

Spirits of the deep sea



New vodka blends Hawaiian ocean water and eco-friendly ethanol

A MAUI-BASED startup company is plunging into the premium liquor market with a new vodka that uses water drawn from a half-mile below the Kona waves and alcohol distilled in Idaho from organic corn and rye.

Hawaii Sea Spirits LLC is positioning its new Ocean brand vodka not just as a smooth, pure-tasting spirit as good as big-time, high-priced brands such as Grey Goose; the company is also touting Ocean as the vodka for the ecologically conscious.

Flowdesign used simple graphics with a hint of blue tint to the glass to give it a carefree Hawaiian feel. The product is scheduled to hit the market next month at a price of \$35 to \$40 per bottle.

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