PURE

by WM

PURE

PURE is an award-winning, British, organic, vodka.

In recent years, vodka has been compromised. It's become a complicated, flavoured, coloured, thickened product, often intoxicated with chemicals from field to bottle. We are strong adversaries of this and avid believers that vodka should be a clean, pure product, mastered by its craftsmen.

PURE organic vodka is a light, refreshing vodka. Smooth and slightly sweet on the palate, with citrus and floral undertones. PURE is built on the foundation of high quality raw ingredients and owes its unique taste to the finest organic wheat it is derived from.

The journey from field to bottle begins as our wheat is harvested by organic family farmers, who take pride in their fertile, healthy soil, free of synthetic pesticides, herbicides and fertilisers. This protects both; your drink, from contaminating substances, and the animals and environment around the fields from which it is produced, from harmful chemicals.

The distillation process then removes any remaining impurities from the wheat, (including gluten), then, with the aid of our master distiller, PURE has its safely guarded, final touches added. What remains is a light, refreshingly smooth, clean, vodka.

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A CLEAN, LIGHT, PURE SPIRIT.

Why PURE?

- Organic
- No Additives (Glycerol Free!)
- 100% Natural Ingredients
- Vegan Friendly
- Gluten Free
- No Artificial Flavourings
- Low Calorie
- Made in Britain
- No Preservatives
- Natural, Light Consistency
- 80% Prefer Taste vs Grey Goose
- No Added Sugar
- No Carbs

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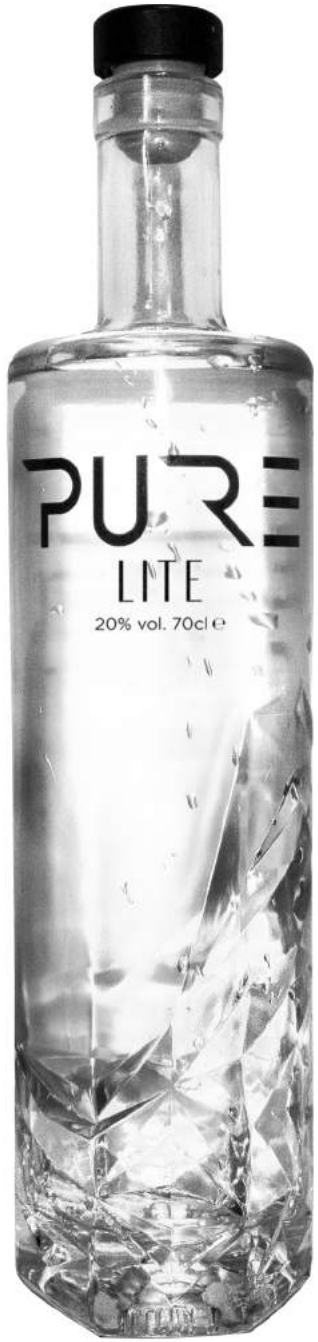
PURE LITE

HALF THE CALORIES
TWICE THE FUN

20% STRENGTH
100% SATISFACTION

20% 100%



PURE LITE is the same great-tasting PURE Organic Vodka, but cut to 20% strength.

It shares all of the vodka's credentials, meaning it is organic, British, clean and both vegan friendly and gluten free. However, with PURE LITE, you get just 29 calories per serving - half that of the vodka, meaning you can have twice the fun.

Best served in a classic martini.

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PURE

ORGANIC. SUSTAINABLE. RECYCLABLE.

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Point of Sale

Currently, we offer four main items of support:

- The PURE Vodka Gift Box - sealed with a hand-tied ribbon bow
- PURE Vodka LED ice bucket
- PURE Vodka bar mat
- PURE Vodka bottle glorifying LED lights

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Point of Sale Coming Soon

We are currently sampling a PURE Vodka custom LED pourer for our 700ml bottle.

If there are point of sale items you are particularly interested in that are not currently offered, please contact us and we can investigate. One of our goals is to provide our venues with an unrivalled level of support with a wide range of items available.

PURE
Vodka
PURE
VODKA

What is WM SPIRITS?

We at WM Spirits were so inspired by the magnificent tale of the peoples hero, the 1920's prohibition smuggler, William 'Bill' McCoy, we named the company after him.

In short, William McCoy was a pioneering prohibition smuggler. A yacht builder by trade, during the prohibition, having gambled on a failing freight business, Bill McCoy and his brother fell on hard times. Needing money, the two brothers made a decision to go into illicit alcohol smuggling, commonly nicknamed for the period "Rum-running".

Recognising the potential for legal trade just outside America's three mile marine border (i.e. in international waters), Bill's 'risk free' technique was to park his fully laden vessels just inside international waters and arrange for mainlanders to make their way through Rum Row to purchase liquor from his ships, converting them into "floating liquor stores". Bill was the first to do this and is credited for essentially creating what became 'Rum Row' as hundreds saw what Bill was doing and followed suit.

Bill prided himself on being an honourable smuggler and developed a reputation for fair dealing. He never paid a cent to organized crime or buckled under to their violence, never bought protection from politicians or law enforcement, and, most significantly, he never diluted, cut or adulterated his product.

