



CORPORATE DECK

2022









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# A CUT ABOVE **LE RESTE**

Guillotine is a revolutionary French vodka created exclusively from the Aÿ-Champagne region's finest pinot and chardonnay grapes.

We are 100% French and 100% natural; our products are vegan and gluten-free, contain no coloring or flavoring agents, no glycerol, and no citric acid.

Our mission is to introduce the world to the finest artisanal spirits, starting with ultra-premium vodkas that are unparalleled in quality, taste, and joie de vivre.

Guillotine Vodka is the Only Vodka Certified ORIGINE FRANCE GARANTIE



2019/20 FRENCH HERITAGE CAMPAIGN

FRENCH HERITAGE.  
BARREL-AGED.

The advertisement features a woman with long brown hair, wearing an orange off-the-shoulder top and a patterned corset-style bodice, sitting in an ornate, upholstered chair. She is holding a glass of vodka. To her right is a bottle of Guillotine Vodka and a wooden barrel. The background is a textured, dark grey wall. The brand name 'Guillotine' is written in a large, white, cursive script, with 'VODKA' in a smaller, white, sans-serif font below it. A red and blue diagonal stripe runs across the bottom right of the image.

Guillotine  
VODKA





# OUR VODKA

**GUILLOTINE  
ORIGINALE  
GUILLOTINE HERITAGE  
GUILLOTINE AU  
CAVIAR**

Guillotine Vodka® is crafted with care using artisanal techniques steeped in France's rich history of fine wines and spirits.

Handpicked, world-class grapes are slowly distilled following traditional French expertise in our 100-year old distillery, then bottled in Île-de-France in locally sourced custom-made glassware.

Guillotine Vodka® is the award-winning result of mixing our respect for traditional *savoir faire* and cutting-edge modern practices, creating the ultimate elegant vodka experience.





## ORIGINALE

# GUILLOTINE ORIGINALE

*“The lightness on the palate almost feels weightless, with a touch of salt-kissed toffee. Ethereal and pretty.”*

**- THE TASTING PANEL  
MAGAZINE**

Guillotine Originale Ultra Premium Vodka is a classic, clear vodka that is **light**, **smooth**, and **aromatic**, offering notes of citrus with hints of almond and toffee. The nose is sharp, punctuated by soft notes of **fresh lemon**.

The spirit delicately coats the mid-palate, exposing a complex structure that flows into a clean and well-**balanced finish**. Taste carefully and you'll also find the smooth and velvety palate delivers a light fruity hint of Zante currants.

Offering unparalleled quality, taste and versatility, Guillotine Originale was recently awarded the gold medal at the 2021 International Wine & Spirit Competition.







**HERITAGE**



## GUILLOTINE HERITAGE

*“You cannot say  
no to such a  
beautiful vodka”*

**- VOGUE MAGAZINE**

Guillotine Heritage Barrel-Aged Vodka is our unique “aged” vodka that’s **rested in barrels** made from special French oak, giving the spirit a warmth reminiscent of the finest French spirits. The beautiful complexity of woody notes evokes a Limousin oak cigar box, coupled with spices, vanilla, and cinnamon.

Being **aged in oak barrels** before bottling gives Guillotine Heritage its unique aromas, increased roundness, and golden amber hue. This is the only French vodka from **Champagne-region vineyards** that is aged in oak barrels, delivering a mid-palate rush that is smooth and clean, with a subtle exclamation of licorice and Szechuan pepper that gives this exceptional vodka just the right amount of umami.

The spirit was recently awarded the Gold Medal at the 2021 Spirits Selection by Concours Mondial de Bruxelles.

# A TASTE OF REVOLUTION

*Guillotine is made with only the finest raw natural ingredients.*

Our commitment to quality and taste means our vodkas are all-natural, gluten-free, vegan-friendly, and contain no additives, coloring agents, or artificial sweeteners.



## GUILLOTINE ORIGINALE

OVERALL	Light, smooth, and aromatic.
APPEARANCE	“Classic”; Clear
NOSE	Sharp, with soft notes of fresh lemon.
PALATE	Smooth and crisp.
FLAVOR	Light notes of citrus and almond.
FINISH	Clean, with a hint of Zante currants.
ALC	40%



## GUILLOTINE HERITAGE

OVERALL	Unique, rich, and complex.
APPEARANCE	“Aged”; Golden amber
NOSE	Balanced, with woody notes.
PALATE	Warm and velvety.
FLAVOR	Light notes of cinnamon, vanilla, and spices.
FINISH	Strong, with a hint of licorice.
ALC	45%



# GUILLOTINE VODKA CAVIAR

## *The world's finest caviar vodka*

From Paris to New York, Petrossian's caviar is renown as an elegant icon and ambassador of true luxury.

