



BLUE ICE VODKA HISTORY

America's finest potato vodka can only come from one place –Idaho– home to the luscious Russet Burbank Potato. Idaho is the true birthplace of Blue Ice Vodka; it is where the people behind the brand come from and live, where the natural ingredients are sourced and where the product is made.

Blue Ice Vodka is made at Distilled Resources, Inc. in Rigby, Idaho, the only distiller of potato spirits in the United States. Rigby is in the heartland of Idaho, 200 miles east of Sun Valley; its bountiful, potato farming countryside is surrounded by snow-capped mountains.

Gray Ottley, a long time resident of Sun Valley oversees operations at Distilled Resources, Inc.. Master Distiller, Bill Scott, is also a life-long resident of Idaho. In 2001, Ottley and Scott joined entrepreneur Jim Myerson of Sun Valley to develop Blue Ice Vodka, a product that would reflect the quality of Idaho's natural resources. A recipe that calls for premium ingredients along with a technologically advanced four-column distillation process and five-stage filtration system was created exclusively for Blue Ice Vodka.

As a team, Ottley, Scott and Myerson have researched and formulated the most precise method to distill vodka. Distilled Resources, Inc. does not rest on the laurels of tradition or previous generations by relying on antiquated production techniques, such as pot distillation, typical of other distilleries in the United States and abroad. Distilled Resources, Inc. represents innovation, advanced technology, and the careful science of fermentation and distillation.



FOUR COLUMN DISTILLATION, FIVE-STAGE FILTRATION

Blue Ice Vodka is produced under the guidance of Master Distiller Bill Scott at Distilled Resources, Inc. in Rigby, Idaho, the only potato spirits distillery in the United States. Mr. Scott combines a seasoned palate with cutting edge technology to ensure the quality production of Blue Ice Vodka.

COLUMN DISTILLATION VERSUS POT DISTILLATION



In recent years, new distillation technologies have been explored, developed and perfected that allow producers to have tighter control over the production and, as a result, quality of vodka; yet a majority of producers continue to use the same method of pot distillation our predecessors employed over 100 years ago.

During pot distillation, alcohol is distilled multiple times. Each time the alcohol is distilled, it goes through a heating and cooling process. Too many of these cycles can damage the alcohol, similar to how beer or wine can be spoiled when heated and chilled repeatedly due to poor storage conditions. Inadvertently, this process strips all traces of a vodka's character and diminishes its texture.



Blue Ice Vodka is produced in a four-column still, and is distilled only once via fractional distillation. This distillation process allows the Master Distiller to control the removal of impurities, such as congeners and fusel oils, while maintaining the delicate flavor profile and rich texture of Blue Ice Vodka.

FIVE - STAGE FILTRATION

After the careful distillation process, Blue Ice Vodka is filtered five times for extreme clarification. Most vodka is filtered only three or four times. The five-step filtration process includes passage through fine charcoal, filter press, garnet or crystal, travertine and submicron to ensure the utmost clarity.



BLUE ICE VODKA INGREDIENTS

The best ingredients are required to produce the finest vodka. It's that simple! Blue Ice Vodka is hand crafted from Idaho Russet Burbank Potatoes, renowned for their quality, and fresh mountain spring water.

IDAHO RUSSET BURBANK POTATOES

Contrary to popular belief, less than 3% of all vodka produced worldwide is made from potatoes. It takes 9 1/2 pounds of potatoes to craft each bottle of Blue Ice Vodka.

The potatoes used in Blue Ice Vodka come from the richest potato-growing region in North America, where high-altitudes, warm days, cool nights, in combination with light volcanic and alluvial soils produce high quality potatoes with excellent taste and character. Idaho Russet Burbank Potatoes give Blue Ice Vodka its distinctive flavor and smoothness.

WATER

The composition of vodka is 60% water. The water in Blue Ice Vodka is naturally clean and fresh. As the snowcaps of the Rocky Mountains melt, the water gathers in the Snake River Aquifer, where it naturally filters through hundreds of feet of porous volcanic rock before reaching a 200-foot well. This well is the sole water source for Blue Ice Vodka and remains at a temperature of 52 degrees year round.

GRAINS VERSUS POTATOES

Grains, including wheat, corn, rye, barley and oats, can produce vodka with a recognizable harsh bite and coarse finish. According to Master Distiller Bill Scott, potatoes bring a subtle flavor and mellowness to vodka, which are absent in those that are grain based.

CONSUMPTION FACTS

Blue Ice Vodka is carbohydrate free and fat free with 75 calories per 1.5 fluid ounce serving.



BLUE ICE VODKA FACT SHEET

CONTACT

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IDAHO RUSSET BURBANK POTATOES

Less than 3% of all vodka produced worldwide is made from potatoes. Blue Ice Vodka is made from Idaho Russet Burbank Potatoes. It takes 9 ½ pounds of potatoes to craft each bottle of Blue Ice Vodka. Idaho Russet Burbank Potatoes bring a rich texture and mellow flavor to Blue Ice Vodka.

WATER

The composition of vodka is 60% water. The water in Blue Ice Vodka is naturally clear and fresh. As the snowcaps of the Rocky Mountains melt, the water gathers in the Snake River Aquifer, where it naturally filters through hundreds of feet of porous volcanic rock before reaching a 200-foot well. This well is the sole water source for Blue Ice Vodka and remains at a temperature of 52 degrees year round.

DISTILLED RESOURCES, INC.

Blue Ice Vodka is produced at Distilled Resources, Inc. in Rigby, Idaho, the only potato spirits distillery in the United States, under the guidance of Master Distiller Bill Scott. Mr. Scott combines a seasoned palate with cutting edge technology to ensure the quality production of Blue Ice Vodka.

FOUR - COLUMN DISTILLATION

Blue Ice Vodka is distilled in a four-column apparatus via fractional distillation. This distillation process allows the Master Distiller to control the removal of contaminants, while maintaining the delicate flavor profile of Blue Ice Vodka.

FIVE - STAGE FILTRATION

After the careful distillation process, Blue Ice Vodka is filtered five times for extreme clarification. Most vodka is distilled only three or four times. The five-step filtration process includes passage through fine charcoal, filter press, garnet or crystal, travertine and submicron to ensure the utmost clarity.

DISTRIBUTION

Blue Ice Vodka is currently available in Arizona, California, Colorado, Georgia, Idaho, Illinois, Maryland, Michigan, Montana, New Mexico, New York, Nevada, Ohio, Oregon, South Carolina, Utah, Washington, DC and Wyoming.

CONSUMPTION FACTS

Blue Ice Vodka is carbohydrate free and fat free with 75 calories per 1.5 fluid ounce serving; it also contains no additives such as traces of citric acids, which are found in other brands.

CLASSIC BLUE ICE VODKA MARTINI

1.5 fluid ounces chilled Blue Ice Vodka ▪ a splash of Vermouth ▪ one lemon twist or olive if desired ▪ shaken not stirred

SUGGESTED RETAIL PRICE \$20.00