



From the Land of Purity

WHEN ROCK N' ROLL MEETS DIAMONDS

Unlike your usual story that begins with long traditions and history lessons, Laplandia's tale begins with two strangers, with completely different backgrounds, crossing paths.

While on a business trip to Lapland, David a Finnish diamond jeweller with some distant connections to the alcohol industry, was captivated by the flawless beauty and natural purity of the region. He called it the 'Land of Purity'. This thought ignited and inspired the idea on which the blueprints of Laplandia Vodka were born.

David's vision was that Laplandia would represent all the known characteristics and attributes of Lapland such as purity, cleanliness and naturality. All he was missing was a distillery with the resources and capabilities to fulfil such a dream.

Meanwhile, in the capital of Northern Finland, Oulu, lived an artistic soul, Ilpo, who had spent a significant part of his youth as a rock n' roll roadie, and was later known for running his own rock club. Over the years Ilpo had started craving something more to his life and eventually his ties to the nightclub world brought him to co-found a distillery – right at the border of Lapland – in 1998. This distillery was Shaman Spirits.

Over the years Shaman Spirits came to identify itself as a distillery that would focus solely on quality and pure ingredients. Due to its geographical location,

it had unique resources available (for details see www.shamanspirits.com). For years Ilpo had a vision of finding a partner with good enough international ties and experience to introduce those resources to the global market.

As faith would have it, and rather coincidentally, the Universe brought this unexpected duo together. And when discovering each other's visions, there wasn't a shred of doubt in their minds that the right pieces of the puzzle had finally found each other. Not long after, Laplandia Vodka as we know it today, was born.

The plain, white decoration of the bottle was designed to represent the 'Land of purity' in all of its aspects, while the 24K gold used in the midnight sun is a tribute to David's background and the legendary gold fields of Lapland. After all, that's where he was visiting when getting his first stroke of wit that eventually led to all of this.

On the other hand, Ilpo's creative ambitions from the rock n' roll days are channeled into marketing and recognised through the colourful flavoured vodka selection, the luminous presentations, the tone of voice and the general attitude of the people behind it all.

Today, having won multiple prestigious international tasting awards, Laplandia is slowly reinventing vodka around the world. To learn about the taste and physical qualities of the vodka, check 'Our Craft' page.

OUR CRAFT

The thing that many people often seem to forget is that the main ingredient in vodka is water (60%). Even the name 'vodka' is derived from the Russian word 'voda', which means water. In other words, what makes the biggest difference to the taste of vodka is the quality of the water.

Having said that, our water source, the groundwater of Lake Hirsijärvi, is estimated to be among the cleanest on earth. Its origin and history are unique and can be traced all the way back to the Ice Age. The water goes through the best possible natural purification processes, such as filtrating into an esker and getting purified through thick sand layers that are thousands of years old. The sand in the region is an excellent natural water cleaner, because it was once washed by ice-cold glacial melt water.

These purification processes are so effective and unique that they can't be synthetically reproduced, and there is no need for the water to go through any post-processing or treatments before distribution.

For more comprehensive information of the water's origin and history visit www.shamanspirits.com

WHAT REALLY MAKES IT TASTE BETTER

To begin with, the water has naturally some of the lowest contents of metals, such as copper, ammonium, manganese and iron, ever recorded in water that hasn't gone through any treatments. While these trace elements are essentially harmless in low dosages, they can cause water to smell and taste slightly bitter, pungent, fusty or prickly. Our water is absolutely free from all these smells and tastes.

Secondly, our water has a relatively high content of oxygen and carbon dioxide, both of which are said to make water taste fresh and refreshing. In fact, if you grab our bottle and shake it a bit, you'll see a trace of air bubbles move around, which is an indication of the presence of both elements.

But perhaps the most significant and interesting attribute, especially vodka in mind, is the exceptionally low mineral content, which is generally known to be the measure of water hardness. To be more specific, Calcium and Magnesium are the most common minerals usually found in spring and mineral waters passing through limestone, and the higher the content, the harder the water. The globally used scale is as below:

0–30 mg/L = Very soft
30–60 mg/L = Soft
61–90 mg/L = Moderately hard (average tap water)
91–120 mg/L = Hard (average mineral water)
≥ 120 mg/L = Very hard

Naturally soft water sources are rare, and usually soft water is only a result of distillation, which on the other hand destroys all the good trace elements of the water as well. Our groundwater contains between 10–20 mg/L of these minerals without going through any treatments and is therefore probably the softest groundwater in the world. Hence resulting in inconceivably smooth and soft vodka.

