

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

For Immediate Release  
January 13, 2009

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**Maine's Cold River Vodka Named to *Wine Enthusiast's*  
Prestigious List of "Top 50 Spirits"**

***Premium product earns magazine's sole "Highest Recommendation" rating for 2008 vodkas***

**Freeport, Maine** – *Wine Enthusiast* magazine has recognized Maine-made Cold River Vodka ([www.coldrivervodka.com](http://www.coldrivervodka.com)) as one of the "Top 50 Spirits" named to the national magazine's annual selection of top domestic and international spirits. In a nod to Cold River's growing prominence in the premium spirits world, Cold River Vodka was the top-rated vodka on *Wine Enthusiast's* spirits list this year, and earned the magazine's only "Classic (96–100) / Highest Recommendation" rating for vodka in 2008.

Each year, *Wine Enthusiast* presents its selection of the year's top spirits and wines. The annual Top 50 Spirits list is regarded as a valuable resource by wine and spirits devotees, the spirits industry, restaurateurs, retailers, and consumers seeking premium spirits that truly stand out from the crowd.

In selecting the best distillates of the year and compiling the Top 50 Spirits list, *Wine Enthusiast* decision makers weighed a spirit's taste and aroma, uniqueness, trend-setting characteristics, availability, and price.

Chris Dowe, Partner and Head Distiller at Maine Distilleries, which produces only Cold River Vodka, noted that distribution of the award-winning vodka will continue to expand throughout 2009.

"Our recent rating by *Wine Enthusiast* tops off an incredibly rewarding year for our whole team at Cold River Vodka," Dowe said. "The enthusiastic reactions and positive feedback we continue to receive from customers and reviewers bode well for our continued growth this year, and for our domestic and international market expansion plans already underway."

*Wine Enthusiast's* tasting notes in its Best of Year 2008 issue labeled Freeport, Maine-crafted Cold River Vodka "a coming superstar." The vodka, triple-distilled in small batches, is one of the few vodkas in the world made from potatoes. The super-premium, all-natural, gluten-free spirit also is the only vodka on the market which is made exclusively from Maine potatoes and water from an aquifer fed by Maine's Cold River.

Cold River Vodka, founded in 2005, is available at major markets, restaurants, and fine spirits retailers in all New England states, New York, New Jersey, Maryland, Washington D.C., Delaware, South Carolina, Florida, Indiana, Kentucky, British Columbia, and London. North American and European distribution has steadily increased since launch of the brand, particularly noteworthy in today's economic climate.



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In related good business news, Cold River Vodka recently won a double Gold Medal at the 2008 San Francisco World Spirits Competition, and the Maine vodka was named “Best American Vodka of 2008” by industry expert and author F. Paul Pacult in his new book, *Kindred Spirits 2*. The vodka, which also has earned a five-star “Highest Recommendation” rating from *Spirit Journal*, will be featured on an upcoming episode of The History Channel’s “Modern Marvels,” tentatively scheduled to air on February 2<sup>nd</sup> of this year.

Cold River is earning accolades from the late summer 2008 release of its Cold River Blueberry Flavored Vodka, as well. The world’s only gluten-free flavored vodka, the company’s subtle blueberry vodka is made with wild Maine blueberries from family-owned Wyman’s in downeast Maine. Cold River Blueberry Flavored Vodka will be produced in limited quantities.

The delicately balanced flavor of the wild Maine blueberries used in Cold River’s blueberry vodka pairs perfectly with the company’s original potato vodka, according to Bob Harkins, Director of Sales and Marketing at Cold River Vodka.

“We’re all encouraged by the favorable responses we’ve been receiving in such a short timespan since launching our potato and blueberry vodkas,” he said, “and we have even higher hopes for the year ahead.”

#### **From *Wine Enthusiast’s* “Top 50 Spirits,” Best of Year 2008 issue:**

##### **Classic (96–100) / Highest Recommendation**

##### **Cold River Vodka (USA: Maine Distilleries, Freeport, ME); 40% abv, \$35.**

The lovely, austere and enticing bouquet offers scents of black pepper, charcoal and limestone. Entry is sweet and lightly spiced; at midpalate luscious tastes of caramel corn, charcoal, quartz and cocoa bean make for wonderful North American unflavored vodka drinking. Concludes smooth, complex and layered. A coming superstar.

##### **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. Maine Distilleries, which produces only Cold River Vodka, is the only “ground-to-glass” distillery in the nation, where the company controls every aspect of production from the planting of the potatoes to final bottling.

The award-winning vodka currently is available at major markets, restaurants, and fine spirits retailers in a growing number of states throughout the U.S., as well as in British Columbia and London.

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

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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