

DAVAI

# DAVAI

THE RUSSIAN STANDARD COCKTAIL EXPERIENCE



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Русский  
СТАНДАРТ®



# Davai

The Russian Standard Cocktail Experience

## **ДАВАЙ translated:**

**давай** (*davai*): pronunciation

1. Let's go (as in a call to action)
2. Go for it!

*Russians know how to enjoy themselves—carpe diem might have been a Latin phrase, but it certainly found its currency here in Russia. Whether you're in a gourmet restaurant, at a private dinner party, a cocktail reception or a night club, in Russia, "Davai!" means you're game, whether for something new or something classical. After all, discretion is ill-advised, if you're the guest, and downright rude if you're the host.*



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# Russian Standard vodka

In 1998, we made history by launching a brand new premium vodka distilled and bottled exclusively in Russia using only the finest Russian ingredients. Less than ten years later, our daring enterprise has paid off. Not only is Russian Standard Vodka the number one premium brand in our homeland – where it symbolises the essence of our vibrant, modern society – but major international markets are also turning to our outstanding spirit. By employing a unique blend of centuries-old tradition, a passionate attention to detail and state-of-the-art distilling techniques, we have created a contemporary classic, an entirely Russian vodka unrivalled anywhere in the world. Located in the Imperial city of St. Petersburg, our 30,000 square meter distillery, with advanced, green distilling technologies, is one of the most advanced vodka production centers in the world. From our carefully selected winter wheat grains in the southern Russian steppes to the soft glacial waters of the frozen north, Russian Standard Vodka is a commitment to the best Russia can offer. Now we want vodka connoisseurs everywhere to enjoy this most elegant of Russian pleasures. Davai! The Russian Standard Cocktail Experience is a testament to these achievements and a celebration of modern Russia: at once mysterious, rich, and dynamic. We hope you enjoy this inspiring cocktail and culinary journey through the motherland and the spirit that lies at its heart.

**Roustam Tariko**  
**Founder Russian Standard**

# Original



Recognized in its homeland as a benchmark for excellence, Russian Standard Original owes its name and quality to Dmitri Mendeleev's classic formula, commissioned by Czar Alexander III for optimum balance and purity. Its combination of traditional wheat taste—from the hardy winter wheat of the Russian steppes—and remarkable purity—from the soft glacial waters of the frozen north—make Russian Standard Original a perfect vodka to sip neat or as your preferred spirit for a long drink. Russian Standard has come to epitomize vodka in the spirit's motherland, and in the process become an iconic symbol of modern Russian life and dynamism. The dramatic bottle design, inspired by the Peter the Great Bell Tower in the heart of Moscow, evokes Russia's Imperial past, and the vital role that vodka plays in Russia's most elegant traditions. Striking a balance between Russian heritage and the energy of modern life, Russian Standard Original is a masterpiece of technology, passion and craftsmanship.

# Platinum



Russian Standard Platinum takes Mendeleev's recipe for the czars one step further, combining the purest ingredients with a state of the art silver filtration system to produce an ultra-crisp, ultra-smooth spirit. Uniting a passion for perfection with daring energy and confidence, Platinum has become the favorite vodka among Russia's booming, young generation of successful urban professionals, who work and play hard enough to put even 1980s New Yorkers to shame. A vodka of unparalleled energy and clarity, Platinum is sure to meet the demands of the most dynamic, yet discerning drinkers, wherever they might be in the world—a symbol of achievements past, as well as those to come.

# Ten Things You need to know about Vodka!

**1.**

The word “vodka” comes from the Russian word for water, “voda.” In Russian, vodka means literally “little water.”

**2.**

Vodka was first made for medicinal purposes, and to this day many Russians use vodka for its great medicinal powers.

**3.**

In 13th century Russia, vodka was believed to contain its own spirit and it was used at religious events. A cup would be passed around and those who refused to partake would be considered impious.

**4.**

According to Russian vodka drinking tradition, if you look into the eyes of the person you’re toasting, you can see into his soul. On a more racy note, it is said that if you do not look into the eyes of the person in front of you during a toast, then you are cursed with 7 years of bad sex.

**5.**

Vodka was all that Napoleon’s soldiers took from Russia, bringing it with them in large quantities as they retreated back to France.

**7.**

Russian standards for vodka production were introduced in 1894 by Alexander III, based on a formula created by famed Russian scientist Dmitry Mendeleev, the inventor of the Periodic Table of Elements.

**9.**

Vodka shouldn’t be stored in the freezer, because extreme temperature begins to undo the distillation process and overpowers the natural, bread aroma of a good vodka. Ideally, vodka needs to be chilled between 5 and 7° C (41-44° F).

**6.**

In 1751 the taxes on vodka were a key element of government finances in Czarist Russia, providing at times up to 40% of state revenue.

**8.**

True Russian vodka is produced from hardy winter wheat from the southern steppes of Russia.

**10.**

Russia represents the world’s largest vodka market today, five times the size of the second market in the world, and vodka has been part of Russian history for over a thousand years.



# Zakuski



Vodka is to the Russians what wine is to the French, or whiskey to the Scotch and Irish, a spirit that touches on hundreds of years of history, rituals, culture and cuisine. Appetizers, amuse-bouches, starters, snacks, tapas, hors d'oeuvres, canapés, small plates - Russians, strong believers that brevity is the soul of wit, have given them but one name: zakuski. A central part of any Russian social event, these delicate, colorful bites are often piled so high that tables groan beneath their quantity and variety, demonstrating the sheer expanse of the country with influences from all corners of what was once Imperial Russia, then the Soviet Union, and today the Russian Federation. A kaleidoscope of Russian culinary traditions, zakuskis might include jewel bright salad, cured meats, smoked fish, tiny sandwiches, airy dumplings, fluffy pastry parcels, mushrooms and cucumbers pickled to perfection and, with premium vodkas by Russian Standard, plenty of caviar, which can be eaten piled atop blini and garnished with hard boiled eggs, sour cream and chopped onion or, as the really decadent do, straight off an ivory spoon. It's a tradition that brings all the glory of yesterday to modern-day, international indulgence - and one that can keep any evening celebration going strong into the next day.

# The Straight



Just as Siberia is Russia at its coldest, Russian Standard is vodka at its purest. Try it straight, chilled to 15 degrees Fahrenheit, though, and you'll enjoy an experience beyond smooth. Remember to savor the vodka: sip, don't swig, swirling it on your tongue before swallowing. Flavor and texture will come together as one pure sensation. Add crushed ice into the mix, and you'll create your own snowstorm.

50 ml/1.7 fl oz  
of Russian Standard

Pour into chilled glass.  
Enjoy immediately.

# Straight On The Rocks



50 ml/1.7 fl oz  
of Russian Standard  
Crushed Ice

Pour into chilled glass.  
Enjoy immediately.