After years of research, **Guillotine** and **Petrossian** have developed the world's first method of distilling caviar into vodka.



Guillotine Ossetra Caviar Vodka is distilled with only the finest caviar (20 g of Ossetia caviar per liter).

The nose is delicate with salty, almost smoky notes and is balanced with the lemony freshness of Guillotine Originale.

This vodka is full of finesse and subtlety where the balance of flavors prevails for a striking taste experience.

Guillotine Ossetra Caviar Vodka has been awarded 14 times at international competitions, receiving the ultimate honor in 2022: a double gold medal at the prestigious San Francisco World Spirits Competition.



375ml & 35cl    750ml & 70cl    1.75L    1L



700 ml



375ml & 35cl    750 ml & 70cl    1.75L    1L



# OUR PROCESS



## OUR PROCESS

# VODKA À LA FRANÇAISE

Guillotine is crafted with care using artisanal techniques steeped in France's rich history of fine wines and spirits.

With an unapologetic respect for traditional *savoir faire*, our process starts by handpicking and de-seeding world-renowned grapes, slowly pressing them, patiently distilling them, and expertly preserving their essence.





## Our Process

OUR VODKAS ARE CRAFTED WITH LOVE  
AND CARE USING ARTISANAL  
TECHNIQUES STEEPED IN FRANCE'S RICH  
HISTORY OF FINE WINES AND SPIRITS.



### GRAPE HARVEST

Our process starts by handpicking and de-seeding world-renowned grapes from the champenois vineyard. Grapes varieties consist of Pinot Noir, Pinot Meunier and Chardonnay.



### DISTILLERY

After pressed, the grape marc is fermented and then slowly distilled in a 100-year-old distillery, following the standards of traditional French expertise to preserve the subtleties of the fruit.



### HERITAGE AGING

For Guillotine Heritage, our signature aged vodka, the spirit is left in French oak barrels from Limousin region, giving the spirit exceptional warmth and sweetness.



**GUILLOTINE  
ORIGINALE**

### BOTTLING

The resulting spirit is collected and transported to our warehouse in Île-de-France, where the vodka is bottled in locally sourced, custom-made glassware.



**GUILLOTINE  
HERITAGE**





## OUR PROCESS

## OUR VINEYARD

Guillotine is the result of our respect for traditional *savoir faire* and our dedication to artisanal processes. The exceptional taste and finish of Guillotine is in large part the product of mingling world renowned white and black grapes —Pinot Noir, Pinot Meunier, and Chardonnay—from the Champenois vineyards.

