PURITY®



The Purity Martini Book

A history in a glass.

Almost a century and a half of the Martini, and 38 recipes to make it your own.

RECIPES AND NOTES FROM OUR MASTER BLENDER, MATHIAS TONNESSON

1863 · TODAY

PURITY

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Colder, cleaner, still changing

38 recipes for Purity vodka and gin, each with a note from our Master Blender, Mathias Tonnesson. Measures are given in ounces and centilitres.



Meet our Master Blender

Mathias Tonnesson

"If my name is on it, it has to be right."

My signature is on every bottle for one reason: accountability. Blending is not simply following a formula. It is tasting, adjusting and making decisions until every element feels exactly where it should be.

The Martini is where that matters most. With almost nothing else in the glass, the spirit has nowhere to hide. Every recipe in this book carries a note from me: the small details that turn a good Martini into the one that makes you smile.

Mathias Tönnesson

MASTER BLENDER, PURITY

BEFORE WE BEGIN

Classic, cousin or neighbour?

Not every drink called a Martini is one. This is how our Master Blender, Mathias Tonnesson, sorts the family. You will find the same label on every recipe in this book.

The classic

ALWAYS MADE WITH VERMOUTH

A base spirit, gin or vodka, and vermouth, in whatever ratio you love. The Dry Martini, the Gibson and the Dirty Martini all belong here.



The cousins

CLOSE FAMILY, NO VERMOUTH

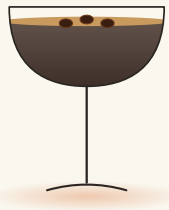
Built like a classic, but with something else where the vermouth should be: Dubonnet, whisky, tequila or an aperitif wine. The Vesper, with Kina Lillet, is the most famous cousin.



The neighbours

SAME HOUSE, DIFFERENT FAMILY

They live in the same house, the Martini glass, but they are not Martinis in the classic sense. The Espresso Martini and the French Martini are neighbours.



"A classic Martini always has vermouth. Change the vermouth and you meet a cousin. Keep only the glass and you are visiting the neighbours."

Mathias Tönnesson

MATHIAS TONNESSON, MASTER BLENDER

THE METHOD

Master your Martini in five steps.

1 Choose your base spirit

Gin or vodka is the first decision. Vodka lets texture lead: Connoisseur 51 Reserve is our Martini vodka. With gin, choose the style too: Nordic London Dry for precision, Old Tom for roundness, Navy Strength for presence.

2 Choose your vermouth

Dry vermouth gives the crisp, classic Martini. Sweet vermouth makes it rounder and richer. Replace it with something else and you have left the classic for one of its cousins.

3 Find your ratio

More vermouth makes a Martini softer, more aromatic and lighter. Less makes it drier, crisper and more spirit-forward. Start at five to one and move along the scale.

4 Chill and dilute

Shaken gives the most dilution and a very cold drink with tiny ice crystals. Stirred is a little less cold and less diluted, clear and silky. Straight from the freezer means no dilution at all.

5 Finish with the garnish

A twist of lemon peel for brightness, an olive for something savoury, a pearl onion for a Gibson.

THE RATIO SCALE · SPIRIT TO VERMOUTH

1 : 2	*1 : 1*	*2 : 1*	*5 : 1*	*6 : 1*	*15 : 1*	*1 : 0*
Upside down *More vermouth than spirit*	Fifty-fifty *Close to the first Martinis*	FDR style *President Roosevelt's own*	Our starting point *2½ oz spirit, ½ oz vermouth*	The IBA classic *60 ml spirit, 10 ml vermouth*	Montgomery style *Very dry*	Churchill style *No vermouth, legend says*



A history in a glass

Every great drink has more than one beginning.

No one can prove who mixed the first Martini. What survives is better: old bar manuals, competing names, presidents, novelists and film stars, and bartenders who kept changing the recipe. Across five chapters, we follow the Martini from a sweet, amber cocktail of the 1880s to the clear, cold drink of today, with the recipes that belong to each era. Where a story is legend rather than record, we say so.



I

The ancestors

1863 to 1888

Where it all begins: vermouth, Old Tom gin and the sweeter, rounder Martinis of the 1880s.

Chapter I · The story

The ancestors



1863 · TURIN

A name on a bottle

In Turin, the vermouth house founded by Alessandro Martini, Teofilo Sola and Luigi Rossi takes the Martini name. Vermouth, a wine scented with botanicals, is what makes the cocktail possible. But a bottle is not yet a drink.

In the glass · No cocktail yet

1884 · NEW YORK

The Martinez

A New York bar guide prints the Martinez in a single line: make a Manhattan, but use gin instead of whiskey. It is the oldest printed ancestor of the Martini we know of, and it tells us the drink grew out of the Manhattan family.

In the glass · Gin and vermouth, no fixed ratio

1886

The word Martini appears

By 1886 the name Martini is in use. For years, Martini and Martinez are used side by side, spelled one way and then the other, long before anyone agrees what the drink should be.

In the glass · Gin and vermouth, no fixed ratio

1887

Sweet, amber and shaken

The bar guide bearing Jerry Thomas's name gives a full Martinez: Old Tom gin, a whole wineglass of vermouth, maraschino and bitters, shaken and served with a quarter slice of lemon. Richer and sweeter than anything we would call a Martini today.

In the glass · 1 : 2, vermouth-led

Chapter I · The story



1888

The first Martini Cocktail in print

Harry Johnson's bartender's manual prints a recipe headed Martini Cocktail: Old Tom gin and vermouth in equal measure, a little syrup, curaçao and bitters, stirred, with lemon peel squeezed over the top. An early Martini, in its own sweeter form.

The legend

~~A gold miner in Martinez, California, celebrates a strike and a bartender invents a drink for him.~~

The record

The California stories change with every telling, and no surviving evidence ties the drink to the town. A lovely tale, not a birthplace.

In the glass · 1 : 1



A CLASSIC · SPICED AND WARM

Nordic Martinez

The Martini's ancestor, made the original way

SPIRIT Old Tom 34	GLASS Coupe or Nick & Nora
METHOD Stirred	TIME 3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Gin 34 Old Tom Organic
- 1½ oz / 4.5 cl sweet vermouth
- 1 tsp maraschino liqueur
- 2 dashes orange bitters
- Lemon twist, for garnish

Before there was the Martini, there was the Martinez. Recipes for it appear in the 1880s, and many drinks historians see it as the Martini's ancestor. It was traditionally made with Old Tom gin, the softer, slightly sweeter gin style of the time. Gin 34 Old Tom brings it home. Its rounded body and gentle sweetness meet sweet vermouth, a whisper of maraschino and orange bitters, creating a cocktail that is rich, smooth and quietly complex. The original. Beautifully restored.

HOW TO MAKE IT

1. Chill a coupe or Nick & Nora glass.
2. Add Gin 34 Old Tom, sweet vermouth, maraschino liqueur and orange bitters to a mixing glass filled with ice.
3. Stir for about 30 seconds, until very cold.
4. Strain into the chilled glass and express a lemon twist over the top.

