

Premier Recommends Slava Vodka Instead of Russian Boycott

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Oakville, ON ([RPRN](#)) 04/04/14 —
- Earlier this week, Saskatchewan Premier Brad Wall was openly musing about banning Russian vodka from provincially operated liquor stores in protest of the recent Russian aggression in Ukraine. Yesterday, the Premier backed off from this position

saying that it is the federal government's responsibility to determine foreign policy, trade policy and sanctions and hence, he suggested that as everyone is very concerned about the aggression of the Putin government into Ukraine, people could show support by buying Slava, an ultra premium, Ukrainian-distilled vodka that is sold in the province's liquor stores.

John Vellinga, President of Slava Ultra Premium Vodka was surprised but pleased that his vodka was singled out as a way to support Ukraine. "We're the little guys in the market so every bit of publicity helps", says Vellinga. "However, I'd rather it be under different circumstances. We are really concerned about our friends, family and colleagues in Ukraine." Asked if he supports a boycott of Russian products, Vellinga said, "I support peoples' right to do this. Canadians are upset about what is happening and this gives them a way to take some action."

John Vellinga and his wife and business partner, Katherine, have been selling vodka in Canada for almost a decade. Their Canadian entrepreneurial company owns the Slava brand, which is distilled under

license in the Cherkasy region of Ukraine, the historic birth-place of vodka. Their vodka brand has been able to raise almost \$100,000 for charities across Canada and they hope to expand these philanthropic efforts to help Ukrainians directly. Slava has a unique approach to marketing, which focuses on education and charity.

Slava vodka has won its own share of accolades, including a medal in Hong Kong and the Gold Medal at the 2012 World Spirits Competition in San Francisco, the largest in the world. Slava is sold at most SLGA Liquor Stores in Saskatchewan. The company also sells its products at Liquor Marts in Manitoba, LCBO stores in Ontario and has just begun signing up distributors in the U.S. and other markets.

Notes to the editor- Slava Vodka

Slava is made from quadruple distilled, centre-cut rye and wheat spirits, blended with artesian water from the famous Zolotonosha source, then slow-filtered through over two tons of birch charcoal and quartz for amazing smoothness and exceptional purity. It is exceptionally smooth, balancing a warm, distinctive character and a long, elegant finish. It is superb taken neat and creates cocktails and martinis that are clearly superior. This vodka is priced brilliantly because it lets you enjoy the Ultra premium and supremely

delicious vodka at a humble price as compared to its competitors. Fans of Dragons' Den may recognize Vellinga from his appearances on the show. He was awarded the Viewer's Choice prize for seasons 4 and 5 in 2010. In 2012, Dragons' Den did a follow-up "where-are-they-now?" episode. Slava vodka has won its own share of accolades, including a medal in Hong Kong and the Gold Medal at the 2012 World Spirits Competition in San Francisco, the largest in the world.

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