



BELUGA
THE NOBLE VODKA

PRODUCT DECK



BELUGA VODKA is one of the leading brands in the **super- and ultra-premium** segments globally. Produced in Montenegro, one of the most **ecologically-minded** countries in the world, the **organic grain spirit** is sourced from the **brand's own distillery in Latvia**. A precise distillation process gives it its distinctively smooth, rich taste, and the **"field-to-bottle" production** principal ensures the highest quality. Every single bottle is **decorated by hand** with the brand's legendary symbol — a metal beluga sturgeon. Combining new technologies with the traditions of fine craftsmanship and **attention to every detail**, Beluga is a recognized symbol of luxury and success.

Best consumed with caviar, Beluga vodka is the perfect choice for those who appreciate the finest things in life.



PRODUCTION PROCESS



Our power and ability to manage and control the entire journey of the product, from raw materials to consumers, efficiently by controlling every facet of the supply chain and production.

Beluga vodka is produced in environmentally-conscious Montenegro, the organic grain spirit for Beluga vodka originates from the brand's distillery in Latvia. It's precise distillation process creates a unique smooth and rich taste.

UNIQUE FEATURES:

- Organic grain spirit distilled from organic wheat or rye supplied by organic certified bio-farms across Baltics
- Six –times spirit distillation with cooper filters
- Double filtration with quartz sand
- Water sourced from 150 meters-deep artesian wells
- 30-90 days resting period

PRODUCT INFORMATION



	BELUGA NOBLE	BELUGA TRANSATLANTIC RACING	BELUGA ALLURE	BELUGA GOLD LINE
Grain spirit	The spirit is born during the natural process of distillation. This imparts a unique and lasting finish to the taste of the final product.			
Own high land water	Water from 60-meters-deep artesian well situated in an ecologically pure area. It gives the vodka rounded velvety mouth feel.			
Filtration	5 times filtration dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter.	6 times filtration dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter and is concluded by final filtration through the natural cotton filter.	5 times filtration dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter.	6 times filtration dual filtration through quartz sand is followed by triple filtration through silver enriched charcoal filter and is completed by the final filtration through quartz.
Resting	30 days	45 days	60 days	90 days
Tasting notes	Fresh and elegant wheat taste with a distant hint of flowers.	Citrus notes with a light touch of licorice.	Mildly sweet and spicy notes.	Clear and pure taste, light notes of grains and wheat reminiscent of alpine herbs.
Personal touch	Beluga Noble has classy and sleek-designed bottle. The Beluga signature fish is applied by hand to each bottle. Beluga Celebration is a special edition inspired by the atmosphere of celebration and festivity. Each bottle is coated in platinum and gold lacquer.	The Beluga signature fish is applied by hand to each bottle. Designed with elements of yachting culture.	Design is inspired by the beauty of the noble polo sports. All the elements are applied by hand to each bottle.	Each bottle has an individual number, and all label elements are applied by hand. Beluga Gold Line is sealed with a special wax and comes with a little hammer-brush for the bottle opening ritual.

BELUGA NOBLE



Beluga Noble is a flagship of Beluga Vodka brand family and an instant classic. Artistry, craftsmanship and excellence are reflected in every single bottle. The vodka is produced from natural grain spirit from selected grains and the purest artesian water. Beluga's precise distillation process makes for an extraordinary taste that is both smooth and flavorful.

UNIQUE FEATURES:

- **Resting period** of 30 days gives our vodka rich flavor
- **5 times filtration** dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter

BELUGA TRANSATLANTIC RACING



Beluga Transatlantic Racing is a special edition of Beluga Vodka, created in honor of our sailing team that took part and won a number of brilliant victories at the most prestigious world cups. Inspired by sailing, Beluga Transatlantic Racing is created from the unique formula, which makes the taste of the vodka soft, clean, and elegant.