FROM THE MASTER BLENDER

Stir, never shake, and stir longer than you think: about 30 seconds. The Martinez should feel weighty and silky on the palate, and only patient stirring gives it that texture.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Old Tom Martini

Softer, rounder, quietly generous

SPIRIT Old Tom 34	GLASS Martini glass
METHOD Stirred	TIME 3 min

INGREDIENTS

- 2 oz / 6 cl Purity Gin 34 Old Tom
- ½ oz / 1.5 cl dry vermouth
- 2 dashes orange bitters
- Wide orange twist, for garnish

Old Tom gives the Martini a softer, rounder face. Dry vermouth and orange bitters add structure, and a wide orange twist finishes it with a warm aroma. Rich botanical character and a touch of sweetness, with nothing heavy.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add the gin, vermouth and bitters to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass, express a wide orange twist over the surface and rest it on top.

FROM THE MASTER BLENDER

Express the orange twist over the surface and wipe it around the rim. The oils meet the first sip.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

50/50 Martini

Equal parts, easy going

SPIRIT Nordic London Dry 34	GLASS Nick & Nora
METHOD Stirred	TIME 3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Gin 34 Nordic London Dry
- 1½ oz / 4.5 cl dry vermouth
- 2 dashes orange bitters
- Lemon twist, for garnish

Gin and dry vermouth in equal parts, with a touch of orange bitters. Softer and more aromatic than a classic Martini, and a lovely way to begin an evening. Gin 34 Nordic London Dry keeps the botanicals right at the front.

HOW TO MAKE IT

1. Chill a Nick and Nora glass.
2. Add all ingredients to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass and express a lemon twist over the surface.

FROM THE MASTER BLENDER

With this much vermouth in the glass, freshness matters. Use a bottle opened within the last few weeks and keep it in the fridge.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Perfect Martini

Dry and sweet, in balance

SPIRIT Nordic London Dry 34	GLASS Martini glass
METHOD Stirred	TIME 3 min

INGREDIENTS

- 2 oz / 6 cl Purity Gin 34 Nordic London Dry
- ½ oz / 1.5 cl dry vermouth
- ½ oz / 1.5 cl sweet vermouth
- Lemon twist and one green olive on a pick, for garnish

Gin with equal parts dry and sweet vermouth. Slightly rounder than a dry Martini, with a gentle warmth from the sweet vermouth. The name simply refers to that balance of dry and sweet. Gin 34 Nordic London Dry keeps the juniper clear throughout.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add the gin and both vermouths to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass, express a lemon twist over the surface and add the olive.

FROM THE MASTER BLENDER

Stir until the outside of the glass is frosted, about 30 seconds. The sweet vermouth rounds the gin, so the right dilution matters.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Tuxedo

Dressed up and softly sweet

SPIRIT Old Tom 34	GLASS Coupe
METHOD Stirred	TIME 4 min

INGREDIENTS

- 1 oz / 3 cl Purity Gin 34 Old Tom Organic
- 1 oz / 3 cl dry vermouth
- ½ bar spoon maraschino liqueur
- ¼ bar spoon absinthe
- 3 dashes orange bitters
- Maraschino cherry and lemon zest, for garnish

A silky, aromatic stirred drink, a cousin of the Martini with Old Tom gin, dry vermouth, a little cherry and a hint of absinthe. Gin 34 Old Tom gives it softness and a touch of sweetness that suits the other quiet flavours.

HOW TO MAKE IT

1. Chill a coupe or martini glass.
2. Add all ingredients to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass.
4. Express the lemon zest over the top and add a cherry.

FROM THE MASTER BLENDER

The absinthe is a whisper, not a statement. A rinse of the mixing glass works if you do not have a small measure.

MATHIAS TONNESSON



II

The drink turns dry

1898 to 1933

Less sugar, drier vermouth and a new garnish. The Martini as we know it takes shape.

Chapter II · The story

The drink turns dry



1898

Enter the Gibson

A New York newspaper describes the Gibson: gin and dry vermouth in equal parts. What sets it apart is not an onion but the missing bitters. Several Gibsons have been named as its inspiration, and none can be proven.

In the glass · 1 : 1, no bitters

1903 TO 1904

The words Dry Martini

A bottled Martini from 1903 is two parts Old Tom gin to one of dry vermouth, and in 1904 a recipe headed Dry Martini Cocktail appears in print. Dry here means dry ingredients, not yet a mere whisper of vermouth.

The legend

~~Around 1911, a bartender at New York's Knickerbocker Hotel invents the Martini for John D. Rockefeller.~~

The record

Martini recipes were printed more than twenty years earlier, and the hotel itself calls the story a rumour.

In the glass · 2 : 1

1917

A Gibson without an onion

Tom Bullock's The Ideal Bartender gives a Gibson of gin and French vermouth, with no onion. In the same book he adds pickled onions to other drinks, so the omission is deliberate: the onion and the Gibson have not met yet.

In the glass · Gin and French vermouth

Chapter II · The story



1922 · LONDON

The onion arrives

While America lives under Prohibition, a London bar book records a Martini, a Medium Martini and a Sweet Martini side by side. It defines the Gibson as a Martini with a tiny white onion, and notes it is well known in Yokohama. The cocktail world is already international.

In the glass · Several Martinis at once

1930

The Savoy, and a hint of brine

The Savoy Cocktail Book appears in London and carries hundreds of recipes around the world. The same year, a New York cocktail book adds a teaspoon of olive brine to a Martini-style drink: an early ancestor of the Dirty Martini.

In the glass · Gin, French vermouth and a spoon of brine

1920 TO 1933

Prohibition comes and goes

Prohibition changed where Americans drank, but it did not create the Martini, and it did not make it dry. Both had happened years before. When repeal came in December 1933, the Martini was waiting.

In the glass · 2 : 1 and drier



A CLASSIC · CLEAR AND DRY

Nordic Martini

Uncomplicated elegance

SPIRIT
Nordic London Dry 34

GLASS
Martini glass

METHOD
Stirred

TIME
3 min

INGREDIENTS

2 oz / 6 cl Purity Gin 34 Nordic London Dry

¼ oz / 1 cl dry vermouth

Lemon twist or olive, for garnish

The Martini took shape in late 19th-century America, most likely from the sweeter Martinez. Over the next century it grew steadily drier. Less vermouth. More gin. Nothing to hide behind. That is what makes it such an honest test of a gin. Gin 34 Nordic London Dry opens with classic juniper, then reveals basil, thyme, lingonberry and a soft floral lift, all in balance. Stirred ice-cold with a whisper of vermouth, it is crisp, aromatic and smoother than you expect. The kind of Martini that makes you pause after the first sip.