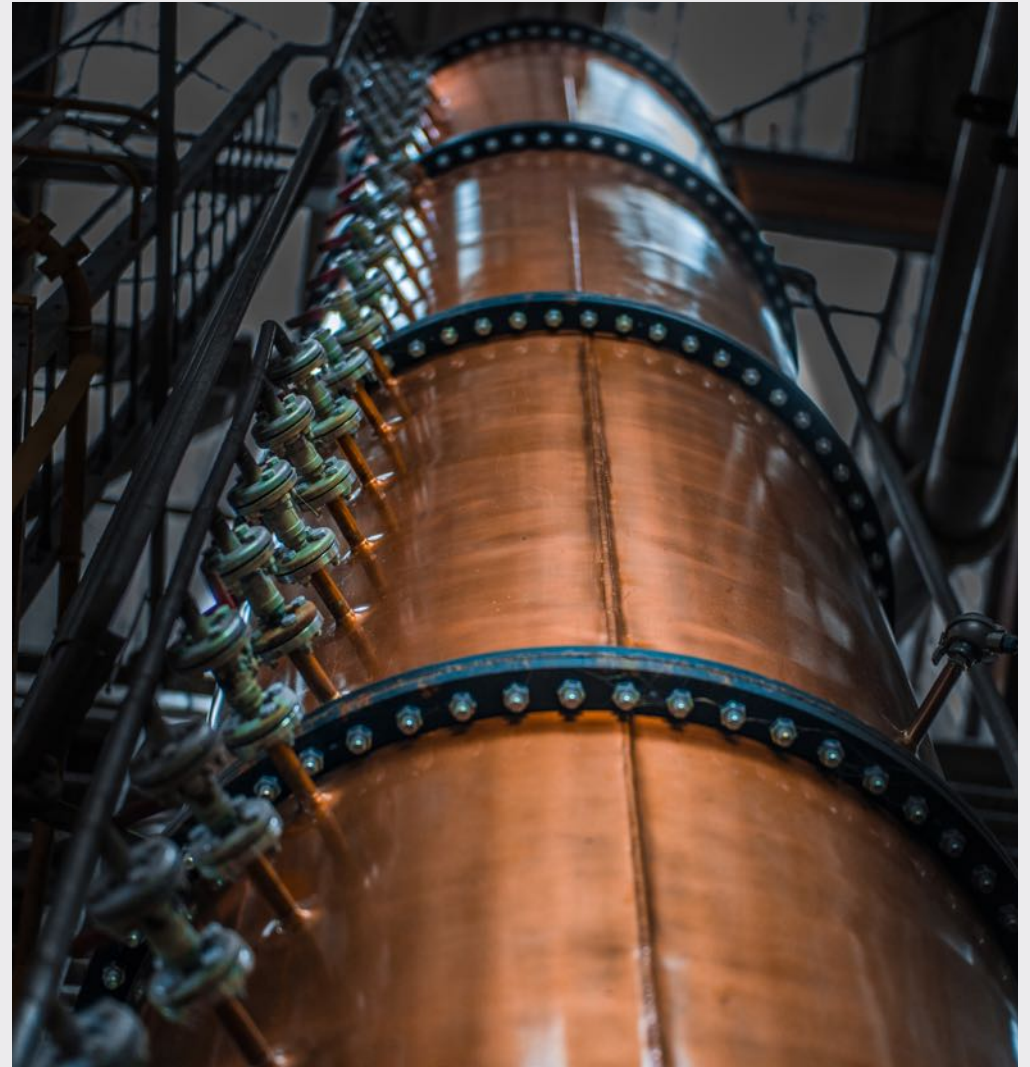
It's here, nestled among vine-covered arbors tended to by experienced vintners, that the process of making award-winning vodka begins.

*Champenois Vineyard of Aj-Champagne*



## OUR PROCESS

Once pressed, the grape marc is fermented and then slowly distilled in a 100-year-old distillery, following standards of French expertise to preserve the subtleties of the fruit. The resulting spirit is collected and transported to our warehouse in Île-de-France, where the vodka is bottled in locally sourced, custom-made glassware.



## OUR PROCESS



## CASK APPEAL

Guillotine Heritage is the only French vodka that is aged in Limousin oak barrels, giving this exceptional spirit its unique aromas, increased roundness, and golden amber hue.



# THE FOUNDERS



## THE FOUNDERS

# FRENCH EXPERTISE, ACCLAIMED QUALITY

### PAUL BERKMANN

After a career in media and sporting events management, Mr. Berkmann founded Guillotine to create an innovative, all-natural vodka made exclusively with premium French ingredients using longstanding French artisanal techniques.



### JEAN-LUC BRAUD

Previously with the Rémy Cointreau Group, as the artisan maître de chai for Guillotine, Mr. Braud has utilized his extensive knowledge of spirits to create a signature vodka of uncompromising quality, character, and taste.



*“We pride ourselves on the excellence of our vodkas and look forward to sharing a French treasure with our friends across the Atlantic.”*

**PAUL BERKMANN,  
FOUNDER**





# AWARDS & ACCOLADES



# AWARDS & ACCOLADES



*April 2019*  
**WOMEN'S WINE & SPIRITS AWARDS**  
 ORIGINALE: DOUBLE GOLD  
 HERITAGE: GOLD  
 PETROSSIAN: DOUBLE GOLD



*April 2019*  
**SAN FRANCISCO WORLD SPIRITS COMPETITION**  
 ORIGINALE: SILVER  
 HERITAGE: SILVER  
 PETROSSIAN: SILVER



*April 2019*  
**LONDON SPIRITS COMPETITION**  
 ORIGINALE: SILVER



*May 2019*  
**SIP AWARDS**  
 ORIGINALE: SILVER & CONSUMER'S CHOICE AWARDS  
 HERITAGE: DOUBLE GOLD & INNOVATION AWARDS  
 PETROSSIAN: BRONZE



