



WWW.AUVODKA.CO.UK

OUR STORY

Au⁷⁹
VODKA

AU VODKA IS OFFICIALLY THE UK'S FASTEST GROWING COMPANY!

- GROWTH INDEX -

AU VODKA IS THE UK'S NO.1 ULTRA-PREMIUM VODKA BRAND, CONSISTENTLY OUTPERFORMING LEGACY BRANDS. RENOWNED FOR OUR ICONIC GOLD BOTTLES AND A BRAND THAT WAS BORN IN THE HEART OF WALES THAT HAS GROWN EXPONENTIALLY TO BECOME THE MOST POPULAR AND SOUGHT AFTER VODKA IN THE UK. FOLLOWING OUR HUGE SUCCESSFUL LAUNCH INTO EUROPE, WE HAVE NOW REACHED AN INCREDIBLE MILESTONE COMPLETING OUR LAUNCH INTO THE USA.

OUR VODKA HAS RECEIVED NUMEROUS AWARDS, TAKING HOME A NUMBER OF MEDALS AT THE PRESTIGIOUS SPIRIT MASTERS AWARDS HOSTED BY THE SPIRIT BUSINESS. WE GAINED A MASTERS MEDAL FOR AU VODKA ORIGINAL, A GOLD MEDAL FOR OUR AU VODKA GREEN WATERMELON AND SILVER MEDALS FOR OUR BLACK GRAPE, BLUE RASPBERRY AND FRUIT PUNCH FLAVOURS.

FROM GOLD BOTTLES TO GLOBAL DOMINATION
EXPANDING RAPIDLY IN EUROPE AND ROW, EXPORTING OVER A MILLION BOTTLES WORLDWIDE.

EXPLOSIVE GROWTH

FROM £700K IN 2020 TO £86.5M IN 2024,
AU BECAME THE UK'S FASTEST-GROWING BRAND.



AU VODKA HEADQUARTERS, UK - OWNER CHARLIE MORGAN (LEFT), CHARLIE SLOTH (MIDDLE), JACKSON QUINN (RIGHT)

THE **SPIRITS**
BUSINESS

2023
Lightning
50
FASTEST GROWING
ONLINE RETAILERS

BRIGHTPEARL LIGHTNING
50 WINNER (2020)

NIQ

UK'S BEST SELLING
PRE-MIXED DRINKS (2023)

SOCIAL MEDIA FOLLOWING & ENGAGEMENT



307K FOLLOWERS
9M LIKES
9.2M MOST VIEWS



439K FOLLOWERS
14.7M MOST VIEWS



329K FOLLOWERS
199 LIKES

AU VODKA MARKETING

A LARGE PART OF SUCCESS WAS ACHIEVED WHEN CHARLIE SLOTH (UK DJ AND CELEBRITY) BOUGHT INTO THE COMPANY, HELPING AU TAKE OVER THE UK URBAN AND HIP HOP SCENE. USING IMAGERY AND VIDEOS WITH THE BIGGEST AND THE BEST ARTISTS AND INFLUENCERS IN THE UK ON SOCIAL MEDIA. TAKING AU VODKA TO THE NEXT LEVEL INCREASING INSTAGRAM FOLLOWERS TO OVER 330K. THE CELEBRITY AMBASSADORS KEEP GETTING BIGGER WITH GLOBAL SUPER STAR ARTISTS AND ATHLETES GETTING INVOLVED SUCH AS RONALDINHO, TYSON FURY AND JAKE PAUL.

AU VODKA STRIVES TO CREATE DISRUPTIVE AND EPIC SOCIAL MEDIA CONTENT FEATURING THE BIGGEST GLOBAL STARS IN SPORTS, CONTENT AND MUSIC. GAINING OVER 1 BILLION IMPRESSIONS. AU CREATES VIRAL CAMPAIGNS, THESE CAMPAIGNS BRING NEW AUDIENCES TO AU VODKA, GENERATE EXCITEMENT AND HYPE AROUND THE BRAND AND IT'S PRODUCTS.

