



# The Crystal Head Brand Position

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Many people think of vodka as a thing you make and sell. And so they look for the most efficient and profitable ways to do this; for them, vodka production is commerce and utility.

We believe something different. We believe that Vodka is (or should be) the ultimate pure spirit. And we believe that Crystal Head represents the closest anyone has come to achieving that ambition.

As the standard-bearer for what vodka should be, we have reset the bar for purity. In terms of the water, the ingredients, the process, even the completely clear vessel.

Our promise to you is that we will always produce a product that exalts and embodies this pure spirit, made with the purest ingredients and the purest processes, and delivering the pure experience of drinking one of the world's great vodkas.





# The Crystal Head Brand Promise

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**Crystal Head Vodka**  
**The Pure Spirit of Vodka**





*“The Crystal Head  
Brand Stories”*





# The Genesis Story

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What does it mean to be a pure spirit?

The creators of Crystal Head vodka spent years pondering that question. They understood the obvious, that to create a truly exceptional vodka, you must start in a pure place, with a base of exceptionally pure water, and high quality grains....simply put, only the purest of ingredients. Which meant no additives such as: sugar, glycerin, citrus oil, or synthetic flavorings.

But creating an aesthetically pure liquid wasn't enough. The forces behind Crystal Head believed in something deeper, they believed in the idea that there is a pure spirit in the world, a force that distinguishes the individual while binding them to the flow of humanity. They believed that you could use that pure spirit as the foundation for creating something special.

And so, with Crystal Head, they created the pure spirit of vodka.





# The Legend

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Over the past thousand years, a total of thirteen pure crystal skulls have been discovered on the planet, unearthed in places of great spiritual power from the Yucatan peninsula to Tibet. Scientific analysis places the age of each skull at between 5,000 and 35,000 years old. Each skull was carved from a single piece of pure crystal quartz. No one knows how they were made, or why they were made. There are no discernable tool marks to provide any clues.

Five of the skulls now appear to be lost forever. The remaining eight, each a unique size and color, are either in a museum (including one residing in the legendary British Museum) or in private hands. They are prized by their owners as a source of enlightenment, positive energy and hope for a better future.

When we set about finding the perfect vessel to carry our pure spirit out into the world, it was the legend of the thirteen crystal skulls that pointed the way, giving Crystal Head not simply a home, but a name as well.





# The Water

St. John, Newfoundland is an island that sits on the absolute easternmost tip of North America in the middle of the Atlantic ocean. The closest city is about a thousand miles away, (Bangor, Maine, population 32,000). It even has it's own time zone. Last year, St. John had one day where the air quality was considered sub par (they still talk about it). What we're saying is, this is a very clean place.

We tell you this because hidden deep in the Newfoundland countryside is an aquifer slowly releasing the perfectly pure water that forms the heart of our Crystal Head vodka. The water slowly seeps to the surface through a bed of porous rock that serves as a natural filter, just like it's done for many thousands of years. The result is a liquid as clean, as tasteless, colorless and odorless, as any you will find anywhere on the planet.

This is our idea of pure.



# The Water





# The Process

It would be a crime to do anything that would pollute this extraordinarily pure water. Which is why we care as much about what's not in our vodka as what's in it. Crystal Head is produced with absolutely no additives, citrus oils, sugars or anything else that has no business in your vodka (the entire process is Kosher certified before being hand bottled). Crystal Head is gently quadruple distilled with our secret and proprietary blend of XXX\* grains to give a remarkably creamy and slightly sweet taste.

And then, having already produced the purest, cleanest vodka available anywhere, we do something extraordinary. We filter every drop of Crystal Head three times through a cone of precious Herkimer Diamonds. Mined only in the region around Herkimer, New York, these exceptional crystal quartz formations are treasured for their ability to provide a sense of balance and amplify the positive energy that surrounds them.







# The Process

As our pure Crystal Head vodka is slowly drawn three times down through the cone, the liquid takes on a heightened level of smoothness and clarity never duplicated in the spirits world. In fact, consumers who blind-taste Crystal Head before and after this critical step are virtually unanimous in their opinion that our Herkimer diamond filtration results in a vodka that simply tastes better.

The result is a pure spirit.





# The Reward

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Maybe you believe in the fabled powers of the legendary crystal skulls. Or you just appreciate pouring your vodka out of a work of art. And maybe you're someone who can sense the energy imbued by our unique Herkimer diamond filtration process. Or you simply admire a company with this level of commitment to creating a perfect vodka.

All that really matters is that you now have the chance to enjoy the world's first pure spirit -- a smooth, clean, creamy vodka, unburdened by additives or enhancements. A spirit that represents what vodka was always supposed to be and stands in sharp contrast to all the over-flavored, overproduced vodkas on the shelf. A vodka that is winning competitions worldwide and was recently awarded the **DOUBLE GOLD MEDAL** at the World Spirits Competition in San Francisco, one of the most prestigious competitions in the world for spirits. Over 200 premium and Super premium vodka participated. All 33 judges awarded us a Gold Medal, thereby qualifying Crystal Head for the Double Gold Medal Round.





# The Reward

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In the end, it doesn't really matter whether you believe. Because your reward is the same: the ability to enjoy a truly great vodka, and to understand what it means to have a perfectly pure spirit.