*May 2019*  
**PALMARES NATIONAL DE L'AVGF**  
 ORIGINALE: SILVER  
 HERITAGE: GOLD  
 PETROSSIAN: GOLD



*May 2019*  
**PARIS INTERNATIONAL SPIRITS TROPHY**  
 ORIGINALE: GOLD  
 HERITAGE: SILVER  
 PETROSSIAN: GOLD



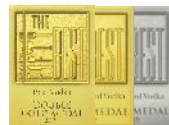
*May 2019*  
**NEW YORK INTERNATIONAL SPIRITS COMPETITION**  
 ORIGINALE: BRONZE  
 HERITAGE: SILVER  
 GUILLOTINE: FRANCE VODKA OF THE YEAR



*June 2019*  
**INTERNATIONAL SPIRITS CHALLENGE**  
 ORIGINALE: BRONZE  
 HERITAGE: SILVER  
 PETROSSIAN: GOLD



*June 2019*  
**LOS ANGELES INTERNATIONAL SPIRITS COMPETITION**  
 ORIGINALE: BEST OF CATEGORY - GOLD  
 HERITAGE: SILVER  
 PETROSSIAN: BRONZE



*July 2019*  
**THE FIFTY BEST**  
 ORIGINALE: DOUBLE GOLD  
 HERITAGE: GOLD  
 PETROSSIAN: SILVER



*July 2019*  
**INTERNATIONAL WINE & SPIRIT COMPETITION**  
 ORIGINALE: BRONZE  
 ORIGINALE + DOUBLE DUTCH TONIC: SILVER  
 HERITAGE: SILVER



*August 2019*  
**LAS VEGAS GLOBAL SPIRIT AWARDS**  
 ORIGINALE: GOLD  
 HERITAGE: SILVER  
 PETROSSIAN: BRONZE



*August 2019*  
**USA SPIRITS RATINGS**  
 ORIGINALE: BRONZE  
 HERITAGE: SILVER  
 PETROSSIAN: BRONZE



*September 2019*  
**SPIRITS SELECTION BY CONCOURS MONDIAL DE BRUXELLES**  
 HERITAGE: SILVER



*April 2020*  
**SAN FRANCISCO WORLD SPIRITS COMPETITION**  
 ORIGINALE: DOUBLE GOLD  
 HERITAGE: SILVER



*November 2020*  
**SPIRITS SELECTION BY CONCOURS MONDIAL DE BRUXELLES**  
 ORIGINALE: GOLD



*April 2021*  
**SAN FRANCISCO WORLD SPIRITS COMPETITION**  
 ORIGINALE: SILVER  
 HERITAGE: SILVER



*July 2021*  
**INTERNATIONAL WORLD SPIRITS COMPETITION**  
 ORIGINALE: GOLD  
 GUILLOTINE AU CAVIAR PETROSSIAN : SILVER  
 HERITAGE: BRONZE



*November 2021*  
**SPIRITS SELECTION BY CONCOURS MONDIAL DE BRUXELLES**  
 ORIGINALE: GOLD  
 HERITAGE: GOLD



*March 2022*  
**INTERNATIONAL WORLD SPIRITS COMPETITION**  
 ORIGINALE: SILVER  
 HERITAGE: SILVER  
 GUILLOTINE AU CAVIAR PETROSSIAN : SILVER



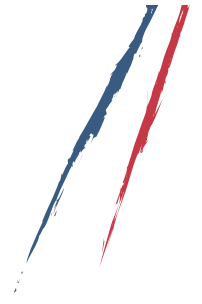












VENDORS



## VENDORS

## HOTELS



 <b>AIRELLES</b> <small>SAINT-TROPEZ</small> <i>Château de La Messardière</i> LES AIRELLES - CHÂTEAU DE LA MESSARDIÈRE	 <b>SOFITEL</b> <small>HOTELS &amp; RESORTS</small> <b>PARIS ARC DE TRIOMPHE</b> SOFITEL PARIS ARC DE TRIOMPHE	 <b>THE PENINSULA</b> <small>BEVERLY HILLS</small> THE PENINSULA BEVERLY HILLS	<b>SUNSET MARQUIS</b> SUNSET MARQUIS LA
 <b>Le Coucou</b> <small>MÉRIBEL</small> LE COUCOU MÉRIBEL	 <b>EDEN ROCK</b> <small>ST BARTHS</small> EDEN ROCK	 <b>LILLY OF THE VALLEY</b> <small>WELLNESS &amp; ART DE VIVRE</small> LILLY OF THE VALLEY	<b>LVTETIA</b> <small>RIVE GAUCHE, PARIS</small> LVTETIA
 <b>Ritz</b> <small>PARIS</small> THE RITZ PARIS	 <b>LE ROYAL MONCEAU</b> <small>RAFFLES PARIS</small> ROYAL MONCEAU PARIS	 <b>FOUR SEASONS</b> FOUR SEASONS LOS ANGELES	 <b>LOU PINET</b> <small>SAINT-TROPEZ</small> LOU PINET