HOW TO MAKE IT

1. Chill a martini glass in the freezer, or fill it with ice water while you mix.
2. Pour the dry vermouth and Gin 34 Nordic London Dry into a mixing glass. Add plenty of fresh ice and stir smoothly for about 30 seconds, until the drink is ice-cold and the outside of the mixing glass is frosted.
3. Discard the ice water from your glass and strain the Martini in.
4. For a bright, aromatic finish, express a lemon twist over the surface and drop it in. For a more savory Martini, add a single olive on a pick. Either way, enjoy it while it is at its coldest.

FROM THE MASTER BLENDER

Stir for about thirty seconds and never shake. You want silk in the glass, not shards of ice. Keep your vermouth in the fridge once it is open; it is a wine and fades quickly at room temperature. Fresh vermouth lets the botanicals in the gin come through clean and clear.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Gibson

The Martini's savoury cousin

SPIRIT Nordic London Dry 34	GLASS Martini glass
METHOD Stirred	TIME 3 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Gin 34 Nordic London Dry
- ½ oz / 1.5 cl dry vermouth
- Three cocktail onions on a pick, for garnish

A Martini with a pearl onion in place of the olive: dry, crisp and savoury. Gin 34 Nordic London Dry brings juniper structure and a herbal lift to a glass that is cold, clear and beautifully simple.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add the gin and vermouth to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass and rest the onions across the rim.

FROM THE MASTER BLENDER

Give the onions a quick rinse before they go on the pick. You keep the savoury note and lose any cloudiness in the glass.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Dirty Martini

Savoury, silky and just a little cheeky

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Stirred	TIME 4 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Vodka 51 Connoisseur Reserve
- ½ oz / 1.5 cl dry vermouth
- ¼ oz / 0.75 cl olive brine
- Three green olives on a pick, for garnish

Vodka, dry vermouth and a splash of olive brine, stirred until it is icy and silky. Savoury, with a salty whisper rather than a shout. Vodka 51 Connoisseur Reserve has the texture to carry the brine and keep its poise.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add the vodka, vermouth and brine to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain into the chilled glass and rest the olives across the rim.

FROM THE MASTER BLENDER

Keep the brine to a splash. A light hand leaves the drink clear, silky and balanced, with the olive as a note rather than the main story.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Nordic Salted Olive Martini

Sea salt, olive oil and a silky finish

SPIRIT
Nordic London Dry 34

GLASS
Martini glass or Nick & Nora

METHOD
Stirred

TIME
3 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Gin 34 Nordic London Dry Organic
- ½ oz / 1.5 cl dry vermouth
- A small pinch of fine sea salt
- 2 to 3 drops extra virgin olive oil

The Dirty Martini uses olive brine for its savory edge. The Nordic Salted Olive Martini takes a more refined route: a pinch of sea salt in the drink and a few drops of fine olive oil floating on top. Gin 34 Nordic London Dry gives it a clean, juniper-led backbone with herbal depth. The salt makes every flavor a little brighter, and the olive oil adds a silky texture and a fruity, peppery aroma that rises from the glass. Savory, silky and quietly sophisticated.

HOW TO MAKE IT

1. Chill a Martini glass or Nick & Nora.
2. Add Gin 34 Nordic London Dry, dry vermouth and a small pinch of sea salt to a mixing glass filled with ice.
3. Stir for about 30 seconds, until very cold.
4. Strain into the chilled glass and finish with 2 to 3 drops of olive oil on the surface.

FROM THE MASTER BLENDER

Use a fruity, peppery olive oil and add it with a dropper or the tip of a spoon after straining. The drops should float like little golden beads: beautiful to look at, and aromatic with every sip.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Martini on the Rocks

The Martini, unhurried

A Martini you can take your time over. Vodka and dry vermouth over one large, clear ice cube, with a lemon peel wrapped around it. It stays cold and settles slowly, and Vodka 51 Connoisseur Reserve keeps its silky depth to the last sip.

SPIRIT
Connoisseur 51 Reserve

GLASS
Rocks glass

METHOD
Built in the glass

TIME
3 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Vodka 51 Connoisseur Reserve
- ½ oz / 1.5 cl dry vermouth
- Lemon peel, for garnish
- One large clear ice cube

HOW TO MAKE IT

1. Chill a rocks glass and add one large, clear ice cube.
2. Pour the vodka and vermouth over the ice and stir gently for about 10 seconds.
3. Express a lemon peel over the glass and wrap it around the ice.

FROM THE MASTER BLENDER

Use a single large cube. It melts slowly, so the drink stays cold and keeps its character from the first sip to the last.

MATHIAS TONNESSON



III

Stars and statesmen

1934 to 1959

Presidents, novelists and film stars make the Martini a symbol of style.

Chapter III · The story

Stars and statesmen



1934 · HOLLYWOOD

Nick and Nora

In The Thin Man, William Powell and Myrna Loy turn the Martini into conversation, flirtation and style. Their small, elegant glasses still carry their names at cocktail bars today.

In the glass · Shaken, on screen



1935

Vodka takes a seat

A vodka Martini appears in a 1935 producer's pamphlet, long before James Bond. By 1943 it was briefly called the Kangaroo Kicker. The name faded. The drink did not.

In the glass · Vodka and vermouth



1943 · TEHRAN

The President mixes

Franklin D. Roosevelt mixed his own Martinis at his evening cocktail hour, where talk of work was discouraged, and he served them at the Tehran Conference in 1943. His recipe: two parts gin to one of dry vermouth, with an olive or a twist.

The legend

~~Winston Churchill made his Martini by glancing at the vermouth bottle, or bowing towards France.~~

The record

No reliable source confirms the quote. Accounts suggest Churchill had little love for mixed drinks at all.

In the glass · 2 : 1, the FDR Special



1950 · VENICE

Fifteen to one

In Ernest Hemingway's novel Across the River and into the Trees, a colonel orders very dry Martinis called Montgomerys, at fifteen to one. At Harry's Bar the name is a joke about Field Marshal Montgomery wanting overwhelming odds before every battle.

In the glass · 15 : 1, the Montgomery

Chapter III · The story



1953

Shaken, not stirred

In Casino Royale, Ian Fleming's James Bond orders three measures of gin, one of vodka and half a measure of Kina Lillet, shaken until ice-cold, with a thin slice of lemon peel. He names it after Vesper Lynd. With Kina Lillet in place of vermouth, the Vesper is a cousin of the classic rather than a classic itself.

In the glass · 3 gin : 1 vodka : ½ Kina Lillet

1954

The three-Martini lunch

An early newspaper use of the phrase appears in 1954. It became shorthand for the expense-account lunch, and by the late 1970s a debating point in Washington.

In the glass · Three, apparently

1959

A Gibson on the train

In Alfred Hitchcock's North by Northwest, Cary Grant orders a Gibson in the dining car. By now the onion and the name belong together.

