INTRODUCTION TO AQUAVIT

LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT

AALBORG: AN ICON OF DANISH AQUAVITS

SUMMARY
Aquavit
(Also Akvavit, from the Latin *Aqua vitae* - "Water of life")

The Spirit of the Nordics
A traditional - *produced since the 15th century* - Nordic alcoholic distilled beverage
The Roots of Aquavit

The Nordic Aquavit Development

- Most grain spirit
- Used as schnapps with beer
- Served ice cold in Y-shaped glasses
- Food pairing with traditional food, esp Christmas

- Mostly grain spirit
- Used as a digestive
- Served ice cold in Y-shaped glasses or in bolded Linie glasses
- Typically enjoyed in Northern Germany

- Mostly grain spirit
- Oak matured in sherry barrels
- Served as room temperature, in tulip shaped glasses
- Food pairing with traditional food, esp Christmas

- Mostly grain spirit
- Served ice cold, often in miniature bottles
- Food pairing with crayfish and at mid-summer festivities

- Close family from Aquavit
- Juniper seeds the core ingredient
Aquavit is a flavored spirit

Within the universe of distilled spirits

Aquavit
A flavored spirit from Neutral alcohol (potato/ grain distillation)

The same process as Gin
Aquavit is Gin’s Nordic cousin
Legislation and definition

Product & Origin Restrictions for Aquavit

- **Aquavit** – or *aqua vit* – is a caraway and/or dill seed flavored spirit drink flavored with a distillate of plants or spices.
- The minimum alcoholic strength by volume must be 37.5%.
- The flavor of these drinks is largely attributable to distillates of caraway and/or dill seeds, the use of essential oils being prohibited.
- The bitter substances shouldn’t have to dominate the taste; the dry extract content must not exceed 1.5 grams per 100 milliliters.

Spirit products using the protected geographical indication “Norsk Akevitt / Norsk Aquavit / Norsk Akvavit / Norwegian Aquavit” in general must be:
- Produced in Norway.
- Produced from potato spirits produced in Norway and made from not less than 95% Norwegian potatoes.
- Matured in oak casks for a minimum of 6 months (for casks less than 1,000 l) and a minimum of 12 months (for casks larger than 1,000 l)

**Aquavit**

Regulation (EC) No 110/2008

**Product & Origin Restrictions**

Protections, but also constraints derived from legislation in most markets
The sensory profile of an Aquavit

... and craftsmanship

- Distillation techniques (both used)
  - Column distillation
  - Pot-still distillation

- Extraction techniques are used.

- Maturation techniques are used (oak casks and stainless steel).

- Recipes define the composition (quantities of the different components) of the product.
The sensory profile of an Aquavit
Is a combination of unique ingredients ...

- The alcohol – the basic structure of the product – is of agricultural origin:
  - Norway = potato
  - Denmark = grain
  - Sweden = grain

- The flavor of the product comes from dried herbs and spices as well as other natural ingredients:
  - Caraway
  - Dill
  - Anise
  - Amber
  - Roman camomile flower
  - Allspice
  - Galangal
  - Seville orange peel
  - Ginger
  - Fennel
  - Cinnamon
  - Coriander
  - White oak
  - Lemon rind
  - Elderflower
  - Raspberry
  - Strawberry
  - Bilberry
Aquavit “Spirit of the Nordics”

Umbrella Concept Work in Progress, SneakPeak

S P I R I T  O F  T H E  N O R D I C S

AQUAVIT

Caraway

Dill

Coriander
Aquavit Product Families
Two developed international product families

Aalborg
- Aalborg Taffel
- Aalborg Jubilaeum
- Aalborg Grill
- Aalborg Dild
- Aalborg Nordguld
- Aalborg Jule Akvavit

Lysholm (Linie)
- Linie Aquavit
- Linie Double Cask, Port
- Linie Double Cask, Madeira
- Linie Christmas Edition
- Lysholm No. 52 Aquavit (not Linie)
Aquavit Product Families
Product families with international growth potential

Gammel Opland

- Gammel Opland Aquavit
- G.O. Edel Port
- G.O. Edel Madeira
- G.O. Edel Muskatell

Gilde

- Gilde Bacalao Aquavit
- Gilde Ribbe Aquavit
- Gilde Grill Aquavit
- Gilde Dill Aquavit
- Gilde Non Plus Ultra 12 yrs Aquavit
Aquavit Product Families
Product families with international growth potential

Løiten

- Løiten Linie Aquavit
- Løiten Sommer Aquavit
- Løiten Export Aquavit

Snälleröds (ecological)

- Brännmästarens Akvavit
- Bokhållarens Akvavit
- Mäskdrängens Akvavit
- Herr Berntsons Akvavit
- Jungfruns Akvavit
The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands

Mixology (in drinks)

Food-pairing (as digestif or in tulip glass)

With beer (shot)

Sipping (slow enjoyment)
The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands

“If Gin and Whisky had a baby, it would be Aquavit”
- Alex Kratena, Arthesian Bar
Mixology concepts
Understanding Aquavit in the frames of Gin and Whisky

Aquavits that can replace Gin typically have a:
• Low degree of maturation
• Milder spice mix