*and more*

## VENDORS

## RESTAURANTS



CATCH LA



GUCCI MASSIMO BOTTURA  
BEVERLY HILLS



NOBU



PORTA VIA



PENDRY WEST HOLLYWOOD



PROVIDENCE LA



PETROSSIAN



LA PETITE PLAGE St-TROPEZ



LES DISCIPLES



LA MAISON RUSSE



GIRAFE



OCHRE RESTAURANT 1\*

*and more*

## VENDORS

## BARS



THE NICE GUY



BOOTSY BELLOWS



LE MEDELLIN



SHORE BAR



HEMINGWAY BAR  
*fine mixology & luxury spirits*

BAR HEMINGWAY



L'AQUARIUM DE PARIS



LONG BEACH CANNES



HARRIET'S



WALLY'S BEVERLY HILLS



KUBE PARIS



71 ABOVE



CHEZ CASTEL

*and more*





# THE MARKET

## COMPETITIVE POSITIONING

# GUILLOTINE, THE CRAFT & ULTRA PREMIUM VODKAS





# PRESS & EVENTS



# AMFAR - CANNES FILM FESTIVAL 2022



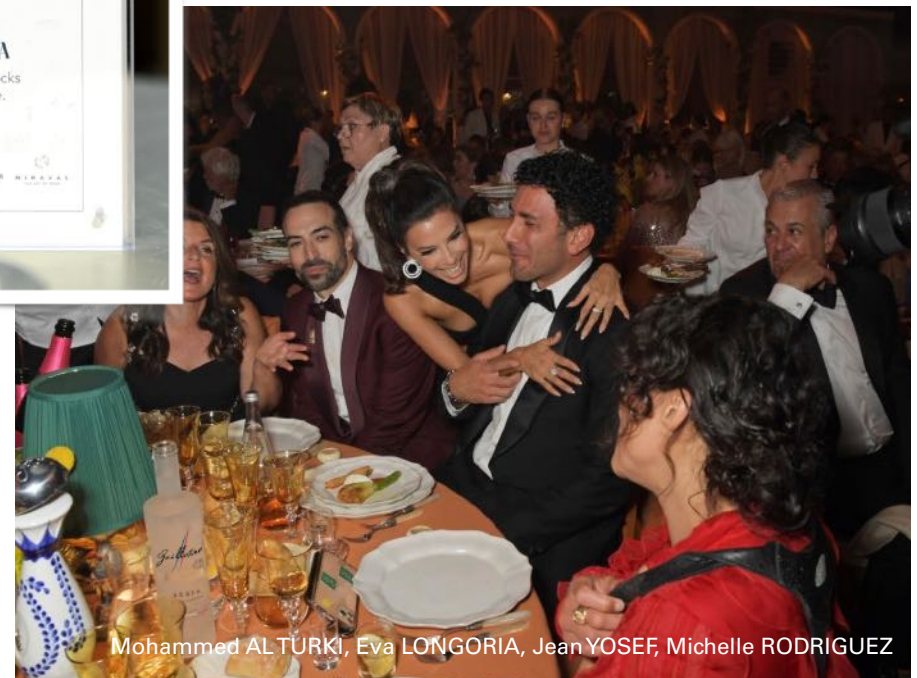
Naomi CAMPBELL, Mohammed ALTURKI



Kylian MBAPPÉ



Tom HANKS, Natasha BASSETT



Mohammed ALTURKI, Eva LONGORIA, Jean YOSEF, Michelle RODRIGUEZ



# CÉRÉMONIE DES TALENTS DU LUXE ET DE LA CRÉATION

*Paul Berkmann - Lauréat du Talent de l'Invention*



## 2022 TALENT DE l'Invention

● Les lauréats...

