



# VULCANICA

VODKA SICILIANA



VULCANICA  
VODKA SICILIANA

[WWW.VULCANICAVODKA.COM](http://WWW.VULCANICAVODKA.COM)

[INFO@VULCANICAVODKA.COM](mailto:INFO@VULCANICAVODKA.COM)



#### ORIGIN

Eastern Sicily, Italy  
in view of the volcano Mount Etna

#### GRAINS

Timila, Russello, Perciasacchi,  
Biancolilla, Margherito, Maiorca

#### DISTILLATION

Copper, column

#### DILUTION

Sicilian Water

#### FILTRATION

Light Filtration

#### ALCOHOL BY VOLUME

40% / 80 PROOF

#### BOTTLE

75 cl / 750 mL / 700 mL

#### AVAILABILITY

USA / Italy

## A NEW APPROACH TO VODKA

Vulcanica Vodka was born in 2019 after a tasting of other vodkas in the market proved to be as exciting as an afternoon nap. Where is the flavor, we wondered.

### VODKA, YAWN

Vodka has grown to be a huge but rather boring category. It looks like there is nothing new to be said on the product as the concepts of purity, multiple distillation and no hangover have been thrashed out quite extensively since the nineties.

That's precisely why we believe there is a white space that can easily be filled with our interesting and innovative story.

### HOW WE GOT STARTED

The eastern interior of Sicily, Italy, is poor. Most of the farmers have a conservative mindset. They never managed to grow the high-yield grain varieties that everybody else favors.

This got us thinking about the flavors and character of Sicilian pastas and breads — the very foods we grew up with. There is nothing like them in the world!

### IT ALL CAME DOWN TO ONE QUESTION

Would vodka from Sicily's ancient grains taste as good as the pasta, bread, and pastries that are made from it?

### IN A WORD, SÌ



## SICILIAN GRAIN: A 2000 YEAR LOVE AFFAIR

Sicily was famously Rome's granary. Before that, grain from the island was shipped throughout the Mediterranean. It remains a fundamental part of the island's economy.

More significantly, an astounding number of ancient, indigenous grain varieties still grow in Sicily. These cultivars have smaller yields, a low gluten content, and richer flavors than industrial varieties grown in other places around the world.

The production of Timilia, Russello, Biancolilla, Maiorca, Margherito and Perciasacchi is still carried out by local artisans.

Sicily's superior grains have once again found their way into the daily diet. It has created a sea change of quality in local foods.

We are the first to feature the ancient grains of Sicily in a superior Sicilian vodka.



## WHY VULCANICA?

'VULCANICA' means 'volcanic' in Italian. The region where our ancient grains grow is dominated by Mount Etna, the highest active volcano in Europe. Every year, our fields are blessed with deposits of fresh, fertile ash. Etna is one of VULCANICA VODKA's "silent" partners.