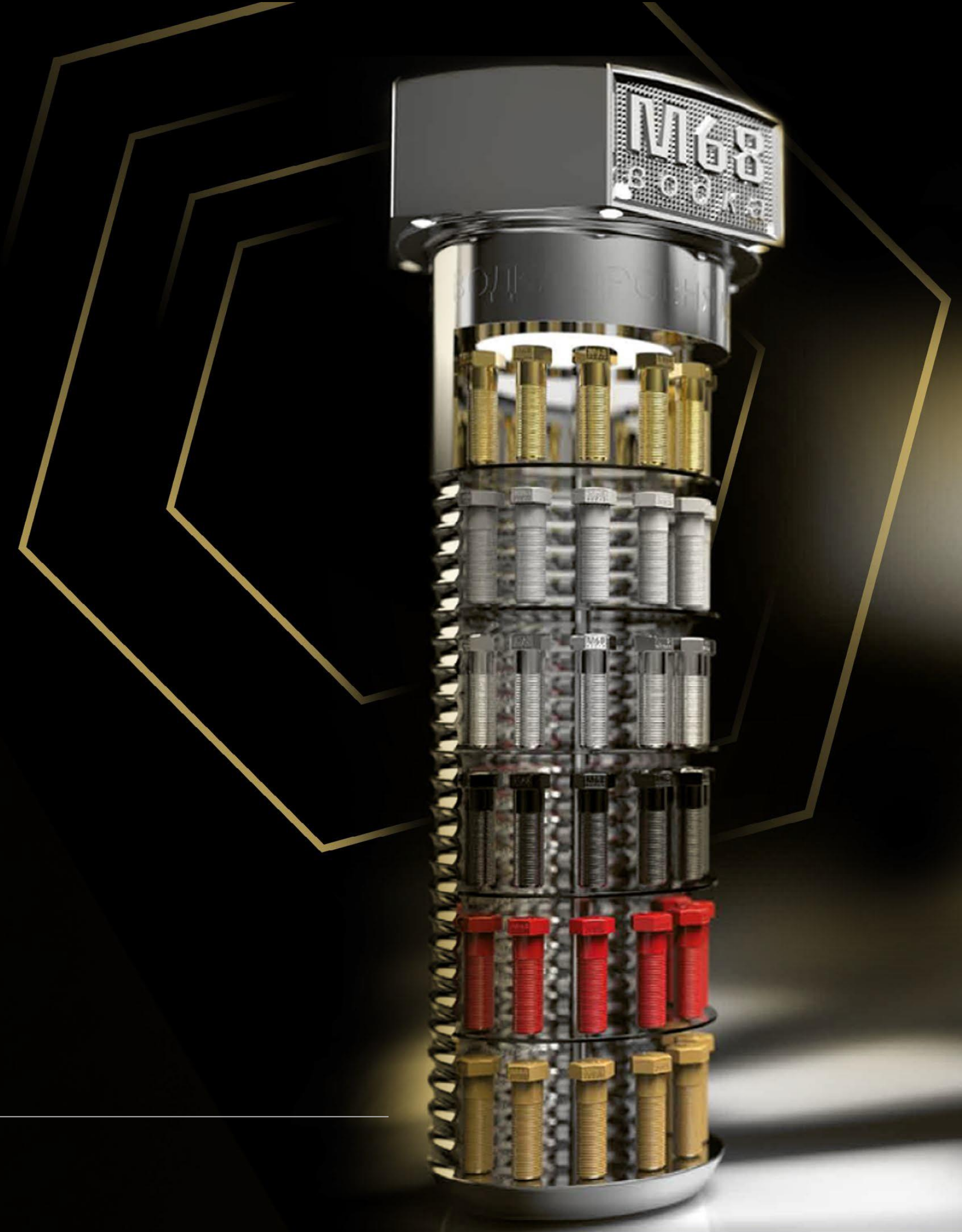
Circular stand

The bolt-style stand layout emphasizes the main design idea of the M68: BOLT is perfect both in shape and content.

The shelves rotate around the entire stand slowly

Daytime LED lights

6 shelves contain M68 products



Advertising support. Outdoor digital

Creative idea:

Instead of advertising vodka in a traditional way, we would like to create an interesting product by integrating screw-bolts into it so that we lead to the recognition on the most unexpected platforms.

Extra support:

- Advertising on Instagram and Facebook
- Regular photo and video content
- Promotions and partnerships with brands

