



SCORIE

PREMIUM VODKA

SCORE

The
best
way
to liquor



Distillation & Bottling

From field to bottle, we oversee every step in the creation of our vodka. From selecting the finest ingredients to designing an innovative process, we ensure that our vodka's natural characteristics are captured in the final spirit.

A.B.A. International LLC has direct authority over the entire process of Score Vodka's production. We control the wheat planting, harvesting and processing. We also have authority over the distillery in which the alcohol is produced, water supply channel, as well as, the bottling distribution plant. We are directly involved in the entire process to ensure that all aspects of the final product are above industry standards.

The entire process undergoes 90 quality checks, from the wheat harvesting to the final bottling and shipping.

Production of Score Vodka starts with our own finest, softest, highest grade winter wheat harvested annually in the regions of Ukraine. The rich Ukrainian mineral-saturated soil "chernozem" is considered to be the most ideal land for growing grain.





Original Methodology & Recipe

Unlike many generic vodkas on the market, we have created a unique methodology for our product. We feature our own recipe that cannot be replicated by any other vodka manufacturer. Unique taste, exceptional quality, and satisfactory drinking experience starts with proper grain, clean water, advanced filtration system, purification of distilled spirit, and unmatched quality control.

The result is an ultra-smooth, premium Score Vodka along with classic rich flavors. Each batch is created in the truest traditional style of an era defined by grace and promise.



Large Bottle 1.75 L

The 1.75 Liter bottle is the largest legal size allowable for sale in retail stores. The large glass bottle also comes with the easy-pour cap. The bottle has two grooves on the backside to allow easy handling and prevent slippage when pouring. The bottle is encased in white-gray matte, and labeled with black and red lettering and symbols. The bottle measures 12.75 inches tall, and 4.3 inches in diameter at the bottom.



Medium Bottle 750 ml

The 750 ml bottle is the traditional standard and most popular size. This bottle is also equipped with an easy-pour cap. The shape of the bottle is straight, tall and narrow enough for an easy grip. The base of the bottle is slightly wider than the rest of the body, which gives this bottle a unique look. The bottle measures 12.25 inches tall, and 2.75 inches in diameter at the bottom.



Small Bottle 375 ml

The 375 ml bottle is the smallest bottle we offer. It measures 9.5 inches tall and 2.4 inches in diameter, and has a traditional screw-on aluminum cap. This lightweight bottle fits easily in the palm of one's hand and is conveniently small enough for the consumer to carry.

PRODUCTS



Easy-Pour Cap

Score Vodka's fascinatingly practical pourer comes with a safe-pour stopper mechanism in the cap, for an easy pour with less leakage. Our bottle spout with flip-top means you keep the air out and extend the life of your vodka. Score Vodka's design comes highly recommended over most bottle tops, and means no over-pouring or under-pouring.



Target Audience

Score will focus its efforts on marketing to the millennial demographic. This includes people born between the early 1980's through the year 2000 and will include a heavy focus on current college students. This demographic has had less exposure to branding by the larger spirits which will make it easier to gain market share. In addition this group is more price conscious which will compliment Score's under \$15 price point.

Price & Competitors

At Score's price point of under \$15 retail, Score must differentiate itself from other brands near that price point. Score will differentiate by branding itself as a younger, sexier, less expensive, premium quality vodka. Score is a clean, quality vodka that is perfect for cocktail parties and home consumption.



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