

THE ENTIRE STORY OF KETEL ONE® VODKA IS ON THE BOTTLE

1 Ketel One® vodka

The **Ketel One**® vodka name is derived from Distilleerketel No.1, a Dutch word meaning 'pot still'.

2 Copper pot still

Here on the label there is a picture of the original copper pot still, 'Distilleerketel No.1' – still burning brightly today, after which the vodka is named.

3 Crafted from small batches

Ketel One® vodka is crafted from small batches using copper pot stills together with modern distilling techniques, at the Nolet family distillery, resulting in a distinctive, crisp and sophisticated taste.

4 Nolet Distillery: 1691

The distillery was founded over 300 years ago in 1691.

5 Schiedam, Holland

A town no one's heard of but everyone's grateful for! Sometimes regarded as one of the capitals of spirits, the place where brandy and jenever (Dutch gin) were apparently invented.

6 Nolet family, 10 generations

On the label we can see the Nolet family crest and if we turn the bottle around we can see the names of the 10 generations of the family. A member of the Nolet family approves every final production run.

7 Traditional bottle

The bottle was designed in the style of an original Dutch stone spirits bottle.

8 High neck

The neck of the bottle was increased in height at the request of bartenders, so that they could get a better hold of it in order to craft some of the world's greatest cocktails.



300 years of spirit distillation has inspired what we believe is the best vodka in the world