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AMERICAN VODKA PRODUCER BLUE ICE EXTENDS PREMIUM BOUTIQUE PORTFOLIO WITH THE LAUNCH OF NEW ORGANIC WHEAT VODKA

Blue Ice Vodka, acclaimed for its exceptionally smooth taste and technologically advanced distillation methods using Idaho Russet Potatoes, announces the inception of Blue Ice Organic Wheat Vodka, the American brand's first line extension since its introduction to the market in 2001. A highly anticipated complement to Blue Ice's hallmark potato vodka, Blue Ice Organic Wheat Vodka continues the tradition of founder Jim Myerson's commitment to producing premium spirits reflective of the quality and purity of Idaho's natural resources.



"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 Kevin Egan, Vice President of Sales and Marketing for 21st Century Spirits. "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."

21st Century's brand design firm "Flowdesign" extended Blue Ice Vodka into an organic wheat line extension while keeping core brand elements in place. "The challenge was to differentiate the Organic Wheat from its flagship brand "Blue Ice potato vodka".

We looked at several alternatives, but eventually came to the consensus that the clear bottle with the brown toned label best suited the organic wheat line extension. We kept the core brand elements of the Blue Ice font, bottle and label shape of the flagship brand but added wheat stalks, the USDA organic logo and color changes to help consumers recognize the brands unique organic properties" says Dan Matauch, owner of Flowdesign.

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Editor's Note: Kevin Egan, Vice President of Marketing and Sales for 21st Century Spirits, and Dan Matauch, owner of Flowdesign is available for comment. Images available upon request.