In the glass · Gin, dry vermouth, an onion



A COUSIN · CLEAR AND DRY

Vesper Martini

The martini, perfected

SPIRIT
Connoisseur 51 Reserve

GLASS
Martini glass

METHOD
Stirred

TIME
3 min

INGREDIENTS

1 oz Purity Vodka 51 Connoisseur Reserve Organic

3 oz Purity Gin 34 Nordic London Dry Organic

½ oz Lillet Blanc

Ian Fleming created the Vesper on the page, not behind a bar. In Casino Royale (1953), James Bond orders gin, vodka and Kina Lillet, shaken over ice, and names the drink after Vesper Lynd. Kina Lillet is no longer made. Lillet Blanc has become the classic stand-in. The drink itself hasn't changed. Three ingredients, ice and a twist of lemon. Nowhere to hide, which is why what you pour matters. Vodka 51 Connoisseur Reserve brings a soft, rounded texture and a long, quiet finish, the result of approximately 20 hours of extended copper contact. Gin 34 Nordic London Dry adds juniper and fresh herbs without a single sharp edge. Take the first sip slowly. The smile usually arrives before the second.

HOW TO MAKE IT

1. Start with a chilled martini glass. Fill it with ice and water, or place it in the freezer for ten minutes while you prepare everything else.
2. Add Gin 34 Nordic London Dry, Vodka 51 Connoisseur Reserve and Lillet Blanc to a mixing glass. Fill it two-thirds with fresh, hard ice and stir steadily for 20 to 30 seconds, until the outside of the glass feels ice-cold and the drink has softened with a little dilution.
3. Empty the chilled martini glass and strain the Vesper into it.
4. Cut a wide strip of lemon peel, hold it skin-side down over the glass and give it a gentle twist so the oils mist across the surface. Run the peel around the rim, drop it in and serve straight away, while it is at its coldest.

FROM THE MASTER BLENDER

Keep both bottles in the freezer and chill the glass until it frosts. Cold is half of a great Vesper. When the spirits start ice-cold, you need less stirring and less dilution, so the texture stays rich and silky instead of thin. And twist the lemon over the glass rather than squeezing it into the drink: you want the bright aroma of the oils, not the sharpness of the juice.

MATHIAS TONNESSON



A CLASSIC · CLEAR AND DRY

Navy Strength Martini

Bold, structured and composed

SPIRIT
Navy Strength 34

GLASS
Martini glass

METHOD
Stirred

TIME
4 min

INGREDIENTS

2 oz / 6 cl Purity Gin 34 Navy Strength (57.1% ABV)

½ oz / 1.5 cl dry vermouth

Lemon twist and one green olive on a pick, for garnish

A bold Martini built on Gin 34 Navy Strength. Juniper leads, citrus lifts and the structure is concentrated and composed. Stirred a little longer and served very cold. At 57.1% ABV, it is a drink to sip slowly.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add the gin and vermouth to a mixing glass with plenty of ice and stir for about 40 seconds.
3. Strain into the chilled glass, express a lemon twist over the surface and add the olive.

FROM THE MASTER BLENDER

Stir a little longer than you would for a regular Martini. The extra dilution helps the botanicals open and keeps the drink focused.

MATHIAS TONNESSON



A CLASSIC · HERBAL AND FRESH

Cucumber Gin Martini

Cool, green and quietly crisp

SPIRIT Nordic London Dry 34	GLASS Martini glass
METHOD Stirred	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Gin 34 Nordic London Dry
- ½ oz / 1.5 cl dry vermouth
- ½ oz / 1.5 cl fresh cucumber juice
- Cucumber ribbon, for garnish

A cool, clean Martini with fresh cucumber and a dry finish. Gin 34 Nordic London Dry brings juniper and herbs, and the cucumber adds a green, garden freshness. Stirred, never shaken, so it stays bright and clear.

HOW TO MAKE IT

1. Chill a martini glass and curl a thin cucumber ribbon inside the bowl.
2. Add the gin, vermouth and cucumber juice to a mixing glass with plenty of ice and stir for about 30 seconds.
3. Strain gently into the chilled glass.

FROM THE MASTER BLENDER

Peel a long, thin ribbon with a vegetable peeler and chill it with the glass. It curls beautifully and stays crisp.

MATHIAS TONNESSON



IV

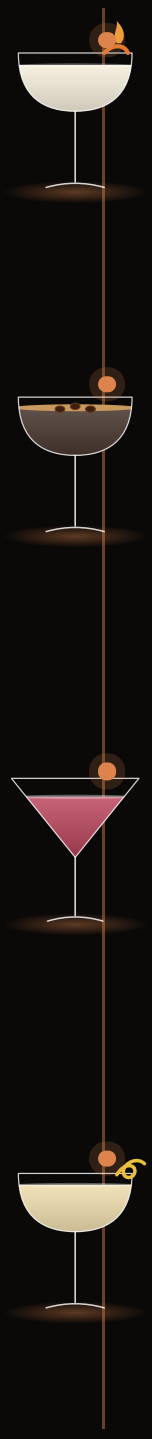
A name becomes a style

1970 to 2006

The Martini glass outgrows the recipe, and a whole neighbourhood of new drinks moves in.

Chapter IV · The story

A name becomes a style



AROUND 1970 · LOS ANGELES

The Flame of Love

At Chasen's, bartender Pepe Ruiz creates the Flame of Love for Dean Martin: a glass rinsed with sherry and set alight with flamed orange peel. Sherry takes the place of vermouth, making it a theatrical cousin of the classic.

In the glass · Vodka, a rinse of sherry, orange oil

1980S · LONDON

Wake me up

Dick Bradsell, one of London's great bartenders, is asked for a drink that will wake a customer up and lift her spirits. He reaches for vodka and fresh espresso. It is usually dated to around 1983, first called the Vodka Espresso, and later known around the world as the Espresso Martini.

In the glass · Vodka, coffee liqueur, espresso

1995 TO 1997

The Martini glass becomes a name

The French Martini, with vodka, raspberry liqueur and pineapple, is in print by 1995. In 1997 a West Hollywood bar serves the first Appletini. A stemmed glass is now enough to earn the name. Our Master Blender calls these the neighbours: they share the house, the Martini glass, but not the recipe.

In the glass · Anything in the glass

2006

The Vesper returns

The new Casino Royale film puts Fleming's 1953 order back on the screen, and bars around the world start making Vespers again.

In the glass · 3 gin : 1 vodka : ½ aperitif wine



A NEIGHBOUR · COFFEE AND DESSERT

Espresso Martini

Rich, silky and wide awake

SPIRIT Connoisseur 51 Reserve	GLASS Coupe
METHOD Shaken	TIME 5 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl coffee liqueur
- 1 oz / 3 cl freshly pulled espresso
- ¼ oz / 0.75 cl simple syrup, optional
- Three coffee beans, for garnish

Vodka, coffee liqueur and freshly pulled espresso, shaken hard until a thick tan foam forms. Rich, silky and a little bit wide awake. Vodka 51 Connoisseur Reserve gives the coffee a deep, velvety base.

