



VODKA WITH AN OLD-SCHOOL, PROHIBITION-AGE SOPHISTICATION

BY LAURA TOMANA

Vodka has a way of outshining other spirits. Its colorless, odorless characteristics make it the ideal candidate for mixing specialty cocktails or simply enjoying on the rocks. Despite so many vodka brands on the market, we've uncovered one of the best right here in New York.

Bootlegger 21 New York Vodka, manufactured by Prohibition Distillery, is making quite the impact in the alcohol industry. Partners Brian Facquet and John Walsh are two passionate entrepreneurs who were novices to the industry, but who have forged to the forefront of the artisanal spirits movement. This reminds us of the micro brewery movement in the 1990s that changed the face of beer. "We wanted to create a vodka that reflects the integrity, character, and passion of the American craftsman" explained Walsh.

From its apothecary flint-glass bottle to its "Medicinal Alcohol" prescription label, Bootlegger 21 Vodka is a flashback to the 1920s and the Prohibition era, when the 18th Amendment, prohibiting the sale of alcohol in the US went into effect. This created opportunity for "bootleggers" to illegally distribute alcohol from the East End of Long Island to all points west until the 21st Amendment was signed by President Roosevelt in 1933. Prohibition Distillery celebrates the 21st Amendment, repealing prohibition.

At the core of its mission, Bootlegger holds social

responsibility as a paramount principal to the responsible growth of their company. "Brian and I always try to make a difference in the lives of our family and the community around us," says Walsh. They have sponsored events ranging from Art Miami's Lotus House, The Common Table at Quail Hill, Music for Tomorrow, American Cancer, Humane Society, Fallen Heroes, and various foundations for art and music.

Bootlegger 21 is six times distilled from 100 percent corn, which gives an uncommonly smooth mouth feel with a touch of sweetness on the finish. The founders refer to their gluten-free product as a "sipping vodka." Since hitting the market, Bootlegger has received "exceptional" ratings from both the Beverage Tasting Institute (BTI) and The Tasting Panel. BTI notes "delicate aromas of toasted custard puff pastry and praline with a soft, silky dryish medium body and a smooth, talc and powdered sugar-accented finish. Very nice." Bootlegger was also the only vodka at the New York International Spirits Competition to receive a gold medal, compelling many consumers to put down their imported vodkas and pick up something made locally, costing just \$28 a bottle.

"We just wanted to make the best vodka possible, one that represents New York on the world stage!" says Facquet. Handcrafted in the Empire State, you should treat yourself, legally, to the best new vodka on the market. Bottoms up!

STAR VODKA BECOMES HAMPTONS ULTIMATE FASHION ACCESSORY



Charles Ferri knows a few things about luxury. As a former New York City financier and club owner, his high-end clientele relish product that meets their high standards. In 2008, Ferri went on a quest to fill the void he felt existed in the spirit equation – high-quality American vodka that people actually enjoyed drinking.

After two years of devoted research and development, Star Vodka debuted in 2010. Haven't tried it yet? Then you haven't looked for it at the hottest Hamptons and Manhattan venues. Owning the famous Hamptons Star Room and the Star Lounge under the legendary Chelsea Hotel, Ferri distributes Star Vodka to a very select market that attracts the similarly social, upwardly mobile and well-heeled crowd. Personally selected where Star Vodka is sold, limited quantities can be found at our favorite lavish watering holes like Sunset Beach, Race Lane, and the Standard Hotel's Boom Boom Room.

"I created Star Vodka for the consumer who appreciates quality and desires a smooth-tasting spirit that doesn't need to be diluted with mixers to be enjoyed," says Ferri. The ultra-premium American vodka undergoes a five-time filtration process through organically cooled lava rock in the scenic Cascade Mountains and is then carefully distilled to ensure a gluten-free, super smooth tasting product that is savory enough to drink on the rocks. Ferri makes sure that the elite crowd has vodka that is treated with the exceptional care it deserves.

It's time to put down the high-calorie, masked mainstream-spirit and enjoy the pure smooth taste of Star Vodka. Swanky. Star.

VISION VODKA IS NOT JUST GOOD LOOKS

David Moritz, CEO of Vision Vodka, is the mastermind behind an upcoming and intoxicating spirit — Vision Vodka. With so many vodkas crowding the shelves, Moritz knew there had to be a way to make the great taste of Vision Vodka stand out. To say that he succeeded would be an understatement.

A creative prodigy, Moritz is also the president of Mode Design Group and Society Awards, which designs award-show trophies such as the Moon Man for the MTV Video Music Awards, the popcorn bucket for the MTV Movie Awards, and the Golden Globe statuette.

"Vision Vodka was created to be the smoothest vodka in the world, as judged by the majority of vodka drinkers — people who want it to taste just as clean, tasteless, and easy to drink as water. We didn't much care what the experts would say, but it turns out the experts love it too," said Moritz. Vision Vodka recently won a gold medal in the prestigious San Francisco World Spirits Competition. Using the highest quality of wheat and distilling the vodka five times results in an unparalleled taste that everyone seems to agree on.

Keep an eye out for Vision Vodka as it makes its way into many liquor stores and your favorite restaurants and elite clubs. A great date idea: escape to the alluring Hudson Rooftop Terrace, ask for Vision by name, and be prepared to leave your old vodka behind.

