

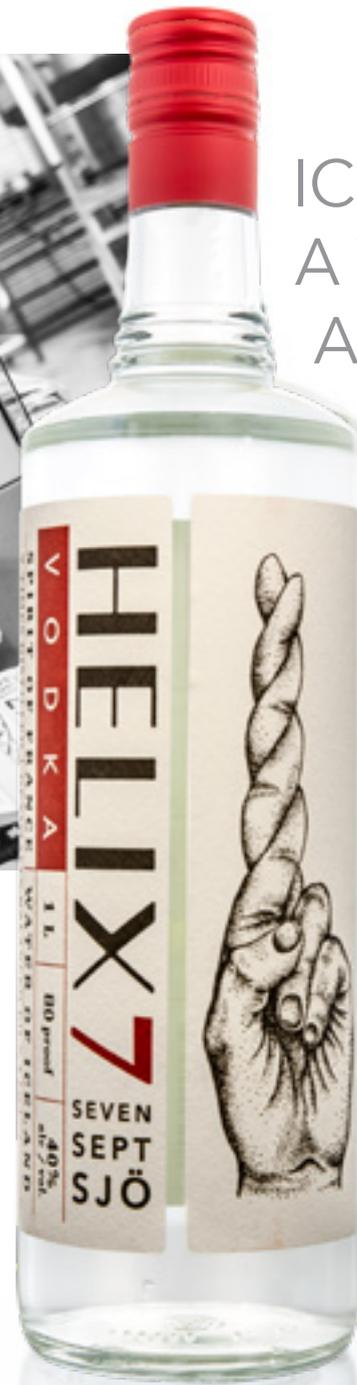
# HELIX 7 VODKA



WE SOURCE THE HIGHEST QUALITY  
**WHEAT FROM THE CHAMPAGNE  
REGION OF FRANCE.**

**THERE IT IS COLUMN DISTILLED MINIMUM 7 TIMES.**

This premium spirit is then shipped to Iceland where its carbon filter and blended with Icelandic water.



ICELANDIC WATER HAS  
A VERY LOW MINERAL CONTENT  
AND A **HIGH ALKALINE LEVEL**

WHICH ENSURES A CLEAN CRISP  
TASTE TO THE END PRODUCT.

With this perfect blend of high-quality  
spirit from France and high quality water  
from Iceland HELIX hits the  
*optimal balanced pH of 7.4*

This never before made, blend of  
French spirits and Icelandic water,  
together creates the **DNA** of this ultra  
premium vodka. This is the inspiration  
of the name **HELIX**, which is the name  
of the two shapes in a DNA thread.



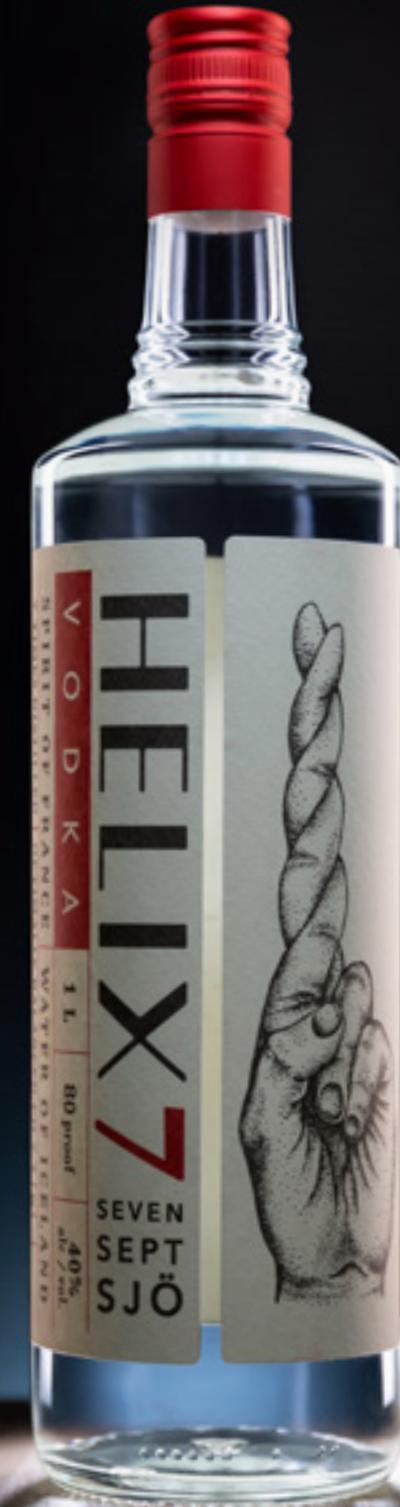
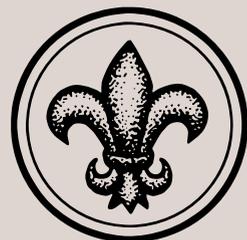
# HELIX 7 VODKA

## MARKET POSITION

HELIX7 VODKA is a craft spirit made with great passion and pride in Iceland with high-quality ingredients that appeals to the millennial customer.

