

Hot Potato

Blue Ice Vodka: The Potato Transformed by Anthony Dias Blue

american vodka

people of the quality of Blue Ice is just to have them taste it.”

Egan reports that the company is currently developing a line extension. It isn't a flavored vodka, but rather a 100 percent certified organic wheat version of Blue Ice, which will debut early this year.

Blue Ice founder Jim Myerson passed away this December. He will be missed.

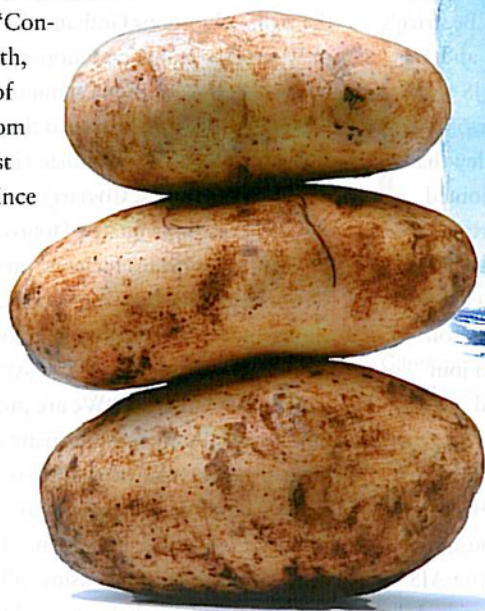
“WE'RE FIGHTING AGAINST THE MYTH THAT FOREIGN-MADE VODKA IS BETTER THAN DOMESTIC,” declares Gary Ottley. Ottley is the owner of Distilled Resources, the Rigby, Idaho, distillery that has put American craft vodka on the map. He and the late Jim Myerson developed a potato-based vodka that

launched in 2001 as Blue Ice, a brand that has brought a new luster to potato-based vodka, and to American vodka in general.

While Ottley takes care of the sourcing of potatoes (a meticulous process), master distiller Bill Scott produces the vodka. Idaho-grown Russet Burbanks are considered the best potatoes in the world, and they give Blue Ice a smoothness and subtle roundness in the mouth. “It's less expensive to make vodka from rye and other grains,” Jim Myerson remarks. “It takes nine Idaho Russet Burbank potatoes to make one bottle of Blue Ice.”

Since vodka is 60 percent H₂O, the water in Blue Ice is also an essential component. Water from the Rocky Mountains snowcap filters through hundreds of feet of porous volcanic rock in the Snake River aquifer before reaching a 200-foot well—the sole water source for Blue Ice—that remains at a steady year-round temperature of 52 degrees. The final touch is the sculptural Blue Ice bottle; created to look like a block of crystalline ice, it makes a striking statement on any bar.

“There's a lot of misunderstanding about vodka,” remarks Kevin Egan, VP of Marketing for Blue Ice “Contrary to popular myth, only three percent of vodkas are made from potatoes. The easiest way for me to convince



Blue Ice uses Rocky Mountain water to give its pure taste.