AU VODKA'S HIGH SOCIAL MEDIA ENGAGEMENT STATS

1	AU VODKA	166
2	AVIATION	130
3	TITOS	96
4	818	80
5	CASAMIGOS	78
6	BELVEDERE	62
7	BELUGA	34
8	CHASE	34
9	GREY GOOSE	32
10	CIROC	23

MARKET LEADERS IN
SOCIAL ENGAGEMENT
AND RECOMMENDATIONS
THROUGH REFERRAL
MARKETING



AUGUST 2025 REELS

AU VODKA THE INTERNETS MOST POPULAR SPIRITS BRAND IN THE WORLD!

- STUDY BY FENTIMANS (THE SPIRITS BUSINESS) -



AU VODKA TRAVEL ACTIVATIONS

OVER 7FT
TALL



WORLD'S LARGEST VODKA BOTTLE

AU VODKA NOW HOLDS THE WORLD RECORD FOR THE LARGEST VODKA BOTTLE TO EVER EXIST. THIS GIANT VODKA BOTTLE IS A SYMBOL OF OUR SCALE & AMBITION TO PUSH BOUNDARIES & CREATE UNFORGETTABLE EXPERIENCES.



2.1M TALL
300KG
250L



CHRISTMAS TREE

AU VODKA'S LATEST ACTIVATION SHOWCASES THE STUNNING BOTTLE CHRISTMAS TREE IN LONDON LUTON AIRPORT. THIS FESTIVE ACTIVATION OFFERS CUSTOMERS A CHANCE TO GRAB LAST-MINUTE HOLIDAY GIFTS WHILE TRAVELING.



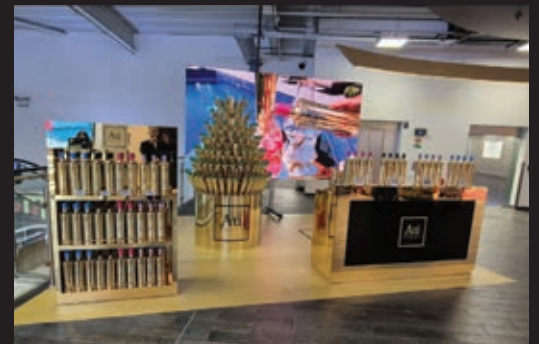
100K+
IMPRESSIONS
20K+
INSTAGRAM LIKES

AU VODKA AIRPORT SPACES & POP UP BARS

AU VODKA IS EXPANDING ITS PRESENCE NOT ONLY IN AIRPORTS, BUT ALSO ONBOARD LEADING AIRLINES AND MAJOR FERRY OPERATORS.

AVAILABLE IN DUTY FREE AND ON AIRLINES, IT'S THE PERFECT HOLIDAY GIFT OR TRAVEL INDULGENCE. EXPERIENCE THE BRAND FOR YOURSELF AT ONE OF OUR MANY ACTIVATIONS AND POP-UP BARS.

AU VODKA CONTINUES TO SOAR IN TRAVEL RETAIL SPACES, PARTNERING WITH MAJOR AIRPORTS AND AIRLINES. WITH ITS BOLD BRAND PRESENCE, IT'S IMPOSSIBLE TO MISS.



TRAVEL RETAIL SPACES



AU VODKA FLAVOUR COLLECTION

5CL COLLECTION

ORIGINAL, BLACK GRAPE, BLUE RASPBERRY, PINK LEMONADE, STRAWBERRY BURST, JUICY PEACH (PET 5CL OPTIONS AVAILABLE)

35CL COLLECTION

BLUE RASPBERRY, JUICY PEACH

70CL COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE, FRUIT PUNCH, GREEN WATERMELON, STRAWBERRY BURST, BUBBLEGUM, PINK LEMONADE, COSMIC BERRIES, PINEAPPLE CRUSH & JUICY PEACH.