# The Russian Way



Superstitions and rituals are a central and enriching part of everyday Russian life—from remembering never to give your sweetheart an even number of flowers, to never shaking a gloved hand. Vodka is not excluded from these traditions, either: always remember to leave your glass on the table when your drink is poured, to raise it while a toast is being proposed (no matter how long the toast!), and to keep it in the air until you've drained the glass. Between glasses of Russian Standard, try following another Russian custom—sipping a fresh juice. This is not to “chase” the vodka, but rather to give it a new intensity, to bring out its natural depth and spice with your choice of refreshing juices, be it cranberry or grapefruit, pineapple or redcurrant (we recommend something seasonal and fresh-squeezed). After the vodka, you'll appreciate the way the fruits leave your mouth feeling open, raw, and ready for more. With a little luck and creativity, you just might invent a vodka-juice combination that's worth repeating—and since it's also a custom to finish an opened bottle in one sitting, you'll have plenty of opportunity to experiment.

50 ml / 1.7 fl oz Russian Standard  
100 ml / 3.7 fl oz juice of choice

Pour ingredients into separate glasses.  
Drink the vodka shot before drinking the juice.

# Introduction

The past few years have marked a revolution of sorts for the clear, icy smooth liquid that has quietly become the drink of choice for global sophisticates. Vodka has elbowed gin out of the classic martini, whiskey out of the hands of trend-aware connoisseurs, white wine away from figure-conscious female professionals and tequila out of the shot glasses of university students. And vodka's appeal is just that universal - it appears at once sleek and democratic, cosmopolitan and accessible. To many, vodka is the king of cocktails, the spirit that can seamlessly wed all manner of liquids, sweet and savory, from soda to beef broth. But this is vodka's potential tragedy: the sexy cocktail du jour, however tasty—the Sex and the City Cosmopolitan, the perennial Appletini, or the classic vodka-mixer combination, a favorite with young celebrities and leggy socialites from New York to Moscow via London, perpetuates the myth that vodka is devoid of its own flavor and texture. That is, until the makers of Russian Standard gave us a new velvety smooth taste.

Vodka is thoroughly Russian. And while many are quick to acknowledge this, one rarely stops to consider its heritage and meaning or the tradition behind the drink. In 1998, after years of watching our native Russia turn its back on its vodka heritage, leaving ultra-premium production to countries like France and Finland, Roustam Tariko launched Russian Standard Original - the first premium vodka distilled and bottled exclusively in Russia.

# Russian Toasts

In Russia, vodka is a national treasure. And so when we drink, it is not about mere consumption but commemoration.

After all, a toast is a moment of communion, bringing people together, looking at the person in front of you. That is why we look in each other's eyes when toasting. When you look someone in the eyes, you are looking into the Russian soul: a compelling, mysterious part of Russian culture that has been the driving force behind many a great (if long) novel, and many a great (if longer) night. (On a racier note, it is said that if you do not look into the eyes of the person in front of you during a toast, then you are cursed with 7 years of bad sex—naturally, something to be avoided.)

## До дна!

DO DNA!

*Until the end, the heroic!*

(Shot taken in one go).

Russian Standard is a vodka better sipped than taken in one shot. Its unique character and unrivalled purity is better tasted than swallowed. Nonetheless, there are moments that call for kicking it back, as it were. Appreciate the slightly dry aftertaste with a hint of sweet spices.

## За встречу!

ZA VSTRECHYE!

*Until we meet again!*

When vodka was first conceived, sometime back in the 15th century, travel was not what it is today. We might think we have a tough time with new security laws and tightened baggage restrictions at airports, but it used to be that going 100 km was a matter of life and death. But nothing can keep the Russians from their heavily social selves. Vodka has always been at the center of any gathering—be it a casual weekend chat with a friend or a feast at a wedding. This toast is a way to celebrate the importance of friendship and companionship, no matter the distance to come between you.

## Ваше здоровье!

VASHE ZDOROVIE!

*To your health!*

Whether it's "Santé!" in French or "Salut!" in Italian, wishing our close ones good health is a time-honoured tradition throughout Russia and the world. Not to mention that, in Russia, vodka has been used for medicinal purposes for centuries. It is commonly believed that one shot, or 50ml, of vodka per day benefits the body's blood circulation. And similar to the US or the UK where a nip of brandy or whiskey is commonly used to mellow the effects of a cold, in Russia, you're given vodka, straight and heavily peppered, then told to jump into bed under several blankets to sweat off what ails you.

## За милых дам!

ZA MILYH DAM!

*To lovely ladies!*

When you live in a country of willowy women with leggy legs, long locks of gold and brown, and high chiseled cheek bones, it's only natural to raise a glass to the fairer sex every once in a while.

## Выпьем за любовь!

VIPIEM ZA LUBOV!

*Let's drink to love!*

The Russians are a romantic lot, and courtly love, folkloric feats and poetry are still a staple of many a Russian romance. But love in Russia has to do with much more than just what goes on between a couple: it also extends to a Russian's relationship with his country, from its vast landscapes, to its unforgettable cuisine. This toast is really about a passion and a zest for life that is unmistakably Russian.



# Russian Specials

# Bar Solyanka Mélange



50 ml/1.7 fl oz Russian Standard  
60 g/2 oz Dog Rose Preserves  
15 ml/0.5 oz Lime juice

Shake ingredients vigorously over ice.  
Double-strain and pour into a chilled  
cocktail glass.  
Garnish with an orchid flower and serve  
immediately.

A stone's throw from the Kremlin, Solyanka's reputation among hipsters is as fortified as its more established neighbor. From hip-hop nights with beats from Atlanta to Archangelsk, to Drum and Bass and Jungle nights, Solyanka has a dash of London's flair for music but with indulgent Russian proportions. Its large dining room clears out around midnight as cool cats fill the dancefloor and party like its 1999.



## The Mélange

The dog rose, or *rosa canina*, has more to offer than just its pale pink petals: as autumn unfolds these flowers mature into bright red-orange "hips". Being exceptionally high in vitamin C, iron and antioxidants, these fruits have been used since prehistoric times for their unparalleled health benefits – and as a treat in pies, teas, and marmalades around the world. Now, tart dog rose preserves are combined with fresh limes in an original cocktail that is as elegant, crisp and exotic as it is earthy and timeless. We're just surprised nobody thought of it before.



Bar 30/07

# Grapefruit Juliet

50 ml/1.7 fl oz Russian Standard  
8 mint leaves  
30 g/1 oz Lime  
Pink grapefruit - 1/2  
15 g/0.5 oz Honey  
15 ml/0.5 oz grenadine

29

A classic cocktail bar, 30/7 was a pioneer in the cocktail culture of Moscow. 30/7 is that rare thing: a chic no-frills bar for the aficionados of an apéritif, a digestif, or a mid-evening pick-me-up. Expert bartenders and familiar faces greet you for an evening of substance over style.



