

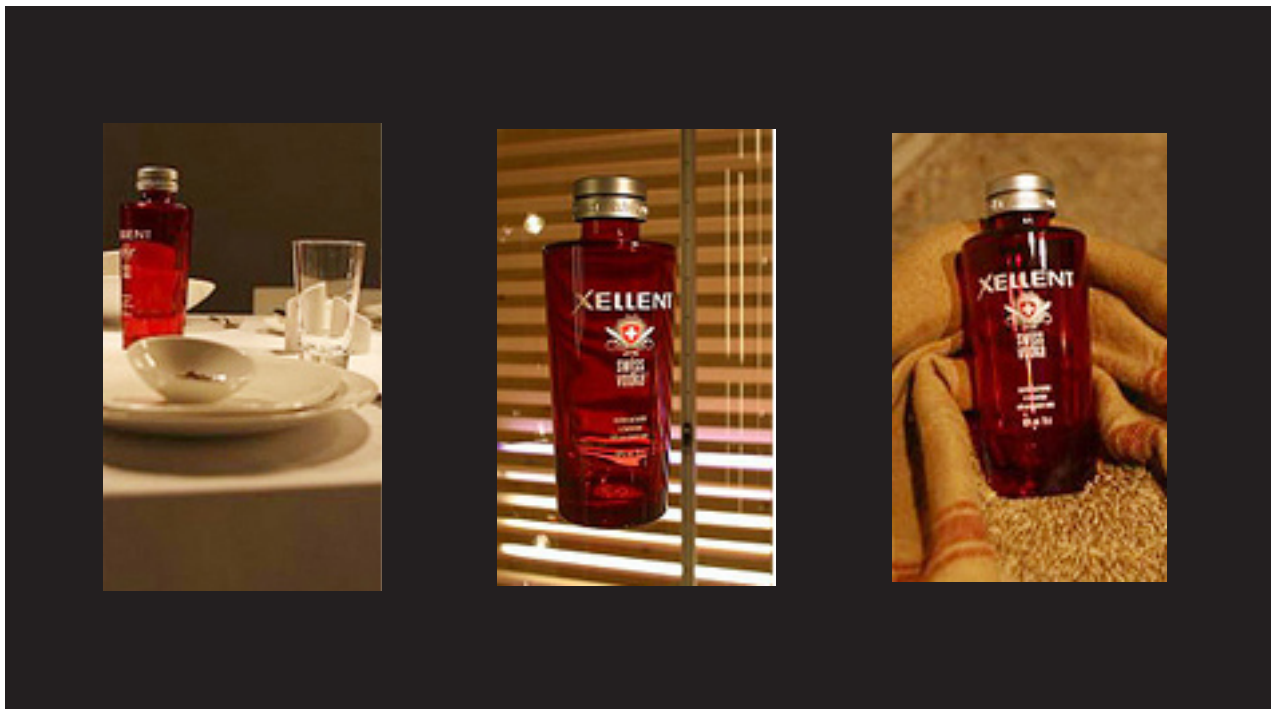
Xellent History

For as long as anyone can remember, the Russians and Poles have been arguing as to who was the first to distil vodka (a diminutive of the Russian word “voda” for water). One thing is certain: it wasn’t the Swiss. Even though some of the words typically used to describe vodka - clean, clear and pure - would not be amiss in the case of our country.

But does a Swiss vodka have a real chance with the drinking public? The question is not entirely out of place, particularly when you consider that there are around 3000 vodkas currently competing for a share of the market.

Yes, we believe, it does have a chance. Always assuming it is different from all the others. For XELLENT, this means: production using 100% Swiss raw materials (rye and glacier water filtered over the years in the Titlis region), uncompromising quality, individual flavour notes and a unique, unmistakable design.

No fewer than five years have elapsed since the original idea of producing Swiss Vodka and the launch of XELLENT. We have been looking into the question of raw material supplies and the necessary technology since early 1998. And once we had set out, we continued along that path fired by our idealism and enthusiasm. To understand why we believe it has been worth it, be sure to try a glass of XELLENT.



BACCHUS
IMPORTERS LTD
THE CHARMER SUNBELT GROUP

1817 PORTAL STREET, BALTIMORE, MD 21224
TEL 410.633.0400 | FAX 410.633.0507
WWW.BACCHUSIMPORTERSLTD.COM