

## INTRODUCTION TO AQUAVIT

LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT

AALBORG: AN ICON OF DANISH AQUAVITS

SUMMARY

## Aquavit

(also Akvavit, from the Latin *Aqua vitae* - "Water of life")



## The Spirit of the Nordics

A traditional - *produced since the 15<sup>th</sup> century* - Nordic alcoholic distilled beverage

# The Roots of Aquavit

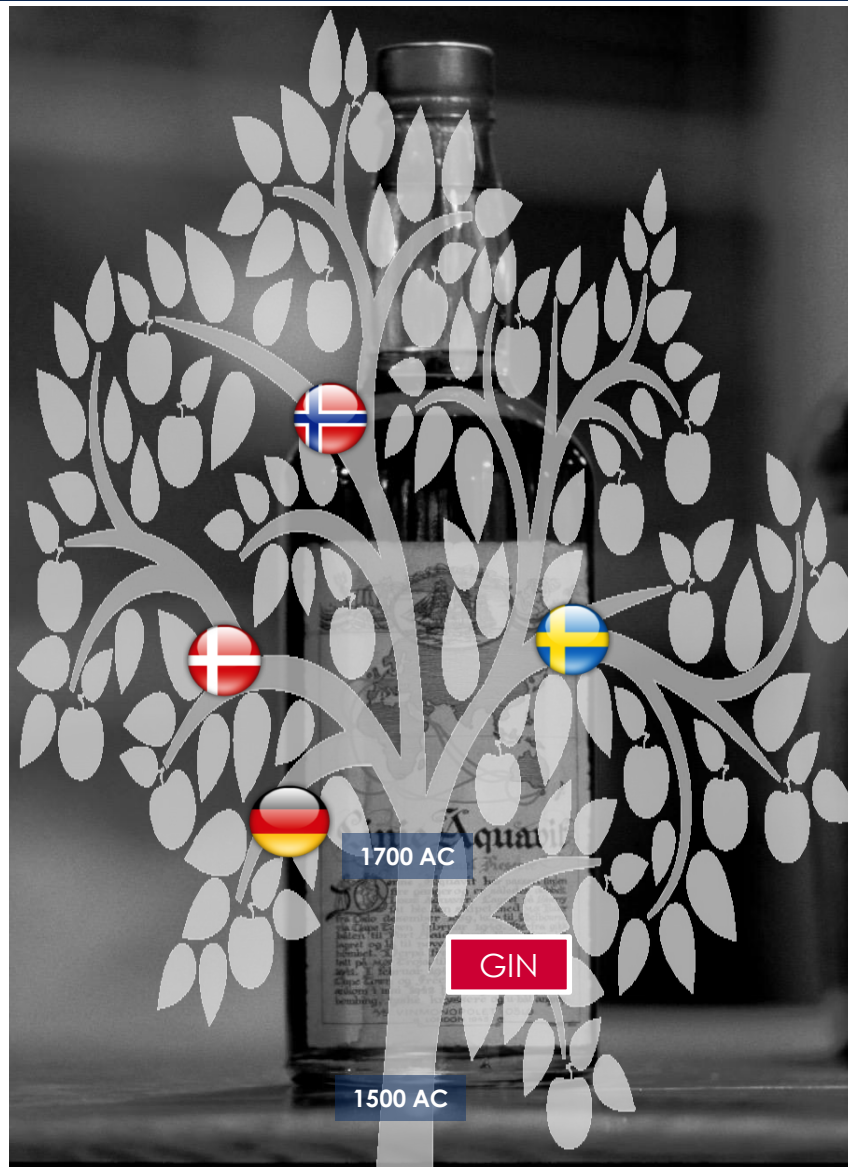
The Nordic Aquavit Development



- Mostly grain spirit
- Used as schnapps with beer
- Served ice cold in Y-shaped glasses
- Food pairing with traditional food, esp Easter and Christmas



- Mostly grain spirit
- Used as a digestive
- Served ice cold in Y-shaped glasses or in bolded Linie glasses
- Typically enjoyed in Northern Germany