## Grapefruit Juliet

Imagine a lazy afternoon: you're about to enjoy one of those late summer lunches on the back porch—the ones that carry you straight into dinner time before you know it. It's the perfect setting for refreshing citrus and mint. But before you reach for that pink lemonade or mix up a mint julep, why not try something with an extra dash of chic? This cocktail is as summery and fresh as the old homespun varieties, but with Russian Standard in the mix, it's more modern, sleek and sophisticated than anything you've had at the country house—or in the clubs—before.





# Simachev Bar

## Royal Fusion

Half British pub, half boudoir, Simachev's bar is the ultimate maximalist interior in Moscow today with its tongue-in-cheek references to Russian pop-culture and dashes of gangster chic. The bar, situated below the flagship boutique on Moscow's posh Stoleshnikov, is an intimate space with great guest DJs—including Flammable Beats, Djungl, and Vobla—not to mention some of the most daring design this side of the Atlantic. Highlights include a soft-core Japanimé manga mosaic, an airplane ejection seat and lots of leggy blondes dancing on table tops.



40 ml/1.4 fl oz Russian Standard  
50g/1.7 oz Seedless grapes  
50g/1.7 oz Cubed pineapple  
10 ml/0.33 fl oz Galliano Vanilla liqueur  
10 ml/0.33 fl oz Frangelico Hazelnut liqueur  
1 dash Lime juice  
1 dash Simple syrup

Muddle fruits in a mixing glass.  
Add liquids and shake vigorously  
over crushed ice.  
Double-strain into a chilled cocktail glass  
and garnish with a sprig of grapes.



### Royal Fusion

The grape is an imperial fruit if ever there was one—think Grecian gods drinking their wine, or picture Roman emperors or Bourbon kings of France reclining atop velvet pillows as they are fed the fruit by beautiful handmaidens. Sure enough, it's the succulent grapes in this cocktail that give it its royal flair. Blended with exotic pineapple, the crème de la crème in liqueurs, and the smoothest vodka on the market, the taste is sweet but not persistent, so you can enjoy the blend from aperitif time right through your meal and into the night.

# GQ Bar

## The Kasbah

Part award-winning restaurant, part bar replete with young models and hip young professionals, GQ Bar is the brasher, wilder brother to the Vogue Café near the Kremlin. With over 1700 square meters of great food, great music, and a great crowd, GQ has quickly become a one-stop shop for Moscow's bright and beautiful.



### The Kasbah

With sesame seeds, fresh watermelon and cloves, this cocktail has all the taste and color of the spice route. Spicy and crisp yet sensually warm and fragrant, it will take you on a journey from the pleasures of the Kasbah to the pyramids of the Nile Valley to the Taj Mahal and, with a Campari kick via Milan, right back home to Russia again.

30 ml/1 fl oz Russian Standard  
1 g or a dash of fresh sesame seeds  
2 Cloves  
50 g/1.8 oz fresh watermelon  
20 ml/0.7 fl oz Cointreau  
1 dash Campari

Muddle sesame seeds, cloves and watermelon in a mixing glass. Add remaining liquids and shake over ice. Strain into a chilled cocktail glass. Garnish with a kumquat.



# Gazgolder

## The Jade Jagger

20 ml/0.7 fl oz Russian Standard  
20ml/0.7 fl oz Absinthe  
20ml/0.7 fl oz Fresh lime juice  
Champagne to finish

Squeeze the lime juice into a champagne flute and top with 2-3 tea spoons of crushed ice. Add vodka and absinthe, and fill remainder of glass with champagne.  
Garnish with slices of lemon or lime.

A sultry club sprawling over two very different floors in the warehouse district of Moscow, Gazgolder is the host with the most. In this case, the best parties in the city. With its decadent décor and brutal beats, Gazgolder's mash-up of old world chic and new world fun are a great setting for the night that never ends.



### The Jade Jagger

Absinthe, the irresistible drink of artists, meets champagne, the drink of royalty, and royalty among drinks. It's little wonder that their mix is as poetic as it is fashionable, as musical as it is majestic, and as rebellious as it is regal – which is why they couldn't be better combined than in the same glass with Russian Standard, the epitome of all these characteristics, combined and balanced in one, pure, flavorful spirit.



# Suzy Wong

## The Juicy Suzy

Suzy Wong is a hip establishment that has launched a wave of lookalikes in recent months, with an increasing crop of Boho chic and Berlin nights popping up in and around Moscow. With a suspended mezzanine and low-rise seating, Suzy Wong offers Moscovites a chilled atmosphere with a strong cocktail list.



### The Juicy Suzy

In the United States, watermelon is the symbol of summer, of 4th of July BBQs and cookout competitions. In the Balkans, gypsy legend has it that watermelons kept too long after Christmas will turn into vampires, and in China, the rinds are often stir-fried or pickled. Watermelon just might be one of the most symbolic fruits out there, but in Moscow at Suzy Wong Bar, its interpretation couldn't be simpler or more pure: fresh watermelon, with a dash of lime, meets crystal clear vodka.

50ml/1.7 fl oz Russian Standard  
300 g/10 oz Watermelon flesh  
10ml/0.33 fl oz Lime juice  
2 tsp. sugar cane syrup

Shake ingredients vigorously over ice.  
Double-strain and pour into a chilled cocktail glass.  
Garnish with a wedge of watermelon.



The image features a dramatic splash of water against a black background. A central column of bright red liquid falls from the point of impact, creating a stark contrast with the surrounding white and grey water droplets and splashes. The text "The Standards" is positioned in the upper right quadrant of the image, overlaid on the white water. The overall composition is dynamic and visually striking.

# The Standards

# The Berry End



In Russia, berries aren't just a summer persuasion - when a country spans eleven time zones, you can rest assured that with each season, a new variety of berries will crop up in every region, just right for every occasion. And the sibling rivalry between the sweet, plump, warm weather berries and the somewhat shyer northern varieties, is fit for a Shakespearean drama. Yet the winter berries have their own subtle, delicate quality, which is why they are perfect for the Berry End, a cocktail as seductive as the mysterious fruits are themselves. Ideal in late winter, as the last of the winter berries add a splash of seasonal color to Russia's darker months, the Berry End is the ultimate indulgence in velvety red, violet and blue.

**50 ml/1.7 fl oz Russian Standard**  
Berries of your choice: blueberry, raspberry, strawberry, blackberry, etc.

**Muddle berries in a shot glass. Top with vodka and stir gently before serving.**

# Kalinka Kooler



Russians really know how to treat a cucumber – from salads and pickles to elegant canapés – and you’ll find some of the most delicate, sweetest, refreshing varieties in the world in the produce markets of Moscow. So cucumbers couldn’t be better wed than with ice cold vodka in this crisp green shooter, a nod to two of Russia’s favorite culinary items: cucumbers, and Russian Standard.

