

21ST CENTURY SPIRITS

BLUE, GOLD AND BOLD

*Blue Ice Organic Winter Wheat Vodka
arrives just in time for today's
eco-conscious, value-demanding consumers*

Blue Ice Organic Winter Wheat Vodka, the newest member of the Blue Ice family is quickly finding a place on shelves at retailers, bars and restaurants everywhere. While the spirit's exceptional blend of pristine Idaho water and certified organic wheat make it the perfect neutral base for a range of cocktails, its versatility is heightened by its value and the distiller's emphasis on environmentally friendly production.

"Blue Ice Organic Winter Wheat Vodka isn't just a marketing hook," explains Kevin Egan, Vice President of Sales and Marketing for 21st Century Spirits. "Our embrace of our customers' demand for eco-friendly products and quality for a great price gives the spirit a real edge in today's market. Consumers and trade alike will appreciate the vodka's special distillation process developed by Master Distiller Bill Scott not only for its subtle taste and smoothness, but also the care that went into making it. The organic winter wheat specially selected for the new spirit imparts a smooth body and a crisp, refreshing finish that compliments other cocktail ingredients and is designed to please the discriminating vodka connoisseur."

Egan also points out with confidence that the highly anticipated introduction of Blue Ice Organic Winter Wheat Vodka not only completes founder Jim Myerson's legacy of creating the great American line of spirits, but also generate new enthusiasm for made-in-the-USA spirits in general.

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— Kevin Egan, Vice President of Sales and Marketing

"Even after a lifetime of successes in the beverage industry, Myerson's creative and entrepreneurial spirit was still going strong," recalls Egan. "Just as he was inspired to launch the original Blue Ice Vodka in 2001, pressing on to carry that achievement forward was a fun challenge for Jim, and he had no intention of slowing down. Once he successfully built his premium vodka into a national brand, he wanted to show everybody what could be accomplished with



Organic Winter Wheat grown and harvested in America. Until the end, he was tuned into what trade customers and consumers wanted, and was keenly aware that a young, well-educated and socially conscious market actively sought a spirit that would be kinder to the Earth in its production yet still fit right in to today's bar and mixology culture."

Handcrafted and quality assured as a kosher and USDA Certified Organic beverage, Blue Ice Organic Wheat Vodka is distinguished with its harmonious blend of pristine Idaho water and locally harvested, certified organic winter wheat. Distiller Bill Scott, meanwhile, achieves this result using the distillery's certified organic fermentation process that uses no chemical additives of any kind.

"In a crowded market inundated with fly-by-night brands, here today, gone tomorrow, Blue Ice has successfully circumvented this fate by focusing on the fundamental priorities of today's modern-day consumer," said Egan. "Quality, affordability and social responsibility are just a few of the many influences that have shaped the rise and evolution of the Blue Ice brand. The continued success of Blue Ice Vodka's flagship potato vodka has parlayed into the birth of Blue Ice Organic Wheat Vodka, the next natural progression in this family-owned operation's devotion to bottling exceptional American vodkas." ■