- Potato spirit
- Oak matured in sherry barrels
- Served as room temperature, in tulip shaped glasses
- Food pairing with traditional food, esp Christmas



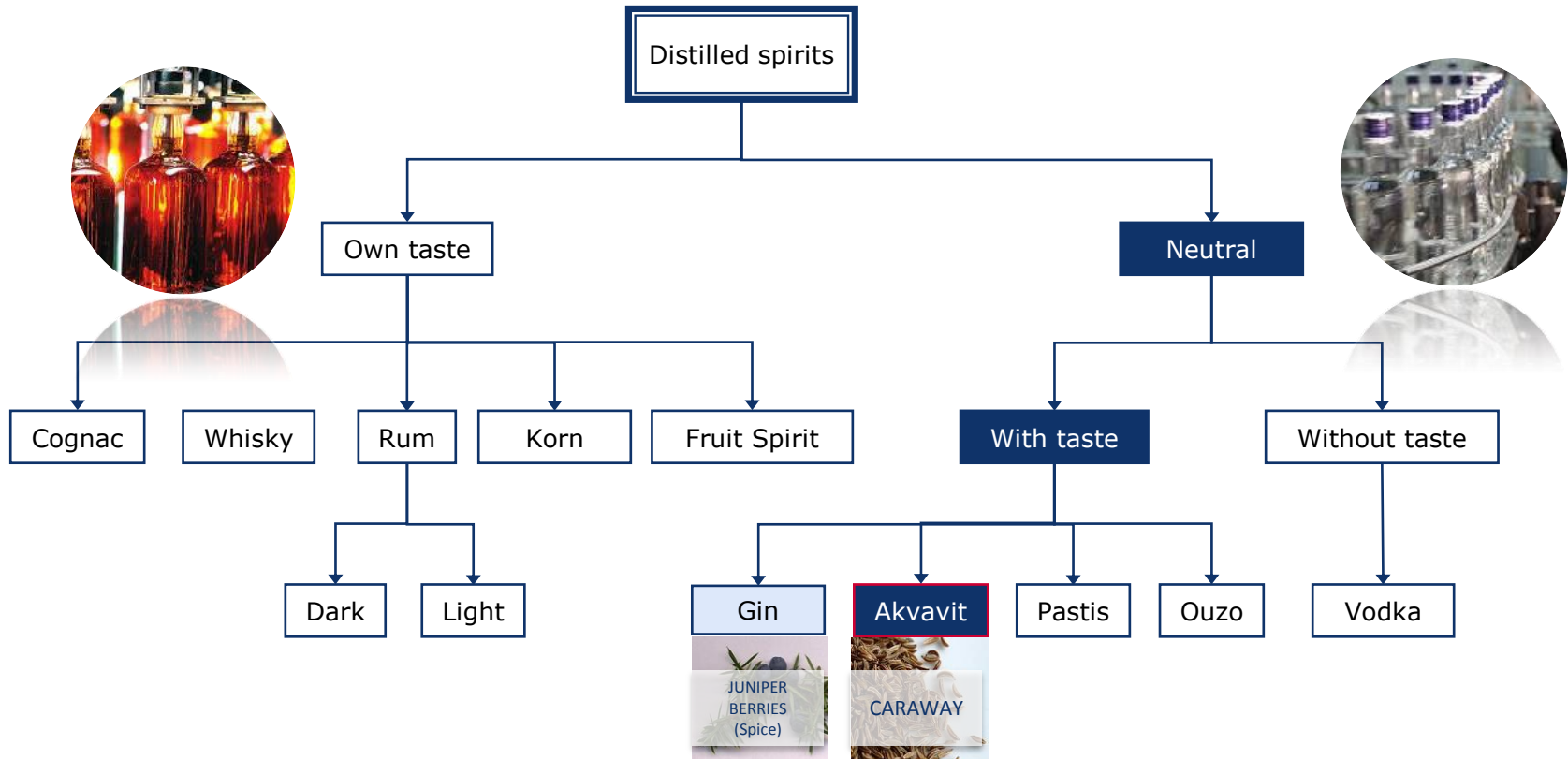
- Mostly grain spirit
- Served ice cold, often in miniature bottles
- Food pairing with crayfish and at mid-summer festivities