**30 ml / 1 fl oz Russian Standard**  
**60 g / 2 oz Fresh cucumber**  
**15 ml / 0.5 fl oz Apple liqueur**

**Remove rind from cucumber and muddle in a mixing glass. Add vodka and apple liqueur and shake vigorously with ice. Pour into shot glass and garnish with a slice of cucumber.**

# Moscow Melonnaire



30 ml / 1 fl oz Russian Standard  
10ml / 0.33 fl oz Condensed milk  
10ml / 0.33 fl oz Midori liqueur

Shake vodka and condensed milk vigorously over ice. Pour into a chilled shot glass and layer Midori on top.

With few exceptions, whiskies have been selfishly overshadowing the domain of sweet and creamy drinks for far too long. Yet a smooth vodka like Russian Standard can take a creamy cocktail to whole new levels of texture, blending into a silky, velvety treat that no whiskey drink could equal. Add to this the exotic sparkle of Midori melon liqueur, and the result is undeniably rich and deliciously decadent - the perfect start to an evening fit for the boldest of Moscow's millionaires. Two worlds meet in a surprising jewel of a shot, as playful melon joins silky-soft condensed milk in a concoction that is every bit as flirty and elegant as a string of sparkling emeralds and lustrous pearls.



# Yellow Fever

At hum-drum cocktail parties, you don't usually have to look far to find the mustard—most likely, it's next to the hors d'oeuvres. But there's more to mustard than an accompaniment to cold cuts and finger foods: a complex condiment that dates as far back as Roman times, its preparation and varieties are regarded by some gourmands as seriously as a sommelier might consider wines. And rightly so—mustard can be spicy or sweet, hot or mild, grainy or smooth, tangy or fragrant, or a little bit of all of the above. With this unique character, add the balanced, crystal taste of Russian Standard and just imagine the cocktail chemistry. It's a daring combination, so use a mustard that's a little tart, a little bold, and a little textured. Add an exotic grapefruit twist, and you've got a not-so mellow yellow shot for an adventurous, and (quite literally) seasoned palate.

**20ml / 0.7 fl oz Russian Standard**  
**15g / 0.5 oz Gourmet mustard**  
**(grainy and tart, not sweet)**  
**15ml Grapefruit juice**

**Shake all ingredients vigorously over ice. Pour into a chilled shot glass and serve immediately.**



# Mini Mary



**25ml / 0.85 fl oz Russian Standard**  
**15ml / 0.5 fl oz Tomato juice**  
**1 dash Tabasco sauce**  
**1 dash Worcester Sauce**  
**1/2 Cherry tomato**  
**Salt to taste**

**Pour tomato juice, Tabasco sauce, and Worcester sauce into a chilled shot glass. Insert half of a cherry tomato and fill the glass to the rim with vodka. Garnish with celery leaf.**

What's red hot but ice cold, and a giant in a small package? It's not a riddle—it's a Mini Mary. And while this shot may be short, there's nothing "mini" about its flavor: this recipe has all the taste, color and sensation of a Bloody Mary, packed into a single shot glass. This drink takes the number one cocktail to have reached food status—the Bloody Mary, which chefs and barmen alike argue over, safeguard their recipes for, and claim as their specialties—and condenses it, highlighting the most important ingredient of all, the vodka. And if any brand can hold its own against the richness of the tomatoes and that Tabasco spice, it's Russian Standard. And the best part? It's less filling than its bigger, older sibling so you can have more than just one—making this an excellent accompaniment to any seafood brunch or fresh oyster buffet.

# Orange Shorty



Marmalade is one of those foods that always tastes better at home, be that at your grandmother's country cottage or, at a lavish Sunday brunch spread on the veranda, at the beach house in Malibu or the Hamptons. Another taste sensation packaged "to go", this festive Russian Standard shot is the Mimosa of vodka drinks, but even more versatile: it's as much at home during a night on the town as it is at that Sunday brunch by the sea.

**30ml/1 fl oz Russian Standard**  
**15ml/0.5 fl oz Orange marmalade**  
**(no sugar added)**

**Shake ingredients vigorously over ice**  
**and pour into a chilled shot glass.**

# Cosmos



Sex and the City's New Yorkers might have brought this cocktail into the spotlight, but New York doesn't have a monopoly on sexy. The Four Seasons on Central Park has its charms, but you can forgo a first class ticket to JFK—instead, sit back with a Cosmopolitan and imagine yourself settling into Moscow's brand new Ritz Carlton, the most luxurious hotel in the world. Let the bittersweet cranberry and the tang of the lime send shivers down your spine as you take in the stunning rooftop view of the Kremlin. Like all great cities, this drink—attractive looking and secretly complex—is certainly not for the shy: this sophisticated yet sassy concoction is sure to unleash any globe trotter's inner spark.

45 ml/1.5 fl oz Russian Standard  
15 ml/0.5 fl oz Cointreau  
15 ml/0.5 fl oz Lime juice  
30 ml/1 fl oz Cranberry juice

Shake ingredients over ice and strain into a chilled cocktail glass. Garnish with twisted lemon rind.

# Tangier Tangerine



50ml/1.7 fl oz Russian Standard  
60ml/2 fl oz Fresh squeezed  
tangerine juice  
10 ml/0.33 fl oz Lime juice

Shake ingredients vigorously over ice,  
double strain and pour into a chilled  
cocktail glass. Garnish with a slice  
of tangerine.

The tangerine gets its name from the Moroccan city of Tangier, the port from which the fruit was originally shipped to Europe hundreds of years ago. Facing Spain from across the Gibraltar, the city is literally Europe's gateway to Northern Africa and all its exotic mystery. No wonder Tangier has been attracting people with a passion for culture for decades—from writers and artists like the Beats and Henry Matisse, to high-rollers like publishing don Malcolm Forbes. The tangerine is equally appealing, at once poetic, sensual, and elegant, all qualities brought out in perfect harmony when combined with a pure, smooth-bodied vodka like Russian Standard in this semi-tart, semi-sweet, and entirely intriguing cocktail.

# The Fountain of Youth



50ml/1.7 fl oz Russian Standard  
60ml/2 fl oz Pomegranate juice,  
fresh squeezed where available  
20g/0.7 oz thinly sliced ginger

Shake all ingredients vigorously with ice, double strain and pour into a cocktail glass. Garnish with a piece of ginger, pass a mint leaf around the glass rim.

