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SAAGA 1763 SUPER PREMIUM VODKA ANNOUNCES INTRODUCTION TO U.S. SHORES

*The Only Unfiltered Vodka in the World, Saaga Sees Surging Popularity,
Early Success in Four Major Markets*

New York, N.Y. -- April 18, 2008 – Saaga 1763, a new super premium vodka that has recently debuted in the U.S., is reporting early success in its four launch states: New York, California, Texas and Florida (four of the biggest vodka markets in the country), and in duty-free markets. The only unfiltered vodka available, Saaga is made in Estonia from heirloom rye harvested and slow distilled to create a sipping vodka of incomparable smoothness, taste and quality.

Positioned to challenge the biggest names in the category, Saaga 1763 offers a spirit that responds to the discriminating tastes of the upscale vodka drinker. It has already received a Gold Medal award from The Beverage Testing Institute, a notable achievement for a first time entrant.

Imported by MHW Importers (Manhasset NY), the brand has made remarkable inroads on and off-premise in the most competitive and cluttered spirits category. There are already stories of consumers who have discovered Saaga 1763 on one coast and ask for it on the other, tasting it and creating demand even in markets Saaga has yet to enter.

In only its first four months of entry, more than 400 hotels, restaurants and bars have embraced the brand. They include:

NYC: The Russian Tea Room, Pravda, Norwood House

FL: China Grill (South Beach), Café Boulud (Palm Beach)

TX: Del Frisco's (Dallas and Houston), Au Bar (Houston), Cattleman's Steak House (Fort Worth)

CA: The Peninsula Hotel (Los Angeles), Sona (Los Angeles)

and Morton's in NY/FL/TX.

Saaga's distributors are Lieber Bros in New York, Mexcor International in Texas, Prana in Florida, and MHW in California.

“Our soft launch strategy of winning trade advocacy, word-of-mouth (literally, by taste), and genuine brand credibility is succeeding in the marketplace,” explains Dean Crutchfield, Chairman of the Marketing Council and one of the founders of Saaga 1763. “Retailers, bartenders, chefs, the connoisseurs of the industry, try Saaga and are very excited about this exceptional, elegant new brand that has a fascinating story in both its heritage and how it is made. But taste is always the ultimate arbiter. What makes Saaga 1763 so unique is that it’s an artisanal, super premium spirit for sophisticated palates -- slowly distilled, organic, unfiltered with absolutely no chemicals and additives.”

Uniquely Unfiltered

While many celebrity vodkas or those marketed solely on sexy ad campaigns have been quickly fading, Saaga 1763 has entered the market to re-create the category and is confident that it will become a brand leader due to the inherent nature of the product. Manufactured unlike any other vodka on the market, its slow distillation process means no filtration takes place (the only vodka with this verifiable method). Given this, Saaga 1763 aims to dispel the myth about filtration and multi-distillation -- how most vodka is produced -- and why an unfiltered spirit makes the difference in brand quality, purity and taste.

According to Saaga’s Master Distiller Arno Narro, “It takes up to four months to produce one liter of Saaga 1763 while most other vodkas take as little as 24 hours. The long-term procedure based in the original 1763 tradition yields not only a pure spirit of integrity but one that retains the original rye flavor.” Modern technology also plays a role. State-of-the-art Spectral Florescence Technology is used to select only the most robust of grains; the “vital” 90% winter rye and 10% wheat is then carefully dried and stored. Saaga contains no additives, only osmosis-filtered spring water purified by Estonian limestone.

A Tradition Born of Royalty

The lore of Saaga is based in Estonia, where some scholars contend, vodka originated. In 1763, Catherine the Great permitted vodka to be made in Estonia then brought into her native Russia and onto the table of her Imperial Court in St. Petersburg. Estonian vodka was one of the most celebrated and imitated spirits of the 18th century and the basic recipe and production principles used then are the basis for the guidelines now being followed for Saaga. The brand was “re-born” in 2005 as the brainchild of Narro, a vodka authority in production and distillation in Estonia for more than 30 years. Saaga began exporting to the U.S. late last year and is now available for the first time in this country.

An Aggressive Sales and Marketing Plan

Saaga's entry strategy has been to initially acquire brand presence in 400 accounts per city, attain cultural relevancy, and develop awareness through trade advocacy. Activating buzz through bartenders and influentials is the foundation of the sales and marketing plan that has been in action in the four launch states, with greatest focus in Miami, Palm Beach, Fort Lauderdale, Houston, Dallas, Austin, Fort Worth, San Francisco, Los Angeles, New York City, and The Hamptons (Long Island, NY). Based on results to date, Mike Piazza says "We're excited to say the brand expects to roll-out from four to 15 markets by the end of 2008." Piazza is President of Mike Piazza and Associates, the consultative sales and marketing partner for Saaga 1763.

"We have seen an unprecedented response to Saaga 1763 by bartenders in leading hotels and bars because customers have started to come in and asking for it by name," Piazza explains. "Our untraditional launch plan, to ensure the commitment of venues and then supply them with the support needed to make Saaga a star, has been very effective. Advertising and promotional dollars will increase as we go along, but the support of the trade, recognizing we have something very new and marketable for the category, has already gained great traction."

A Story to Tell

Saaga's conceptual message "Our Spirit Is Pure, Our Stories are Not" will be building in the coming months as the brand is further backed by advertising, extensive special events, a new interactive website, sampling activities, and retail promotions. The storytelling concept makes the connection between the 18th century courtesans, queens, politicians and poets who consumed Saaga (the narrative appears on Saaga's frosty white bottle) and the irreverent, creative and interesting individuals that are the cultural drivers and creative minds of our generation.

"The stories of the Saaga 1763 era and those of today will be the basis for the brand's marketing approach," says Crutchfield. "We have done some spot advertising in lifestyle publications that implore drinkers to 'Spill It,' our double entendre to both drink Saaga and openly share your own saga. As Saaga 1763 is unfiltered, we will look to tell the unfiltered, uncensored stories of Saaga 1763 drinkers – the fascinating, successful people of our generation in creative, media, high tech and cutting edge businesses."

Saaga 1763, 40% alcohol by volume (80 proof), is available in 1 liter (\$48.99), 750 ml (\$33.99) and 50 ml (\$3.29) bottles (estimated national average retail prices). Saaga, Inc. is distilled and bottled in Estonia by Scanfinest Ltd.