## GIN

- Close family from Aquavit
- Juniper seeds the core ingredient

# Aquavit is a flavored spirit

Within the universe of distilled spirits



## Aquavit

A flavored spirit from Neutral alcohol (potato/ grain distillation)

**The same process as Gin**

Aquavit is Gin's Nordic cousin

# Legislation and definition

Product & Origin Restrictions for Aquavit

- *Akvavit* – or *aquavit* – is a caraway and/or dill seed flavored spirit drink flavored with a distillate of plants or spices.
- The minimum alcoholic strength by volume must be 37,5 %.
- The flavor of these drinks is largely attributable to distillates of caraway and/or dill seeds, the use of essential oils being prohibited.
- The bitter substances shouldn't have to dominate the taste; the dry extract content must not exceed 1,5 grams per 100 milliliters.

Spirit products using the protected geographical indication “Norsk Akevitt / Norsk Aquavit / Norsk Akvavit / Norwegian Aquavit” in general must be:

- Produced in Norway.
- Produced from potato spirits produced in Norway and made from not less than 95% Norwegian potatoes.
- Matured in oak casks for a minimum of 6 months (for casks less than 1.000 l) and a minimum of 12 months (for casks larger than 1.000 l)



## Aquavit

Regulation (EC) No 110/2008

## Product & Origin Restrictions

Protections, but also constraints derived from legislation in most markets

# The sensory profile of an Aquavit

... and craftsmanship



- Distillation techniques (both used)
  - Column distillation
  - Pot-still distillation
- Extraction techniques are used.
- Maturation techniques are used (oak casks and stainless steel).
- Recipes define the composition (quantities of the different components) of the product.



# The sensory profile of an Aquavit

Is a combination of unique ingredients ...



- The alcohol – the basic structure of the product – is of agricultural origin:
  - Norway = potato
  - Denmark = grain
  - Sweden = grain
- The flavor of the product comes from dried herbs and spices as well as other natural ingredients:
  - Caraway
  - Dill
  - Anise
  - Amber
  - Roman camomile flower
  - Allspice
  - Galangal
  - Seville orange peel
  - Ginger
  - Fennel
  - Cinnamon
  - Coriander
  - White oak
  - Lemon rind
  - Elderflower
  - Raspberry
  - Strawberry
  - Bilberry

