

# new from flow:

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## Blue Ice Vodka gets facelift

Blue Ice Vodka sprouted from a simple vision: premium vodka reflective of the homegrown purity of America's natural resources. A decade later, Blue Ice Vodka celebrates the growth of that vision distilled into reality. Blue Ice Vodka's flagship potato vodka, made from Idaho russet potatoes, entered the US market ten years ago amid the launch of 30 other national and international vodka brands in that year. Since then, that and other quality Blue Ice blends have set the benchmark for American craft vodka.



"At the time Blue Ice launched, craft, American distilling was a relatively unexplored territory," explains Kevin Egan, Vice President of Marketing and Sales for Blue Ice Vodka. "As American vodka producers and consumers began to adopt the idea that vodka could and should be more than a bulk commodity, Blue Ice Vodka emerged as a forerunner for not only craft, American distilling, but American." Reflecting on the synergies that have positioned Blue Ice Vodka as a mainstay among the copious category introductions, Egan credits the brand's continued viability to its consistent attention to quality. "When competitors have looked to short-term solutions, such as multi-million dollar ad campaigns or celebrity brand ambassadors, Blue Ice Vodka has stayed true to its original vision, proprietary methods and timeless profile that will always be relevant, today, tomorrow and beyond."

Designed by award-winning design firm Flowdesign, who has worked with 21st. Century Spirits from its inception, the "facelift" further refines the distinctive look and texture of the bottle, while maintaining the complimentary relationship between the look, feel, and taste. "Our goal for the recent upgrade to Blue Ice Vodka's label and capsule represents an evolution, not a revolution, with the use of simpler type, targeted copy, and a bolder blue background to help the branding pop," says Dan Matauch, founder of Flowdesign.