Aquavits that can replace both:
• Medium degree of maturation
• Medium spice mix / punch

Aquavits that can replace Whisky typically have a:
• High degree of maturation
• Heavier spice mix

The outsider: Taffel Akvavit
Heavy spice, no maturation

Illustratory
Food-pairing concepts
Understanding Aquavit taste match

Aquavits that pair well with light foods typically have a
• Low degree of maturation
• Milder spice mix

Aquavits that pair well with heavy foods typically have a
• High degree of maturation
• Heavier spice mix

- Poultry spiced/non-spiced
- White fish baked/grilled/boiled
- Red fish (salmon) baked/grilled
- Light BBQ (skeweser, marinated)
- Meat dishes, steaks, etc.
- Sausages and the likes
Distribution is picking up
A selection of our 70+ versions of Aquavit brands and types...

IN USA DISTRIBUTION

OTHER POPULAR AQUAVITS
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Introducing the Products

Lysholm Linie Aquavit
Introducing the Products

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Lysholm Linie Aquavit
Let’s start by tasting LINIE
Understanding Aquavit in the frames of Gin and Whisky

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Lysholm Linie is the world’s most famous Aquavit, an international icon of Norwegian cask matured Aquavits.

Matured 12 months in 500 liter sherry casks in Arcus warehouse, then matured 4 more months as deck cargo on W. Wilhelmsen ships traveling the world and crossing the equator twice.

Taste profile: a combination of caraway, anis seed, orange peel and vanilla. No sugar added.

Consumption profile: In combination with beer with our without food. Great with fish/seafood (salmon, cod, white fish) as well as with poultry.

Great ingredient in typical gin drinks as well as whisky drinks, or simply mixed with ginger ale or cranberry juice.
Introducing the Products

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- SUMMARY
Akvavit wins ISC Supreme Champion

05 July 2016
By Holly Nelson

An akvavit has been named the International Spirits Challenge Supreme Champion 2016.

Arcus Norway Aalborg Jule Akvavit 2015 has ended the four-year dominance of liqueurs to take the top honour at the 21st annual awards.

To be considered for this award, a liquid has to have won a trophy, which is the highest award possible in an individual tasting category, and was only achieved by 27 of the 1,300-plus spirits entered. It’s then sent to the seven category chairman to blind taste, or for some re-taste, the trophy samples. After they have given their top five samples a score from one to five, those scores are combined and the trophy winner with the highest score is named Supreme Champion.

This year, a record 1,358 products from 50 countries entered the ISC. For the full results click here. The highlights are below:

Distiller of the Year: William Grant & Sons

WG & Sons can add the Distiller of the Year title to its Scotch Whisky Producer and Liqueur Producer of the Year awards, along with a plethora of medals. The Distiller of the Year award is scored on a weighted points system based on the performance of all brands entered by a company. Scotch is its mainstay but William Grant’s performance in tequila, brandy, liqueurs and rum all contributed to its Distiller of the Year win.
Let’s taste the AALBORG

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Introducing the Products

Aalborg Jubilaeums Aquavit

- Aalborg Jubilaeum is the international bestseller in the Aalborg family and a beloved alternative to Taffel

- Aalborg Jubilaeum was launched in 1946 on the 100th anniversary of Aalborg Taffel. The product tastes completely different from Taffel and is a favorite among people with less acquired taste, younger consumers. It is not matured. Color comes from oak extracts

- Taste profile: lighter taste with a hint of dild seeds, coriander and white oak

- Consumption profile: With light food such as fish and poultry or as a schnaps

- Great alternative to gin, in a Jubi Tonic!
Introducing the Products

Aalborg Taffel Aquavit

- Aalborg Taffel is the eternal classic and No. 1 selling spirits product in Denmark
- Launched in 1846 on the, Taffel is a caraway-forward aquavit with potent taste
- Taste profile: caraway forward with a hint of citrus at the end
- Consumption profile: With rich foods or as a schnaps
- Great ingredient in a **Bloody Mary** or any savory drink
And last but not least Gammel Opland
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SUMMARY
• Aquavit is a true Nordic spirit

• Aquavit is produced like Gin, except we use different herbs and spices

• Aquavit must contain caraway and/or dill according to definition and law

• Other popular herbs and spices are coriander, citrus, orange, anis, fennel, etc

• Aquavit can be both aged and unaged

• In Germany, Denmark and Sweden, Aquavit is most often produced with grain spirit and is unaged

• In Norway, Aquavit is produced with potato spirit and must by law be aged in sherry casks for at least 6 months

• LINIE is the production process of sending the aquavit around the world as deck cargo

• LINIE Aquavit is a complex product with tastes and notes from barrel aging and spices used

• LINIE can be interpreted in both gin and whisky based drinks. Try a LINIE sour or a LINIE Negroni. Or a Linie Ginger ale.

• AALBORG JUBILAEUM is best interpreted in the frames of a gin. It is the only aquavit without caraway. Based on dill and coriander. Milder

• Try AALBORG JUBILAEUM with Tonic water and cucumber

• AALBORG TAFFEL has been enjoyed as a drink with food in Denmark for many years already

• Try AALBORG TAFFEL in a Bloody Mary

• Try AALBORG TAFFEL ice cold with beer