

## How Wheat It Is - Blue Ice Organic Wheat Vodka

**Blue Ice Vodka**, acclaimed for its exceptionally smooth taste and technologically advanced distillation methods using Idaho Russet Potatoes, recently announced the brand's first line extension, **Blue Ice Organic Wheat Vodka**, as the perfect complement to Blue Ice's hallmark American 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. Handcrafted and quality assured as a kosher and USDA Certified Organic beverage, Blue Ice Organic Wheat Vodka features a harmonious blend of pristine Idaho water and locally harvested, certified organic winter wheat. Distilled by Master Distiller Bill Scott through a proprietary certified organic fermentation process that uses no chemical additives of any kind, the result is an award winning taste described by the Beverage Testing Institute (BTI) as, "smooth, lively and lightly spicy." *Of those spirits tasted and recommended by the BTI, Blue Ice Organic Wheat Vodka currently stands as the highest rated Certified Organic vodka across all price points, both internationally and nationally, with a BTI score of 94 points.* Currently available in two sizes 750ml (SRP \$29.99) and 1.75L (SRP \$49.99).

[www.blueicevodka.com](http://www.blueicevodka.com)



*Blue Ice*  
AMERICAN  
VODKA

America's highest rated\*  
domestic vodka brand can  
now be enjoyed in two  
styles:

**Blue Ice Potato Vodka:** "impeccably clean and smooth with a sweet round palate"

**Blue Ice Organic Wheat Vodka:** "ultra clean, smooth taste and a crisp, lively, complex palate"

\* Both rated 94 points by Chicago's Beverage Tasting Institute