HOW TO MAKE IT

1. Chill a coupe.
2. Add all ingredients to a shaker with plenty of ice and shake hard for about 15 seconds.
3. Double strain into the chilled coupe and let the foam settle. Rest three coffee beans on top.

FROM THE MASTER BLENDER

Pull the espresso just before you shake, and use plenty of ice. A hard, fast shake is what builds the foam crown.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

French Martini

Raspberry, pineapple and a silky shake

SPIRIT	GLASS
Connoisseur 51 Reserve	Coupe
METHOD	TIME
Shaken	3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Vodka 51 Connoisseur Reserve
- ½ oz / 1.5 cl raspberry liqueur
- ½ oz / 1.5 cl fresh pineapple juice
- Lemon peel, for garnish

Vodka, raspberry liqueur and pineapple juice, shaken until it has a soft pink foam on top. Fruity, plush and easy to enjoy. Vodka 51 Connoisseur Reserve keeps the sweetness in balance.

HOW TO MAKE IT

1. Chill a coupe.
2. Shake all ingredients hard with ice for about 15 seconds, until a fine foam forms.
3. Strain into the chilled coupe and express a lemon peel over the surface.

FROM THE MASTER BLENDER

Hard shaking is what creates the foam on top. Fresh pineapple juice makes it even better.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Cosmopolitan

The modern classic, brighter

SPIRIT Citron 34	GLASS Martini glass
METHOD Shaken	TIME 3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Citron 34 Vodka Organic
- 1 oz / 3 cl cranberry juice
- ½ oz / 1.5 cl triple sec
- ½ oz / 1.5 cl fresh lime juice
- Orange twist, for garnish

The Cosmopolitan became one of the defining cocktails of the late 1980s and 1990s, and it was built on citrus vodka from the very beginning. Pink, crisp and elegant, it never really went out of style. Purity Citron 34 is a natural fit. Its bright lemon character on the smooth foundation of Purity 34 lifts the cranberry and lime, while a little triple sec adds orange depth. The result is a Cosmopolitan that feels fresh, balanced and beautifully clean. Pink, polished and perfectly at home in any decade.

HOW TO MAKE IT

1. Chill a Martini glass.
2. Add Citron 34, cranberry juice, triple sec and lime juice to a shaker.
3. Fill with ice and shake for about 12 seconds, until well chilled.
4. Strain into the chilled glass and express an orange twist over the top.

FROM THE MASTER BLENDER

Flame the orange twist for a little theatre: hold it peel side down over the glass, warm it briefly with a match and squeeze. The oils caramelize slightly and add a lovely toasted citrus aroma.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Apple Martini

Crisp, green and good-humoured

SPIRIT	GLASS
Connoisseur 51 Reserve	Martini glass
METHOD	TIME
Shaken	3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl green apple liqueur
- ½ oz / 1.5 cl fresh lemon juice
- ¼ oz / 0.75 cl simple syrup
- Thin green apple slices, for garnish

Vodka, green apple and a squeeze of lemon, shaken cold and served bright. Crisp, fresh and good-humoured. Vodka 51 Connoisseur Reserve keeps the apple clean and the balance easy.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake the vodka, liqueur, lemon juice and syrup hard with ice for about 12 seconds.
3. Strain into the chilled glass and fan the apple slices on the rim.

FROM THE MASTER BLENDER

Slice the apple just before serving so it stays crisp and bright. A squeeze of fresh lemon keeps the sweetness in line.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Lemon Drop Martini

Sweet, sour and sunny

SPIRIT
Citron 34

GLASS
Martini glass, sugar rim

METHOD
Shaken

TIME
4 min

INGREDIENTS

- 2 oz / 6 cl Purity Citron 34 Vodka Organic
- ¾ oz / 2 cl fresh lemon juice
- ½ oz / 1.5 cl simple syrup
- Granulated sugar, for the rim
- Lemon wedge, for the rim and garnish

The Lemon Drop is said to have been born in San Francisco in the 1970s, inspired by the sweet-and-sour candy of the same name. It has been a favorite ever since: bright, playful and finished with a sparkling sugar rim. Purity Citron 34 makes it shine. Natural lemon flavor on the smooth foundation of Purity 34 means the drink tastes of real, sun-ripe lemons, with a clean finish that keeps every sip light. A little sweet, a little tart. Entirely delightful.

HOW TO MAKE IT

1. Run a lemon wedge around the outer rim of a Martini glass and dip it in granulated sugar.
2. Add Citron 34, lemon juice and simple syrup to a shaker.
3. Fill with ice and shake for about 12 seconds, until well chilled.
4. Strain carefully into the sugared glass and garnish with a lemon wedge.

FROM THE MASTER BLENDER

Sugar only the outside of the rim. That way the sweetness comes and goes with each sip instead of falling into the drink, and the balance stays exactly where you want it.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Lychee Martini

Pearly, floral and delicate

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 3 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl lychee liqueur
- ½ oz / 1.5 cl fresh lime juice
- One peeled lychee on a pick, for garnish

Vodka and lychee liqueur with a squeeze of lime, shaken until pearly and cold. Floral, delicate and quietly fragrant. Vodka 51 Connoisseur Reserve lets the lychee stay the star.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake the vodka, liqueur and lime juice hard with ice for about 12 seconds.
3. Strain into the chilled glass and rest the lychee across the rim.

FROM THE MASTER BLENDER

Add the lime last and taste. Lychee is gentle, and a few drops too many will hide it.

MATHIAS TONNESSON



A NEIGHBOUR · COFFEE AND DESSERT

Chocolate Martini

Dark, glossy and indulgent

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 1½ oz / 4.5 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl chocolate liqueur
- ½ oz / 1.5 cl dark crème de cacao
- A little chocolate syrup, for the glass
- Dark chocolate shavings, for garnish

Vodka and two chocolate liqueurs, shaken cold and poured into a glass swirled with chocolate. Dessert in a glass, without being heavy. Vodka 51 Connoisseur Reserve adds a silky texture under the cocoa.

HOW TO MAKE IT

1. Chill a martini glass and swirl a thin line of chocolate syrup around the inside of the bowl.
2. Shake the vodka and both liqueurs hard with ice for about 15 seconds.
3. Strain into the prepared glass and finish with fine chocolate shavings.

FROM THE MASTER BLENDER

Swirl a thin line of chocolate syrup inside the chilled glass before you pour. It looks beautiful and adds a little richness to the first sip.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Passion Fruit Martini

Passion fruit, vanilla and a glass of bubbles on the side

SPIRIT Connoisseur 51 Reserve	GLASS Coupe
METHOD Shaken	TIME 5 min

INGREDIENTS

- 1 ⅔ oz / 5 cl Purity Vodka 51 Connoisseur Reserve
- ⅔ oz / 2 cl passion fruit liqueur
- 1 ⅔ oz / 5 cl passion fruit purée
- 2 bar spoons vanilla sugar (or½ oz / 1.5 cl vanilla syrup)
- 1 ⅔ oz / 5 cl champagne or dry sparkling wine, served on the side
- Half a passion fruit, for garnish

Vodka, passion fruit and vanilla, served with a small glass of champagne on the side to sip between bites. It was created in London in 1999 and has since become one of the best-known cocktails of the modern era. Vodka 51 Connoisseur Reserve is silky enough that the passion fruit stays bright.

