



ULTRA PREMIUM ORGANIC POTATO VODKA  
HANDCRAFTED IN PEMBERTON, BC

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## Pemberton Distillery's Schramm Vodka Awarded 'Double Gold' and 'Spirit of the Year' at 2010 World Spirits Awards

KLAGENFURT, AUSTRIA – March 15, 2010 – Pemberton Distillery is proud to announce that Schramm Vodka, British Columbia's only ultra premium organic potato vodka, was awarded 'Double Gold' and 'Spirit of Year' at the 2010 World Spirits Awards held March 14, 2010 in Klagenfurt, Austria.

"Fantastic product! I want you to know you made our judges very happy." Wolfram Ortner, Director of the World Spirits Awards, said of Schramm Vodka as he presented the Double Gold medal to Master Distiller, Tyler Schramm.

Schramm Vodka received 95.3 points on the WOB-100 point grading system; a rigorous grading system developed especially for spirits by the World Spirits Awards. The award of Double Gold, the highest individual product award, symbolizes a "world class, extraordinary product". The vodka was tested by a jury of experienced tasters on five key criteria including fragrance, intensity and typicality of taste, purity, density and complexity of taste, and general harmony of all the key criteria. The jury praised Schramm Vodka for being "an example we can all learn from" describing the fragrance as the "perfect example of aroma" and citing tasting notes of "coffee, caramel, earthy and peely spiciness...lengthy finish".

Sixty-five distilleries from 25 nations participated in the 2010 World Spirits Awards and 285 medals were awarded, with nine spirits awarded the Double Gold. The World Spirits Awards, started in 2004 and held annually in Klagenfurt, Austria, is "considered the best and highest award on offer by

industry insiders” due to the highly trained and experienced jury of tasters and objective and impartial results.

## About Schramm Vodka

Launched in August 2009 and located in the Pemberton Valley of British Columbia, Schramm Vodka is quickly gaining an outstanding reputation for its distinct nose, complex character and velvet smooth finish. The organic potato vodka is handcrafted in small batches from whole organic Pemberton potatoes, grown just 15 km from the distillery, and pure water from the Coast Mountains. Double distilled in a copperpot still to retain the rich flavour and character of the raw ingredients, Master Distiller, Tyler Schramm, strives to produce a vodka that is easily enjoyed on its own, similar to a fine single malt scotch. “The goal of a micro-distiller when producing a vodka”, says Schramm “is not to over refine it”. The award winning vodka is available at government and private liquor retailers as well as restaurants and bars throughout British Columbia.

For more information visit [www.schrammvodka.com](http://www.schrammvodka.com) or email [info@pembertondistillery.ca](mailto:info@pembertondistillery.ca)

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