



ZAROVA  
THE SIPPING VODKA

# Originality and Excellence



*Palm Beach*



## THE CREATORS

Cuban-born Neydis Rojas and Misael Plasencia are a married couple established in Palm Beach, Florida. Over the course of 23 years, they have founded and operated multiple businesses through their parent company, *Plasencia Enterprise Group*. Rojas has a background in administration and marketing, while Plasencia, an engineer by training, had exposure from a young age to the rum production processes in Cuba's sugar mills.

With this vision, creating their own brand and bringing it to the highest level turned into a defining goal. With that precise goal, Misael enhanced his expertise in Scotland, under the mastery and iconic Dan Peña through the legendary *Quantum Leap Advantage (QLA)* program., Ultimately in collaboration with industry experts, they developed four unique and distinctive expressions that challenge traditional vodka by using corn, blue agave, French grapes, and potatoes as their bases. Each form is enhanced by unique distillation and filtration techniques, as well as a refined luxury presentation –elements that define the brand's uncompromising level of excellence.

With strategic presence in yacht clubs, private airports, cigar lounges, and selective liquor retailers across the United States, Neydis and Misael pursue a shared mission to introduce **Zarova Vodka** to the world's most discerning markets, where luxury and enjoyment meet.

# TOTAL LUXURY

The name **Zarova** emerges from the collective imagination of the Palm Beach community where it has become synonymous with magnificence. By deliberately distancing itself from conventional production processes, it has elevated the standards of vodka craftsmanship. While high-quality vodkas typically undergo four or five distillations, **Zarova's** expressions are distilled up to eight times, with exceptional purity through the use of state-of-the-art filtration technology ensuring a distinctive and superior vodka.

The brand's image is the result of months of research targeting breaking away from the industry's simple aesthetics. This pursuit led to the creation of a unique and patented hand-blown glass bottle, whose technical complexity required collaboration with manufacturers from the perfumery industry. This design, based on inverted triangles, establishes a chromatic identity for each expression.

Each piece represents a collector's item, presented in an elegant box that features a QR code to access the brand's storytelling, technical information, and quality certifications. **Zarova** stands as the benchmark of *Total Luxury*, created for gifting, sharing, and savoring the smoothness and nuances that only *premium* spirits, served neat, can deliver.



# ZAROVA

## VODKA

### **Black Edition**

*Corn Expression*

The **Black Bottle** is not intended for mixing or excessive chilling, but for enjoyment with immersion and tranquility. Its singularity is revealed in every sip, defined by impeccable purity and an enveloping silky texture.



## TECHNICAL SPECIFICATIONS

**Origin:** Palm Beach, Florida, USA.

**Distillery:** List Distillery, Fort Myers, Florida.

**Raw Material:** Selected NON-GMO Dent Corn from Illinois.

**Distillation:** Eight times in a continuous column.

**Filtration:** Advanced precision technology, 12 cycles.

**Water:** Treated through reverse osmosis.

**Final Proof:** 40% ABV.

**Certifications:** Kosher, Vegan, NON-GMO, Gluten-free, sugar-free, and additive-free.

# SENSORY PROFILE

## Nose

Extremely clean, serene, and precise, this expression offers notes of natural sweet corn, fine white bread, and a subtle whisper of soft vanilla, absent of intrusive alcohol heat. Each inhalation invites you in, gently leading toward a conscious sip.

## Finish

This finish is long, silky, and uninterrupted, without dryness or alcoholic heat. It leaves a clean, luminous and comforting sensation, one that does not demand another sip, but gently suggests it.

## Palate

Its soft, broad, and progressive entry invites a lingering moment on the palate. The texture is velvety and enveloping, free of sharp edges. Notes of clean grain appear, accompanied by an elegant creaminess and a perfect balance between natural sweetness and freshness. Rather than seek an immediate impact, it evolves with a measured progressive development.



# ZAROVA

## VODKA

### **Blue Edition**

*Blue Agave Expression*

Crafted from Mexican Weber Blue Agave, this expression undergoes an advanced distillation and rectification process resulting in an exceptional purity. It features subtle agave notes while maintaining smoothness and balance, best enjoyed well-chilled. Its superior texture and aromatic depth showcase a controlled character and the necessary balance for a true sipping experience.



## TECHNICAL SPECIFICATIONS

**Origin:** Mexico (Base Spirit).

**Distillery:** List Distillery, Fort Myers, Florida.

**Raw Material:** Weber Blue Agave (*Agave tequilana Weber var. azul*).

**Distillation:** Eight times in a continuous column.

**Filtration:** Advanced precision technology, 12 cycles.

**Water:** Treated through reverse osmosis.

**Final Proof:** 40% ABV.

**Certifications:** Appellation of Origin (Tequila, Jalisco). Kosher, Vegan, NON-GMO, Gluten-free, sugar-free, and additive-free.