Our water has also record-low chloride and KMnO_4 /Permanganate contents.

THE REMAINING 40%

However important the water, the quality of the rest of the ingredients are equally important in order to achieve an excellent product. The rest in our case is a 96,3% neutral ethyl alcohol distilled from the highest grade wheat grown only by family owned farms. The wheat grains are distilled 7 times in a continuous process covering the distillation, hydroselection, concentration and demethanolization columns. The concentration column also filters out the wheat's gluten, allowing our vodkas to be certified gluten-free. In addition, the wheat is grown in a completely NON-GMO environment and is also certified as such.

Finally the water, ethanol and flavours (when applicable) are blended together in a sterile stainless steel tank where they mature for a minimum of 4 weeks. Lastly, the vodka passes through controlled cartridge filters before bottling.

ENVIRONMENT AND CSR

We love our planet and we are taking extra precautions for Lapland to always remain the 'Land of Purity'. Our entire chain of production is kept as environmentally friendly as possible to the extent of choosing our suppliers based on their values rather than financial incentives. For instance, our carton boxes and packages are manufactured by a company that is an honoured member of the Forest Stewardship Council (R), a global NGO and non-profit organisation dedicated to responsible forest management.

Moreover, our bottles are decorated by one of the world's leading decorative glass design companies that has also proven their values by being awarded a local Green Award for environmental protection activities, CSR and applying the highest standards of environmental care.

Our hometown of Tyrnävä is a small town near the border of Lapland and as part of our corporate social responsibility we attempt to support the community to the best of our abilities, for example by hiring local workers as a priority and eventually putting Tyrnävä on the map globally.

AWARDS

It's easy for everyone to claim their superiority over others, but where is the proof? In a market filled with endless options one needs to be able to differentiate and provide concrete evidence that what is promised is true. We have taken it upon ourselves to continuously participate in the industry's most prestigious and uncorrupted tasting competitions in order to show the world we are not just talk.

In our first ever competition in 2015 Laplandia Vodka was awarded the highest possible award, the Master Award, in the highest possible category, the Super Premium category, which was conducted by the globally respected 'The Spirits Business' magazine. We have later earned multiple additional awards such as Platinum for Laplandia Eclipse and Gold medals for Espresso and Lingonberry. Being the most awarded brand in Finland, we are proud to introduce the entire collection below.





LAPLANDIA SUPER PREMIUM VODKA

*The Authentic Taste
of the North*

This product is the Flagship of the Laplandia brand and the original creation. Its undisputed smoothness and purity has been proven through multiple international tasting awards.

The exceptionally soft groundwater together with the high grade neutral grain spirit alone are enough to create an extraordinary finish, but adding a tiny drop of natural honey produces a result so smooth it is suitable for even the most sensitive of tongues.



JUTO

4 cl Laplandia Super Premium
Vodka
Rose lemonade
Blueberries, raspberries
Redcurrant raceme

Add ice and berries in to a long drink glass. Pour in Laplandia Super Premium Vodka. Fill the glass with rose lemonade. Mix gently and garnish with a redcurrant raceme.

Enjoy.



FOREST DELIGHTS

In this range we are introducing an innovation which has never been done before in the vodka segment. All products in this range are produced using 100% natural Finnish wild berries and/or forest ingredients. After blending the groundwater and the spirit, we add to the mixture natural concentrated berries that have no added sugar and no additives whatsoever. To ensure the most balanced result possible, we let them mix in the tanks for at least 2–3 weeks before bottling.

The results are astonishingly smooth and refreshing with the berries' authentic characters stealing the attention. Their smell reminds one of freshly bought punnet from the market, and the taste feels like the berry juice was freshly squeezed into the bottle.



LAPLANDIA ECLIPSE

Darkened by the Eclipse, this black coated bottle together with its gold decoration is a demonstration of glass art at its finest. As a smoothening twist we added a drop of one of nature's own sweeteners found deep in the birch forests of Lapland, Xylitol.