Today, some nutritionists call the pomegranate a “superfruit” or a “fruit of the future,” for its exceptional antioxidant properties. And not surprisingly, this versatile, undeniably attractive, jewel-like fruit has been popping up in health food stores and juice bars around the United States and Europe. But pomegranates have been celebrated for millennia, not just for their health benefits, but also for their deep symbolic meaning across many cultures: in ancient Persia, and still today, the fruit was said to give a long and healthy life, in ancient Greece the pomegranate was a symbol of fertility. And the list goes on. In Russia, the word for pomegranate is “granat” – add the fragrant spice of ginger, and like a liquid grenade, this pomegranate cocktail is exploding with fresh, energizing flavor with each and every sip.



# Daiquiri



45 ml/1.5 fl oz Russian Standard  
Juice from half a lime  
1 teaspoon sugar

Shake with ice and strain into  
a chilled cocktail glass.

The Daiquiri was born in Santiago, Cuba, a place that calls to mind limes and rum as much as it does sunshine and sandy beaches. There, the story goes, as early as 1905 a group of Americans ran out of gin, their spirit of choice—soon, using the rum that was available, the daiquiri was born. Now, with the amount of high-rolling Russians flocking to Cuba for its laid-back attitude, mind-blowing music and explosive nightlife, it's no surprise that this cocktail has evolved again, this time into something a little wetter, and a lot wilder: when made with Russian Standard vodka, this venerable cocktail becomes infused with the brand new tempo of 21st-century elegance.



# Siberian Sunrise



35 ml/1.2 fl oz (7 parts)  
Russian Standard  
25 ml/0.8 fl oz (5 parts)  
of Lime Juice  
1 tsp. sugar  
1/4 Mango

Blend with crushed ice and pour into a chilled cocktail glass.  
Garnish with mango slices.

35 ml/1.2 fl oz (7 parts)  
Russian Standard  
25 ml/0.8 fl oz (5 parts)  
of Lime Juice  
1 tsp. sugar

Blend with ice and pour into a chilled cocktail glass. Garnish with a slice of lime.

Russia is known for its winters, at once beautifully silver and blindingly bright—even when the sun is at its palest. The extreme cold can sometimes appear to bring everything in nature to a standstill. Except, of course, the Russians themselves: for them, it's just another season, and with it comes a different and no less exciting set of possibilities. Vodka is as much a summer drink as a winter one, so it's natural that the warmer months bring a whole new set of cocktail ingredients into play—Russians won't let the seasons stop them from getting what they want out of life, or out of a cocktail. So the Siberian Sunrise is a drink to savor when it's hot in Moscow and you want your own piece of winter or, in February, when the snow outside the dacha is deep and you long for a festive and fruity treat to transport you. Either way, you'll appreciate how ice brings the taste of vodka and the tang of fruit together to create a sensation that's equally as worth fantasizing about in the hot summer as it is during an arctic winter.





# Siberian Sunrise



35 ml/1.2 fl oz (7 parts)  
of Russian Standard  
25 ml/0.8 fl oz (5 parts)  
of Lime Juice  
1 tsp. sugar  
3 or 4 Strawberries

Blend with crushed ice and pour  
into a chilled cocktail glass.  
Garnish with strawberry.



35 ml/1.2 fl oz (7 parts)  
of Russian Standard  
25 ml/0.8 fl oz (5 parts)  
of Lime Juice  
1 tsp. sugar  
1/4 Banana

Blend with crushed ice and pour into  
a chilled cocktail glass. Garnish with  
sliced banana.

# Standardtini



If James Bond were to visit contemporary Russia, he'd be in for a surprise. Reality is more interesting than fiction could ever be in a place like Moscow where the girls, the intrigue, and the nightlife make the best of films pale in comparison. We've preserved Bond's great lesson - that a great martini is not just the sum of its parts, but an elegant, timeless and complex ritual. And we've brought Bond roaring into 21st century Russia, a place where bold, brutal beauty thrives in limitless excitement.

**We like the Standardtini served glacially cold and dry.**

**55 ml / 1.9 fl oz (4 parts) Russian Standard  
15 ml / 0.5 fl oz (1 part) Dry Vermouth**

**Shake ingredients gently over ice. Strain and serve in a chilled martini glass. Alternatively combine ingredients with crushed ice in a mixer glass and stir well. Strain and pour into a chilled cocktail glass. Garnish with a small cornichon cucumber. Serve immediately.**

# Basiltini



55 ml/1.9 fl oz (4 parts) Russian Standard  
15 ml/0.5 fl oz (1 part) Dry Vermouth  
Lemon twist  
Sprig of fresh basil

Combine ingredients, including a fresh basil leaf, with crushed ice in a mixing glass. Stir well, strain and serve in a chilled cocktail glass. Garnish with leaves of fresh basil.

# Gingertini



55 ml/1.9 fl oz (4 parts) Russian Standard  
15 ml/0.5 fl oz (1 part) Dry Vermouth  
Lemon twist  
Slice of fresh ginger

Combine ingredients, including ginger, with crushed ice in a mixing glass. Stir well, strain and serve in a chilled cocktail glass. Garnish with ginger.

# Caipiroska



**50 ml/1.7 fl oz Russian Standard**  
**4 lime wedges**  
**2 tsp. of sugar**  
**Crushed ice**

**Muddle the lime wedges and sugar in the bottom of a tumbler to form a paste. Fill with crushed ice, add vodka and stir. Garnish with more crushed ice and a slice of lime.**

It goes without saying that there's nothing ordinary about Russia: 11 time zones, 26 languages, winter palaces sculpted in gold, majestic theatres such as the Bolshoi, carved wooden dachas lining the Neva - nothing but the extraordinary. That's Russia: unchoreographed decadence and unrelenting zeal, all set to the most breathtaking natural scenery. But if Russia has a rival to the passion of its nature and people, then it's Brazil, hands down. Like the Russians, Brazilians have an unquenchable appetite for life, which they express in their art, their lifestyle, and of course, their drinks. The Caipiroska is a Brazilian cocktail with a Russian heart - drinking it is like listening to Tchaikovsky set to Samba.

# Berryoskas



The Berryoska is basically a caipiroska with the addition of berries. Instead of using wedges of lime, try just squeezing the lime juice.

Soft, dark blackberries, tender raspberries, plump blueberries, delicate red, white and blackcurrants, tangy cranberries, exotic purple açai, and last but not least the poetically named cloud berries. This impressive panoply of forest fruits is the result of Russia's intense continental summers, and the Russian palate knows them all. And like unpredictable acquaintances (or minor celebrities) each one has its own way of turning up at cocktail parties with a new look or an unexpected partner in tow. But there is no better way to bring out their summery personalities than by combining them with the pure, natural taste of a chilled premium vodka.

# Berryoska Raspberry



50 ml/1.7 fl oz Russian Standard  
6-8 raspberries  
Juice of half a lime  
3 tsp. sugar  
Crushed ice

In a tumbler, muddle the lime juice, sugar and raspberries to create a paste. Top the glass up with crushed ice. Add vodka and stir well. Top with extra crushed ice and garnish with a few raspberries.

