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If you have to drink,  
send an SMS before to  
check how good your  
Vodka is  
Satellite Films

## [SMS Shows Vodka Authentication](#)

*Just to make sure that you are drinking real Vodka*

The way mobile phones and Vodka relate has nothing to do with drinking and then calling the ex-girlfriend just to hang up on her. Now, a service in Russia enables people to check how authentic their bottle of Vodka is through a mere SMS message. Russians will only have to send the serial number written on the back of bottles to a short code which will immediately send an **SMS** as to certify whether their booze is legal or not. This initiative comes as a result of Rosspirtprom's intention of reducing counterfeit Vodka on the black market. This company accounts for more than 60 percent of all Vodka production in Russia. Still, its profit is considerably reduced because of the proportions which the illegal vodka market has taken in time. Russia now tries to eliminate problems which seriously reduce the sales of major brands. Drinks are filled with cologne water, antifreeze liquids or pure alcohol, as to make it possible to sell a larger quantity of Vodka which looks unsuspecting to the eye. The booze looks just like the original thing, which makes it extremely difficult to say for sure whether it is a fake or not. The problem rests mostly in the danger that those who drink illegal vodka expose themselves to. People can be seriously injured, as many of the liquids used to fill the bottles are actually extremely harmful to the body. An average number of 40,000 **deaths** have been assigned to this type of situations on an early basis. When summing figures up, the number of overall victims is a matter of serious concern. In this context, the idea of testing the originality of Vodka bottles proves to be one highly useful for those who take concern both in their health and in the quality of what they drink.