The out of the ordinary "hand sign" illustration on the front of our bottle creates curiosity and symbolizes the core spirit of HELIX7 Vodka : blending the two great cultures of France and Iceland to create a perfect vodka

The twisted fingers image is the inspiration for our helix signs hand signal cocktails ordering concept which is a fun part of our point of sale engagement.





# HELIX 7 VODKA

**REDUCE  
REUSE  
RECYCLE**

**PACKAGING**

HELIX 7 will have reusable secondary packaging.

On our 1000ml, cases interleaves and boxes are reusable as coasters

On our 750ml cases interleaves are usable as a display cards, board games as well as coasters, and boxes also have suggestions on how to reuse the bottles.

We have filed a patent protection on our secondary packaging concept.



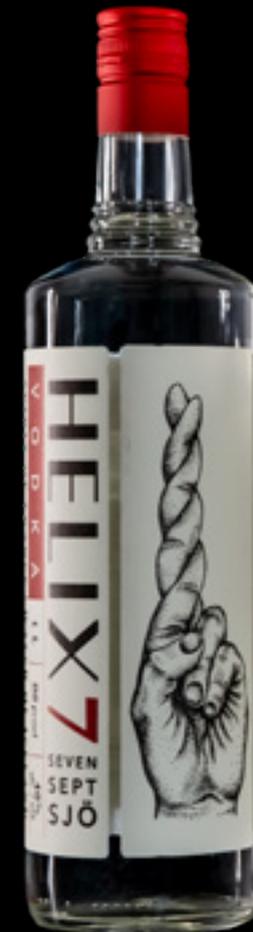
# PACKAGING & SIZES



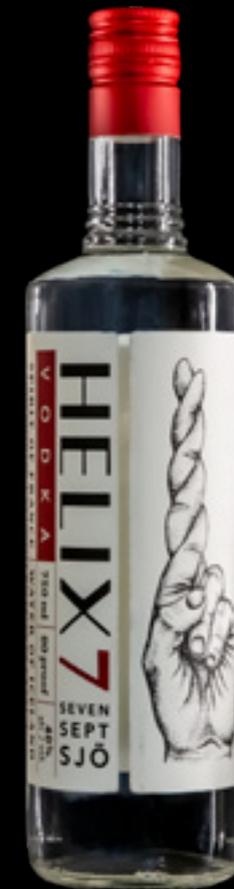
**ALL PACKAGING IS  
ALSO RECYCLABLE**

# HELIX 7

COMES IN 3 SIZES



1liter  
12 packs



750 ml  
12 packs



50ml  
100 packs

## HELIX 7 SIGN LANGUAGE

Our fun in venue sign language to be implemented in the local venues.

Don't let a noisy and crowded bar get between you and being served your drink. Use one of the signs of helix for your choice of a helix vodka drink.