### **Paul Berkmann**

Président, Fondateur  
BASTILLE DAY

#### **LE COLBERT DE LA VODKA**

Paul Berkmann, grand amateur de vins et de spiritueux formé au Centre international des Spiritueux à quelques kilomètres de Cognac, se lance un défi, en 2016 : créer de toutes pièces une vodka naturelle française de grande qualité (sans adjuvants chimiques), qui pourrait être vieillie en fûts de chêne – de toutes les boissons alcoolisées, seule la vodka ne supporte pas, a priori, le processus du vieillissement. Il crée la société Bastille Day, qui lancera sur le marché, quelques mois plus tard, la marque Guillotine Vodka qui se décline en trois produits : Guillotine Originale (blanche), Guillotine Héritage, caractéristique par sa couleur ambrée due au fût de chêne précisément, et Vodka au caviar Petrossian by Guillotine.

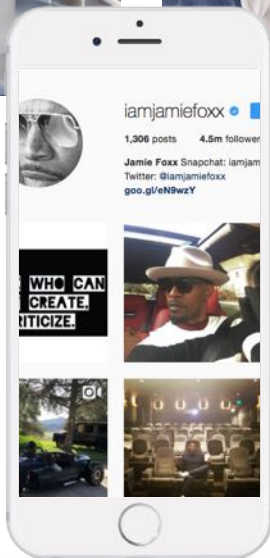
Des produits haut-de-gamme produits par le maître de chai Jean-Luc Braud (issu de chez Rémy Cointreau), avec l'appui d'une vingtaine d'artisans français experts de la chose, à partir de pinot noir, de pinot meunier et de chardonnay vendangés en Champagne puis distillés chez Ay-Champagne. Tout est français chez Guillotine, y compris la bouteille et les étiquettes. Ce qui permet à la marque d'obtenir le label « Origine France garantie ». Les vodkas de Paul Berkmann ont convaincu des barmen



et des mixologues d'établissements prestigieux, en France mais aussi à l'international, et notamment en Californie, dans un pays (les États-Unis) qui représente 30% des ventes de vodka dans le monde. Pas étonnant : Guillotine a reçu une pluie de médailles d'or dans les salons et les colonnes des magazines spécialisés, étant saluée à plusieurs reprises comme « la meilleure vodka au monde », alcool le plus consommé au monde.



# EVENTS WITH JAMIE FOXX





## EVENTS WITH PAMELA ANDERSON, PETRA & BERNIE ECCLESTONE





## MARY J BLIGE CONGRATULATORY PARTY AND BIRTHDAY CELEBRATION

Mary J. Blige spent her birthday marking another milestone in her career as she was presented with a star on the Hollywood Walk of Fame on January 11th. In honor of this achievement, she hosted 100 people including notable celebrities Jesse Williams and Angie Martinez. Guests enjoyed a seated dinner with Guillotine cocktails poured throughout the night.



## BLACK STAR GRAND OPENING FEATURING JUSTIN BIEBER

This month, Black Star Burger held its Grand Opening in the famed Fairfax district of LA. The restaurant chain originated in 2016 in Moscow, Russia by chef/businessman Yuri Levitas, famous Russian rapper Timati and his business partners Pashu and Walter. After renowned success and almost 25 locations across Eastern Europe, they opened their first west coast spot. Sticking to their Black Star roots in the making of music, they first opened Black Star Music USA, partnering with Poo Bear, a music prodigy, songwriter and artist along with local businessmen and marketing experts to make waves in the US.





# Forbes

## FORBES MAGAZINE

Guillotine Vodka® featured in the April 20202 issue of *The Forbes Magazine*.

## The World's Best Vodkas: 2022 San Francisco World Spirits Competition

### Forbes



Guillotine Vodka, Au Caviar  
Petrossian Vodka PHOTO  
COURTESY GUILLOTINE VODKA/AIMERY  
CHEMIN 2017

The runner-up in the Flavored Vodka category was **Guillotine Vodka, Au Caviar Petrossian Vodka**. This is a French vodka inspired by the legendary caviar retailer Petrossian. The vodka features saline and mint/menthol notes with an unmistakable caviar note reminiscent of seaweed and smoked fish.

The Judging Panel described the vodka as:

*Complex nose featuring a hint of licorice, some savory notes and a slight fish note. On the palate a pronounced caviar flavor. Smooth and satiny in the mouth. A caviar flavored vodka, is this not the ideal pairing with caviar blinis and cream?*



Amir Vahdani, Director of Food and Beverage for the Four Seasons in Beverly Hills, CA, says he appreciates the uniqueness of a spirit like Guillotine Heritage Vodka. He features the spirit in his Black Magic cocktail alongside Carpano Antica Vermouth and black walnut bitters.