# Berryoska Redcurrant



50 ml/1.7 fl oz Russian Standard  
8-10 redcurrants  
Juice of half a lime  
3 tsp. sugar

In a tumbler, muddle the lime juice, sugar and redcurrants. Top the glass up with crushed ice. Add vodka and stir well. Top with extra crushed ice and garnish with a few redcurrants, and an orange wedge.



# Berryoska Strawberry



50 ml/1.7 fl oz Russian Standard  
4-6 strawberries  
Juice of half a lime  
3 tsp. sugar  
Crushed ice

In a tumbler, muddle the lime juice, sugar and strawberries to create a paste. Top the glass up with crushed ice. Add vodka and stir well. Top with extra crushed ice and garnish with a sliced strawberry.

# Berryoska Blackberry

75



50 ml/1.7 fl oz Russian Standard  
3-4 blackberries  
Juice of half a lime  
3 tsp. sugar  
Crushed ice

In a tumbler, muddle the lime juice, sugar and blackberries to create a paste. Top the glass up with crushed ice. Add vodka and stir well. Top with extra crushed ice and garnish with a few blackberries.

# Sweet Standard



Honey has a warmth, subtlety and tender fragrance that can take you back to idle childhood afternoons with just one whiff, especially for Russians. Honey's distinct taste can vary according to where the bees do their work, and in Russia there are as many types of honey as there are regions and flowers. Sometimes you find the essence of lavender, elsewhere the sweetness of chestnut blossoms in May. But honey isn't just for morning toast or grandma's special cake - choose the right blend, and adding it to your vodka will create a cocktail that's as soothing and whimsical in winter by the fireside as it is refreshing on the veranda in summertime.

50 ml/1.7 fl oz Russian Standard  
1 tsp. honey  
2-3 ice cubes

Shake ingredients in a Boston Shaker and serve in a tumbler. Garnish with a piece of fresh ginger.





# Black Russian



Opposites attract. And where could that be more true than in Russia? The brightest summers give way to the iciest winters, the most remote wilderness surrounds the most cosmopolitan cities, vibrant living traditions exist alongside the pinnacles of modernity, and massive Soviet statues tower next to the most stunning domed churches – all contrasts to take your breath away. The White Russian and the Black Russian clash with this same elegance and energy: while the White Russian blends the purity of Russian Standard vodka with the richness of coffee liqueur, the Black Russian blankets the deep flavor of coffee with velvety cream.

50 ml/1.7 fl oz (5 parts) Russian Standard  
20 ml/0.7 fl oz (2 parts) Coffee liqueur

Pour over ice in a tumbler and stir gently.

# White Russian



50 ml/1.7 fl oz (5 parts) Russian Standard  
20 ml/0.7 fl oz (2 parts) Coffee liqueur  
30 ml/1 fl oz (3 parts) Fresh cream

Pour coffee liqueur and Russian Standard over ice and stir gently. Float fresh cream on top.

# Tolstoy Tang



50 ml/1.7 fl oz (3 parts) Russian Standard  
35 ml/1.2 fl oz (2 parts) Lemon juice  
15 ml/0.5 fl oz (1 part) Simple Syrup

Shake with ice and strain into an old-fashioned glass. Garnish with a slice of lemon.

Everyone from wise old babushkas to today's zealous aerobics fanatics have credited lemons with health benefits. Ancient Romans cultivated row-upon-row of lemon trees; hard-living pirates kept the fruit on ships in an effort to keep scurvy at bay. But lemons aren't just about health benefits—they're also fun. And there's no better way to highlight the fruit's wilder side than to mix them with the classic taste of Russian Standard. But one question remains: is it the citrus bite of the lemons, or the sharp bite of the vodka, that will soothe your throat and clear those sinuses like nothing else?

# Moscow Mojito



40 ml/1.4 fl oz (4 parts)  
Russian Standard  
30 ml/1 fl oz (3 parts)  
Fresh lime juice  
3 fresh mint sprigs  
2 tsp. sugar  
Soda water

Muddle the mint and sugar in a high ball glass. Fill with ice, add vodka and lime juice and stir. Finish with a dash of soda and garnish with a sprig of mint.

When the Mojito jumped Cuba's borders in the 1980s, it took the world by storm. And deservedly so: mint leaves brought new life to the tired cocktail staples of summer cookouts. Vodka gives the Mojito a second wind—or rather, a second flurry. Russian Standard's crisp, clean spirit offers more breathing room to the mint leaves and makes for a lighter, less sweet approach to this contemporary classic. It's a pairing that can take you into a long evening, indoors or out, while keeping your senses sharp and your taste buds asking for more.

# Bolshoi Basil



40 ml/1.4 fl oz (4 parts)  
Russian Standard  
30 ml/1 fl oz (3 parts)  
Fresh lime juice  
3 fresh basil sprigs  
2 tsp. sugar  
Soda water

Muddle the basil and sugar in a high ball glass. Fill with ice, add vodka and lime juice and stir. Finish with a dash of soda and garnish with a sprig of basil.

Both ancient Egyptians and ancient Greeks believed basil could open the gates of heaven—all you had to do was pass by clutching a sprig of the summer scented herb. The good news is we don't have to wait until our souls leave our bodies to enjoy basil's sensitive warmth and subtle sweetness. In Russia, fresh herbs have played an important role in home-made vodka infusions for centuries. Healthier and with more zing per square centimeter than any other ingredient, herbs can pack a lot of punch. The Bolshoi Basil is a perfect summer drink that brings a bit of old world aroma to a 21st century recipe for refreshment.

# Bloody Masha



45 ml/1.5 fl oz (3 parts) Russian Standard  
90 ml/3 fl oz (6 parts) Tomato juice  
15 ml/0.5 fl oz (1 part) Lemon juice  
4 dashes Worcestershire Sauce  
3 dashes Hot Sauce  
Celery salt and pepper to taste

Shake ingredients over ice and pour (don't strain) into a long glass. Garnish with celery stick & black pepper. For an extra decadent treat, try coating the rim of each glass with celery salt or fresh ground black pepper, or get creative by adding some fresh diced horseradish before shaking.

The origins of the Bloody Mary are subject to some debate—some say it was an American, George Jesselt, who created the tomatoey cocktail way back in 1939. And Frenchman Fernand Petiot has claimed to have made it the unique drink it is today by adding the signature Worcester sauce, pepper and celery to the mix. Picture American ingenuity and French sparkle—a worldly combination if ever there was one. It's spicy and a little bold, and some say it's the perfect cure for the morning after. Others like to savor it over a weekend lunch, or even as a summer aperitif. With Russian Standard, it is the velvety richness of the tomatoes and the fiery spices that make this cocktail really "click"—because you can always grasp the strong smoothness of this vodka, even beneath a storm of flavors.