# SENSORY PROFILE

## Nose

Aromatic, fine, and luminous, it features a clean entry with subtle notes of cooked agave, fresh citrus, and a delicate herbal nuance that recalls soft tropical fruit and a polished minerality that brings clarity. The alcohol, almost imperceptible, is proof of precise rectification.

## Palate

Silky and expansive, the palate is enveloping and harmonious. Natural agave sweetness unfolds accompanied by notes of ripe fruit, white flowers, and a very elegant creamy sensation perceived in the center of the mouth, while the alcohol integration is smooth.

## Finish

The finish is long, clean, and refreshing highlighting the smoothness of refined agave and a citrus-mineral echo that leaves the palate clear and bright. It never dries or burns; instead, it invites a measured, continued sip.



# ZAROVA

## VODKA

### **White Edition**

*Champagne Grape Expression*

Formulated under a clear and distinguished concept, its process demands levels of purity, alcohol integration, and sensory smoothness superior to those typical of other spirits. Crafted from grapes cultivated in the Champagne region, which yield freshness and an almost wine-like character, this sophistication makes it the most ethereal and contemplative expression in the collection.



## TECHNICAL SPECIFICATIONS

**Origin:** Champagne, France (Base Spirit).

**Distillery:** List Distillery, Fort Myers, Florida.

**Raw Material:** Champagne Grapes.

**Distillation:** Eight times in a continuous column.

**Filtration:** Advanced precision technology, 12 cycles.

**Water:** Treated through reverse osmosis.

**Final Proof:** 40% ABV.

**Certifications:** Appellation of Origin, Kosher, Vegan, NON-GMO, Gluten-free, sugar-free, and additive-free.

# SENSORY PROFILE

## Nose

Extraordinarily fine and ethereal; it opens with notes of fresh pear, green apple, and white flowers followed by a delicate chalky mineral background characteristic of the Champagne *terroir*. Clean, precise, and elegant, it invites a slow approach.

## Palate

Silky and almost creamy in texture, the palate emerges with a soft and enveloping entry, accompanied by flavors of ripe white fruit, a subtle floral nuance, and a perfectly integrated natural freshness. The palate is broad, balanced, and refined, with a distinctive and refined sense of lightness.

## Finish

The long and persistent finish is delicate and carries a fresh, mineral trail that clears the palate. Free of dryness or heat, only the continuity and harmony encourages slow enjoyment in small sips.



# ZAROVA

## VODKA

### **Amber Edition**

*Potato Expression*

Ideal for tasting neat and slightly chilled, the texture and character of this expression emerge clearly. Unlike the extreme neutralization typical in most vodkas, it was crafted to safeguard its original and distinctive raw materials. Manually harvested and carefully selected, it embodies a classic and orthodox style. Its medium-to high body allows it to shine even as a base for martinis and *premium* cocktails.



## TECHNICAL SPECIFICATIONS

**Origin:** Idaho, USA (Base Spirit).

**Distillery:** List Distillery, Fort Myers, Florida.

**Raw Material:** Hand-selected Idaho Potatoes.

**Distillation:** Eight times, fractionated in traditional copper pot stills.

**Filtration:** Advanced precision technology, 12 cycles.

**Water:** Treated through reverse osmosis.

**Final Proof:** 40% ABV.

**Certifications:** Kosher, Vegan, NON-GMO, Gluten-free, sugar-free, and additive-free.

# SENSORY PROFILE

## Nose

Its clean and elegant aroma, with a soft and well-defined entry, precedes vegetal notes of fresh potato with a slightly sweet nuance. Subtle aromas recall soft vanilla and green apple, with a very delicate mineral and earthy background. The alcohol is perfectly integrated, free of sharp edges or aggressiveness, paving the way for the raw material to sparkle.

## Palate

Creamy and silky, as expected from potato-based vodkas, its round and structured flavors include light vanilla, a balanced natural sweetness, complimented by a slight touch of spice that adds complexity. The sensation of this medium-to full bodied expression is one of controlled and pleasant warmth.

## Finish

The finish is a long, clean, and persistent finish that provides a creamy, mineral, and slightly sweet smoothness in the aftertaste. This polished and elegant sensation encourages another sip inviting the experience to continue.