# Aquavit "Spirit of the Nordics"

Umbrella Concept Work in Progress, SneakPeak

SPIRIT OF THE NORDICS  
**AQUAVIT**



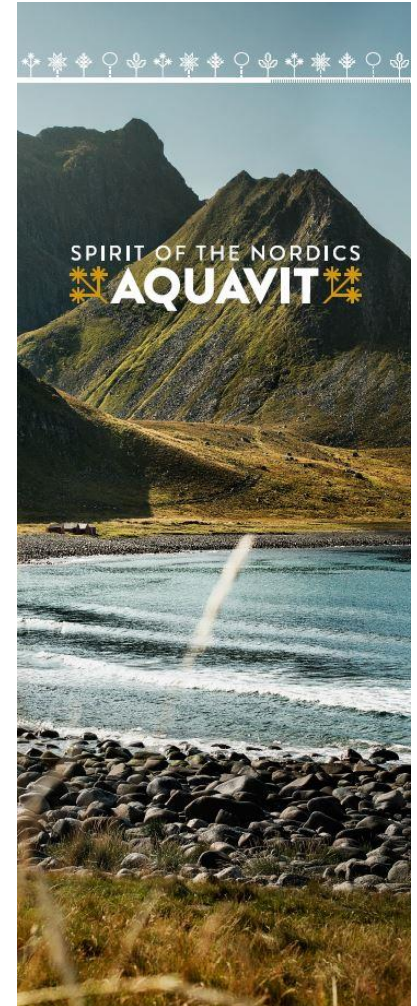
Caraway



Dill



Coriander





# Aquavit Product Families

Two developed international product families



## Aalborg



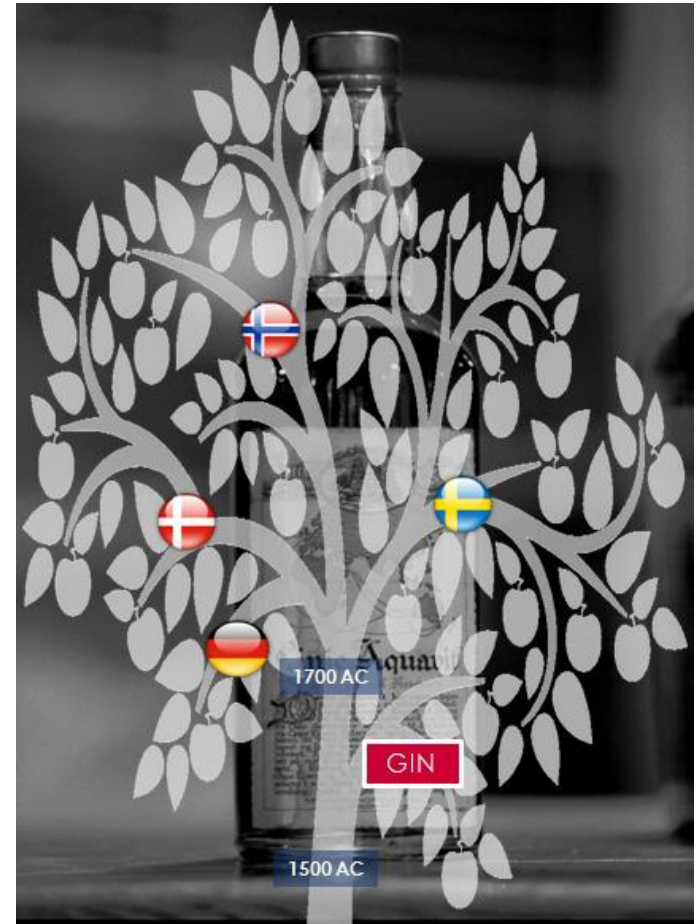
- Aalborg Taffel
- Aalborg Jubilaeum
- Aalborg Grill
- Aalborg Dild
- Aalborg Nordguld
- Aalborg Jule Akvavit



## Lysholm (Linie)



- Linie Aquavit
- Linie Double Cask, Port
- Linie Double Cask, Madeira
- Linie Christmas Edition
- Lysholm No. 52 Aquavit (not Linie)



# Aquavit Product Families

Product families with international growth potential



## Gammel Opland



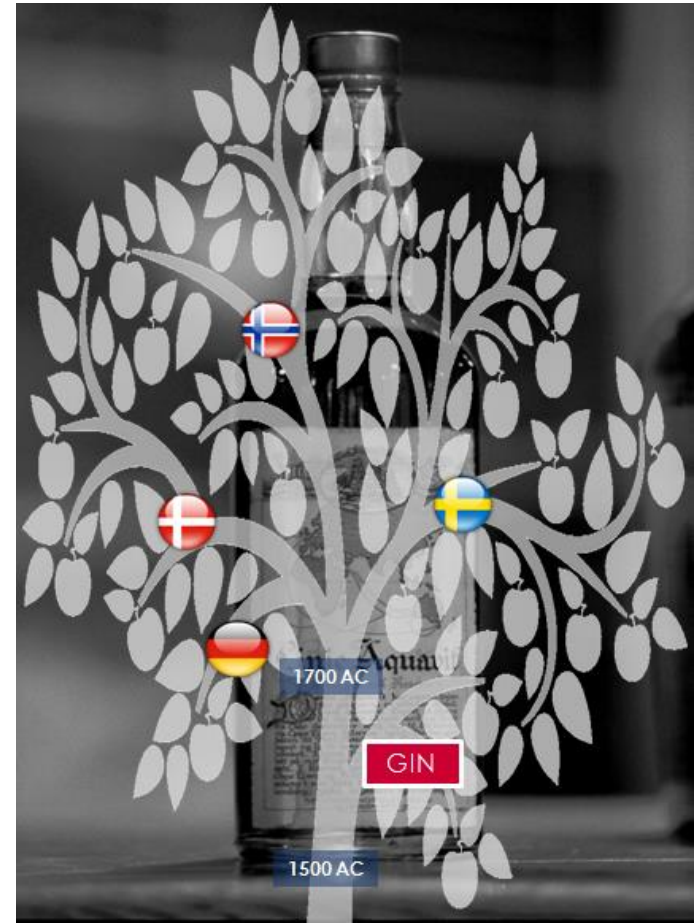
- Gammel Opland Aquavit
- G.O. Edel Port
- G.O. Edel Madeira
- G.O. Edel Muskatell



