

D. GEORGE BENHAM'S FROM GRAPES & GRAIN VODKA

DEREK BENHAM didn't want to put forth just any vodka, he believed in "a vodka with complexity" coming from the ingredients within for the drinker who appreciates a sophisticated cocktail.

CHARCOAL FILTERED

COMPLEXITY & CRAFT

DISTILLED FROM ALL NATURAL, GRAPES AND GRAIN

CALIFORNIA WINE GRAPES

Sonoma County is home to some of the finest wine grapes available; we sourced Merlot and Zinfandel grapes right from our backyard. The wine grapes create a succulent, well-rounded palate.

NEBRASKA CORN

The backbone of our vodka, this non-GMO corn provides clean structure and light notes of sweetness and cream.

ORGANIC ITALIAN WHEAT

The silk-like texture in premium vodka depends on the quality of the wheat. We went to Italy to source organic wheat with characteristics that would provide an overall creamy texture with just a hint of pepper.

MIDWESTERN RYE

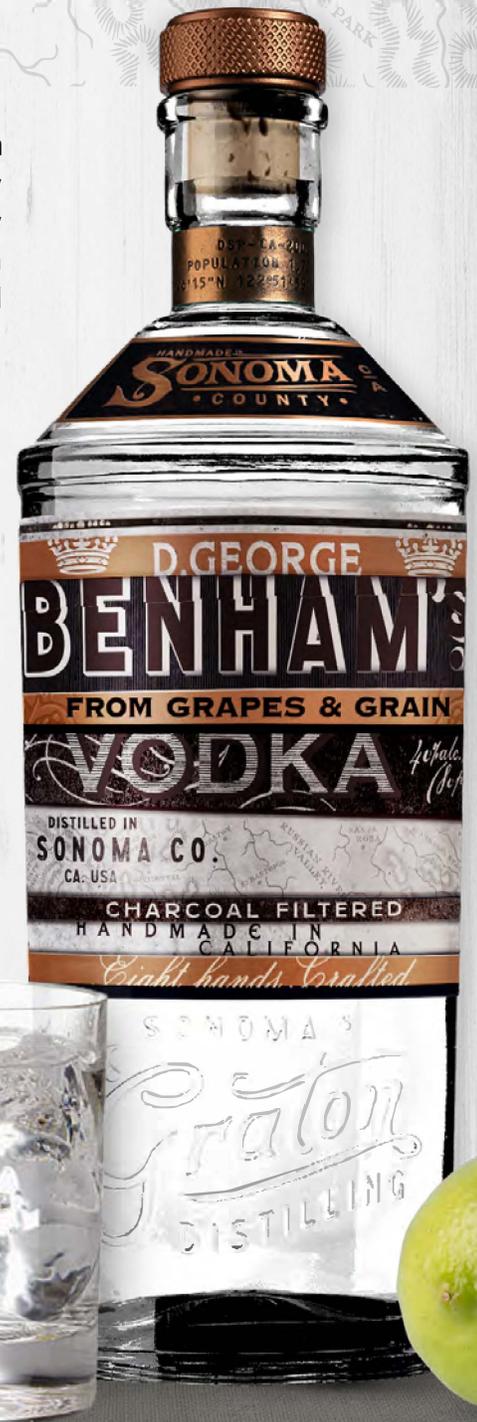
The spice! This hardy rye whispers subtle hints of black pepper or baking spice.

PURE WATER FROM THE RUSSIAN RIVER AQUIFER

The water used in production of Benham's Vodka is drawn from the Lower Russian River Valley Basin aquifer. This water is naturally filtered as it passes through layers of volcanic alluvial soil into the aquifer and is sustainably managed.

HANDMADE BY A TEAM OF FOUR IN SONOMA

Writing 'handmade' on the bottle is easy, making Benham's Vodka is not. With our team of just four, all eight hands touch every piece of production. Countless hours of tasting, trial and hard work shine through.



CONTINUOUS DISTILLATION

Our innovative custom built continuous micro-column still allows us to optimally extract all “heads” and “tails” during distillation, yielding smoother tasting vodkas with less impurities.

THE BENHAM FAMILY

The Benham family has a passion for creating something that stands out and gives you the opportunity to choose something different but is sure to impress. With 40 years of experience in the wine industry, Derek always had a craving to dive into spirits where his true passion lies.

SONOMA ORIGIN

Sonoma County is a world renowned wine region and home to some of the most famous breweries in America. Recently, local Spirits have begun to gain attention as the next stage of Sonoma’s craft beverage story begins. Sonoma is associated with craft beverage quality. Sonoma is the new benchmark for quality wine, beer and spirits.

INDIVIDUAL DISTILLATION

Grain & grape are individually distilled then blended to ensure the full potential of flavor and quality is extracted and preserved.

AMERICAN CRAFT VODKA

\$20-30 Domestic 750 ml Regular Vodka is growing at +27% in dollar volume*

The craft vodka category has grown at a CAGR of 28.7% from 2014 to 2018 and has an average price of \$24.20**

**Source: IRI Total Liquor Stores, Calendar Year Ending 12-30-18*

***Source: The IWSR forecast*

BRAND STANDARDS:

MASH BILL

50% Nebraska Corn
35% Organic Italian Wheat
10% California grape varieties
5% Minnesota & North Dakota Rye

SHELF PRICING

Positioned at least \$1 below key the leading Bay Area and Sonoma vodka brands.

1 Bottle \$24.99

5 Case \$22.99

ON PREMISE PRICING

Bottle Cost - \$18.75

UPC/SCC

UPC: 851718000666

SCC: 1085171800063

KEY COMPETITORS

Bay Area: Hangar One \$25.45

Sonoma: Hanson \$28.56

TARGET CHANNEL MIX

60% on premise

40% off premise

* 20% of accounts with cocktail feature

LISTING GUIDELINES

Benham’s Vodka

CASE DIMENSIONS

Height 11 in

Width 8.25 in

Depth 9.65 in

PALLET CONFIGURATION

24 cases per layer

4 layers per pallet

96 cases per pallet

CASE WEIGHT

19.6 lb

Size: 750 ML

Alcohol: 40%

Case Pack: 6 x 750 ml

bottles per case