#### The Seventeen89

Created by Amir Vahdani

- 2 oz. Guillotine Heritage Vodka
  - ½ oz. lime juice
  - 3 oz. ginger beer
- Serve in a copper mug and garnish with candied ginger and a sprig of fresh rosemary.

#### Black Magic

Created by Amir Vahdani

- 2 oz. Guillotine Heritage Vodka
  - ½ oz. Carpano Antica Vermouth
  - 1 dash black walnut bitters
- Serve in a coupe garnished with a lemon twist.

Vahdani also uses Guillotine Heritage in his Black Magic cocktail with Carpano Antica Vermouth and black walnut bitters; however, he doesn't discourage serving the aged vodka by itself. "Its complex flavors and smooth finish make it perfect for a range of sophisticated cocktails, but Guillotine Heritage is one of the few aged vodkas that can be enjoyed on its own, so I frequently suggest experiencing this wonderfully aged vodka neat or over ice," he explains.

Whether you enjoy this spirit on the rocks, neat, or in a cocktail, one sip of Guillotine Heritage will prove you're tasting something revolutionary. ■

While Classic American spirits like bourbon and rye have had their time in the spotlight, spirits that think outside the box have been taking the stage as of late.

Guillotine is Guillotine Original, the amber-hued, aged spirit. It's not Noir, Pinot Meunier, or any of the other grapes from a village in the region of France, but it's a blend of Cognac and Armagnac, both of which are aged in Limousin oak. The golden liquid with its hints of spice and hints of licorice, ensuring a completely different flavor profile of vodka.

Guillotine Heritage's U.S. debut, mixologists around the world have begun experimenting with a range of cocktails. At the Four Seasons in Beverly Hills, classic Italian food is given a modern twist in a luxurious setting. No wonder, then, that the brand has found a home in the experienced

hands of Amir Vahdani, the hotel's Director of Food and Beverage.

"We wanted to have this spirit that's definitely a cut above the rest," Vahdani says. "One can't help but notice that Guillotine Heritage is different from all other vodkas. First of all, its amber hue is totally unique and a great conversation starter. People want to know why the vodka is brown, which allows us to delve into its amazing story." Vahdani also cites the fact that Heritage, like Guillotine Original, is vegan and gluten-free, which are important selling points when accommodating the discerning clientele who visit the Four Seasons.

The brand draws its memorable name from the device that became a symbol of the French Revolution, so Vahdani drew on this time period for his cocktail, The Seventeen89. Named after the year the revolution began and served in a copper mug, this inventive take on the Moscow Mule makes use of the full-bodied flavor of barrel-aged Guillotine Heritage to elevate itself above drinks made with standard vodkas.



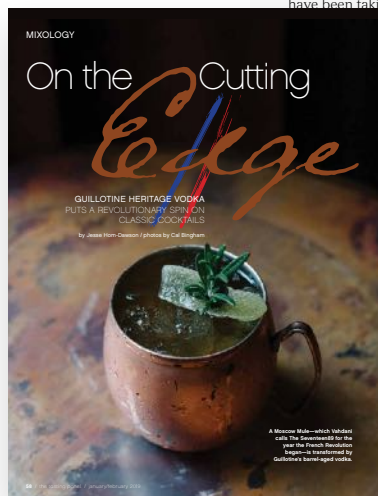
The barrel-aged sibling of Guillotine Original, Guillotine Heritage Vodka is named after the device that came to define the French Revolution.