No 3

HELIX 7 & SODA WATER



No 7

HELIX 7 MARTINI



No 1 HELIX 7 & TONIC WATER



No 2 HELIX 7 & ENERGY



No 4 HELIX 7 BLOODY MARY



No 5 HELIX 7 & CRANBERRY



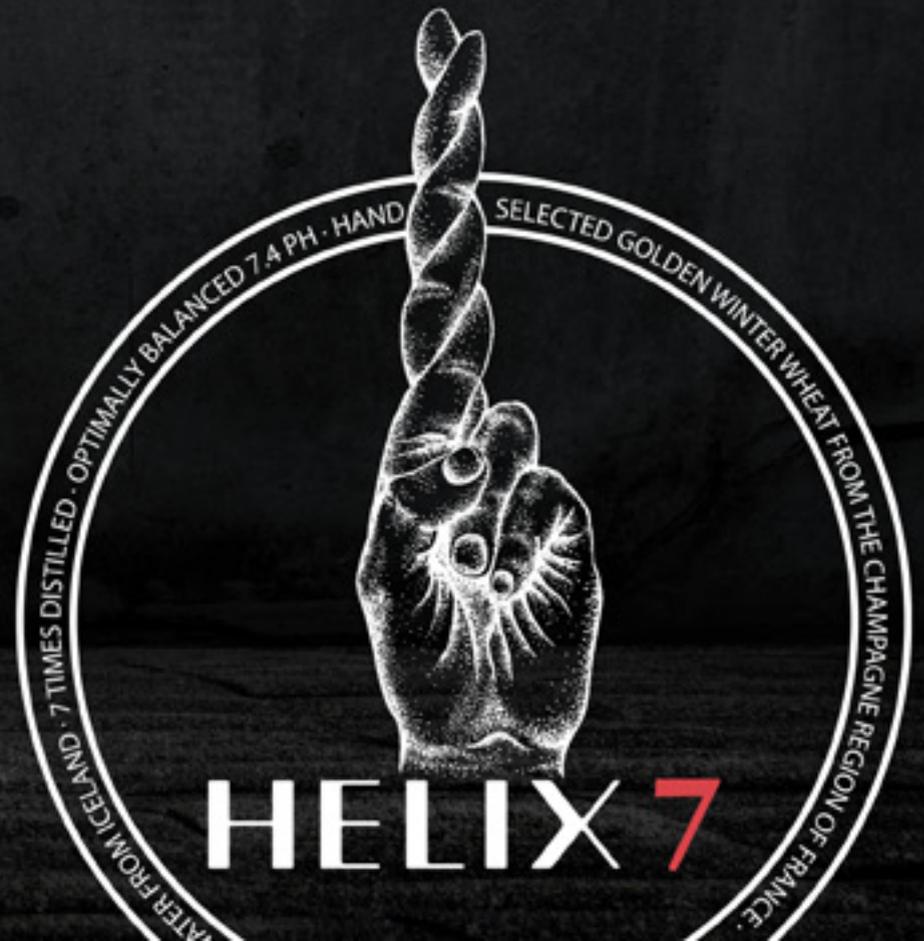
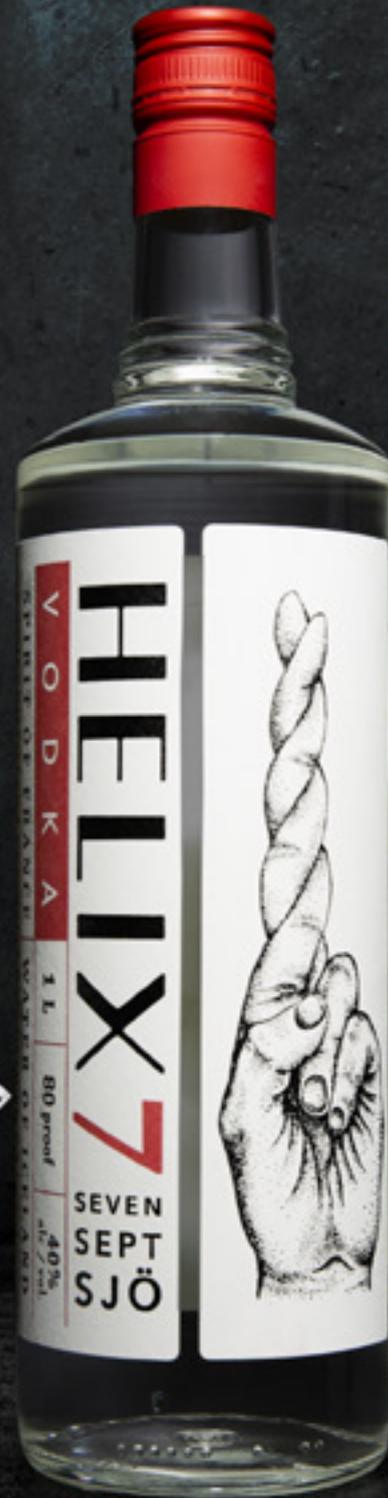
No 6 HELIX 7 SCREWDRIVER



No 8 HELIX 7 MOSCOW MULE



# OUR AWARDS



THANK YOU  
**HELIX7**

V O D K A SEVEN · SEPT · SJÖ

A WANDERLUST SPIRITS COMPANY



WANDERLUST  
SPIRITS  
est. 2015