## Gilde



- Gilde Bacalao Aquavit
- Gilde Ribbe Aquavit
- Gilde Grill Aquavit
- Gilde Dill Aquavit
- Gilde Non Plus Ultra 12 yrs Aquavit



# Aquavit Product Families

Product families with international growth potential



## Løiten



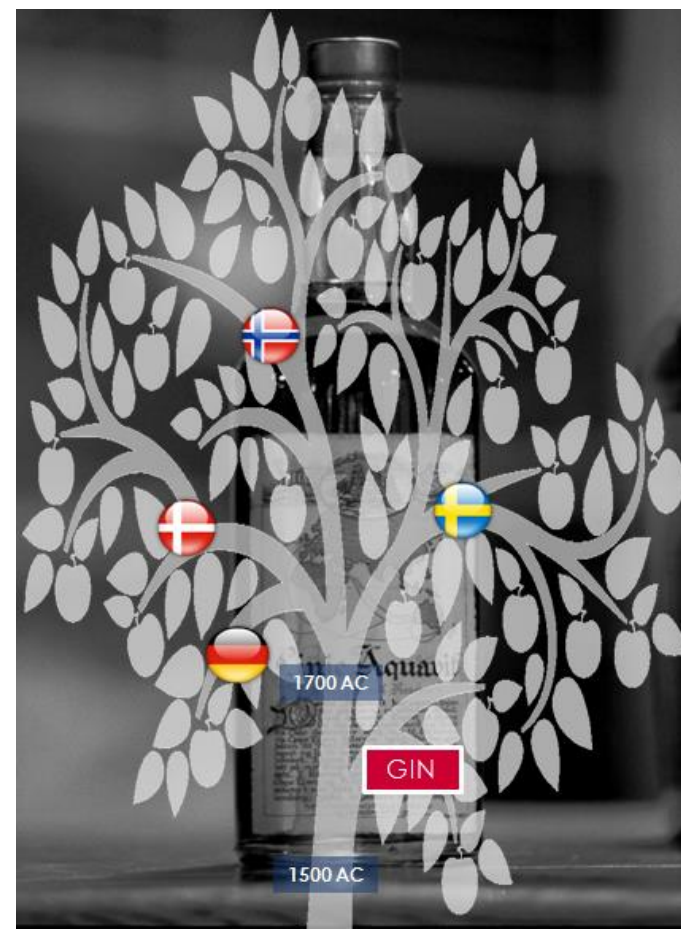
- Løiten Linie Aquavit
- Løiten Sommer Aquavit
- Løiten Export Aquavit



## Snälleröds (ecological)



- Brännmästarens Akvavit
- Bokhållarens Akvavit
- Mäskdrängens Akvavit
- Herr Berntsons Akvavit
- Jungfruns Akvavit



# The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands

## Mixology (in drinks)



## Food-pairing (as digestif or in tulip glass)

Illustratory



## With beer (shot)



## Sipping (slow enjoyment)





# The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands



“If Gin and Whisky had a baby, it would be Aquavit”  
- Alex Kratena, Arthesian Bar



