

# COLD RIVER<sup>®</sup> *Distinctive maine potato* VODKA

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Contact: Jen Beltz, Front Burner PR  
Ph: 207.699.5502 [jen@frontburnerpr.com](mailto:jen@frontburnerpr.com)

## MAINE'S COLD RIVER VODKA HITS THE SOUTH: VIRGINIA, TENNESSEE, GEORGIA AND FLORIDA PICK UP SUPER-PREMIUM POTATO VODKA

### *Company's expansion illustrates trend of super-premium vodka's growing appeal*

**Freeport, Maine** – Maine's Cold River Classic Vodka and Blueberry Vodka are hitting shelves in Virginia, Tennessee and Georgia, and have relaunched in Florida with Republic National Distributing Company, the second-largest distributor of premium wine and spirits in the world. The Maine-made, gluten-free potato vodka will now be available in 19 states, as well as in western Canada and London.

Business expansion plans also are in the works with distributors in several additional states throughout the nation – including Pennsylvania, Montana, Louisiana, New Mexico, and Utah – according to Cold River Vodka's managing partner and director of sales and marketing, Bob Harkins. The company reports that it expects to see significant, double-digit percentage growth again this year.

Since its launch in 2005, the super-premium, all-natural vodka has earned a sterling reputation for its distinct nose and satin-smooth finish. Crafted by Maine Distilleries – which solely produces Cold River Vodka – the vodka uses water from Maine's Cold River, farm-fresh Maine potatoes, and is batch-distilled in a custom-made copper potstill. The delicately balanced flavor of Cold River Blueberry Flavored Vodka – the newest addition to the company's product line – features Maine potatoes and wild Maine blueberries from family-owned Wyman's in downeast Maine.



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

“No other vodka on the market is produced like Cold River Vodka,” noted the company's head distiller, Chris Dowe. “We don't use any shortcuts. We have the only ‘ground-to-glass’ distillery in the nation, where we're able to monitor every single aspect of our Classic and Blueberry vodkas' production – from planting and cultivating our own Maine potatoes, to distillation, to final bottling. Our finished product reflects both our attention to detail and the quality of ingredients we're using.”

“If you follow the trend, consumers are recognizing that super premium vodkas are not just for mixing. Savvier vodka consumers are veering away from vodkas that have no distinct flavor or aroma. They're looking for spirits that have distinct character that they can enjoy for what they are,” Harkins said. “People want more of a sensory experience with vodka today; they want to be able to enjoy it straight as a ‘sipping vodka.’ We believe our vodka provides a perfect fit for that portion of the market. This doesn't diminish Cold River's ‘mixability,’ though, as it relates so well to a wide variety of mixers.”

– more –

In related business news, Cold River Vodka continues to earn attention from a wide variety of beverage and lifestyle press; most recently, the company's vodkas have been featured by *Wine Enthusiast*, WashingtonPost.com, *Fine Living*, London's *The Independent*, The Frugal Yankee Radio Hour, and NBC affiliates nationwide.

In its "Next-Gen Flavored Vodkas" feature earlier this summer, *Wine Enthusiast* saluted Cold River's Blueberry Vodka: "The soul-satisfying vodka has a voluminous bouquet and a finish like the holy chorus of blueberries," wrote spirits expert Robert Plotkin. "It's an 80-proof homage to nature." *Wine Enthusiast* earlier this year also named the Maine-made vodka to its "Top 50 Spirits" list, where it earned the top-rated vodka slot and the magazine's only "Classic (96-100) / Highest Recommendation" rating for vodka.

In additional recent accolades, *Strategize* magazine, an upscale lifestyle magazine geared toward business executives, named Cold River Vodka's Classic vodka to its "Product Spotlight: Luxury Gift Ideas" list in its current issue: "A super-premium, martini-quality, gluten-free vodka that is distinctive among the world's most sophisticated spirits." Nationally syndicated Food Editor J. Scott Wilson applauded the company's "ground-to-glass" approach and the marked difference it makes in the product's quality: "One of the things I love best in life is the concept of small business, of farm to table, of small producers controlling every step of their process to put out quality products," he wrote. "Cold River could be the poster company for those concepts."

Named "The Best American Vodka" in F. Paul Pacult's "Kindred Spirits 2" (2008), Cold River Vodka's Classic (original) vodka earned a Double Gold Medal at the 2008 World Spirits Competition held in San Francisco, and also the sought-after five-star "Highest Recommendation" rating from *Spirit Journal*.

"We're growing cautiously, but are incredibly encouraged by the number of Cold River Vodka accounts and states we've added so far in 2009," Harkins noted. "It's been particularly interesting for us to see this level of enthusiasm from so many states far down south. This all bodes well for the even bigger plans we've got in store for 2010."

#### **About Cold River Vodka**

Founded in 2005, Cold River Vodka, located in Freeport, Maine, is the brainchild of four talented Maine entrepreneurs: Donnie Thibodeau, who owns Green Thumb Farms in Fryeburg, ME; his brother, Lee Thibodeau, a neurosurgeon in Portland, ME; Bob Harkins, a former Sunday River ski executive from Paris, ME; and Chris Dowe, Distiller, from New Gloucester, ME.

Known for its distinct nose and satin-smooth finish, the gluten-free vodka is hand-crafted and batch-distilled in a copper potstill, using water from Maine's Cold River and farm-fresh Maine potatoes. The multiple-award-winning vodka currently is available at major markets, restaurants, and fine spirits retailers in 19 states throughout the U.S., as well as in western Canada and London.

*For more information, visit [www.coldrivervodka.com](http://www.coldrivervodka.com) or call (207) 865-4828.*

*To download product photos or Cold River Vodka's media kit, visit [www.frontburnerpr.com/coldrivervodka](http://www.frontburnerpr.com/coldrivervodka) .*

*For photo requests or to schedule an interview with Cold River Vodka's Director of Sales and Marketing, Bob Harkins, contact Jen Beltz at (207) 699-5502 or [jen@frontburnerpr.com](mailto:jen@frontburnerpr.com) .*

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