

# WOKKA SAKi launches UK

Submitted by: Extreme Spirits Ltd

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## WOKKA SAKi launches in UK with Cellar Trends

Cellar Trends Ltd will distribute the WOKKA SAKi brand ([www.wokkasaki.com](http://www.wokkasaki.com)) from 1 September. Its national launch follows a year of phenomenal success in the US and earlier UK trials. WOKKA SAKi 40% abv is a blend of micro distilled British grain vodka, fine Japanese sake (80:20), and a subtle essence of Asian fruit. It creates an entirely new category beyond the flavoured vodka sector. Exceptionally smooth, it has a fresh subtle essence of peach and apricot.

Harrods is the first UK retailer for this ultra premium spirit and hosts the launch of WOKKA SAKi ([www.wokkasaki.com](http://www.wokkasaki.com)) with events throughout September. Harrods' launch price will be £25.95. Usual retail price range will be £25 to £30. Active marketing and PR by Cellar Trends will also focus on top end bars in London and key cities. First bar listings include Zuma, Hakkasan and The Dorchester Hotel.

Winning Gold and double Gold medals in the prestigious San Francisco International Spirits Competition for three consecutive years in the flavoured vodka category is an unrivalled achievement. In addition, The Wine Enthusiast and Spirit Journal by Paul Pacult (aka 'The Spirits Guru USA'), has given WOKKA SAKi its highest category rating of 96 out of 100.

Positioned in the luxury sector, WOKKA SAKi represents the fusion of two cultures – east meets west. Its creation was inspired by the awesome beauty of 'Snow Monsters' – a natural wonder in the landscape when the giant conifers are encrusted with layers of snow and ice in Japan's Asahi mountains. Design features reflecting this imagery include the unusual sea-blue glass of the bottle, to the embossed frosted details of the label.

Tim Day, creator of WOKKA SAKi and marketing director comments, "The brand's success in the US – where listings were gained in 960 venues in Florida alone within four weeks – gives us great confidence for a full UK launch. Our research in the trade indicates that the time is right to introduce a new premium product that offers a whole new appeal beyond the flavoured vodka category. WOKKA SAKi has the versatility of vodka with an adventurous dimension created by the sake and the Asian fruit. I am very excited that WOKKA SAKi is joining the Cellar Trends portfolio of premium and unique brands. Their expertise in developing brands to their full potential has been proven with the success of others such as Luxardo and Jägermeister."

Terry Barker, marketing director of Cellar Trends, adds, "WOKKA SAKi is an ultra premium vodka for top level bars and outlets, and sophisticated drinking. Our launch programme will reflect the personality and captivating story of this new brand. We will introduce it to the on-trade and selected retailers and support the brand with consumer tastings. A presence at high profile parties that have a strong synergy with the brand's style will also gain consumer awareness and trial by opinion influencers. In addition to London, we will launch WOKKA SAKi in key cities such as Manchester and Edinburgh."

For trade enquiries please contact Cellar Trends Ltd: 01283 217703.

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Editorial notes:

A fusion of two noble cultures: East meets West

WOKKA SAKi 40% abv is a blend of micro distilled British grain vodka, fine Japanese sake (80:20), and a subtle essence of Asian fruit.

Inspiration - east meets west - sake meets vodka

WOKKA SAKi represents the fusion of two cultures, inspired by the awesome beauty of legendary Snow Monsters in the landscape, found around Japan's Asahi mountains between January and March.

The blend

A rare process of three-step micro distillation in a single, small 400 litre stainless steel pot still known as 'Tom Thumb', ensures the wheat grain vodka in WOKKA SAKi is exceptionally smooth. Fine imported Japanese honjozo-shu sake is then carefully blended with the vodka and a subtle fusion of Asian fruit is added that harnesses the character of WOKKA SAKi and gives it its distinctive flavour. This labour intensive process of single batch distillation and manual blending is reserved for only the finest and most expensive spirits. Production takes place at the 200 year old Thames Distillery in London under the expertise of master distiller, Charles Maxwell.

Unrivalled awards

WOKKA SAKi has excelled at the San Francisco International Spirits competition for three consecutive years. It won Double Gold in 2003, Gold in 2004, and now Double Gold in 2005. This is an unrivalled run of results in this prestigious competition which is considered to be the most comprehensive and highly regarded in the world. In blind tasting, it was judged by a panel of 21 spirits experts including leading buyers and editors. The brand was awarded the highest accolade of Double Gold, winning the flavoured vodka category, surpassing 55 other international brands. In addition, WOKKA SAKi has been rated 96/100 in The Wine Enthusiast and Spirit Journal by Paul Pacult (aka 'The Spirits Guru USA'), This is its highest category rating. WOKKA SAKi is personified by the creation of the Snow Monsters: The western wind (represented by vodka), the eastern environment (sake) and the dramatic, beautiful and unique outcome - WOKKA SAKi.

Snow Monsters

Each year between January and March, powerful winds from the Siberian plains whip the surface of the Sea of Japan, becoming heavy with freezing vapour before hitting the Japanese coast and rising high over the Asahi mountains. Standing in their path, giant conifers on the slopes of Mount Zao become coated with layer upon layer of snow and ice, until their shapes are eventually obscured and distorted. These petrified giants seem to stalk the valleys and are known as 'snow monsters' or 'Juhyo'. Their awesome beauty is celebrated at Mount Zao's annual Snow Monster festival.

US success

The brand was launched in the US in 2004, first in Florida and then Chicago. WOKKA SAKi was listed in 960

venues within four weeks.

Targeted bar campaigns featured visits by a ravishing Asian woman. Photographers' bulbs flashed as her stretch limo pulled up, and crowds parted as she entered mysteriously holding a bottle of WOKKA SAKi, and flanked by bodyguards dressed in black. Only a select number of stylish venues were privileged to be presented with a bottle, and guests were able to sample a WOKKA SAKi signature cocktail

Ben Pundole, bar manager of The Shore Club, South Beach, Florida, says: "The perfect fusion between sake and a spirit. Versatile, interesting, and thoroughly enjoyable."

Roy Kelin, manager of The Delano Hotel South Beach: "... very unique in that it is elegant, urbane, and stylish all at one time ... just like our guests."

WOKKA SAKi is a brand owned by Extreme Spirits Ltd 01440 730 779 / [info@wokkasaki.com](mailto:info@wokkasaki.com) / [www.wokkasaki.com](http://www.wokkasaki.com)

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