GALJA

4 cl Laplandia Eclipse Vodka

1 cl runny honey

4 strings of cucumber peel

grated lime peel



Add cucumber peels and honey in to a highball glass. Crush lightly. Fill the glass halfway with crushed ice. Pour in Laplandia Eclipse Super Premium Vodka and mix thoroughly with a spoon. Fill the glass with more crushed ice. Squeeze the oil from the lime peels on top. Garnish the drink with the peels.

Enjoy.



LAPLANDIA AUREUS

The Latin word Aureus is defined as golden, magnificent, shiny, fabulous and vivid, all of which perfectly describe this product in its entirety.

Cloudberry, you see, having its growth habitat limited to the northern hemisphere, is considered the king of wildberries amongst the northern people and is thus often referred to as "Lapland's Gold".

This is the only vodka in the world made using wild cloudberry, and every litre contains an impressive equivalent of 210 g of cloudberry. Cloudberry is related to raspberries and blackberries, but has an initial bitter taste and is therefore usually consumed with a little touch of sugar.

This product is perfect whether you consume it straight, on the rocks or as heart of a cocktail, but in order to truly grab its real essence, we recommend to try it straight, slightly chilled.



GOLD

4 cl Laplandia Aureus

Cloudberry

Sprite (or similar)

Soda water

Fill an on the rocks glass with ice. Pour in Laplandia Aureus.
Top with Sprite and soda water. Add cloudberry. Mix carefully with a spoon.

Enjoy.



LAPLANDIA BILBERRY

This is the only vodka in the world made using real wild bilberries, and each litre contains an overwhelming equivalent of 570 g of bilberries! Bilberry is Blueberry's more aromatic wild cousin, which is found exclusively in the northern forests.

It has a very mildly tart taste which is essentially overpowered by its sweetness. Its beautiful dark purple colour combined with its authentic bilberry flavour provides incredible opportunities in the world of cocktails, but enjoying it chilled and straight is a total game changer.

MAINIKKA

4 cl Laplandia Bilberry
Cream



Pour chilled Laplandia Bilberry into
shot glass and add cream float.

Enjoy



LAPLANDIA LINGONBERRY

This is the first vodka in the world that is made using wild natural lingonberries, and each litre contains as much as 258 g of berries! Lingonberry is one of the essential nordic berries and has a slightly sweet initial taste, followed by a mild bitter kick, resembling a cranberry.

This vodka has the authentic taste of Lingonberries and we recommend to try it straight, slightly chilled in order to really grasp its true essence. Having said that, it works perfectly on the rocks or as a base for cocktails as well.



HILKKA

4 cl Laplandia Lingonberry

Russchian soda

Sprig of rosemary

Swipe the insides of an on the rock's glass with a spring of rosemary. Add ice and pour in Laplandia Lingonberry. Top with Russchian soda.

Enjoy.

SHOT LINE

The Laplandia 'Shotline' is mostly composed of flavours generally familiar to the average consumer. Unlike most flavoured vodkas, however, we have made it our mission for the flavours to be the dominant note in the taste, instead of the alcohol. That is why most people when trying our flavoured vodkas for the first time, find it hard to believe they are as strong as 37,5%–40% alc by vol.

In order to achieve this, our products undergo months of development with our Master Blender, before coming to production. We use exclusively natural flavours in different forms such as essential oils, extractives and distillates. The entire process is environmentally friendly.

All the Shotline products are perfect to be consumed straight, but also provide an easy platform for cocktails. The vodka itself already includes the authentic taste of the fruit, the colour and the alcohol, so it replaces the need for many extra ingredients thus simplifying and expediting the work of bartenders. This also allows regular consumers to create easy cocktails at home like they never have before.



ESPRESSO SHOT

Finland is the world's highest coffee consumer per capita, thus setting the bar up in the sky when it comes to taste of coffee. Having our water resources as a base together with this kind of passion for coffee was destined to result in something revolutionary. And it did.

This product provides endless possibilities for cocktails while it is perfect to be consumed straight, slightly chilled.

KAAMOS

4 cl Laplandia Espresso Shot

1 cl Cinnamon syrup

Hot coffee

Cream

Cardamom



Mix together Laplandia Espresso Shot, cinnamon syrup and hot coffee in a glass suitable for hot beverages. Carefully add a layer of lightly whipped cream on top. Garnish with a pinch of cardamom.