# Mixology concepts

Understanding Aquavit in the frames of Gin and Whisky

The outsider:  
Taffel Akvavit  
Heavy spice,  
no maturation



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Illustratory



## Aquavits that can replace Gin typically have a:

- Low degree of maturation
- Milder spice mix



## Aquavits that can replace both:

- Medium degree of maturation
- Medium spice mix / punch

## Aquavits that can replace Whisky typically have a:

- High degree of maturation
- Heavier spice mix

# Food-pairing concepts

Understanding Aquavit taste match

Illustratory



## Aquavits that pair well with light foods typically have a

- Low degree of maturation
- Milder spice mix



Poultry spiced/non-spiced



White fish baked/grilled/boiled



Red fish (salmon) baked/grilled



Light BBQ (skeweser, marinated)

## Aquavits that pair well with heavy foods typically have a

- High degree of maturation
- Heavier spice mix



Meat dishes, steaks, etc.



Sausages and the likes

# Distribution is picking up

A selection of our 70+ versions of Aquavit brands and types...



IN USA  
DISTRIBUTION



OTHER  
POPULAR  
AQUAVITS

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❑ SUMMARY



# The LINIE world

Lysholm Linie Aquavit

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GIOLED









# Let's start by tasting LINIE

Understanding Aquavit in the frames of Gin and Whisky

The outsider:  
Taffel Akvavit  
Heavy spice,  
no maturation



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Illustratory



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# LINE AQUAVIT

Lysholm Linie Aquavit

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- Lysholm Linie is the world's most famous Aquavit, an international icon of Norwegian cask matured Aquavits
- Matured 12 months in 500 liter sherry casks in Arcus warehouse, then matured 4 more months as deck cargo on W. Wilhelmsen ships traveling the world and crossing the equator twice
- Taste profile: a combination of caraway, anis seed, orange peel and vanilla. No sugar added.
- Consumption profile: In combination with beer with our without food. Great with fish/seafood (salmon, cod, white fish) as well as with poultry.
- Great ingredient in typical gin drinks as well as whisky drinks, **or simply mixed with ginger ale** or cranberry juice



## Lysholm Linie Aquavit

Product name	Lysholm Linie Aquavit
Producer	Arcus
Producer description	All Norwegian cask matured aquavits are based on traditional, Norwegian recipes and spice additives. The aquavits are stored in oak casks which previously were used for sherry, giving it a unique rounding and character. Lysholm Linie Aquavit is the oldest aquavit brand in the Nordics. Still to this day, the aquavit is shipped on a four month long round trip to Australia, where it crosses the «Linie» – or Equator – twice. Varying temperatures, humidity, sea breeze and constant movement on the journey contributes to the good flavor.
Producer website	www.arcus.no
Country	Norway
Type	Norwegian Cask Matured Aquavit
Raw material	Potatoes, rectified spirit, water and a secret recipe of spices
Production method	Distillation and 16 months in oak cask, including 4 months at sea
Color	Amber
Nose	A combination of caraway, aniseed & orange peel, a hint of vanilla
Taste	Complex and well-rounded. Aftertaste of spices and sherry lingers.
Goes well with	Light fish dishes, like smoked salmon or alone with a beer.
Suggested cocktail	Around the world: 4cl Linie, 2cl lemon juice, 2cl vanilla infused syrup and 3cl apple juice
Temperature for serving	Room temperature (18°C) or slightly chilled
Contents	Alcohol: 41,5%   no added sugar
Volume	100 CL, 70 CL

### KEY SELLING POINTS:

- Unique maturation process around the world at sea
- The original botanical recipe of LINIE Aquavit has remained unchanged since its creation, more than 200 years ago
- An extraordinarily smooth and well balanced aquavit, with unmistakable leading notes of caraway and aniseed

### TIP OF THE DAY:

*"Always have something to eat before sipping the Lysholm Linie. In a tasting you should offer some good (e.g. crackers or biscuits) to prepare the pallets and explain the product"*

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# The Aalborg World

Aalborg Aquavit

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Eggers & Franke  
Mood-Board









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## Akvavit wins ISC Supreme Champion

06 July, 2016  
By Holly Motion

**An akvavit has been named the International Spirits Challenge Supreme Champion 2016.**

Arcus Norway Aalborg Jule Akvavit 2015 has ended the four-year dominance of liqueurs to take the top honour at the 21st annual awards.

