



# WILANIE

A CLASS APART

# GOODBYE TO SUBSTANDARD VODKA

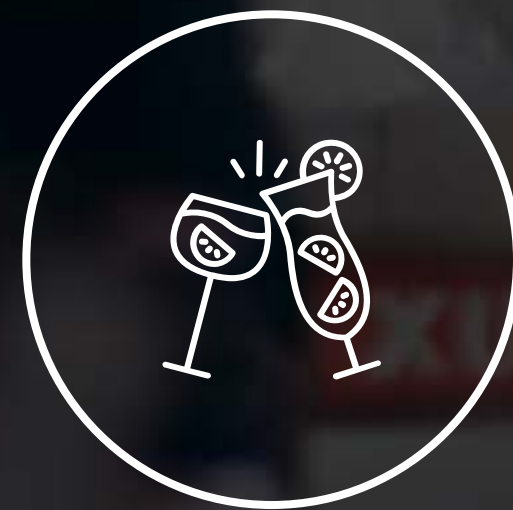
Markets are full of low quality vodka that is not worth their salt. The available Moonshines tastes bad and gives you a hangover later. A compelling and overriding need was felt by a group of four friends to create an ultra-premium vodka that the consumer would relish to the fullest. Hundreds of samples were tested to check the flavour, taste and texture to finally arrive at a most happening vodka which will cater to the connoisseur of the drink. Milae a word representing emotion and devotion will take you aback by its quality.

# BY THE ELITES FOR THE ELITES

Milae is no run of the mill vodka that you can get in local outlets. Massive brainstorming with the stalwarts in the vodka business has resulted in a product that will satisfy your soul, heart and body overwhelmingly. The core concept was to create an exquisite and exclusive brand which will be unprecedented and take the market by storm. Special consideration has been given towards conceptualization of the product keeping in mind the unique needs of affluents and elites.

# AVAILABLE ONLY AT SELECT OUTLETS

You won't find Milae vodka at every outlet, liquor store or clubs. The vodka is available at only limited and exclusive outlets keeping in mind its elegance over other standard vodkas. Nevertheless, we have ensured that it is present at every outlet or clubs that are visited by high and mighty personalities. Else one can directly order on the website.



## BEAUTIFULLY CRAFTED BOTTLE

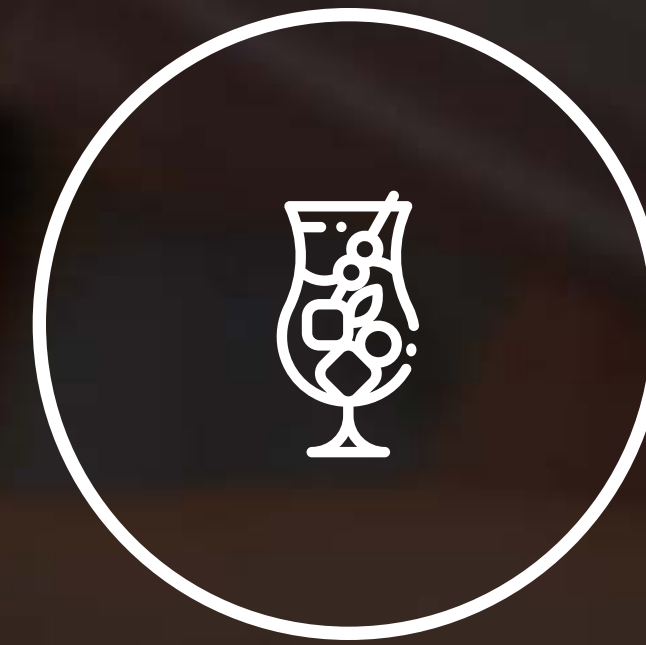
We have made no compromise when it comes to packaging. Dozens of designers were consulted before zeroing in on the best craft. The bottle is so designed that it is consistent with the elegant nature of its consumer. The design of the bottle is breathtaking and gorgeous. You will start feeling the elation the moment you get your hands on Milae vodka. The beauty of the bottle is such that you will feel gifting it amongst your esteemed network and win their hearts.

# MILAE VODKA IS NOT A DRINK BUT A CELEBRATION

Vodka is more than a drink, it is an occasion to get together with your near and dear ones to enjoy the rich experience which you will cherish and treasure lifelong and leave an indelible memory. The beautiful experience of Milae vodka will catapult you into a higher orbit of elation and pure joy. Moonshine the generic term for vodka reflects the indigenous custom, taste and culture which people take as neat or cocktails and mixed drinks is ingrained in Milae.

# DON'T MISS A CHANCE TO EXPERIENCE THE BEST

The DNA of Milae vodka is of superlative quality and nothing less than that. Milae vodka was not created for profit making but to create a niche of vodka consumers who settle for nothing but par excellence. The intention is to create a cult brand that will have exclusive people consuming it. In our endeavour to create the best, we have left no stone unturned to reach at a final product. We promise value for money and complete satisfaction.



**QUALITY IS NOT AN ACCIDENT BUT A PRODUCT OF  
SUSTAINED AND INTELLIGENT EFFORTS**



The background image is a dark, moody photograph of two glasses of tequila. The glasses are filled with a golden liquid and garnished with a slice of lime. They are placed on light-colored, square coasters. The coasters have some text on them, including "LOS ANGELES" and "D. DISTILL". In the background, there is a bottle cap and a cork stopper. The overall lighting is low, creating a sophisticated and intimate atmosphere.

THANK YOU

BOOZER - EL GROUP PRODUCT

MILANE