HOW TO MAKE IT

1. Chill a coupe and a small glass for the champagne.
2. Shake the vodka, liqueur, purée and vanilla sugar hard with ice for about 15 seconds.
3. Double strain into the coupe and float half a passion fruit on top.
4. Pour the champagne into the small glass and serve it alongside.

FROM THE MASTER BLENDER

Sip the champagne between sips of the martini, as the drink was designed.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Raspberry Martini

Ruby, juicy and bright

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 5 fresh raspberries
- ½ oz / 1.5 cl fresh lemon juice
- ½ oz / 1.5 cl simple syrup
- Three raspberries on a pick, for garnish

Fresh raspberries, lemon and vodka, shaken until ruby-pink and bright. Fruity, juicy and easy to love. Vodka 51 Connoisseur Reserve keeps the berries clear and the finish clean.

HOW TO MAKE IT

1. Chill a martini glass.
2. Gently muddle the raspberries with the syrup in a shaker.
3. Add the vodka and lemon juice, shake hard with ice for about 12 seconds and double strain into the chilled glass.
4. Rest the raspberries on the rim.

FROM THE MASTER BLENDER

Double strain to remove the seeds. The texture stays silky and the colour stays clear.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Blood Orange Martini

Deep, juicy and in season

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1½ oz / 4.5 cl fresh blood orange juice
- ½ oz / 1.5 cl orange liqueur
- ¼ oz / 0.75 cl fresh lemon juice
- Thin blood orange wheel, for garnish

Vodka and blood orange, shaken until deep red-orange. Sweet citrus with a berry-like edge, at its best in late winter when the oranges are in season. Vodka 51 Connoisseur Reserve keeps it rich, silky and balanced.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and rest a thin blood orange wheel on the rim.

FROM THE MASTER BLENDER

Squeeze the juice just before you shake. Fresh blood orange is vivid and lively, and it fades quickly.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Hawaiian Martini

Tropical flavor meets Purity smoothness

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 3 min

INGREDIENTS

- 2 oz Purity Vodka 51 Connoisseur Reserve Organic
- 1½ oz pineapple juice
- ½ oz triple sec
- ½ oz fresh lemon juice
- ¼ oz grenadine
- Garnish with pineapple

Tropical drinks can easily get loud. With Vodka 51 Connoisseur Reserve at the heart, pineapple, citrus and grenadine stay juicy and bright, while the texture stays soft and polished. Playful in the glass. Smooth on the palate.

HOW TO MAKE IT

1. Chill a martini glass.
2. Add Vodka 51 Connoisseur Reserve, pineapple juice, triple sec, fresh lemon juice and grenadine to a cocktail shaker. Fill with ice and shake hard for 12 to 15 seconds. Pineapple juice foams beautifully when it is shaken well.
3. Strain into the chilled glass so the light froth settles on top.
4. Garnish with a wedge or thin slice of pineapple on the rim.

FROM THE MASTER BLENDER

Fresh pineapple juice makes all the difference. It shakes up into a finer, lighter froth. Add the grenadine last and taste as you go: a quarter ounce is enough to give color and a gentle sweetness without hiding the fruit.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Pear & Elderflower Martini

Ripe pear, soft blossom

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- ½ oz / 1.5 cl elderflower liqueur
- 1 oz / 3 cl pear juice, ideally freshly pressed
- ¼ oz / 0.75 cl fresh lemon juice
- Thin pear slices and elderflower blossoms, for garnish

Vodka, ripe pear and elderflower, shaken until it is cool and fragrant. Soft, floral and fresh, with a gentle orchard sweetness. Vodka 51 Connoisseur Reserve keeps it clean and elegant.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and fan the pear slices on the rim.

FROM THE MASTER BLENDER

Choose a ripe, juicy pear. If you can, press it yourself; the juice tastes brighter and the drink has more life.

MATHIAS TONNESSON



A CLASSIC · FRUITY

Nordic Blue Martini

The color of the northern sea

SPIRIT Nordic London Dry 34	GLASS Martini glass
METHOD Stirred	TIME 3 min

INGREDIENTS

- 2 oz / 6 cl Purity Gin 34 Nordic London Dry Organic
- ½ oz / 1.5 cl blue curaçao
- ¼ oz / 0.75 cl dry vermouth
- Lemon twist, for garnish

Think of a Swedish archipelago in summer: deep blue water, granite islands and a clear northern sky. The Nordic Blue Martini borrows that color for a cocktail that is as striking as it is balanced. Gin 34 Nordic London Dry brings juniper, herbs and Nordic berries, and a touch of blue curaçao adds bitter-orange sweetness and its unmistakable color. A little dry vermouth keeps the drink crisp, so it tastes as clean as it looks. The color of the northern sea, in a glass.

HOW TO MAKE IT

1. Chill a Martini glass.
2. Add Gin 34 Nordic London Dry, blue curaçao and dry vermouth to a mixing glass filled with ice.
3. Stir for about 25 seconds, until very cold.
4. Strain into the chilled glass and express a lemon twist over the top.

FROM THE MASTER BLENDER

Stir rather than shake to keep the color crystal clear. A shaken blue Martini turns cloudy; a stirred one glows.

MATHIAS TONNESSON



V

Today

Colder, cleaner, still changing

Nordic flavours and the seasons of the year, and our own chapter: the Smile Martini.

Chapter V · The story

Today



TODAY

A whisper of vermouth

The official IBA recipe is 60 ml gin to 10 ml dry vermouth, six to one, stirred over ice. The ratio is a starting point, not a rule. As our Master Blender puts it, a classic Martini always has vermouth: how much is yours to decide.

In the glass · 6 : 1, today's benchmark

OUR CHAPTER

The Smile Martini

Purity Connoisseur 51 Reserve, a whisper of dry vermouth and a lemon peel curled into a smile. A Martini leaves nowhere for the vodka to hide, and that is exactly why we love it.

In the glass · Connoisseur 51 Reserve, a whisper of dry vermouth



A NEIGHBOUR · FRUITY

Blackcurrant Martini

Dark, glossy and full of fruit

SPIRIT
Connoisseur 51 Reserve

GLASS
Martini glass

METHOD
Shaken

TIME
4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl blackcurrant liqueur
- ½ oz / 1.5 cl fresh lemon juice
- ¼ oz / 0.75 cl simple syrup
- Fresh blackcurrants on a pick, for garnish

Vodka and deep blackcurrant, shaken until purple-red and glossy. Rich, dark fruit with a fresh lift of lemon. Vodka 51 Connoisseur Reserve gives the berries a silky, elegant base.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and rest the blackcurrants across the rim.

