

Ketel One Vodka is Family Made Made from 100% non-GMO grain

HERITAGE

- KETEL ONE® Vodka is inspired by over 300 years and 11 generations of the Nolet family's distilling expertise. Founded in the small fishing town of Schiedam, Holland, in 1691, the Nolet Distillery has been crafting the finest quality spirits, passed down from generations to generations.
- The Ketel One story begins with 10th and 11th generations of the Nolet family- Carolus Nolet Sr. and his sons, Carolus Jr. and Bob. In 1979, Carolus Nolet took control of the family business. Keen to expand the distillery's portfolio, Nolet traveled to the US, where he discovered an emerging cocktail culture. Carolus Nolet was convinced that a high-quality Vodka would succeed in the burgeoning market and returned to the Netherlands to create his own high-end spirit. Ketel One Family-Made Vodka was released in 1983.

PRODUCTION

- The smooth mouth feel and character of Ketel One Vodka starts with wheat. Only the finest quality, 100% GMO-free Winter Wheat, grown in Europe, naturally.
- The wheat is ground and blended with water to form mash. This is fermented and goes through a column distillation process to produce a lively, fresh, ultra wheat spirit (UWS). The UWS gets its name from the exacting specifications used in its production, and the very high purity levels compared to other grain spirits.
- Part of the ultra-wheat spirit is re-distilled in ten copper pot stills, including the original 19th century coal-fired copper pot still. This must be hand stoked, sealed with wheat paste to prevent evaporation, and monitored every 20 minutes during the 8-hour process. The harsh 'heads' and weak 'tails' are then discarded, leaving the prime 'hearts'.
- The hearts of the distillates obtained from the pot stills, including those from the copper pot still #1, are individually filtered and blended together to create the Master Pot Still Batch. This rare liquid is what gives the final product its silky smooth finish.
- The distillers, carefully following the family recipe, blend portions of the Master Pot Still Batch, the UWS, and water together to create Ketel One Vodka. This is the stage where citrus oils and essence can be infused to create Ketel One Citroen and Ketel One Oranje flavored vodkas.
- To ensure exceptional taste, KETEL ONE® is always approved by a member of the Nolet family before bottling.

TASTING NOTES

KETEL ONE VODKA

Using carefully selected European wheat and a combination of modern and traditional distilling techniques, we produce an exceptional product, both crisp to taste and soft on finish. Here, the 4Fs – Fragrance, Flavor, Feel and Finish – help to define what makes Ketel One Vodka so unique.



KETEL ONE CITROEN

Ketel One Citroen flavored vodka begins with Ketel One Vodka, infused with the essence of four different types of citrus lemons, and two types of limes to enhance the freshness.



KETEL ONE ORANJ E

Ketel One Oranje flavored vodka begins with Ketel One Vodka, infused with the essence of orange for a crisp, refreshing taste. The essence comes from Valencia and Mandarin oranges, which add floral and fruity notes.

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SERVES



KETEL SODA

Fresh & bubbly

Stir vodka with ice in a mixing glass. Strain into a martini glass and garnish with a lemon twist

- 1.25 oz. Ketel One Vodka
- 0.25 oz. dry vermouth
- Lemon twist



KETEL MULE

Spicy & fruity

Fill ice in a copper mug or highball glass and add in Ketel One. Top with ginger beer, then stir, and garnish with a lime wedge

- 1.5 oz. Ketel One Vodka
- 0.75 oz. Fresh lime juice
- Ginger beer



KETEL MARY

Natural & fresh

Combine ingredients in a mixing glass. Shake with ice and strain into a Collins glass filled with ice. Garnish with a celery stalk, olive, or lemon

- 1.5 oz. Ketel One Vodka
- 3 oz. Ketel One Bloody Mary Base

Ketel One Bloody Mary Base:

- 1L Tomato juice
- 4 oz. Lemon juice
- 4 tsp. Salt
- 1 tsp. Black pepper
- 1 tsp. Smoked paprika
- 5 tbsps. Horseradish
- 3 Dashes Worcestershire sauce



KETEL MARTINI

Pour Ketel One Vodka and club soda into rocks glass over ice. Stir gently. Garnish with a lime wedge

- 1.5 oz. Ketel One Vodka
- 3 oz. Club Soda

FEATURES

Ketel One is the #1 Bartender choice for 7 years in a row¹

A long-standing heritage of successfully distilling spirits is a testament to the Nolet family's current dedication to producing KETEL ONE Vodka.

Ketel One uses only the finest ingredients- made from 100% non-GMO grain and XXX

Before bottling, each batch is personally tasted and approved by a Nolet.

BENEFITS

Crafted to be exceptionally smooth

The Nolet family story and adherence to the time-honored traditions enhance Ketel One's attractiveness. Before bottling, each batch is personally tasted and approved by a Nolet.

The Nolet family continues to produce an exceptional product- which makes Ketel One Vodka so unique

A long-standing heritage of spirits distilling success is a testament to the Nolet family's current dedication to producing KETEL ONE Vodka.

Voted #1 Best Selling Vodka by Bartenders of The World's 50 Best Bars 7 years in a row.¹

Please Drink Responsibly