To be considered for this award, a liquid has to have won a trophy, which is the highest award possible in an individual tasting category and was only achieved by 27 of the 1,300-plus spirits entered. It's then sent to the seven category chairmen to blind taste, or for some re-taste, the trophy samples. After they have given their top five samples a score from one to five, those scores are combined and the trophy winner with the highest score is named Supreme Champion.

This year, a record 1,358 products from 50 countries entered the ISC. For the full results click [here](#). The highlights are below:

**Distiller of the Year:** William Grant & Sons

WG & Sons can add the Distiller of the Year title to its Scotch Whisky Producer and Liqueur Producer of the Year awards, along with a plethora of medals. The Distiller of the Year award is scored on a weighted points system based on the performance of all brands entered by a company. Scotch is its mainstay but William Grant's performance in tequila, brandy, liqueurs and rum all contributed to its Distiller of the Year win.



# Let's taste the AALBORG

Understanding Aquavit in the frames of Gin and Whisky

The outsider:  
Taffel Akvavit  
Heavy spice,  
no maturation



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Illustratory



# Introducing the Products

Aalborg Jubilæums Aquavit

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- Aalborg Jubilæum is the international bestseller in the Aalborg family and a beloved alternative to Taffel
- Aalborg Jubilæum was launched in 1946 on the 100<sup>th</sup> anniversary of Aalborg Taffel. The product tastes completely different from Taffel and is a favorite among people with less acquired taste, younger consumers. It is not matured. Color comes from oak extracts
- Taste profile: lighter taste with a hint of dild seeds, coriander and white oak
- Consumption profile: With light food such as fish and poultry or as a schnaps
- Great alternative to gin, in a **Jubi Tonic!**



## Aalborg Jubilæums Akvavit (Jubi)

Product name	<b>Aalborg Jubilæums Akvavit</b>
Producer	Arcus
Product description	Aalborg Jubilæums Akvavit is an exclusive, golden and welcoming aquavit. With its refined taste of dill and coriander it goes perfect with light dishes from the modern kitchen, such as fish, chicken, salads and even pan-fried food. The Jubilæum is best enjoyed chilled, and is a great alternative to gin and tonic. Try your own Jubi-Tonic and throw in a slice of cucumber! Aalborg Jubilæums Akvavit saw the light of day in 1946 as a tribute to Aalborg Taffel Akvavit, which celebrated 100 years. It is today the most exported aquavit in the world.
Producer website	<a href="http://www.aalborgakvavit.dk">www.aalborgakvavit.dk</a>
Country	Denmark
Type	Akvavit
Raw material	Fine rectified spirit, distillate of dill seeds, coriander seeds and extract of American white oak
Production method	Distillation and extraction
Color	Golden
Nose	Dill seeds in combination with spicy notes of coriander and oak
Taste	Delicate smell of dill seeds in combination with spicy notes of coriander and oak
Goes well with	Fish and poultry. Medium spiced food
Suggested cocktail	Jubi-Tonic: Ice, 4 cl Aalborg Jubilæum, top up with tonic and a slice of cucumber
Temperature for serving	From slightly cold to room temperature (18°C)
Contains	Alcohol: 40,0%   Sugar: 11g/l
Volume	100 CL, 70 CL

### KEY SELLING POINTS:

- One of the most preferred aquavits in the world, an easy-to-drink Aquavit without caraway and with a pleasant mix of coriander and other spices
- Important part of the Nordic food tradition, try it with light dishes!
- Amazing as ingredient in a Jubi-tonic. Just add cucumber.