FROM THE MASTER BLENDER

If you have fresh blackcurrants, muddle two of them with the syrup first. They add a brighter, fresher note to the liqueur.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Cloudberry Martini

Golden, honeyed and northern

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl cloudberry liqueur
- ½ oz / 1.5 cl fresh lemon juice
- ¼ oz / 0.75 cl honey syrup, to taste
- One cloudberry on a pick, for garnish

Vodka with cloudberry, the golden berry of the north, shaken until warm amber. Honeyed, gently tart and a little exotic. Vodka 51 Connoisseur Reserve lets the cloudberry's character come through with a silky finish.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and rest the cloudberry across the rim.

FROM THE MASTER BLENDER

Add the honey syrup a little at a time. It rounds the cloudberry's tartness, and a small amount is all it needs.

MATHIAS TONNESSON



A CLASSIC · HERBAL AND FRESH

Dill & Cucumber Martini

Dill first, cucumber after

SPIRIT Nordic London Dry 34	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Gin 34 Nordic London Dry
- ½ oz / 1.5 cl dry vermouth
- ¼ oz / 0.75 cl fresh lemon juice
- 3 cucumber slices
- 1 small sprig of fresh dill
- Dill frond and cucumber ribbon, for garnish

Gin, fresh dill and cucumber, shaken cold and strained fine. A Scandinavian feel: herbal, crisp and light, with dill in the lead and cucumber in support. Gin 34 Nordic London Dry gives it a clean juniper backbone.

HOW TO MAKE IT

1. Chill a martini glass.
2. Gently muddle the cucumber slices and dill sprig in a shaker.
3. Add the gin, vermouth and lemon juice, shake with ice for about 12 seconds and double strain into the chilled glass.
4. Garnish with a dill frond and a thin cucumber ribbon.

FROM THE MASTER BLENDER

Use only a small sprig of dill. It is lovely in the glass and very easy to overdo. Clap the garnish frond lightly between your hands to wake the aroma.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Lingonberry Martini

Tart, ruby and Swedish

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl lingonberry juice
- ½ oz / 1.5 cl fresh lemon juice
- ½ oz / 1.5 cl simple syrup, to taste
- Three lingonberries on a pick, for garnish

Vodka and Swedish lingonberries, shaken until ruby-red and lively. Bright berry tartness softened by a little sweetness, in the spirit of the Nordic forest. Vodka 51 Connoisseur Reserve keeps the fruit clear and the finish silky.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and rest the lingonberries across the rim.

FROM THE MASTER BLENDER

Lingonberries are naturally tart. Start with half the syrup, taste, and add more only if the berries need it.

MATHIAS TONNESSON



A NEIGHBOUR · HERBAL AND FRESH

Midsummer Martini

Bright as a Nordic summer's day

SPIRIT
Connoisseur 51 Reserve

GLASS
Martini glass

METHOD
Shaken

TIME
3 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve Organic
- ½ oz / 1.5 cl elderflower liqueur
- ¾ oz / 2 cl fresh lemon juice
- ½ oz / 1.5 cl simple syrup
- Edible flower or lemon twist, for garnish

In Sweden, Midsummer is the brightest night of the year. Around the solstice, people gather outdoors, wear crowns of wildflowers and celebrate a sun that barely sets. Elderflower blooms along the roadsides at exactly the same time. The Midsummer Martini puts that feeling in a glass. Floral elderflower and fresh lemon meet Vodka 51 Connoisseur Reserve, whose soft, rounded texture keeps the drink bright without any sharpness. Light, fragrant and clean on the finish. Endless daylight, shaken cold.

HOW TO MAKE IT

1. Chill a martini glass in the freezer.
2. Add Vodka 51 Connoisseur Reserve, elderflower liqueur, fresh lemon juice and simple syrup to a cocktail shaker.
3. Fill with ice and shake for 12 to 15 seconds, until well chilled.
4. Fine-strain into the chilled glass and garnish with an edible flower or a lemon twist.

FROM THE MASTER BLENDER

Taste your lemons before you start. Early-summer lemons can be sharper, so adjust the simple syrup by a few drops until the balance feels right. And chill the glass properly: a floral martini is at its best ice-cold.

MATHIAS TONNESSON



A CLASSIC · HERBAL AND FRESH

Nordic Herb Martini

A classic Martini with a Nordic herb garden

SPIRIT
Nordic London Dry 34

GLASS
Martini glass or Nick & Nora

METHOD
Stirred

TIME
3 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Gin 34 Nordic London Dry Organic
- ½ oz / 1.5 cl dry vermouth
- 1 dash orange bitters
- 1 fresh rosemary or thyme sprig

The classic dry Martini has been the measure of a good gin for more than a century: nowhere to hide, nothing to distract. The Nordic Herb Martini keeps that purity and adds a breath of the Swedish countryside. Gin 34 Nordic London Dry already carries thyme and basil among its botanicals, alongside juniper, lingonberry and lavender. A fresh sprig of rosemary or thyme in the glass brings those herbal notes forward, while dry vermouth and a dash of orange bitters keep the drink crisp and structured. Classic structure, Nordic character.

HOW TO MAKE IT

1. Chill a Martini glass or Nick & Nora.
2. Add Gin 34 Nordic London Dry, dry vermouth and orange bitters to a mixing glass filled with ice.
3. Stir for about 30 seconds, until very cold.
4. Strain into the chilled glass and garnish with a fresh rosemary or thyme sprig.

FROM THE MASTER BLENDER

Clap the herb sprig once between your palms before placing it in the glass. It wakes up the aroma, so the first thing you notice is the herb, followed by the clean juniper of the gin.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Sea Buckthorn Martini

Bright, tangy and coastal

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1 oz / 3 cl sea buckthorn juice
- ½ oz / 1.5 cl fresh lemon juice
- ¾ oz / 2 cl simple syrup, to taste
- A few sea buckthorn berries, for garnish

Vodka and sea buckthorn, the bright orange berry of the Swedish coast. Tangy, vivid and full of life, with a citrus lift and a long finish. Vodka 51 Connoisseur Reserve keeps the tang silky rather than sharp.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 10 seconds.
3. Double strain into the chilled glass and set a few berries beside it.

FROM THE MASTER BLENDER

Sea buckthorn is naturally sharp, so balance it with syrup and taste as you go. A short, hard shake keeps it lively.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Cranberry Martini

Tart, festive and fresh

SPIRIT
Connoisseur 51 Reserve

GLASS
Martini glass

METHOD
Shaken

TIME
4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- 1½ oz / 4.5 cl cranberry juice
- ½ oz / 1.5 cl fresh lime juice
- ½ oz / 1.5 cl simple syrup
- Sugared cranberries on a rosemary sprig, for garnish

A winter Martini: vodka, tart cranberry and fresh lime, shaken cold and finished with sugared cranberries on a sprig of rosemary. Bright red, festive and fresh. Vodka 51 Connoisseur Reserve keeps the tartness silky.

