

Swedish consumer survey: Vodka is made from grain or potato

Grain and potato were identified as the raw materials of vodka by 62 per cent in a Swedish consumer survey ahead of an upcoming EU decision on revised spirits definitions.

The raw materials of other spirits are less known among Swedes. 45 per cent identified that whisky is made from grain, 24 per cent that cognac is made from grapes and 34 per cent that calvados is made from apples.

"This shows that Swedish consumers have a clear picture of what vodka is made from", comments Peeter Luksep, responsible for EU issues at V&S Group, the company that has commissioned the research. "Similar surveys in our neighbouring countries have produced as clear results. This helps the Swedish Government and Swedish MEPs in requesting that the EU treats vodka in an equal manner to other major EU spirits."

"The Commission draft views vodka as diluted ethyl alcohol. But two thirds of EU vodka consumers live in countries around the Baltic Sea. We do not wish to see "vodka" as a label for distilled surplus wine or for low-cost spirits of unclear provenance," says Luksep.

The survey was conducted by the research company Demoskop during the first week of February. Out of a thousand adult respondents 82 per cent replied that they do drink spirits at least occasionally. The raw material questions were asked from those who drink at least occasionally.

Further information

Peeter Luksep, Director Corporate Affairs, V&S, mobile +46 (0)70-723 71 28, e-mail peeter.luksep@vsigroup.com

V&S Media Hot Line +46 8 744 73 80