Enjoy.



LEMON SHOT

Everybody loves a gently sweet lemon flavour and the already soft body as a base enhances the smoothness even further making it hard to believe its vodka.

Lemon is such a gentle flavour and familiar to most people that this vodka can be used and consumed in endless different ways starting with simply on the rocks

FERSKOTTI

4 cl Laplandia Lemon Shot
Pink grapefruit essential oil



Pour Laplandia Lemon Shot into a mixer with ice. Mix with a spoon. Strain the cocktail in to a cocktail glass. Squeeze the essential oils of the pink grapefruit peel on top. Garnish.

Enjoy.



MINT SHOT

Peppermint combined with booze is an old tradition in the Finnish drinking culture. This vodka will leave you with a sweet and cooling aftertaste like that of a breath mint.

Traditionally it is drunk as a schnapps at the end of dinner parties for example, but one of the must-try classics from the Finnish after-ski culture is Hot Mint Chocolate!



KAALO

4 cl Laplandia Mint Shot

3 Lime wedges

Fentimans Mandarin & Seville

Orange Jigger

Muddle the lime wedges in the bottom of an on the rock's glass. Fill glass with crushed ice. Pour in Laplandia Mint Shot. Top glass with Mandarin & Seville Orange Jigger and mix the cocktail with a spoon. Garnish with citrus fruit peel!

Enjoy.



COCO SHOT

This product is a result of a long and devout development process, in which we perfectly managed to bring out the subtle and mild coconut flavour without making it boring. The secret was to add a hint of a certain citrus fruit, which gave it a very interesting distinctive character.

Needless to mention the cocktail possibilities it provides, however we recommend to give it a try on the rocks as well.

AIKIO

4 cl Laplandia Coco Shot

3 lime wedges

2-4 cl strawberry balsamico



Crush lime wedges in an on the rock's glass. Add crushed ice. Pour in strawberry balsamico and Laplandia Coco Shot. Mix with a spoon. Garnish for example with strawberries and lime slices!

Enjoy.



ANANAS SHOT

Pineapple is also a rather classic tropical fruit usually familiar to most. It is, however, not always easy to bring out its authentic taste in alcoholic beverages and not seem artificial. Luckily our Master Blender is like no other, and this product tastes like it has freshly squeezed pineapple juice in it.

Perfect as an ingredient to almost any cocktail one can think of.



PALSA

4 cl Laplandia Ananas Shot
Half a passion fruit
Passion fruit juice

Scoop the insides of a passion fruit into an on the rock's glass. Fill glass with crushed ice. Pour in Laplandia Ananas Shot and top with passion fruit juice. Mix with a spoon. Garnish with pineapple!

Enjoy.



SPECIAL
ORDER
ITEM

BANANA SHOT

After a long and exciting development process we managed to bring out an authentic taste of banana balanced with Laplandia's arctic purity in a way that will swipe any banana lover off their feet.

Perfect for smoothie-like summery frozen cocktails, but can also be used to create some very interesting and surprising combinations as featured on the right.

NATTURA

4 cl Laplandia Banana Shot

6 cl hot coco

Chocolate sauce

Grated chocolate



Glaze the insides of a cocktail glass with chocolate sauce. Shake Laplandia Banana Shot and chocolate milk in a cocktail shaker with ice. Strain the cocktail into the glass. Garnish cocktail with grated chocolate.

Enjoy.



SPECIAL
ORDER
ITEM

MELON SHOT

As the fruit itself, this melon flavoured vodka is very subtle and gentle on the tongue. While Laplandia Vodka in itself is already smooth and easy, the melon flavour gives it a nice hint of sweetness that makes it even smoother than before.

Classic tropical taste that can be integrated to almost any cocktail.



KESUKKA

4 cl Laplandia Melon Shot

2 cl Bilberry mush

2 cl Mango juice

1 cl Lemon juice

Shake all ingredients in cocktail shaker with ice. Strain the cocktail into an on the rock's glass filled with ice. Garnish with blueberries and mango peel.

Enjoy.



LAPLANDIA VODKA MOBILE APP

For a sea of cocktail suggestions, including pictures and instructions, please check our Laplandia Vodka Mobile App.

DOWNLOAD MOBILE APP FOR IOS OR ANDROID