HOW TO MAKE IT

1. Chill a martini glass.
2. Shake all ingredients hard with ice for about 12 seconds.
3. Double strain into the chilled glass and rest the rosemary sprig with its cranberries across the rim.

FROM THE MASTER BLENDER

Rub the rosemary sprig between your fingers before you rest it on the rim. The aroma greets the first sip.

MATHIAS TONNESSON



A NEIGHBOUR · SPICED AND WARM

Gingerbread Martini

Warm, spiced and cosy

SPIRIT
Connoisseur 51 Reserve

GLASS
Martini glass, cinnamon-sugar rim

METHOD
Shaken

TIME
4 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- ½ oz / 1.5 cl ginger liqueur
- ¾ oz / 2 cl gingerbread or spiced syrup
- ½ oz / 1.5 cl fresh lemon juice
- Cinnamon sugar, for the rim
- A small gingerbread star, to serve alongside

Vodka, warm ginger and spiced caramel, served with a cinnamon-sugar rim and a little gingerbread star. A cosy winter Martini with a gentle spice. Vodka 51 Connoisseur Reserve keeps it silky rather than sweet.

HOW TO MAKE IT

1. Rim half of a chilled martini glass with cinnamon sugar.
2. Shake the vodka, ginger liqueur, syrup and lemon juice hard with ice for about 12 seconds.
3. Double strain into the glass and set a gingerbread star beside it.

FROM THE MASTER BLENDER

Rim only half of the glass. That way you can choose a sip with the spice or a sip without it.

MATHIAS TONNESSON



A NEIGHBOUR · COFFEE AND DESSERT

Pumpkin Espresso Martini

Rich, spiced, and perfectly smooth

SPIRIT Connoisseur 51 Reserve	GLASS Coupe
METHOD Shaken	TIME 5 min

INGREDIENTS

- 1½ oz Purity Vodka 51 Connoisseur Reserve Organic
- 1 oz fresh espresso
- ½ oz coffee liqueur
- ½ oz pumpkin spice syrup
- 1 tsp pumpkin purée
- ¼ oz coffee creamer
- Top with cold foam

The Espresso Martini was born in London in the late 1980s. Bartender Dick Bradsell mixed vodka, fresh espresso and coffee liqueur for a guest who wanted something to wake her up. This autumn version adds pumpkin and warm spice. Coffee and spice need a vodka that supports them without getting in the way. Vodka 51 Connoisseur Reserve brings a silky body and a clean, gentle finish, helped by approximately 20 hours of extended copper contact. The espresso tastes deeper. The pumpkin feels warmer. A difference you notice from the first sip. Indulgent, never heavy. Exactly what an autumn evening deserves.

HOW TO MAKE IT

1. Chill a coupe glass. Pull a fresh shot of espresso and let it cool for a minute so it doesn't melt the ice too quickly.
2. Add Vodka 51 Connoisseur Reserve, espresso, coffee liqueur, pumpkin spice syrup, pumpkin purée and creamer to a cocktail shaker. Fill with ice and shake hard for 15 to 20 seconds. The vigorous shake is what builds the velvety crema on top.
3. Double-strain into the chilled coupe through a fine sieve for a perfectly smooth texture.
4. Spoon a layer of cold foam over the top and, if you like, finish with a light dusting of cinnamon.

FROM THE MASTER BLENDER

Use espresso pulled moments before and shake hard. The air is what builds that velvet crema on top. Double-straining matters more here than in most drinks: the pumpkin purée has fine fibers, and catching them gives you a texture that feels almost like silk.

MATHIAS TONNESSON



A NEIGHBOUR · FRUITY

Rhubarb & Strawberry Martini

Soft pink, fresh and tart

SPIRIT Connoisseur 51 Reserve	GLASS Martini glass
METHOD Shaken	TIME 5 min

INGREDIENTS

- 2 oz / 6 cl Purity Vodka 51 Connoisseur Reserve
- ¾ oz / 2 cl rhubarb syrup
- 3 fresh strawberries
- ½ oz / 1.5 cl fresh lemon juice
- Thin rhubarb ribbon and a halved strawberry on a pick, for garnish

Vodka, strawberry and rhubarb, shaken pale pink and fresh. A Martini for the turn from spring to summer: fruity, tart and gently sweet. Vodka 51 Connoisseur Reserve keeps it clean and silky.

HOW TO MAKE IT

1. Chill a martini glass.
2. Gently muddle the strawberries with the rhubarb syrup in a shaker.
3. Add the vodka and lemon juice, shake hard with ice for about 12 seconds and double strain into the chilled glass.
4. Garnish with a rhubarb ribbon and a halved strawberry on a pick.

FROM THE MASTER BLENDER

Cut the rhubarb ribbon with a vegetable peeler and leave it in iced water for a minute. It curls and holds its shape on the glass.

MATHIAS TONNESSON



OUR CHAPTER · CLEAR AND DRY

The Smile Martini

Our signature serve. The smile is in the glass.

SPIRIT
Connoisseur 51 Reserve

GLASS
Nick & Nora

METHOD
Stirred

TIME
4 min

INGREDIENTS

- 2½ oz / 7.5 cl Purity Vodka 51 Connoisseur Reserve Organic, kept in the freezer
- ¼ oz / 0.75 cl dry vermouth
- 1 fresh lemon, for the smile

Every brand has a moment people remember. Ours is the first sip, and the reaction that follows. The Smile Martini puts that moment in the glass. Ice-cold Vodka 51 Connoisseur Reserve, a whisper of dry vermouth, and a curved crescent of lemon peel resting on the rim like a smile. The peel releases its oils over the drink, the vodka brings True Smoothness, and the glass tells the story before you have even tasted it. The Smile Says Everything. Here, it is literally in the glass.

HOW TO MAKE IT

1. Place a Nick & Nora glass in the freezer for at least 15 minutes.
2. Add Vodka 51 Connoisseur Reserve and dry vermouth to a mixing glass filled with ice. Stir for about 30 seconds, until very cold.
3. Strain into the frozen glass.
4. Cut a crescent of lemon peel, twist it over the drink to release the oils, then rest it on the rim so it curves upwards like a smile.

FROM THE MASTER BLENDER

Cut the smile with a sharp paring knife from the widest part of the lemon: a crescent about 6 cm long and 1 cm wide, with as little white pith as possible. Twist it over the glass first to release the oils, then rest it on the rim, curving upwards.

MATHIAS TONNESSON



The story is still being written.

Almost a century and a half of recipes, names and legends, and the Martini is still changing. Now it is your turn. Find the one that is yours.

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Please enjoy Purity responsibly. Do not share with anyone under the legal drinking age.