UNIQUE FEATURES:

- **Resting period** 45 days makes the taste of Beluga Transatlantic so delicate
- **6 times filtration** dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter and is concluded by final filtration through the natural cotton filter

BELUGA ALLURE



Beluga Allure is a collection series of Beluga Vodka created in honor of our equestrian polo team that achieved a series of victories in major championships of world importance. The perfect epitome of aristocracy and nobility, Beluga shares the values of this genuinely royal sport – refinement, craftsmanship, and tradition. A special recipe based on the traditional Beluga brand malt spirit was created to bring that captivating thrill of victory to the most sophisticated connoisseurs.

UNIQUE FEATURES:

- **Resting period** of 60 days for exceptionally smooth and balanced flavor
- **5 times filtration** dual filtration through quartz sand is followed by triple filtration through silver enriched charcoal filter
- **All the decorative elements** are applied by hand to every bottle

BELUGA GOLD LINE



Beluga Gold Line is a special edition dedicated to gourmets and true connoisseurs of strong spirits. Each bottle has its own serial number. The cork is stopped with sealing wax, which makes the bottle opening a special ritual. Clean out the sealing wax with the elegant hammer and brush, that comes with every bottle. Delicate noble taste with wheat notes and hints of mountain herbs is the result of a long creative search of the master blenders.

UNIQUE FEATURES:

- **Resting period** 45 days makes the taste of Beluga Transatlantic so delicate
- **6 times filtration** dual filtration through quartz sand is followed by triple filtration through the silver enriched charcoal filter and is concluded by final filtration through the natural cotton filter

BELUGA COCKTAILS



BELUGA NOBLE ESPRESSO

INGREDIENTS:

- 2 oz Beluga Noble
- ½ oz Coffee liqueur (usually Kahlúa)
- 1 oz Espresso, freshly brewed (or cold brew concentrate)
- ½ oz Simple syrup

GARNISH:

3 Coffee beans

GLASSWARE / SERVE:

Beluga Martini glass



BELUGA WASABI CUCUMBER MARTINI

INGREDIENTS:

- 2 oz Beluga Transatlantic Racing
- 6 cucumber slices
- 1 wasabi paste (pea-sized dollop)
- ½ oz Simple syrup
- ½ oz Lemon juice

GLASSWARE / SERVE:

Beluga Martini glass



BELUGA SOUR

INGREDIENTS:

- 2 oz Beluga Allure
- 1 oz Lemon juice
- ½ oz Simple syrup
- 1 oz Red wine

GARNISH:

1 Brandied cherry

GLASSWARE / SERVE:

Beluga rocks glass



BELUGA GOLD LINE MARTINI

INGREDIENTS:

- 2 oz Beluga Gold Line
- 1 oz Fino Sherry (dry Sherry)
- ½ oz Maraschino liquor

GARNISH:

1 Lemon peel

GLASSWARE / SERVE:

Beluga Martini glass

TRULY ICONIC BRAND

BELUGA VODKA FOOTPRINT

Enters in Top-3 Premium & Above vodka brands in more than 20 countries.

A regular resident of major international rankings at Drinks International, IWSR, Luxe and others.

Exported to more than 100 countries and you can buy it in 275 airports worldwide.

Innovative technologies in production, marketing and sales.

Source: Drinks International Annual Brands Report 2022



BESTSELLING BRANDS	
1	GREY GOOSE
2	KETEL ONE
3	ABSOLUT (INC. ELYX)
4	BELVEDERE
5	STOLICHNAYA
6	TITO'S
7	HAKU
8	BELUGA
9	SMIRNOFF
10	CÎROC

London
(LHR)



TOP TRENDING BRANDS	
1	KETEL ONE
2	GREY GOOSE
3	ABSOLUT (INC. ELYX)
4	BELUGA
5	TITO'S
6	BELVEDERE
7	HAKU
8	STOLICHNAYA
9	ZUBROVKA
10	NIKKA COFFEY VODKA

Mumbai
(BOM)