january/february 2019 / the tasting panel / 59

THE  
tastingpanel  
MAGAZINE

## THE TASTING PANEL MAGAZINE EDITORIAL

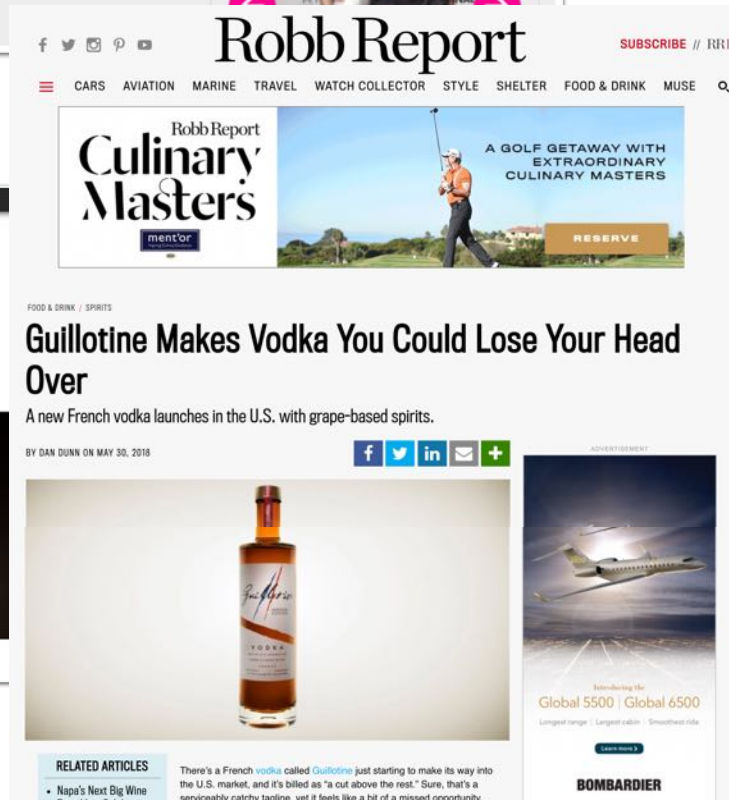
Guillotine Vodka® featured in the January 2019 issue of *The Tasting Panel Magazine*.



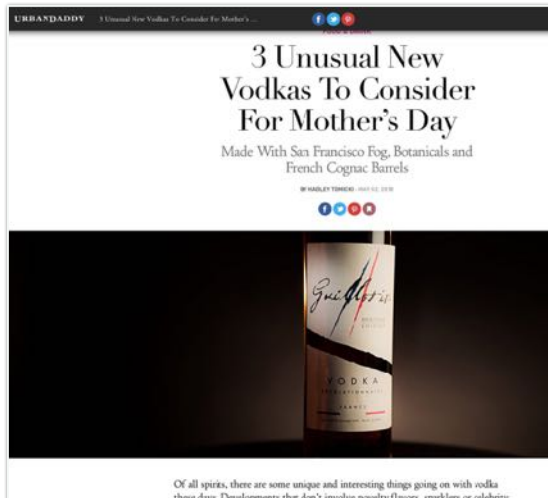
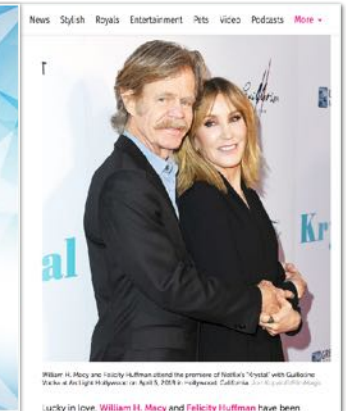




## PRESS REVIEW



Scott Disick and Sophia Richie kept each other close The VIP Opening of Maddox Gallery LA featuring its inaugural exhibition 'Best of British', where guests enjoyed specialty cocktails provided by Guillotine Vodka on Thursday, October 11th in West Hollywood, CA.



## Guillotine Makes Vodka You Could Lose Your Head Over

A new French vodka launches in the U.S. with grape-based spirits.

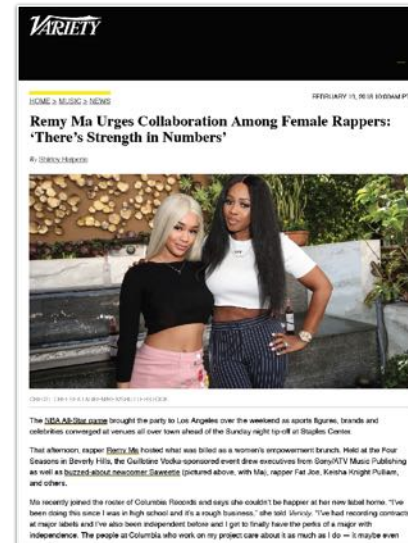
By Dan Dunn on May 30, 2018



### RELATED ARTICLES

Napa's Next Big Wine Brand Is a Polakovich

There's a French vodka called *Guillotine* just starting to make its way into the U.S. market, and it's billed as "a cut above the rest." Sure, that's a serviceably catchy tagline, yet it feels like a bit of a missed opportunity.



## OUR PROMISE

# CUTTING EDGE

Inspired by history, driven by tradition, and dedicated to craft, Guillotine Vodka® is a revolutionary spirit made for sophisticated drinkers and risk-takers around the world.



[contact@guillotinevodka.com](mailto:contact@guillotinevodka.com)



CONTACT