COMING  
SOON

# UNIQUE EXPERIENCE

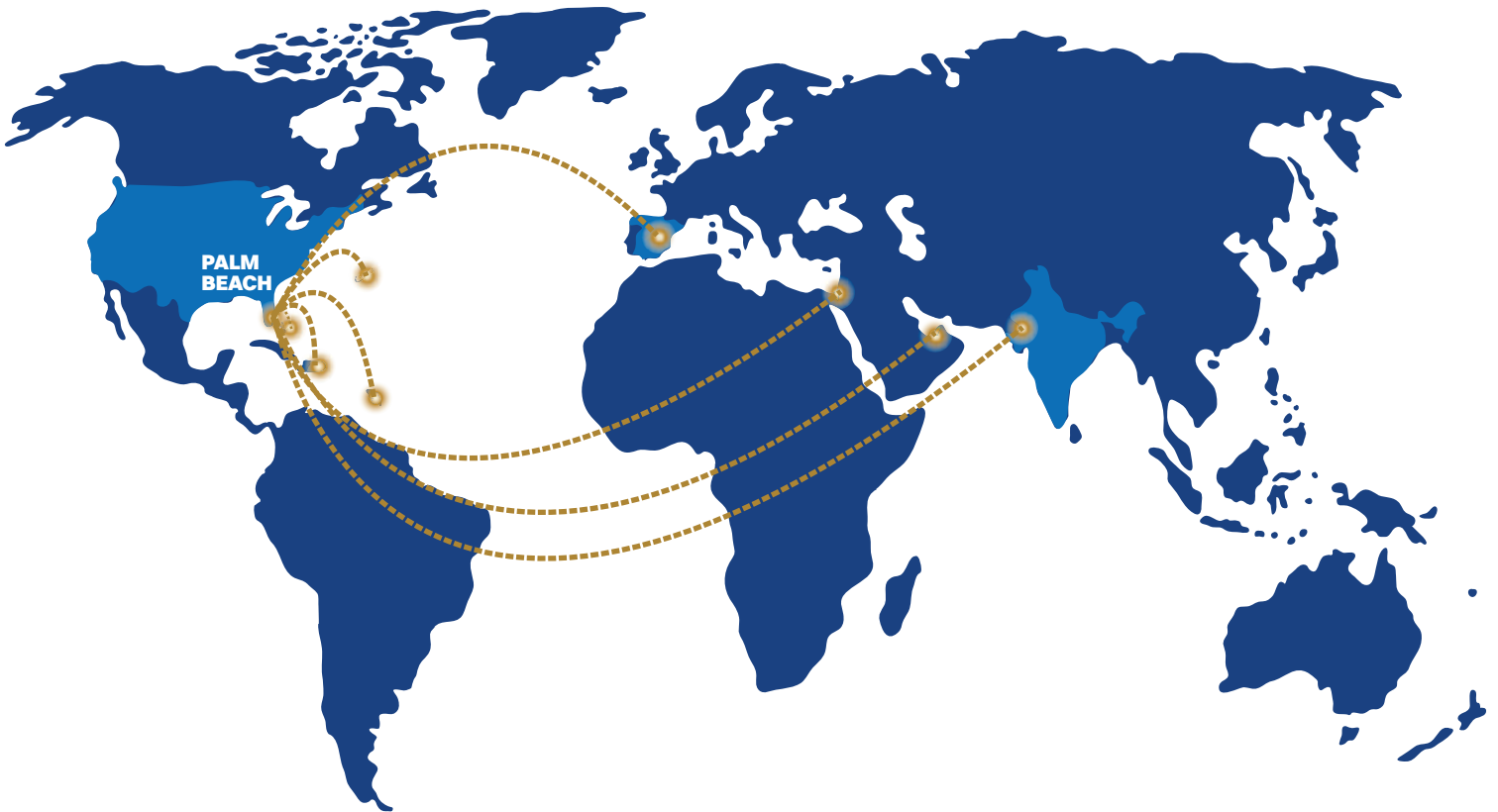


# GLOBAL MARKET



**ZAROVA**  
VODKA

- U.S.A.
- SPAIN.
- ISRAEL.
- MARTINICA, BERMUDAS, BAHAMAS.
- INDIA.
- DOMINICAN REPUBLIC (Punta Cana, Casa de Campo, Bavaro).
- DUBAI.



From Palm Beach to the world, **Zarova Vodka** continues to scale its global footprint. Its distribution network now spans over 45 U.S. states through premier wholesalers, with an active and growing presence across Europe, Asia, and the Caribbean.



