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BACK TO BACK ALL-AMERICAN WEEKENDS CALL FOR AN ALL-AMERICAN COCKTAIL FROM BLUE ICE VODKA

LOS ANGELES, Calif., June 24, 2010 – On the morning of Wednesday, June 23, Americans echoed a collective cheer of solidarity in support of Team USA’s gut-wrenching 1-0 victory over opponent, Algeria, advancing the American men’s soccer team to the second round of this year’s World Cup tournament.



With Team USA’s second-round match slated for Saturday, June 26 and Fourth of July festivities following a week later, toast the red, white and blue with an All-American cocktail from handcrafted American spirit, Blue Ice Vodka.

The Blue Ice Vodka “America’s Sweetheart” cocktail is a twist on the classic “Cosmo” with POM, pomegranate juice, in replacement of the traditional cranberry juice component. Mix 1 ½ oz of Blue Ice Vodka in a shaker with ice, accompanied by ½ oz of Cointreau, ¾ oz of POM juice and ¼ oz of lime juice. Shake well, strain and garnish with a mini-American flag.

Versatile and smooth, Blue Ice Vodka is an equally choice headliner for the classic Bloody Mary, Vodka Lemonade or Vodka Martini. From World Cup viewing parties to backyard Independence Day barbecues, drink American with Blue Ice American Vodka. For additional recipes visit www.blueicevodka.com.

Kevin Egan, Vice President of Marketing and Sales for 21st Century Spirits said, “Blue Ice Vodka takes pride in producing premium American vodka from pure, natural ingredients. I can’t think of a better way to celebrate our great country than with a spirit that will always represent the best America has to offer.”

Blue Ice Vodka is made from Idaho Russet Burbank Potatoes and is produced at Distilled Resources, Inc. in Rigby, Idaho by Master Distiller, Bill Scott. Less than 3 percent of all vodkas in the world are made from potatoes and Blue Ice Vodka requires 9 ½ lbs of potatoes for each bottle. Blue Ice Vodka is owned by 21st Century Spirits based in Los Angeles, California, and has a suggested retail price of \$20.

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