



For Immediate Release
Contact: Charles Communications Associates
Kimberly Charles
415.701.9463 | kcharles@charlescomm.com

Square One Organic Vodka Debuts

America's First and Only 100 Percent Organic Rye Vodka Steps Outside the Box

San Francisco, CA; May 2006 -- Square One™ Organic Vodka (www.squareonevodka.com) premiered this month at a party at Frisson restaurant, just in time for the 200th anniversary of the cocktail (*The New York Times*, May 12, 2006). Wine and spirits industry veteran **Allison Evanow**, a Marin County resident who bartended her way through her MBA program, created Square One as a top-shelf artisanal spirit, produced in a socially conscious manner, yet also superior in its flavor profile and stunning in its sustainably-created packaging.

The idea for Square One was conceived several years ago, before terms like "eco chic" and "decadent organics" entered the mainstream lexicon indicating that "green is the new black." Today, the vodka's entrée into the market is a timely one as Americans are starting to recognize that doing good does not necessarily mean doing without, though its increasingly imperative that we do something.

Starting at Square One: Square One vodka begins with **North Dakota-grown certified organic rye, considered by those in the know to be the "Napa Valley of rye."** Though challenging to grow, rye has been prized for centuries for its subtle, nutty flavor and was grain of choice for the imperial vodkas of the Russian czars. The only other ingredient in Square One is pristine **water from the Teton Mountains**. The vodka is then distilled in Idaho at Distilled Resources Inc. through a proprietary certified organic fermentation process, all taking place within a 100-foot radius of where the grain arrives. Square One is certified organic by **Oregon Tilth** <http://www.tilth.org/>, which holds the industry's most stringent requirements, far exceeding those, put out by the USDA.

The vodka is packaged in dramatic square bottles, created as a custom mold and designed by San Francisco design firm, Michael Osborne Design. It is distinctly emblazoned with

concentric squares receding into the glass. The labeling is easy to remove so that the bottles may be fine second iterations as attractive vases, water bottles, and the like.

Square One explodes the myth that the best vodkas are those that make the most passes through the distillation process. The fact is that distillation is used to remove impurities, progressively stripping a spirit of its unique personality. Square One receives such a clean fermentation that it requires only a brief time in a 4-column continuous-distillation process, emerging with sparkling clarity, the vodka's cool, soft texture remaining intact.

A Singular Spirit: Allison Evanow's philosophy of social consciousness and sustainability extends beyond the production of Square One. Her company, Square One Organic Spirits LLC, is committed to maintaining its female majority ownership and to donating a portion of future profits to non-political environmental causes. Square One employees and partners are urged to maintain a balance between their work and their lives; the company supports them in this by offering job-sharing, flextime, and virtual office options.

Virtual Town Square: The Square One website is not only a source of product information, but is a forum for acknowledging and sharing information about other companies and individuals who strive toward living consciously and doing their part to tread lightly on the earth.

In Northern California, Square One is available at K&L Wine Merchants, John Walker & Company, and at bars and restaurants that include Brick, Club Deluxe, Cyrus, Farmer Brown, Frisson, Masa's, NOPA, The Orbit Room, Sugar Lounge and Solstice Lounge. On line, it can be ordered from klwines.com. It launches in New York City on June 5th.

The Square Route: With its uncompromising commitment to sustainability and superb quality, Square One Organic Vodka proves that an ethereal clear liquid can indeed be a stylish shade of green.

#

For more information on Square One[™] Organic Vodka, including complete national availability information, please contact Charles Communications at 415.701.9463.