### TIP OF THE DAY:

*\*Serve the Jubi chilled or ice cold and explain how it is different from other aquavits because it has no caraway at all. Jubi is typically a favorite among women.*

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# Introducing the Products

Aalborg Taffel Aquavit

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- Aalborg Taffel is the eternal classic and No. 1 selling spirits product in Denmark
- Launched in 1846 on the, Taffel is a caraway-forward aquavit with potent taste
- Taste profile: caraway forward with a hint of citrus at the end
- Consumption profile: With rich foods or as a schnaps
- Great ingredient in a **Bloody Mary** or any savory drink



## Aalborg Taffel Aquavit

Ever since the mid 1800s, Aalborg Taffel Aquavit – also known as Rød Aalborg – has been the finishing touch on every Danish lunch table; it's the bottle, it's the label, it's the taste. Aalborg Taffel Aquavit is what comes first to mind when we think about good Danish lunch traditions! It is Denmark's biggest spirit brand and is the preferred aquavit among all Danes. In 2002 it was awarded the title of worlds best aquavit in «The International Wine and Spirit Competition».

Product name	<b>Aalborg Taffel Aquavit</b>
Producer	Arcus
Producer description	The history of Aalborg Aquavit starts with the father of Danish Aquavit Isidor Henrius, who introduced the rectification technique in Denmark. A distillation technique that resulted in a very clean and neutral spirit. With the introduction of that technique Henrius raised the quality level of aquavit in Denmark significantly. Today this aquavit is the most preferred aquavit in Denmark, and in the portfolio of De Danske Spritfabrikker.
Producer website	<a href="http://www.aalborgakvavit.dk">www.aalborgakvavit.dk</a>
Country	Denmark
Type	Aquavit
Raw material	Fine rectified spirit, caraway, demineralized water
Production method	Distillation
Color	Clear
Nose	Characteristic smell of caraway
Taste	Characteristic taste of caraway with a delicate aftertaste of citrus
Goes well with	Traditional Scandinavian food, marinated herring, rich food, and fermented vegetables
Suggested cocktail	Gulljern: 4 cl Aalborg Taffel, 4 cl lemon juice, 2 cl thyme honey
Temperature for serving	4°C
Contains	Alcohol: 45,0%   Sugar: 5g/l
Volume	75 CL

### UNIQUE SELLING POINTS:

- The most popular spirit in Denmark
- Important part of the Nordic food tradition
- Works very well with food and add value to the meal in every setting

### TIP OF THE DAY:

*“Try the Aalborg Taffel in a Bloody Mary cocktail with all its classic vegetable ingredients. The forward caraway taste of the Taffel mixes perfectly with the tomato juice. Or shot ice cold”*

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# And last but not least Gammel Opland

Understanding Aquavit in the frames of Gin and Whisky





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# Thank you

A summary

- Aquavit is a true Nordic spirit
- Aquavit is produced like Gin, except we use different herbs and spices
- Aquavit must contain caraway and/or dill according to definition and law
- Other popular herbs and spices are coriander, citrus, orange, anis, fennel, etc
- Aquavit can be both aged and unaged
- In Germany, Denmark and Sweden, Aquavit is most often produced with grain spirit and is unaged
- In Norway, Aquavit is produced with potato spirit and must by law be aged in sherry casks for at least 6 months
- LINIE is the production process of sending the aquavit around the world as deck cargo
- LINIE Aquavit is a complex product with tastes and notes from barrel aging and spices used
- LINIE can be interpreted in both gin and whisky based drinks. Try a LINIE sour or a LINIE Negroni. Or a Linie Ginger ale.
- AALBORG JUBILAEUM is best interpreted in the frames of a gin. It is the only aquavit without caraway. Based on dill and coriander. Milder
- Try AALBORG JUBILAEUM with Tonic water and cucumber
- AALBORG TAFFEL has been enjoyed as a drink with food in Denmark for many years already
- Try AALBORG TAFFEL in a Bloody Mary
- Try AALBORG TAFFEL ice cold with beer