McCoy's liquor was genuine, sealed, imported spirits and not homemade swill or moonshine, that was everywhere at the time.

As a result, quality soon became synonymous with his name. Mainlanders at speakeasys across America would ask bartenders for **'The Real McCoy'** which would signify the alcohol was of the highest quality and is a well-known phrase that still stands today.

We loved how Bill stood strong to his values and gave people the products they desired, even when everyone around him was doing otherwise, so we named the company after him. The full story is available here; https://wmspirits.co.uk

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PURE Vodka

How are we building the brand?

• SOCIAL MEDIA - we are operating regular social media marketing campaigns, which hit our target market with PURE propaganda on a regular basis and build out our brand awareness via promoted/sponsored posts. For example, we currently have our Save The Bees campaign live (Visit; www.wmspirits.co.uk/pure-lifestyle/save-the-bees). We have c. 10k following across social media.

• ENDORSEMENTS & INFLUENCERS - We have been working with celebrities and influencers from 10,000 followers to 10 million for both events and endorsements – all contributing to our brand awareness.

• GIVING CONSUMERS SOMETHING - Our website houses cocktail tutorials and has become a hub for all have-a-go bartenders. We release weekly video masterclasses which include ingredient, equipment and methodology and can be downloaded and printed for you to follow at home. This is a key driver to our website.

• EXPERIENCES - We regularly host PURE EXPERIENCE events at our listing venues, introducing your customers to PURE and our followers to your venue. PURE Experience events are filmed, photographed and publicised across our socials, with influencers promoting the event and brand. More details of the PURE Experience packages available can be found on the next page.

• CONVENIENCE - We want to make it as easy as possible for consumers to choose PURE, so as well as selling directly on our own website, we are also listed with multiple other online retailers. For venues, we are directly contacting premium bars, clubs, restaurants and gastro-pubs, focusing predominantly on the South. We are currently listed in some of London's most famous venues, increasing public familiarity with the brand, such as; W London, Maxwells Group, DUO and Champneys Spa's.

• FESTIVALS - We partnered with London's Soultown Festival in 2019, as their lead sponsor and the sponsor of the VIP Bar. In 2020, we are sponsoring Zenfest and in 2021 we are sponsoring Sourhouse. These events give us immediate exposure to large numbers of people and rapidly accelerate brand exposure and recognition.

SALES - In 2020 we began to employ Boutique Bar Brands to act as a sales, wholesale and distributor on our behalf. They are one of the industry leaders and harbour relationships with many key companies and personalities throughout the industry. They are actively marketing PURE and selling PURE in to more venues, events and in more media outlets, furthering our brand awareness efforts.

Distribution & Online Retailers

We are currently listed with the below distirbutors, wholesalers and online retainers. If we are not listed with your distributor, get in touch and we can look to rectify that situation for you.

Champers Wholesale

Speciality Drinks

Enotria & Coe

PH Wines

Boutique Bar Brands

The Spirits Specialists

The Whisky Exchange

Master of Malt

Sybarite Cellars

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PURE EXPERIENCES

PURE Experience packages are available to all bars that stock PURE Vodka*.
They are a great way to introduce your customers to PURE products and market the laucnh of the products at your venue.
For the events, we offer the following;

- Event flyers
- Full Entertainment package – this can include any of; DJ's / artists, saxophonists, percussionists, violinists, dancers, fire breathers, jugglers, magicians, and many more...
- Social media promotion prior to the event, and of the venue, post-event
- Sponsored ads local to the venue promoting the event
- Social media influencers in attendance at the event
- Cocktail menu for the event
- Photographer
- Videographer
- PURE Vodka POS - Ice buckets, bar mats, LED bottle glorifiers
- PURE artwork to be displayed throughout the venue for the event

The package will vary based upon numerous factors and a custom proposal will be made for your venue. These factors include;

- Number of bottles purchased for the event
- Weekly volumes of vodka sold
- Expected or commited weekly volume of PURE to be sold
- Sell price of PURE Vodka vs competitors
- What PURE orientated content can regularly be sent to PURE Vodka from your venue

**Subject to negotiations*

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New Products?

We have just laucnhed a new PURE product named ‘PURE Lite’, which is PURE Vodka, at 20% abv. It is the same great tasting, clean, organic vodka but cut to a lower strength, with half the calories at 29 calories per serving.

In 2020 we launhed our 5cl bottles for both PURE and PURE Lite.
We have designed both 1.5L and 3L bottles and will release these as soon as demand is there. If you are interested let us know. We would aim to get custom PURE pourers manufactured to cater for these sized bottles, in addition to the 70cl ones currently being sampled.

We have a spin-off product baring the same PURE branding that we hope to launch in 2020. As this product is still in development, we are keeping our cards close to our chest. This product is something we are extremely excited about and omething that is not available anywhere else on the market right now. We hope this prodcuct will take the PURE brand up to the next level, opening doors to super-markets and larger retailers and significantly expanding PURE brand awareness.

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