# Vodka Tonic



In the 19th century, it was called the Great Game: Russia and England battling it out over the Central Asian steppes. Now, the score between Russia and England has finally been settled—in the bar that is. The vodka resurgence has left little in its wake for rivals like gin, even pushing what was once England's favorite spirit out of its oldest mixer: the vodka has taken the G&T by siege, becoming the clear, crisp vodka drink of choice for those who can't help but think back to the studied elegance of the British Empire.

50 ml/1.7 fl oz Russian Standard  
150/5 fl oz ml Tonic Water

Pour ingredients over ice in a long glass and stir. Garnish with a cucumber.

# The Bonbon of Vanities



While martini purists may balk, everybody has a sweet tooth and the Bonbon of the Vanities hits all the stops. A whirlwind of natural, fresh juices, the Bonbon is a healthy, tangy long drink with the added zest of Russian Standard vodka. A perfect summer cocktail for the terrace, the beach, or the hot-tub.

50 ml / 1.7 fl oz Russian Standard  
25 ml / 0.85 fl oz Banana liquor  
25 ml / 0.85 fl oz Peach liquor  
80 ml / 2.7 fl oz Orange juice  
10 ml / 0.33 fl oz Grenadine

Fill 1/3 of shaker with ice before adding ingredients. Shake for 3-5 seconds, add 3 ice cubes to a high ball glass and strain the mixture over the ice. Add Grenadine and garnish with Carambola and a cocktail umbrella.

# Apple&Eve

# St Pete Screwdriver



**50 ml / 1.7 fl oz Russian Standard  
100 ml 3.5 fl oz Apple Juice  
Cinnamon**

**Pour ingredients into a long glass over ice and stir. Garnish with a slice of green apple and a cinnamon stick.**

“If it ain’t broke, don’t fix it,” is an understandably common refrain for some cocktail connoisseurs. So for the die-hard traditionalist – or just for those in the mood for something timeless – we’re please to present the St. Pete Screwdriver and the Apple&Eve. Many vodka fans might be drawn to the latest exotic ingredient du jour, but it’s hard to say “no” to the fresh oranges and crisp apples in these two modern classics. Add some Russian Standard, and you’re in the Garden of Eden.



**50 ml/1.7 fl oz Russian Standard  
100 ml/3.5 fl oz Freshly squeezed orange juice  
1 dash lemon juice**

**Pour ingredients into a long glass over ice and stir. Garnish with a slice of orange.**





# Russian Bull

Some nights you just want to keep the party going long after the sky has turned from black to rose – and Russians are particularly familiar with this passion. Fortunately, exclusive clubs in Moscow and St. Petersburg are happy to indulge their guests, keeping their doors open and the music pounding until most of the world is already at the office. And at moments like these, the right mix of people, the right playlist, and above all the right drink are the keys to a memorable celebration. Why not enjoy premium vodka with a kick, with the icy blast of a Russian Rapid.

**50 ml/1.7 fl oz (1 part) Russian Standard**  
**150 ml/5 fl oz (3 parts) Energy Drink**

**Pour ingredients into a long glass and stir (ice optional), or drop in a shot of vodka for a “depth charge” effect.**



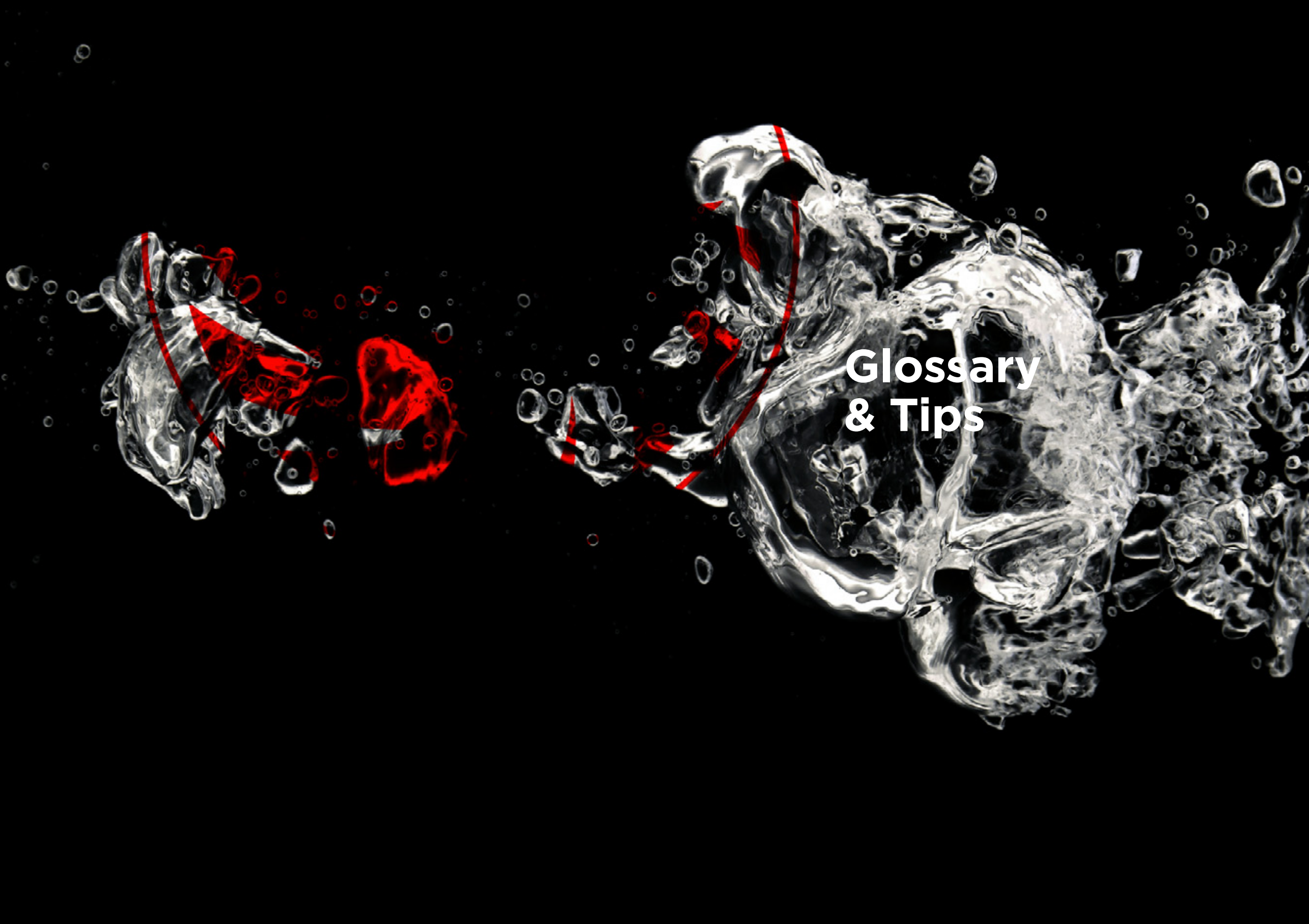
# Moscow Mule



It's hard to remember a time when vodka wasn't the popular spirit it is today – but before the Moscow Mule that made the Russian national spirit famous in the cocktail heyday of the 1950s, Americans unfamiliar with vodka called it “white whiskey”. A lot has changed since then – the Soviet Union may not exist anymore, but an authentic Russian premium vodka finally does. So while the cold war vodka of the 20th century sure packed a stubborn “kick” – hence this cocktail's name – the only blow you'll get from this version of the classic, updated with Russian Standard, is a blast of pure taste. Try it in a copper cup for an extra dash of authenticity.

