

Our / VODKA

DIFFERENT CITIES. DIFFERENT VODKAS. SAME FAMILY.

Global, yet local. Our/Vodka teams up with local entrepreneurs around the world to give selected cities their very own urban vodka. The vodka is partly distilled, blended and hand bottled in micro-distilleries in each city. All cities share the same secret recipe, but the ingredients are sourced as locally as possible which gives each vodka a unique character.

The idea to create a vodka that is both global and local was born in Stockholm in 2010. Founder and CEO Åsa Caap developed the idea together with four entrepreneurs from the Swedish agency Great Works. Our/Vodka was treated as a black ops project under the umbrella of Pernod Ricard before the first micro-distillery opened up in Berlin in 2013.

Today, Our/Vodka is a global family of local partners in different cities around the world. These entrepreneurs are driven by a love for their city, and a love for doing things for real. After the launch, the partners are in charge of building their local Our/Vodka brand and business the way they feel best suited for their city. Within the Our/Vodka family, the distilleries are siblings with the same genes, but with their own unique personalities.

Our/Berlin – Our/Berlin opened in March 2013 as the first Our/Vodka distillery in the world. It is run by Jon Sanders and Pauline Hoch, who also have a PR agency and a background in fashion. Our/Berlin has become a favourite among the fashion, music and lifestyle crowd. Our/Berlin is one of the most popular vodkas at the Berlin Airports.

Visit Our/Berlin: Am Flutgraben 2, 12435 Berlin
www.ourvodka.com/ourberlin

Our/Detroit – The second micro-distillery opened in August 2014. Local partners are Kate Bordine and Catherine Kelly, their mission is to invigorate Detroit through community engagement, outreach and celebration. Our/Detroit have hosted everything from a mural contest to appreciated community events.

Visit Our/Detroit: 2545 Bagley Street, Detroit
www.ourvodka.com/ourdetroit

Our/Amsterdam – The Amsterdam distillery opened in October 2015 in the Schinkel area of Amsterdam. Local partners are Marcel Wortel and Ivo Hulscher, who among many other ventures run the advertising agency Bored of Advisors.

Visit Our/Amsterdam: Helicopterstraat 32, 1059 CG, Amsterdam
www.ourvodka.com/ouramsterdam

Our/London – The London distillery opened in November 2015. The local partners are Clive Watson who is behind leading London restaurants including Blixen and Neil Chivers who is Ops Director for PR agency LD Communications working with bands like Rolling Stones and Pink Floyd.

Visit Our/London: Arch 435 & 436, Spurstowe Road, Hackney, London E8 1LS
www.ourvodka.com/ourlondon

Our/Los Angeles – Opened in June 2016, the Our/Los Angeles distillery is located in the downtown LA Arts District on an up-and-coming stretch that includes LA's next SoHo House. Local partners Steven Ocheltree and Tyler Simmons are co-founders of creative agency Sew.

Visit Our/Los Angeles: 915 South Santa Fe Avenue, Los Angeles, CA 90013
www.ourvodka.com/ourlosangeles

Our/Vodka is currently working on new micro-distillery openings in Miami, New York and Houston. Follow @ourvodka on Instagram for updates. For more info, please contact press@ourvodka.com