



**PALÍRNA**  
U ZELENÉHO STROMU  
PROSTĚJOV

**500**  
YEARS OF FUN

PURE SPIRIT  
**HANACKA**  
VODKA  
ORIGINAL

**PURE SPIRIT**  
**PURE FUN**

PURE SPIRIT

# HANÁČKA

VODKA

ORIGINAL

**TRENDY CZECH PARTY VODKA  
FOR EVERYONE WHO WANTS TO LIVE LIFE  
TO THE FULLEST, CAST THEIR WORRIES  
ASIDE AND JUST HAVE FUN.**

## BRAND STORY

Czechs have always been well known for their camaraderie, ever since historic Slavic times. They enjoyed meeting each other, lived life to its fullest, conversed, danced and had fun together. During such occasions, in order to create a relaxed and joyful atmosphere and have even more fun, they consumed home-made distilled spirits. Over time, these spirits became increasingly similar to vodka as the Slavs strived to invent the purest alcoholic beverages, which would not cause headaches and could be fully enjoyed on a daily basis.

The method of production was passed down from generation to generation, until it was finally adopted in the 16th century by distilling masters from Prostějov. After months of testing and trial, they managed to perfect their production process by using the unique properties of Prostějov underground water and began making crystal-clear vodka with a unique, inimitable character. According to legend, this was not only the first Czech vodka, but if we look deep into Slavic history it was supposedly also the first vodka in the world.

To this day, Hanácká vodka has undergone further development to ensure that it reflects the increasing demands for quality, it remains trendy and always satisfies the current generation of those who want to live life to the fullest. However the product still retains its own spirit and brings pure enjoyment.

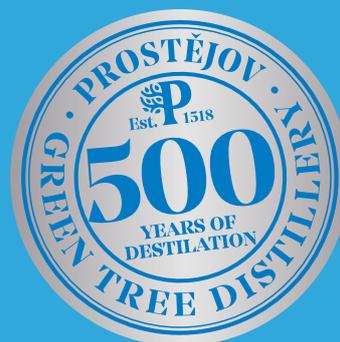
## ABOUT THE COMPANY

Hanácká vodka is produced by Palírna U Zeleného stromu, a Prostějov distillery whose five-hundred-year history dates back to 1518, when Vilém of Pernštejn granted it the right to distil.

Prostějov is located in the most fertile area of Central Europe, in the famous Haná region.

Prostějov is famous for, among other qualities, its unique underground water, which is perfectly pure thanks to the filtration effects of its sand and gravel bed, containing many minerals. The water dates back 10,000 years, and at that time in history it was collected for royal courts due to its exceptionally unique properties.

Although Palírna U Zeleného stromu is now the second largest manufacturer of alcoholic beverages in the Czech Republic, it retains its family character and people.



- SMOOTH MOLASSES SPIRIT
- CRYSTAL-CLEAR PROSTĚJOV SPRING WATER
- AN INIMITABLE, SLIGHTLY ALKALINE CHARACTER
- NO ADDITIVES
- TRADITIONAL PRODUCTION PROCESSES
- MODERN DESIGN