**50 ml / 1.7 fl oz Russian Standard Original  
or Russian Standard Platinum  
150ml / 5 fl oz ginger ale**

**Pour ginger ale over ice into a glass, add vodka  
and gently stir. Garnish with a slice of lime.**



**Glossary  
& Tips**

# Glossary & Tips

A cocktail is, by definition, a mixed drink—that is, a drink that is comprised of a combination of ingredients. So it's no surprise that how a cocktail is blended is just as important as what goes into it: indeed, mixing is a veritable art in itself. There are a number of different techniques that can be used to combine the ingredients in a cocktail, tailored to the specific flavors and textures released at the heart of a recipe. Here are some mixing basics, essential to any Russian Standard cocktail creation.

## BLEND

When using an electric blender for ice-blended drinks, partially blend the ice until broken into chips, then add additional cocktail ingredients through the top of the blender's cover. To avoid unwanted wear and tear on your home blender, opt for crushed ice as your blending base. As a blending rule of thumb, always add frozen ingredients first and the liquid ingredients last.

## BUILD

When preparing a drink in the glass in which it is to be served, always add the ice first, followed by the alcohol and lastly any mixers. This order is part of what we call "building" a drink, a process that is important in keeping the alcohol at the same cold temperature throughout the cocktail.

## DOUBLE STRAIN

Many good cocktail shakers have a built-in filter, be they equipped with a slotted cover, or a coil-rimmed strainer. But many cocktail recipes ask you to "double strain" the ingredients, most often to remove the smaller flecks of fruit or ice that can result from vigorous shaking. An additional, finer strainer—much like a hand held tea strainer—will do the trick. Simply hold the strainer between the shaker and the cocktail glass as you pour and voilà: a cocktail that is icy and well shaken, yet smooth to drink.

## LAYER

Layered drinks showcase their ingredients as individual layers rather than mixing them together, to a stunning visual effect. It's an impressive technique but one easily mastered using the proper method: each ingredient must simply be lighter than the one that preceded it, and the less alcohol and the more sugar an ingredient contains, the lighter it is. Pour heavy ingredients into the glass first—usually syrups—then ingredients slightly lighter—often liqueurs, slightly less alcoholic than spirits. Creamy ingredients always float however, and the "floating" effect can be achieved by pouring the ingredient over a spoon, letting it sit delicately atop the ingredients below.

## MUDDLE

To muddle ingredients—often fruits, herbs and spices—is to smash them together with a blunt tool, often in a glass and using a "muddler"—literally the mortar and pestle of cocktail equipment. This process—central to cocktails like the mojito—brings out the truly raw flavor of the ingredients. But caution is key: always use a blunt tool and a firm yet gentle touch to avoid damaging the glassware.

## STIR

Most carbonated drinks don't require more than a couple of quick stirs, but non-carbonated drinks will benefit from as many as a dozen quick stirs, often in a mixing glass over ice, before being strained. Try stirring with a spiral-handled bar spoon, twirling the spoon along the side of the mixing glass between your thumb and forefinger so that it rotates, gently and evenly stirring the ingredients without clouding the drink.

## SHAKE

"Shake over ice": three of the most essential words in cocktail making. Like any drink mixing technique, there are some things to keep in mind when using a shaker to blend your cocktail. Be sure to hold the shaker firmly and shake aggressively about a dozen times—the drink may appear cloudy but it will be more thoroughly mixed than its stirred counterparts. The shaking process is important to the flavor and above all temperature of the ingredients within the cocktail—because shaking not only mixes a drink, it also chills and dilutes it, bringing out its flavors.

## RIMMING

Some cocktails require that the rim of the cocktail glass be coated with salt—as with the classic margarita—sugar, or other dry ingredients. To do so, first moisten the rim of the cocktail glass by running a lemon, lime or other fruit wedge along its outer edge. When moistened, dip the glass rim-down into a saucer containing the desired ingredient and twirl the glass until the rim has been thoroughly covered with a thick coat about an eighth of an inch deep. Salt and sugar might be the most common here, but really the sky's the limit—think cracked peppercorns on the rim of a creative bloody mary, or dried coconut around a piña colada.

## GARNISHES

It is common to finish a drink by adding a wedge of lime or a cherry to make it more attractive. When the decoration also plays a role in the flavor of the drink, it is called a garnish.

## LEMON TWIST

To create a lemon twist, cut the ends off a fresh lemon and use a spoon to force the pulpy fruit out if its rind. Next, slice the empty lemon peel lengthwise into 1/4-inch thick strips. Twist strip into a corkscrew as you rub the peel against the inside of the glass. Once the glass has been flavored and the drink has been poured, drop the peel into the glass and stir briskly.

## LIME & LEMON WEDGES:

So many drinks call for lime wedges that it is best to have some of these prepared as part of preparing your bar. To create a lime or lemon wedge, cut the fruit across the short way and then quarter each half. To serve, rub the wedge around the rim of the glass, squeezing gently, and drop it into the drink.

## CUCUMBERS:

The original martini garnish, mini cucumbers should be served skewered on a toothpick, plastic sword or martini skewer and placed in the drink.

## CELERY STALKS:

The traditional decoration of a Bloody Mary, you should cut as little as possible from the celery, leaving the leafy end above the level of the liquid whilst also leaving as much of the celery as possible to be chewed on by the drinker.

## CUCUMBER PEEL:

To create a cucumber peel, it is necessary to include a small amount of the fruit's inside, cutting the peel to approximately a quarter of an inch thick. The peel should then be curled around the rim of the glass with one end dropped into the drink.

## TOOLS

- Boston shaker
- Muddler
- Prong strainer
- Bar spoon
- Jiggers
- Fruit knife
- Ice crusher

## GLASSWARE

- High ball
- Rocks glass
- Cocktail glass
- Shot glass



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