El Corte Inglés

Jensen's  
Since 1976  
LIQUORS  
BEER & WINE

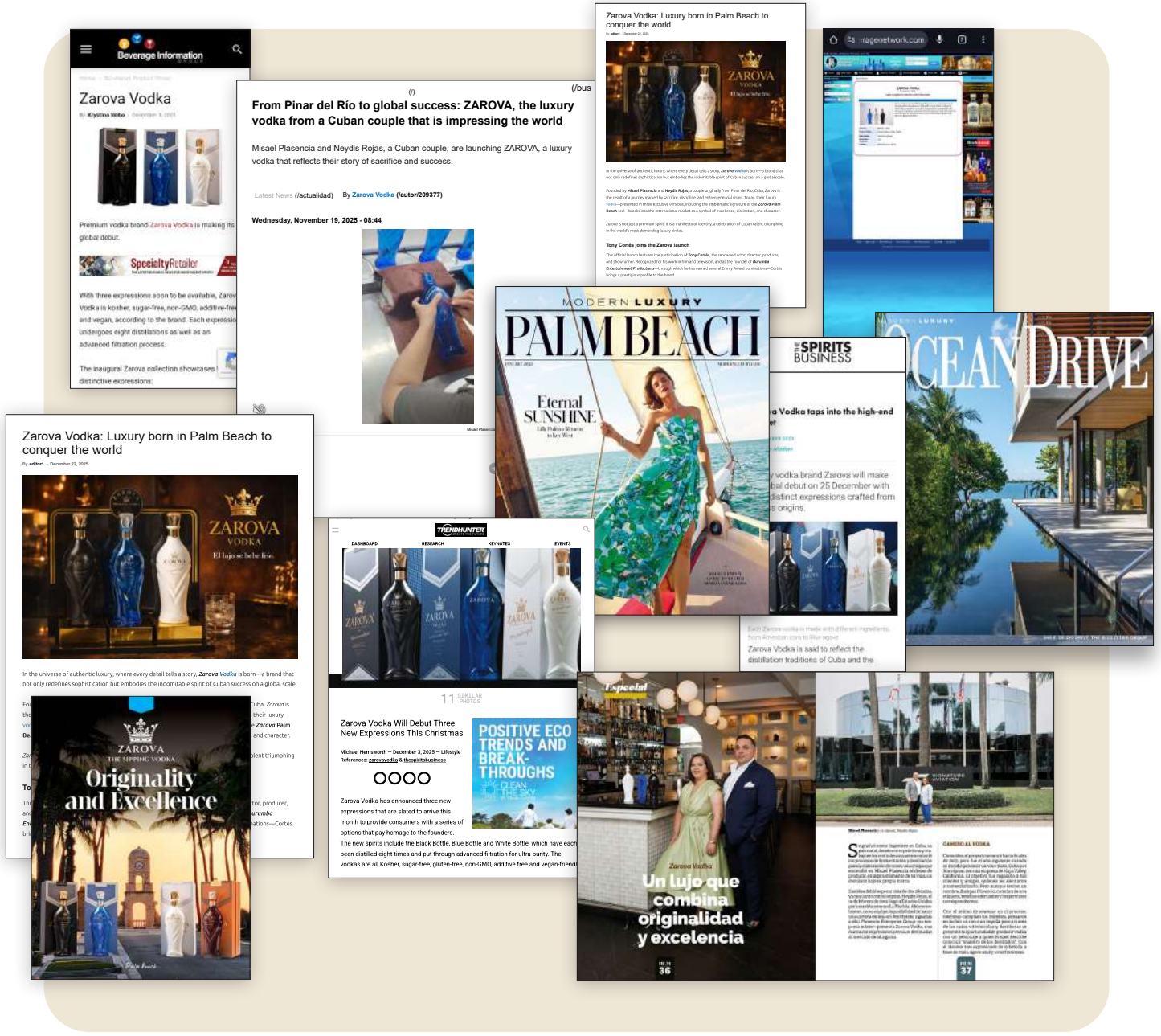
LIQUID  
RAILS

Primo  
Liquors  
& Fine Wines

S/Y  
SUPERYACHT  
BAR

Total Wine  
& MORE

# MEDIA PRESENCE



- BEVERAGE INFORMATION GROUP.
- CIBER CUBA.
- INTERNATIONAL BEVERAGE NETWORK (IBN).
- MODERN LUXURY (Palm Beach, Ocean Drive, Manhattan, Dubai).
- HUMO LATINO (Global, Dominican Republic).
- THE SPIRITS BUSINESS.
- TREND HUNTER.
- UPSCALE LIVING MAGAZINE.
- ZAROVA MAGAZINE (United States, Latin America, Europe).

# EVENTS & BRANDING





**ZAROVA**  
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*Palm Beach*



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