1.0 LITRE COLLECTION

ORIGINAL, PINK LEMONADE, BLUE RASPBERRY, BUBBLEGUM, JUICY PEACH, STRAWBERRY BURST

1.5 LITRE COLLECTION

ORIGINAL, FRUIT PUNCH, BLUE RASPBERRY

3 LITRE COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE & FRUIT PUNCH



NEWEST FLAVOUR
JUICY PEACH



BEST SELLER
BLUE RASPBERRY
AVAILABLE AS 1L, 70CL, 35CL



AU VODKA US & GLOBAL TAKEOVER

OVER

220,000 JUICY PEACH BOTTLES SOLD
IN 4 MONTHS (SINCE LAUNCH)



WESLEY SNEIJDER



ORGANIC AMBASSADOR

WILL SMITH



US AMBASSADOR



LIQUOR STORE DISPLAYS
HAVE STARTED LANDING
ACROSS THE STATES


**TOTAL
IMPRESSIONS
100M+**



**BIGGEST
EVER**

USA E-COM LAUNCH

300+
A-LISTER GIFTING

7M+

**UGC
IMPRESSIONS**



AU VODKA USA
D2C REVENUE GROWTH

+700%



AU VODKA PRE-MIXED CANS

UK'S BEST SELLING RTD, SELLING 1 MILLION EVERY WEEK

- NIELSON DATA -

OUR AU VODKA READY-TO-DRINK COLLECTION ARE THE BEST SELLING PRE-MIXED CANS IN THE UK.

INSPIRED BY OUR SIGNATURE COLLECTION OF FLAVOURS, AU VODKA CANS ARE THE PERFECT DRINK FOR ANY OCCASION.

NOW LAUNCHED IN THE USA STARTING WITH THE FLAVOURS **BLUE RASPBERRY**, **PINEAPPLE CRUSH** AND **JUICY PEACH**.

PRE-MIXED VODKA SODA

5% ABV / 330ML

FULL PRE-MIXED CAN FLAVOUR RANGE



BLUE RASPBERRY
CHERRYADE

PINK LEMONADE
JUICY PEACH

BLACK GRAPE
PINEAPPLE CRUSH

**JUICY PEACH RTD SOLD OUT IN
THE FIRST WEEK OF LAUNCH!**

AU VODKA'S NEWEST PRE-MIXED CAN FLAVOUR

JUICY PEACH

BEST SELLING UNIT (UK)



NEWS

AU VODKA SELLS 1 MILLION CANS EVERY WEEK!

AU VODKA CANS ARE OFFICIALLY THE BEST-SELLING RTD ACROSS THE UK, SELLING 1 MILLION CANS EVERY WEEK FOR THE LAST 12 WEEKS.

NIESLON DATA 12 WEEKS ENDING 14.06.25

Au⁷⁹
VODKA



STRAWBERRY BURST & BLUE RASPBERRY

ULTRA



NEW CAFFEINATED CANS
2 FLAVOURS

7% ABV / 500ML

LARGER CAN 500ML
HIGHLY CAFFEINATED
25MG CAFFEINE PER 100ML



AU VODKA BAR QUALITY COCKTAILS IN A CAN

2 FLAVOURS
8% ABV / 200ML

WE'VE COMBINED OUR AWARD-WINNING AU VODKA WITH TROPICAL FLAVOURS TO CREATE TWO REFRESHING, NITRO-INFUSED COCKTAILS.

ENJOY THE SWEET STRAWBERRY DAIQUIRI. MADE WITH THE FINEST STRAWBERRIES, AND THE EXOTIC BLUE HAWAIIAN. BLENDING PINEAPPLE AND COCONUT. BOTH OFFER A SMOOTH FINISH, PERFECT FOR ANY OCCASION.

OUR COCKTAIL CANS ARE PERFECTLY MEASURED AND READY TO DRINK. BEST SERVED CHILLED, POURED OVER ICE. FLAVOURED SPIRIT DRINK.

STRAWBERRY DAIQUIRI
BLUE HAWAIIAN





AU VODKA TRAVEL